

T.E.A.L.[®] 2019 Annual Report

Tell Every Amazing Lady[®]

About Ovarian Cancer

T.E.A.L.[®]

**Louisa M. McGregor
Ovarian Cancer Foundation**

**www.TEALWALK.org
www.TellEveryAmazingLady.org**



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A Message from Our CEO

Dear Friends and Supporters,

Since 2009, T.E.A.L.® has been raising awareness about ovarian cancer, providing support to survivors and funding medical research, and I'm proud to move forward to another year of fighting for every amazing lady. My late sister, Louisa, and I founded T.E.A.L.® from her hospital bed in 2009 after she was diagnosed with ovarian cancer. Soon after her diagnosis, it became clear to us that there was little awareness or support for this disease, and so we quickly got to work. I am astonished at the difference we've made as a team here at T.E.A.L.®, and am excited to continue with that same spirit!



T.E.A.L.® is a grassroots organization based in Brooklyn, which originally operated out of my home and has grown to a nation-wide effort to defeat ovarian cancer. In 2015, we opened the T.E.A.L.® Ovarian Cancer Community Center where we host free workshops including awareness programs and programs for survivors and their families. Thanks to our hundreds of volunteers and supporters, we've funded ovarian cancer research at the country's most prestigious medical institutions, hosted walks and other events for ovarian cancer nation-wide, and taken over NYC with our many campaigns to raise awareness about this disease! I could not be more proud of the work we've done, which is entirely thanks to supporters like you.

This year, we hope to reach even more people about the signs and symptoms of ovarian cancer. Currently there is no accurate screening test and it remains difficult to diagnose. Unfortunately, a late diagnosis often means fewer treatment opportunities, and that an effective screening test and better diagnosis practices can truly save lives. Ovarian cancer is also, like many gynecological cancers, severely underfunded, and we hope to continue to change this. This is a very serious women's health issue, and this is why grassroots activism is imperative to change the reality of this disease. With no medical screening test currently available, our programs provide some of the only tools available to the public in order to fight ovarian cancer. Our services are critical to women's health. This coming year invites a world of opportunities to make a difference and defeat ovarian cancer.

I'm excited to continue with our many awareness programs this year. Our September Campaigns during National Ovarian Cancer Awareness Month, are very influential thanks to our many community partnerships. Each year, we turn buildings and monuments teal and bring awareness about ovarian cancer to millions. Last year, we hosted the 7th Annual Ovarian Cancer Awareness Day at CitiField, opened the New York Stock Exchange, and hosted The T.E.A.L.® Walk/Run Program in 5 cities, including our 10th Annual Brooklyn T.E.A.L.® Walk/Run! We also celebrated a decade of fighting ovarian cancer at our Gala at the Brooklyn Museum, where we lit the facade the color teal raising awareness to the surrounding community. We will continue to provide free programs and webinars to support survivors and help passionate advocates get involved. All of our many programs, big and small, have allowed T.E.A.L.® to reach over 100 million people annually, and raise over \$3 million for ovarian cancer research and awareness.

We are immensely thankful to our supporters for making all this happen and excited to continue telling every amazing lady about ovarian cancer!

Sincerely,

Pamela Esposito-Amery
Co Founder & CEO

T.E.A.L.®'s Mission:

Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation's mission is to promote public awareness and education of the signs, symptoms and risk factors of Ovarian Cancer, while providing support to survivors and raising funds for research in order to find the cure for Ovarian Cancer.



Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation also known as T.E.A.L.®
T.E.A.L.® Community Center 533 16th Street, Brooklyn, N.Y. 11215 info@tealwalk.org
www.TellEveryAmazingLady.org 817-310-4835 www.tealwalk.org Not-For-Profit 501(c)(3) Charitable Organization

Louisa M. McGregor

Co-Founder *In Memoriam*

Louisa's Diagnosis



Louisa's Legacy

After a nearly four-year battle with Ovarian Cancer, Louisa died on March 8th, 2011. At the age of 45, she left behind a husband and two children. She was a wife, mother, daughter, sister, aunt, and friend who inspired all those around her. Her dream of Tell Every Amazing Lady® About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation is being kept alive by all of the loyal T.E.A.L.® supporters. More of Louisa's story can be found at www.tealwalk.org/louisa.

Co-Founder Louisa M. McGregor was diagnosed with ovarian cancer in 2007. While going through chemotherapy and surgery, she proceeded to create the **Tell Every Amazing Lady® About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation** with her sister Pamela Esposito-Amery. What started out as an idea for a walk grew to become a not for profit foundation that has been exponentially growing since it's inception in 2009. The T.E.A.L.® Walk/Run is the largest Ovarian Cancer Walk in New York City and has now expanded into other states.

Louisa knew nothing about ovarian cancer before her diagnosis. Like most women she had no idea that there was NO TEST for it or that ovarian cancer came with symptoms that she had had for almost a year. She felt it was imperative to tell everyone she knew that they needed to listen to their body and understand this disease. Hence, the name "Tell Every Amazing Lady®" that was born because it addressed the mission and was an acronym for the color teal that symbolizes the disease.

Louisa appeared in many public service announcements including some for Gilda's Club and Stand Up To Cancer, in addition to appearing on The Today Show and in a documentary called "The Whisper. She received many awards for the work she did while undergoing treatment including an honor by the New York State Senate for Women's History Month, a Lions Club Humanitarian Award and a Brooklyn Women of Distinction Award. Even posthumously, June 6, 2011 was designated Louisa M. McGregor Day in Brooklyn by Brooklyn Borough President Marty Markowitz .



Public Service Announcements and Press Louisa appeared in while battling Ovarian Cancer so that she could educate others about the disease:

Gilda's Club PSA

Stand Up To Cancer PSA

The Today Show-How To Talk To Your Children About Cancer

The Whisper -a documentary

Health Talk with Dr. Manny Alvarez



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2019 T.E.A.L.® Events

January 2019

- **United Airlines NYC Half Runners Meetup (1/6/19)** in Brooklyn, NY
 - On January 6th, team Tell Every Amazing Lady® for the 2019 United Airlines NYC Half Marathon met up at our T.E.A.L.® Community Center to get to know one another and go for a morning run around Prospect Park. It's always great to get to know our team and hear their amazing stories!
- **T.E.A.L.®/SHARE Ovarian Cancer Survivor Meet up (1/8/19)**
- **Men of T.E.A.L.® Workshop (1/8/19)**
- **T.E.A.L.® Board Meeting (1/16/19)**
- **Miss New York Teen USA pageant (1/18/19)** in Purchase, NY
 - On January 18, 2019, Kiara Carrion, one of T.E.A.L.®'s amazing Youth Ambassadors, participated in the Miss New York Teen USA pageant in Purchase, NY. Kiara's platform was ovarian cancer in young girls and teens. Kiara placed within the top 15 out of 122 girls and can be seen wearing one of her amazing designs from her Kitara Designs collection.
- **PPA Meeting (1/22/19)**
- **Medgar Evers College Preparatory School Service Fair (1/30/19)** in Brooklyn, NY
 - On January 30th, T.E.A.L.® participated in Medgar Evers College Preparatory School Service Fair, in Crown Heights, Brooklyn, having the opportunity to meet and talk with many students about volunteer opportunities with our foundation while raising awareness about ovarian cancer. It is so important for individuals, of any age, to be aware of the signs, symptoms, and risk factors of ovarian cancer. A big thank you to the National Honor Society Ujima Chapter at MECPS for inviting us and hosting this great event.

