



FOR IMMEDIATE RELEASE

Contact: Stephanie Caponigro
(810) 624-5550
stephanie@thepinkfund.org

THE PINK FUND ADDRESSES FTC CHARGES AGAINST FOUR CANCER CHARITIES

(ROCHESTER HILLS, MI) May 22, 2015 – The Pink Fund is astonished and disappointed by this week’s news of the Federal Trade Commission charges against four cancer charities: Breast Cancer Society, Cancer Fund of America, Cancer Support Services and the Children's Cancer Fund of America.

In October 2014, The Pink Fund was [named by TIME and Money magazines, breast cancer advocates Gayle Sulik and Samantha King, and Charity Navigator as one of five breast cancer charities worthy of a donation.](#) The Pink Fund is 100% committed to its mission: providing 90 days of non-medical financial assistance to breast cancer patients in active treatment to cover basic cost of living expenses, with payments made to the patients’ creditors.

The Pink Fund does not engage in any paid telephone solicitation. Our audited Financial Statement is available on our website, <http://thepinkfund.org/financials>.

Any questions regarding how donor dollars are invested should be directed to Molly@thepinkfund.org.

About The Pink Fund

A breast cancer diagnosis can destroy the financial health and wellbeing of the patient and their family. While in active treatment, many patients are unable to work and experience a loss of income that can result in catastrophic financial losses and the need to rebuild financial health. The Pink Fund provides financial support which helps meet basic needs, decrease stress levels, and allow breast cancer patients to focus on healing while improving survivorship outcomes. Our 90-day grant program covers non-medical basic cost of living expenses, such as health insurance premiums, housing, transportation and utilities. The Pink Fund is a 501(c)(3) public charity founded in 2006 by breast cancer survivor Molly MacDonald. In 2005, Molly was between jobs, supporting her five children, caring for her aging mother, and paying \$1,200 per month for Cobra health insurance when she received the April 1, no foolin’ breast cancer diagnosis. Two surgeries and six weeks of daily radiation cured her cancer but derailed her career and ruined her finances. Her home went into foreclosure; her family relied on a local food bank for nourishment. There was nowhere to turn for help. She saw an unmet need and tried to meet it. Frustrated and broke, the ruins of her personal tragedy gave life to an organization that was determined to not allow others to encounter the same fate and help breast cancer patients cover critical non-medical bills during treatment. Her focus shifted from getting help to giving help.

###