February 2019

- **Leos Induction Ceremony (2/5/19)**
- **JALBCA Program: The Power of Planning: Making Critical Ethical, Medical, and Legal Decisions in Advance of Health Crises (2/7/19)**
- **Professional Networking Breakfast Gilda's Club (2/8/19)** in New York, NY
 - On February 8th, T.E.A.L.® attended a Networking Event at Gilda's Club in Hudson Square in New York City. This was a wonderful event to link leaders of the cancer community of non-profits together to form partnerships to better serve. Gilda's Club is an amazing organization that provides support for families that have been affected by cancer. Gilda Radner passed away from ovarian cancer in 1989 and she is honored everyday through the wonderful work done by Gilda's Clubs throughout the country!
- **T.E.A.L.®/SHARE Ovarian Cancer Survivor Meet up (2/12/19)**



•**T.E.A.L.® Board Meeting (2/13/19)**

•**TCS New York City Marathon Charity Partner Forum (2/13/19)**

•**Presentation at Lions Midwinter (2/16/19)**

- On February 16th, CEO and Co-Founder, Pamela Esposito-Amery, presented at the District 20-K1 62nd Lions Mid-Winter Convention in Douglaston, New York. Pamela, joined by Board Members and fellow Lions John Cucarese and Lawrence Esposito, spread awareness about ovarian cancer to the hundreds of attendees of at the Mid-Winter Convention. Thank you to the District 20-K1 Lions, The 20-K1 Lions T.E.A.L.® Committee members led by Lion Jennifer Seymour-Wright and special thanks to District Governor Audrey P. Doorn for inviting T.E.A.L.® and always supporting our mission.

•**Essential Oils Workshop (2/21/19)**

•**Yogasole Staff Trip-Therapeutic Yoga (2/26/19)**

•**Podcast with Dr. Vincent Esposito (2/28/19)**

- On March 12th, Dr. Vincent Esposito and Dr. Kali Olsen lead a podcast along with their guest T.E.A.L.®'s CEO Pamela to discuss the signs, symptoms and support related to ovarian cancer. The podcast was part of the series "The Art of Eating: A Holistic Guide to Healthy Living."

March 2019

•**Pratt Pro Imagination Expo (3/1/19) in Brooklyn, NY**

- On March 1st, T.E.A.L.® participated in Pratt Institute's Pro Imagination Expo in Clinton Hill, Brooklyn. It was a great event to connect with students and other organizations. T.E.A.L.® thanks Pratt Institute for another great networking event and allows T.E.A.L.® to raise awareness about ovarian cancer!

•**Interview with Centers for Medicare and Medicaid Services (3/8/19) in Brooklyn, NY**

- CEO and Co-Founder Pamela Esposito-Amery sat down with "CMS & You Women's Health" host Suzanne Gallagher at BRIC Arts and Media House on March 8th. The Centers for Medicare and Medicaid Services, or CMS, is a division of Medicare Health Plans Operations. Esposito-Amery discussed T.E.A.L.® and its services, as well as symptoms and risks of ovarian cancer, an often under-discussed health topic that affects women.

•**T.E.A.L.®/SHARE Art Workshop (3/12/19)**

•**T.E.A.L.® Board Meeting (1/13/19)**

•**Brooklyn Power Women Awards and Networking Event (3/14/19) in Brooklyn, NY**

- On March 14th, CEO and Co-Founder Pamela Esposito-Amery was honored as one of Brooklyn's Power Women at the 2019 Schneps Media's Annual Power Women Awards and Networking Event at



Grand Prospect Hall in Park Slope, Brooklyn. This event honors women for their admirable work in the community and outstanding leadership. It was an honor for Pamela to be recognized for all her hard work and dedication to T.E.A.L.®. A big thank you to Schneps Media for hosting this amazing event and congratulations to all the amazing Power Women of Brooklyn!

- **PS 164 Parent Teacher Conference (3/14/19)**
- **Women's Herstory Month Event (3/14/19)** in New York, NY
 - On March 14th, T.E.A.L.® attended Women's Herstory Month at City Hall. This was an amazing event to honor the inspiring women of New York City. A special thank you to NYC Council Speaker, Corey Johnson, and the Women's Caucus for putting together another great event!
- **2019 United Airlines NYC Half (3/17/19)** in Brooklyn, NY
 - On March 17th, 10 runners on team Tell Every Amazing Lady® ran the 2019 United Airlines New York City Half Marathon. This team raised over \$21,000 exceeding the overall goal by over \$12,000! T.E.A.L.® staff were there cheering on our 10 runners, while spreading awareness to the crowd. It was a beautiful morning cheering on our team and supporting the runners.
- **Movie Night (3/21/19)** in Brooklyn, NY
 - On March 21st, T.E.A.L.® held its first ever movie night at the T.E.A.L.® Community Center featuring the documentary film "Love, Gilda". We were fortunate enough to have "Love, Gilda's" director, Lisa D'Apolito, join us for a very special Q&A after the film. "Love, Gilda" was featured in the 2018 Tribeca Film Festival later to have a theatrical release and was featured on CNN. Gilda Radnar was a comedian and actress best known for her time on "Saturday Night Live." Gilda passed away from ovarian cancer in 1989, but her impact on the cancer community remains strong. Gilda's, husband, Gene Wilder, opened Gilda's Club in New York City, which is an organization that provides cancer support for families going through a diagnosis.
- **2019 Skechers Performance Los Angeles Marathon (3/24/19)** in Los Angeles, CA
 - Two runners ran for team Tell Every Amazing Lady® in the 2019 Skechers Performance Los Angeles Marathon and T.E.A.L.® supporters Sarah Dahdouh, Miss High Desert ; Mary Kohaut, Miss Canyon Hills ; Valeria Alcaraz, Miss Anaheim Hills and Sophie Nessary, Miss High Desert came out to cheer on our runners and support T.E.A.L.®.
- **Adult Education Health Fair (3/27/19)** in New York, NY
 - On March 27th, T.E.A.L. met with over 200 students at The New York City Department of Education's Office of Adult and Continuing Education Health Fair in New York, NY. During the fair T.E.A.L.® spoke to all the participants about the signs, symptoms and risks of ovarian cancer plus future events and volunteer opportunities.
- **NYU Spring Global Public Health Career Expo (3/29/19)** in New York, NY



- On March 29th, a representative from T.E.A.L.® participated in NYU's Global Health Career Expo in NoHo, Manhattan. At the event T.E.A.L.® was able to connect with over 75 students, faculty and other participating organizations to raise awareness about ovarian cancer. At the expo Pamela spoke on the AM GPH podcast "EP49 Live from the 2019 Public Health Career Expo [Part 2]" about what T.E.A.L.® does plus more about internship, job and volunteer opportunities available. Listen in from 4 minutes and 50 seconds to hear what Pamela has to say.

April 2019

•St John's College Job Fair (4/3/19)

•United Breast Cancer Foundation Pink Bag Event (4/3/19) in Brooklyn, NY

- On April 3rd, T.E.A.L.® was invited to participate in the United Breast Cancer Foundation's Pink Bag Event at the Barclay's Center in Park Slope, Brooklyn. T.E.A.L.® was able to have an informational table at the event interacting with over 200 individuals participating in the event. Breast cancer and ovarian cancer are linked therefore it is critical to spread awareness about the vague signs and symptoms that come with ovarian cancer. A big thank you to the United Breast Cancer Foundation for allowing T.E.A.L.® to participate in this great event!

•T.E.A.L.® Survivor Photoshoot (4/7/19)

•Cornell Community Roundtable Dinner Discussion (4/8/19)

•T.E.A.L.®/SHARE Workshop (4/9/19)

•St Francis College Bridge to Your Dreams Career Fair (4/10/19) in Brooklyn, NY

- On April 10th T.E.A.L.®'s CEO Pamela Esposito-Amery attended the St. Francis College Career Fair- BRIDGE TO YOUR DREAMS CAREER FAIR. She spread awareness about ovarian cancer and informed students and faculty about our T.E.A.L.® Youth Ambassador Program as well as internships, volunteering and job opportunities available at T.E.A.L.®. On April 10th T.E.A.L.®'s CEO Pamela Esposito-Amery attended the St. Francis College Career Fair- BRIDGE TO YOUR DREAMS CAREER FAIR. She spread awareness about ovarian cancer and informed students and faculty about our T.E.A.L.® Youth Ambassador Program as well as internships, volunteering and job opportunities available at T.E.A.L.®.

•PS 164 T.E.A.L.® Community Center Window Decorating (4/16/19) in Brooklyn, NY

- A big thank you to the P.S. 164 art team for decorating our windows at the T.E.A.L.® Community Center! Faculty member David Chimosky led this project with student artists from the school in



Borough Park, Brooklyn. Their bright flowers bring positive energy, beauty, color, and life to the center. They chose a floral theme because they wanted to brighten people's day when they enter or walk past the T.E.A.L.® Community Center.

•**T.E.A.L.® Board Meeting (4/17/19)**

•**Leos Volunteer Workshop (4/23/19)** in Brooklyn, NY

- A big thank you to the Flatlands Leos for volunteering at T.E.A.L.® on April 23rd. The volunteers not only helped T.E.A.L.® with various projects but also held their monthly meeting at the T.E.A.L.® Community Center.

•**St Francis College Health Fair (4/24/19)** in Brooklyn, NY

- On April 24th T.E.A.L.® attended the St. Francis College Health Fair. T.E.A.L.® informed students and faculty about the signs and symptoms of ovarian cancer and what the organization does in the community to spread awareness and raise funds for research.

•**T.E.A.L.® Volunteer Meeting (4/25/19)**

•**CPR Training (4/25/19)** in Brooklyn, NY

- On April 25th T.E.A.L.® held a CPR workshop lead by the Staten Island Heart Society at the T.E.A.L.® Community Center. Participants learned life-saving knowledge and techniques along with becoming CPR Certified. Learn more about our free workshops at www.TellEveryAmazingLady.org/workshops

•**Kendra Scott Fundraiser (4/28/19)** in Charlotte, NC

- On Sunday, April 28th, 2019 Kendra Scott held a fundraiser for Tell Every Amazing Lady® at SouthPark Mall in Charlotte, North Carolina. Shoppers could enjoy refreshments while shopping. 20% of the proceeds during this time were donated to T.E.A.L.®. Shoppers who couldn't attend could call during the event to have items shipped. \$782.79 was raised for Tell Every Amazing Lady®.

•**Savannah Emily Huff Co. Fundraiser (4/29/19)**

May 2019

•**Park Slope Lions Presentation (5/2/19)**

•**Bird Watching Workshop (5/4/19)**

•**T.E.A.L.® Amazing Lady Membership Launch Party (5/4/19)** in Brooklyn, NY

- Tell Every Amazing Lady® launched its T.E.A.L.® Amazing Lady Membership Program with a day of fun, support, and celebration on May 4 in its T.E.A.L.® Community Center. The event was a way for T.E.A.L.® Amazing Ladies — any woman who is a survivor or patient of ovarian cancer — enrolled in the program to meet each other in a positive, supportive, and social setting. Each woman received a membership kit with information about T.E.A.L.®'s services and beauty products donated by our sponsor, Grande Naturals. The party also included a photo booth and cake.

•**St Thomas Aquinas Health Fair (5/5/19)** in Brooklyn, NY

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- T.E.A.L.® attended the St.Thomas Aquinas Health Fair in Marine Park, Brooklyn, on May 5th to spread awareness about ovarian cancer and the programs it provides to help raise awareness. The fair, held at the church on Hendrickson Street in Flatlands, had about 100 attendees.
- Brooklyn College Health and Wellness Festival (5/7/19)** in Brooklyn, NY
 - On May 7th, T.E.A.L.® attended the Health and Wellness Fair at Brooklyn College to spread awareness to faculty and students about ovarian cancer. They also informed students about ways to get involved with T.E.A.L.® including internship and volunteer opportunities.
- Pathways to Graduation Health Fair (5/9/19)** in New York, NY
 - On May 9th, T.E.A.L.® attended the Pathways Health Fair in Midtown, Manhattan. T.E.A.L.® informed students and faculty about the signs and symptoms of ovarian cancer as well as ways to get involved with T.E.A.L.®.
- Chair Yoga Workshop (5/9/19)**
- AliveAndKickn's Blue Genes Bash (5/9/19)** in New York, NY
 - Members of T.E.A.L.® staff and board attended AliveAndKickn's May 9th Blue Genes Bash. The annual event brings together Lynch Syndrome survivors, physicians, advocates, as well as members of the New York City oncology, OB/GYN, and genetics communities. Lynch Syndrome is a genetic condition that increases a person's risk of developing certain types of cancers, including ovarian cancer. That is why genetic testing and knowing your family history is so important.
- Tribute Plaque Ceremony (5/11/19)**
- PS 164 Health and Wellness Fair (5/11/19)** in Brooklyn, NY
 - On May 11th, T.E.A.L.® was invited by PS 164 to attend the Health and Wellness fair at Avenue C Plaza in Brooklyn hosted by The Kensington Stewards partnering with Camba- Beacon 164. T.E.A.L.® spread awareness about ovarian cancer and also their workshops along with their walks in September.
- Team Annie Fundraiser (5/17/19)** in Freeport, NY
 - Friends and family of T.E.A.L.® Walk's Team Annie gathered at Elliot's in Freeport, NY, on May 17 for an evening of music, prizes, and games. The event, hosted by News 12's Christine Insigna, raised \$2,730 for ovarian cancer research and awareness. The night was in memory of Annie, who passed away in February 2014.
- NYP Meeting (5/20/19)**
- T.E.A.L.® Volunteer Meeting (5/21/19)**
- Inner Beauty Workshop (5/21/19)**
- PS 19 Health and Wellness Fair (5/22/19)**
- **T.E.A.L.®/SHARE Ovarian Cancer Survivor Call-in Workshop (5/22/19)**

June 2019

- Council member Rafael Espinal Town Hall (6/8/19)** in Brooklyn, NY



- On June 8th, T.E.A.L.® was part of a town resource fair hosted by Brooklyn Councilman Rafael Espinal at Brooklyn Landmark Elementary School in Bedford-Stuyvesant. Participants included many different local organizations and nonprofits. T.E.A.L.® offered attendees information about our services, walks, and facts about ovarian cancer.
- **T.E.A.L.® Board Meeting (6/12/19)**
- **Survivor Membership Workshop (6/18/19)**
- **Volunteer Meeting (6/20/19)**
- **Vision Board Workshop (6/20/19)**
- **North Flatbush Avenue Hot Sounds of Summer (6/21/19)** in Brooklyn, NY
 - T.E.A.L.® attended the Hot Sounds of Summer music event in Prospect Heights on June 21. The music-filled block party was presented by the North Flatbush BID and NYC Weekend Walks, and featured live music and entertainment. T.E.A.L.® staff spoke to attendees about ovarian cancer and our programs.
- **TCS New York City Marathon Runner Meetup (6/22/19)** in Brooklyn, NY
 - T.E.A.L.® hosted a meet up for its Tell Every Amazing Lady® TCS NYC Marathon charity team on June 22. Our full team of six got to meet each other that day either over the phone, via Skype, or in person. Several runners met at the T.E.A.L.® Community Center before going for a run in Prospect Park with running Coach Kai. They then returned for some running tips and education on ovarian cancer as well as information about T.E.A.L.® and the marathon.
- **Bronx Community Board 11 4th Annual Health Fair (6/23/19)** in Bronx, NY
 - T.E.A.L.® Youth Ambassador Kiara Carrion brought awareness about ovarian cancer and T.E.A.L.® to attendees at Bronx Community Board 11's 4th Annual Health Fair, which was held at Bronx House, 990 Pelham Parkway South, on June 23. The event featured screenings, giveaways, information, and referrals from more than 22 health and social services agencies.
- **Autism and Cancer Awareness Event (6/25/19)** in Queens, NY
 - T.E.A.L.® joined Brooklyn Junior Autistic Golfers Academy and My Time, Inc., for an autism and breast cancer awareness event at Forest Park Golf Course in Woodhaven, Queens, on June 25th. Participants competed for first, second, and third place prizes on the course, while T.E.A.L.® spoke to attendees about our services and ovarian cancer risks.
- **T.E.A.L.®/SHARE Ovarian Cancer Survivor Call Workshop (6/26/19)**
- **Men of T.E.A.L.® Workshop (6/26/19)**
- **Boardwalk Bash (6/27/19)** in Staten Island, NY
 - T.E.A.L.® board members Phyllis Bellocchio and Kathy Marcario donned their shades and soaked in the sun while educating people about ovarian cancer at the Boardwalk Bash in Midland Beach on Staten Island on June 27th. Assemblywoman Nicole Malliotakis and Staten Island University Hospital hosted the family-friendly health



and information fair, where T.E.A.L.® had a table and flyers with which to educate fair-goers.

•**Fontbonne High School presentation (6/28/19)** in Brooklyn, NY

- T.E.A.L.® volunteer and Fontbonne Hall Academy graduate Samantha Licata returned to the Bay Ridge, Brooklyn, high school on June 28, where she spoke to students and faculty about ovarian cancer, T.E.A.L.® and its volunteering and interning opportunities, as well as the 11th Annual Brooklyn T.E.A.L.® Walk/Run.

•**T.E.A.L.® rings closing bell at New York Stock Exchange (6/28/19)** in New York, NY

- T.E.A.L.® staff, board members, volunteers, and interns were honored to ring the New York Stock Exchange's closing bell on Friday, June 28th. The occasion marked the fourth time T.E.A.L.® has been invited to participate in the historic ceremony on Wall Street. T.E.A.L.® felt privileged to have such an amazing opportunity to once again promote ovarian cancer awareness on a global platform. T.E.A.L.® was also thrilled to be joined by Dr. Evan Smith, a runner on our Tell Every Amazing Lady® charity team running in the TCS NYC Marathon this November. It marks our first time participating in the famed event.

•**Parkchester Health and Wellness Fair (6/29/19)** in Bronx, NY

- T.E.A.L.® Youth Ambassador Kiara Carrion represented the foundation at Parkchester South Condominiums' annual Health Fair on June 29 in the Bronx. She helped bring awareness of ovarian cancer to the community.

July 2019

•**T.E.A.L.® Board Meeting (7/17/19)**

•**Savannah Baseball Fundraiser (7/19/19)** in Savannah, GA

- South University T.E.A.L.® volunteers hosted a night out at a Savannah Bananas baseball game on July 19 to raise funds and awareness for ovarian cancer ahead of the 6th Annual T.E.A.L.® Savannah Walk on September 28. Attendees got to cheer on the Savannah Bananas against Macon Bacon at Grayson Stadium in Savannah. Part of the ticket proceeds were donated to ovarian cancer programs.

• **T.E.A.L.®/SHARE Ovarian Cancer Survivor Call-in Workshop (7/24/19)**

•**Men of T.E.A.L.® Workshop (7/24/19)**

•**Volunteer Meeting (7/25/19)**

•**Painting with a Purpose (7/28/19)** in Charlotte, NC

- T.E.A.L.® supporter Mandy Irvin, in Charlotte, North Carolina, hosted a Painting with a Purpose fundraiser for T.E.A.L.® on July 28. Painting with a Purpose is the monthly event from Painting with a Twist that raises funds for non-profit organizations. They raised over \$300.



August 2019

•Key Volunteer Meeting (8/1/19)

•Painting with a Twist fundraiser (8/6/19) in Savannah, GA

- Members of Kappa Psi-Delta Omega Fraternity, a professional pharmacy fraternity at South University of Pharmacy in Savannah, Georgia, hosted a Painting with a Purpose fundraiser for T.E.A.L.® on August 6th. Painting with a Purpose is the monthly event from Painting with a Twist that raises funds for non-profit organizations.

• NewYork-Presbyterian Breast/Fellow's clinic with Cornell (8/7/19) in New York, NY

- Tell Every Amazing Lady® collaborated with NewYork-Presbyterian / Weill Cornell to raise awareness about ovarian and breast cancers on August 7th. T.E.A.L.® staff members set up tables at NewYork Presbyterian's David H. Koch Center on York Avenue in Manhattan, and Weill Cornell Medical Center on E. 70th Street to educate patients and visitors about the diseases and T.E.A.L.®'s programs.

•Simone Courtlandt Women's Fight Against Cancer OTH Event (8/10/19) in Queens, NY

- Friends and loved ones played a friendly game of racquetball on August 10th in Queens, NY, to raise funds for Team Simone ahead of the [6th Annual Savannah T.E.A.L.® Walk](#). A total of 40 players turned out to play a great game, and organizers raised \$2,500.

•Zumba Fundraiser (8/15/19) in Staten Island, NY

- Members of Team Jackalicious hosted a Zumbathon fundraiser at Move Me Dance Fitness on Staten Island on August 15th, raising \$725 for the 11th Annual Brooklyn T.E.A.L.® Walk/Run. About 25 attendees participated in the cardio dance class event, which also featured baskets that were raffled off.

•Ribbon Awareness Campaign on 5th and North Flatbush avenues (8/22/19) in Brooklyn, NY

- On August 22nd, members of T.E.A.L.® and Flatbush Avenue BID tied teal ribbons from national organization Turn the Towns Teal® on trees along Flatbush Avenue to raise awareness ahead of September's National Ovarian Cancer Awareness Month. They also hung posters in businesses to explain the significance of the ribbons. The same day, T.E.A.L.® was joined by obstetrician/gynecologist Dr. Margaux Kanis of NewYork-Presbyterian Brooklyn Methodist Hospital — who was interviewed by NY1 News — and partnered with the Park Slope Fifth Avenue BID to hang ribbons along the thoroughfare.

•Ribbons Awareness Campaign on Myrtle Avenue (8/23/19) in Brooklyn, NY

- On August 23rd, members of T.E.A.L.® and Myrtle Avenue BID tied teal ribbons from national organization Turn the Towns Teal® on trees along the Myrtle Avenue Plaza to raise awareness ahead of



September's National Ovarian Cancer Awareness Month. They also hung posters in business to explain the significance of the ribbons.

- **Myrtle Avenue Partnership '90s Dance Party (8/23/19)** in Brooklyn, NY
 - T.E.A.L.® raised awareness about ovarian cancer and the [11th Annual Brooklyn T.E.A.L.® Walk/Run](#) — and got into the groove — at Myrtle Avenue Brooklyn Partnership's '90s hip-hop dance party at the Myrtle Avenue Plaza on August 23rd.
- **Bag Stuffing Day (8/24/19)**
- **T.E.A.L.®/SHARE Ovarian Cancer Survivor Call Workshop (8/28/19)**
- **Brooklyn Cyclones game and Luna Park Parachute Jump Lighting (8/31/19)** in Brooklyn, NY
 - Members of T.E.A.L.® handed out awareness materials and pamphlets for the [11th Annual Brooklyn T.E.A.L.® Walk/Run](#) at MCU Park in Coney Island on August 31st. T.E.A.L.® then stood on the field while a PSA about the foundation played, before T.E.A.L.® Youth Ambassador Kiara Carrion was honored with the Brooklyn Cyclones' Winning Women Award for her tireless and extensive work in her community. She also got to throw out the first pitch. T.E.A.L.® then gathered on the Coney Island Boardwalk, where they held a press conference calling on more to be done for ovarian cancer, and lit the Luna Park Parachute Jump the color teal. The iconic monument was lit again on September 1st — the first day of National Ovarian Cancer Awareness Month — as well as September 8th, 16th, 17th, 18th, and 21st.

September 2019

- **Bronx Fashion Week (9/7/19)** in Bronx, NY
 - T.E.A.L.® Youth Ambassador Kiara Carrion participated in Bronx Fashion Week with a show on September 7th. The talented teenager showcased her brand Kitara, which featured pieces promoting and raising awareness about T.E.A.L.®.
- **11th Annual Brooklyn T.E.A.L.® Walk/Run (9/7/19)** in Brooklyn, NY
 - Thousands of runners and walkers gathered in Prospect Park on September 7th to participate in the 11th Annual Brooklyn T.E.A.L.® Walk/Run, honor the strength of survivors, and look forward to a day without ovarian cancer. The yearly event featured a non-competitive walk, a 5K, the T.E.A.L.® Survivor Ceremony at the Bandshell, and several booths from T.E.A.L.® and sponsors. New to this year's walk was the [Amazing Lady Membership Program](#). T.E.A.L.® staff members talked to survivors about the program, helping them sign up to receive the free T.E.A.L.® Kits.
- **Brooklyn Borough Hall Lighting (9/7/19)** in Brooklyn, NY
 - Brooklyn Borough Hall was lit teal on September 7th to mark September's National Ovarian Cancer Awareness Month. T.E.A.L.® worked with Borough Hall to illuminate the building for the sixth year



in a row. Borough President Eric L. Adams has supported T.E.A.L.® in every year of his administration.

- **WJCL 22 ABC interviews T.E.A.L.® supporter Faith (9/10/19)** in Savannah, GA
 - T.E.A.L.® supporter and volunteer Faith was interviewed by WJCL in Savannah, Georgia, on September 10th, ahead of the [6th Annual Savannah T.E.A.L.® Walk](#) on September 28th. Faith dresses up as a teal Wonder Woman to honor her mom, Camille Rogers, an ovarian cancer survivor. The interview aired on September 17th.
- **Liberty Mutual T.E.A.L.® Digital Webinar (9/10/19)**
- **Queens Cancer Walk (9/14/19)** in Queens, NY
 - T.E.A.L.® members were on hand at the Queens Cancer Walk in Phil Scooter Rizzuto Park in Queens, NY, on September 14th. The event was presented by Allison Alexis, and benefited SHAREing and CAREing Breast Cancer Support Services. T.E.A.L.® talked to attendees about ovarian cancer and the programs the foundation offers.
- **Brooklyn Borough Hall Press Conference (9/17/19)** in Brooklyn, NY
 - Staff and volunteers of [Tell Every Amazing Lady®](#) held a press conference outside Brooklyn Borough Hall on September 17th to make New Yorkers aware of the [signs](#), symptoms, and risk factors of the disease, and the fact that there is no screening test for it. September is National Ovarian Cancer Awareness Month, and Borough Hall was lit the color teal — the official color of the cause — on September 7th to help raise awareness.
- **6th Annual Litchfield T.E.A.L.® Walk (9/21/19)** in Litchfield, CT
 - Survivors, families, and supporters came out the the [6th Annual Litchfield T.E.A.L.® Walk](#) on September 21st, raising over \$9,000!. The walk — hosted by Hope Assembly #46, International Order of Rainbow for Girls — was held at Litchfield Community Field and featured the T.E.A.L.® Survivor Ceremony, educational and awareness booths, and the non-competitive walk.
- **Tabling at SUNY Optometry (9/24/19)** in New York, NY
 - Members of Tell Every Amazing Lady® were on hand at Community Outreach's September Ovarian Cancer Awareness Month event held at SUNY College of Optometry University Eye Center in Manhattan, NY, on September 24th. T.E.A.L.® answered questions and shared information about ovarian cancer.
- **T.E.A.L.® supporter Vanessa interviewed by WSAV (9/24/19)** in Savannah, GA
 - T.E.A.L.® supporter and volunteer Vanessa was interviewed by WSAV in Savannah, Georgia, on September 24th, ahead of the [6th Annual Savannah T.E.A.L.® Walk](#) on September 28th. Vanessa surpassed her goal of having 100 people on her team — instead, walking with 124 team members in memory of her sister Simone, who passed away in December of 2018.

- **5th Annual Girl's Night Out "Pink and Teal" fundraiser (9/26/19)** in Brooklyn, NY



- T.E.A.L.® supporter Timothy Marshall Enterprises, Marshall Gras Entertainment, and the Best Show in Brooklyn hosted the 5th Annual Girl's Night Out "Pink and Teal" ovarian and breast cancer awareness fundraiser on September 26th, 2019. More than 200 people showed up in pink and teal for the event at Embers Caribbean Fusion Restaurant in Brooklyn, NY. The night featured awards, music, and dancing, and helped raised \$600 for Tell Every Amazing Lady®.
- **PS 164 Bake and Snack Sale Fundraiser (9/26/19)**
- **Manhattan City Hall Lighting (9/27/19)** in New York, NY
 - Manhattan's City Hall turned teal on September 27th to raise awareness about ovarian cancer during September's National Ovarian Cancer Awareness Month. This was the fourth year that T.E.A.L.® lit the building.
- **6th Annual Savannah T.E.A.L.® Walk (9/28/19)** in Savannah, GA
 - Survivors, families, and supporters came out to the 6th Annual Savannah T.E.A.L.® Walk on September 28th and raised \$23,955.90. The walk was held at Lake Mayer Track and featured the T.E.A.L.® Survivor Ceremony, educational and awareness booths, and the non-competitive walk.

October 2019

- **Jane Fund Matching Gift program launch (10/1/19)**
- **Wellness Weekend (10/5/19)** in Brooklyn, NY
 - T.E.A.L.® hosted a free Wellness Weekend on October 5th at the Brooklyn T.E.A.L.® Community Center. The day focused on healthy habits people can adopt to help prevent cancer. It featured a healthy cooking demonstration from nutritionist Dr. Vincent Esposito of Inside Out Health and Wellness, an informative talk about the connections between oral health and ovarian cancer by Dr. Diana Cortese, information on financial wellness from representatives at Investors Bank, genetic testing information from Myriad Genetics, and no-cost mammograms courtesy of American Italian Cancer Foundation.
- **Managing Your Inner Critics Workshop (10/9/19)**
- **T.E.A.L.® Board Meeting (10/16/19)**
- **Daughters of T.E.A.L.® Workshop (10/22/19)**
- **Presentation at Cornell (10/24/19)** in New York, NY
 - T.E.A.L.® was invited to host a seminar, T.E.A.L.® – Tell Every Amazing Lady® (About Ovarian Cancer), at Weill Cornell Medicine's Myra Mahon Patient Resource Center on Oct. 24th. CEO and Co-Founder Pamela Esposito-Amery spoke about the signs and symptoms of ovarian cancer, and touched on genetic testing. The event was open to the public, as well as patients and students at the Manhattan school.
- **Halloween Fundraiser in South Carolina (10/25/19)** in Savannah, GA



- T.E.A.L.® supporter Samantha Radandt and B & R Events hosted Southern Gala's All Hallows' Gala fundraiser to benefit Tell Every Amazing Lady® on October 25th. The spooky bash featured a costume contest, aerialist performers, and dancing. The party was held at The L in Greenville, S.C., and raised \$1,320 for T.E.A.L.®.
- **Fall Fest on North Flatbush Avenue (10/26/19)** in Brooklyn, NY
 - T.E.A.L.® staff attended the North Flatbush Fall Fest on October 26th. The event, hosted by the North Flatbush BID, was held at the 6th Avenue Triangle, at the intersection of 6th Avenue, St Marks Avenue, and Flatbush Avenue in Brooklyn. T.E.A.L.® was invited by the North Flatbush BID to host a table at the family-friendly event, allowing T.E.A.L.® to speak to attendees about ovarian cancer, the foundation's mission and programs, and upcoming events. Staff informed attendees about being aware and proactive about the signs and symptoms of the disease, for which there is currently no screening test.
- **St Joseph's College Career and Graduate School Expo (10/30/19)** in Brooklyn, NY
 - T.E.A.L.® staff attended St. Joseph College's Career and Graduate School Expo in Brooklyn on Oct. 30th. They spread awareness about ovarian cancer, and informed students about T.E.A.L.®'s programs, including internships and volunteering opportunities.
- **Workshop at Ravenswood Senior Center (10/30/19)**

November 2019

- **TCS New York City Marathon (11/3/19)** in Brooklyn, NY
 - Team Tell Every Amazing Lady® made its debut in the TCS New York City Marathon on November 3rd. Five runners representing T.E.A.L.® hit the streets to run the iconic 26.2 mile-long race, helping to raise awareness about T.E.A.L.® and ovarian cancer. Each runner had a unique story of how ovarian cancer has impacted their lives, with some losing family members to the disease. T.E.A.L.® staff members were in Bay Ridge to cheer the athletes on.
- **Marathon Charity Partner Breakfast (11/4/19)** in New York, NY
 - T.E.A.L.® CEO and Co-Founder Pamela Esposito-Amery attended the 2019 TCS New York City Marathon Charity Partner Breakfast on November 4th at Tavern on the Green in Manhattan. The breakfast is a way for the charities to celebrate a successful marathon season and hear information about the upcoming season. The marathon village and medal engraving station for participating runners were also nearby.
- **Pratt Career Day (11/6/19)** in Brooklyn, NY
 - T.E.A.L.® staff attended Pratt Institute's job fair in Fort Greene, Brooklyn, on Nov. 6th. They presented ways students can get involved with T.E.A.L.®, including volunteer and internship opportunities.



•**T.E.A.L.® Board Meeting (11/13/19)**

•**Genetics Workshop (11/14/19)** in Brooklyn, NY

- Two students in the Long Island University Post Genetic Counseling Graduate Program gave a presentation on genetic risk to attendees at T.E.A.L.®'s Genetics Workshop on November 14th. The students, guided by a certified genetic counselor who presented alongside them, were part of a rotation at T.E.A.L.®. Several groups of students in the rotation worked on the presentation, which culminated in an informative and engaging talk. The workshop was one of the foundation's free workshops, open to ovarian cancer survivors, their family, and the general public at the T.E.A.L.® Community Center with remote call-in options.

•**Tribute Wall Ceremonies (11/16/19)**

•**Table at Assemblymember Robert Carroll's office mammogram bus event (11/22/19)** in Brooklyn, NY

- T.E.A.L.® staff set up an educational table during Assemblymember Robert Carroll's no-cost mammogram event at his Seventh Avenue office in Brooklyn on Nov. 22nd to raise awareness about the foundation and ovarian cancer. Those with a family or personal history of breast cancer can be at risk for ovarian cancer.

•**St Joseph's Holiday Fair (11/24/19)** in Brooklyn, NY

- T.E.A.L.® staff attended the holiday fair at St Joseph the Worker Catholic Academy on Prospect Park West in Park Slope, Brooklyn, on Nov. 24th. They showcased and sold T.E.A.L.® merchandise, including jewelry made by survivors, gave out awareness materials, and promoted Giving Tuesday and the Holiday Open House on Dec. 3rd.

December 2019

•**Giving Tuesday Holiday Open House and Survivor Social (12/3/19)** in Brooklyn, NY

- Tell Every Amazing Lady® opened the doors to the T.E.A.L.® Community Center in Brooklyn to neighbors and the public to celebrate Giving Tuesday on December 3rd. The evening featured music, hot chocolate, food, and a special holiday party for survivors, during which they played a game of Yankee Swap — in which participants open gifts and have the ability to take the item they most desire from other participants. Members of the [T.E.A.L.® Amazing Lady Membership Program](#) also received special holiday presents from T.E.A.L.®. Guests also competed for prizes in a T.E.A.L.®-themed crossword puzzle and a free raffle.

•**Kendra Scott Fundraiser (12/13-14/19)** in Charlotte, NC

•**Strategic Planning Board Meeting (12/21/19)**

•**New Year's Eve Gala South Carolina (12/31/19)** in Greenville, SC



T.E.A.L.®'s Financials

www.TEALWALK.org/financials

Financial Stewardship

- Since 2011, non-profit rating website **Guidestar** has given T.E.A.L.® an average rating of 5 out of 5 stars and a **Platinum Rating**.
- Since 2012, T.E.A.L.® has been **Top Rated** by **Great Nonprofits**
- Since 2015, T.E.A.L.® has been awarded by **Better Business Bureau** with the **BBB accredited Charity Seal**.
- T.E.A.L.® received a **seal** from **Good Deed Seats** for being one of the top 49 **most innovative national organizations** for giving back in 2016.



ny.give.org



Financial Statements

- Tell Every Amazing Lady® is a 501(c)3 not for profit organization committed to transparency of its financial operations.
- Our financial documents are public and available for viewing on our website: www.tealwalk.org/financials.
 - 990s
 - Annual Reports
 - Statistics & Expense Breakdown



Financial Reach

- T.E.A.L.® is working to spread its mission to amazing ladies and men everywhere.
- **Tell Every Amazing Lady® has touched the lives of Americans in all 50 states.**
- View T.E.A.L.®'s reach both nationally and globally at www.tealwalk.org/reach



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www.TellEveryAmazingLady.org 917-310-4835 www.tealwalk.org Not-For-Profit 501(c)3 Charitable Organization

**T.E.A.L. FOUNDATION
STATEMENTS OF FINANCIAL POSITION
DECEMBER 31, 2018 AND 2017**

	2018	2017
<u>ASSETS</u>		
Current assets:		
Cash (Note 2O)	\$ 321,779	\$ 368,024
Contributions receivable (Note 2D)	100,025	54,296
Inventory (Note 2F)	9,046	10,195
Prepaid expenses	27,033	24,912
Total current assets	457,883	457,427
Property and equipment – net (Notes 2G and 4)	12,843	8,845
Trademarks - net (Note 2H)	5,672	-
Total assets	\$ 476,398	\$ 466,272
<u>LIABILITIES AND NET ASSETS</u>		
Current liabilities:		
Accounts payable and accrued expenses	\$ 8,787	\$ 15,754
Total current liabilities	8,787	15,754
Net Assets (Note 2B):		
Without donor restrictions	467,611	440,518
With donor restrictions	-	10,000
Total net assets	467,611	450,518
Total liabilities and net assets	\$ 476,398	\$ 466,272

The accompanying notes are an integral part of these financial statements.



**T.E.A.L. FOUNDATION
STATEMENTS OF ACTIVITIES
YEARS ENDED DECEMBER 31, 2018 AND 2017**

	2018			2017		
	Without Donor Restriction	With Donor Restriction	Total	Without Donor Restriction	With Donor Restriction	Total
<u>PUBLIC SUPPORT AND REVENUE:</u>						
Public support:						
Public contributions (Note 2L)	\$ 103,309	\$ 19,450	\$ 122,759	\$ 103,902	\$ 10,000	\$ 113,902
Special events revenue (Note 7)	237,767	-	237,767	284,502	-	284,502
City grant revenue	-	149,215	149,215	106,639	-	106,639
Donated materials and services	143,425	-	143,425	125,016	-	125,016
Release from restriction	178,665	(178,665)	-	-	-	-
Total public support	663,166	(10,000)	653,166	620,059	10,000	630,059
Revenues (Note 2F):						
Net sales	1,869	-	1,869	28,446	-	28,446
Cost of goods sold	3,285	-	3,285	46,287	-	46,287
Gross loss	(1,416)	-	(1,416)	(17,841)	-	(17,841)
Interest and dividend income	413	-	413	315	-	315
TOTAL PUBLIC SUPPORT AND REVENUE	662,163	(10,000)	652,163	602,533	10,000	612,533
<u>EXPENSES:</u>						
Program services:						
Research	49,149	-	49,149	73,679	-	73,679
Awareness Education	342,976	-	342,976	320,401	-	320,401
Survivor	103,766	-	103,766	124,215	-	124,215
Total program services	495,891	-	495,891	518,295	-	518,295
Supporting services (Note 5):						
Management and general	90,624	-	90,624	94,735	-	94,735
Fundraising	48,555	-	48,555	29,998	-	29,998
Total supporting services	139,179	-	139,179	124,733	-	124,733
TOTAL EXPENSES	635,070	-	635,070	643,028	-	643,028
CHANGE IN NET ASSETS	27,093	(10,000)	17,093	(40,495)	10,000	(30,495)
NET ASSETS – BEGINNING OF YEAR	440,518	10,000	450,518	481,013	-	481,013
NET ASSETS – END OF YEAR	\$ 467,611	\$ -	\$ 467,611	\$ 440,518	\$ 10,000	\$ 450,518

The accompanying notes are an integral part of these financial statements.

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www.TellEveryAmazingLady.org 917-310-8835 www.tealwalk.org Not-For-Profit 501(c)(3) Charitable Organization



**T.E.A.L. FOUNDATION
STATEMENTS OF CASH FLOWS
YEARS ENDED DECEMBER 31, 2018 AND 2017**

	<u>2018</u>	<u>2017</u>
Cash flows from operating activities:		
Change in net assets	\$ 17,093	\$ (30,495)
Adjustments to reconcile change in net assets to net cash used in operating activities:		
Amortization	5,266	4,426
Changes in operating assets and liabilities:		
Prepaid expenses	(2,121)	(2,010)
Contributions receivable	(45,729)	(1,953)
Inventory	1,149	(3,326)
Accounts payable and accrued expenses	<u>(6,967)</u>	<u>(8,376)</u>
Net cash used in operating activities	<u>(31,309)</u>	<u>(41,734)</u>
Cash flows from investing activities:		
Purchases of intangible assets	(6,036)	-
Purchases of property and equipment	<u>(8,900)</u>	<u>(7,905)</u>
Net cash used in investing activities	<u>(14,936)</u>	<u>(7,905)</u>
Net decrease in cash	(46,245)	(49,639)
Cash – beginning of year	<u>368,024</u>	<u>417,663</u>
Cash – end of year	<u>\$ 321,779</u>	<u>\$ 368,024</u>



The accompanying notes are an integral part of these financial statements.

T.E.A.L. FOUNDATION
STATEMENTS OF FUNCTIONAL EXPENSES
YEARS ENDED DECEMBER 31, 2018 AND 2017

	Program Services				Supporting Services			Total 2018	Total 2017
	Research	Awareness Education	Survivor	Total	Management and General	Fundraising	Total		
Compensation and related expenses:									
Salaries and wages	\$ 2,450	\$152,410	\$ 43,759	\$198,619	\$ 18,789	\$ 14,044	\$ 32,833	\$231,452	\$237,431
Payroll taxes	205	11,394	2,319	13,918	1,569	1,173	2,742	16,660	16,228
Employee benefits	193	10,764	2,191	13,148	1,520	1,108	2,628	15,776	17,164
Total compensation and related expenses	2,848	174,568	48,269	225,685	21,878	16,325	38,203	263,888	270,823
Research grants:									
Grants awarded	39,385	-	2,500	41,885	-	-	-	41,885	70,035
Occupancy:									
Rent	2,242	17,151	16,928	36,321	8,125	2,859	10,984	47,305	45,257
Property and casualty insurance	415	3,954	2,969	7,338	1,223	464	1,687	9,025	7,095
Telephone	128	1,079	848	2,055	385	128	513	2,568	2,946
Licenses and fees	93	11,005	3,769	14,867	6,343	16,167	22,510	37,377	21,740
Professional fees:									
Legal and accounting	-	-	-	-	32,826	-	32,826	32,826	58,759
Outside services	89	1,464	837	2,390	8,281	2,623	10,904	13,294	17,103
Administration:									
Mailing, printing and postage	163	5,407	2,789	8,359	425	1,655	2,080	10,439	14,066
Office and miscellaneous	1,467	98,036	14,384	113,887	5,655	6,907	12,562	126,449	72,872
Equipment rental	50	2,996	1,649	4,695	50	250	300	4,995	4,854
Bank charges	-	-	-	-	33	-	33	33	190
Meals and entertainment	-	-	-	-	-	-	-	-	120
Travel	27	716	159	902	4	90	94	996	1,613
Advertising and public relations	2,242	26,600	8,665	37,507	130	1,087	1,217	38,724	51,129
Total expenses before amortization	49,149	342,976	103,766	495,891	85,358	48,555	133,913	629,804	638,602
Amortization	-	-	-	-	5,266	-	5,266	5,266	4,426
	<u>\$ 49,149</u>	<u>\$342,976</u>	<u>\$103,766</u>	<u>\$495,891</u>	<u>\$ 90,624</u>	<u>\$ 48,555</u>	<u>\$139,179</u>	<u>\$635,070</u>	<u>\$643,028</u>

The accompanying notes are an integral part of these financial statements.

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T.E.A.L.®'s Achievements



- Since 2009, T.E.A.L.® has raised over \$3 million to benefit groundbreaking ovarian cancer **research and awareness** with the help of our loyal donors and amazing volunteers.
- As the only ovarian cancer community center, the T.E.A.L.® Community Center hosts regular workshops for survivors, caregivers, and the general public. We offer virtual opportunities for anyone to get involved in our free programming, no matter where you live!
- **Established by T.E.A.L.®** in 2012, Citi Field and the New York Mets partner with T.E.A.L.® to host the Annual **Ovarian Cancer Awareness Night at Citi Field**.
- The Brooklyn T.E.A.L.® Walk/5K Run is the **largest ovarian cancer walk** in New York City and T.E.A.L.® Walk programs take place every September in cities around the country. Thousands of people from all ages come out and support National Ovarian Cancer Awareness Month.
- Every year we expand our September Awareness Campaign during National Ovarian Cancer Awareness Month. T.E.A.L.® partners with local businesses and organizations to turn buildings and monuments the color teal.
- Our CEO, Pamela has appeared on many television shows including **The Doctor Oz Show** in a segment about the risk factors of ovarian cancer.
- Creating global awareness for ovarian cancer, we not only have a large digital reach but, we've been honored to ring the **NASDAQ** opening bell, the **New York Stock Exchange** opening and closing bells.
- Tell Every Amazing Lady® has funded **research** at prestigious institutions, reached millions in raising awareness, and supported thousands of *amazing ladies* and their families in the fight against ovarian cancer.



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T.E.A.L.®'S IMPACT IN 2019



T.E.A.L.® AMAZING LADY MEMBERSHIP PROGRAM



IN 2019,
T.E.A.L.® WALK/RUN™ PROGRAMS HAD...

157
TEAMS



MEDICAL RESEARCH

29

MEDICAL RESEARCH STUDIES WERE FUNDED THROUGH T.E.A.L.®



Tell Every Amazing Lady® Programs

T.E.A.L.®'s Mission

Promote Public Awareness and Education

Provide Support to Survivors

Fund Research

Find the Cure for Ovarian Cancer!



T.E.A.L.® Medical Research Program Beneficiaries

2009

OCRF- University of Texas
MD Anderson Cancer Center

\$50,000

2010

OCRF- University of
Pennsylvania School of
Medicine

\$55,000

2011

OCRF- Stanford University
School of Medicine

\$75,000

2013

Johns Hopkins University

\$25,000

OCRF- Dana Farber Cancer Institute

\$25,000

University of Washington

\$20,000



2012

OCRF- John Hopkins University
School of Medicine

\$55,000

University of Washington

\$20,000

2014

Massachusetts General Hospital

\$30,000



OCRF- Weill Medical College of
Cornell University

\$30,000

Memorial Sloan Kettering Cancer Center

\$20,000

Ovarian Cancer National Alliance
(OCNA) SU2C Dream Team

\$5,000

PennVet Working Dog Center/ University of
Penn School of Veterinary Medicine/
Abramson Cancer Center

\$5,000



2015

Icahn School of Medicine at Mount
Sinai

\$30,000

University of Illinois at Chicago

\$20,000



OCRF- University of Pennsylvania

\$20,000

Yeshiva University

\$10,000

2016

University of Kansas Cancer Center

\$32,500



University of Illinois at Chicago

\$20,000



Ovarian Cancer Institute Laboratory
at Georgia Institute of Technology

\$10,000



OCRFA- University of Pennsylvania

\$7,500

2019

\$25,000



University of Notre Dame

\$14,000

CEDARS SINAI Medical Center

\$5,000

CEDARS SINAI Medical Center

\$5,000

Collaborative Partner in Science
for Ovarian Cancer
Research Alliance

2017

University of Illinois at
Chicago

\$35,000



OCRFA- Stanford
University

\$20,000

Johns Hopkins
University

\$10,000



2018

\$25,000

Ovarian Cancer
Institute



\$9,350

Memorial Sloan
Kettering
Cancer Center

\$5,000

Fred Hutchinson
Cancer Center as a
Collaborative Partner in Science
for Ovarian Cancer Research
Alliance

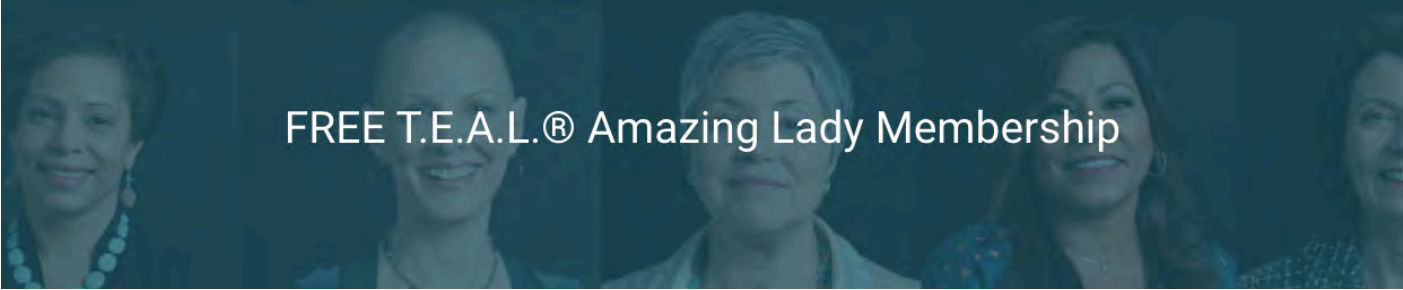


Tell Every Amazing Lady
About Ovarian Cancer



www.TEALWALK.org
www.TellEveryAmazingLady.org

Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation also known as T.E.A.L.®
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FREE T.E.A.L.® Amazing Lady Membership

Our T.E.A.L.® Amazing Lady Membership Program launched in 2019 and has been distributed to ovarian cancer survivors in 15 states.



For more information visit:
www.TellEveryAmazingLady.org/Survivor

T.E.A.L.®'s September Awareness Program

For **T.E.A.L.®'s September Awareness Program** each year, T.E.A.L.® partners with local businesses and organizations to turn businesses, buildings, & monuments in NYC and beyond teal to spread awareness about ovarian cancer.

Local Organizations support T.E.A.L.® during the Month of September by lighting or decorating businesses, buildings, and monuments the color teal

The goal of this campaign is to spread awareness of the signs, symptoms and risk factors of ovarian cancer, to educate communities about the importance of early detection, to provide support to ovarian cancer survivors and to generate funds for further research to find a cure and a screening test for this disease.



Since 2015, the **Parachute Jump at Luna Park in Coney Island**, Brooklyn, NY has been lit teal for the first week of September.



In September 2015, **Tell Every Amazing Lady®** rang the **NASDAQ opening bell** with our T.E.A.L.® board, survivors, staff and loyal supporters to spread **Global Awareness for Ovarian Cancer Awareness Month**.



Since 2013, T.E.A.L.® has partnered with **Brooklyn Borough Hall** for the **lighting of Borough Hall the color teal** for Ovarian Cancer Awareness Month. A press conference is held to educate the Brooklyn community about the signs and symptoms of ovarian cancer.



Since 2016, T.E.A.L.® has lit **New York City Hall the color teal** in honor of the end of September, **National Ovarian Cancer Awareness Month**.

Each year, we turn neighborhoods teal by partnering with local organizations, businesses, and schools. T.E.A.L.® ties a teal ribbon outside each business with a window poster that explains what the ribbon symbolizes. The ribbons remain on trees for the whole month of September. T.E.A.L.® partners with **Turn The Towns Teal®**, who provides ribbons for this initiative.

Some of our partners for this ribbon campaign include: **Myrtle Ave Business Improvement District (BID)**, NY Branches of Investors Bank, and many more!



This year 109 homes and 27 businesses throughout Greenwich CT including the **South Beach Fire Department** and the **Town Hall** displayed teal lights to raise awareness. T.E.A.L.® also partnered with the **Greenwich YWCA** to host seminar about "How to Prevent and Survive Ovarian Cancer".



- **Various Press:** on 1010Wins, BBox Radio, Sirius XM Patriot Radio, WABC, iheartmedia & More!

- **Annual Press Conferences** at Brooklyn Borough Hall and at Parachute Jump at Luna Park in Coney Island

- **Community Outreach:** T.E.A.L.® participates in health fairs, events, and lectures throughout New York City all year round to promote ovarian cancer awareness and education, especially during September for National Ovarian Cancer Awareness month.

- **T.E.A.L.® Walks** takes place in various locations throughout the country including Brooklyn, NY; Savannah, GA; Litchfield, CT; Whitesboro, NY; McCalla, Alabama; Fairfield, Pennsylvania; Highland Mills, NY and Boardman, Ohio.

- Since 2013, T.E.A.L.® has taken over New York City with a series of **Tell Every Amazing Lady® posters and banners** throughout September for National Ovarian Cancer Awareness Month. These advertisements are on **subway platforms, kiosks, buses, and T.E.A.L.® Banners around Prospect Park.**



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T.E.A.L.® Public Awareness Lighting Campaigns

Each September during Ovarian Cancer Awareness Month T.E.A.L.® lights New York City Landmarks the color teal in honor of National Ovarian Cancer Awareness Month. These lightings engage the public and bring awareness of the importance of ovarian cancer education to the people of New York City.

Since 2013, Tell Every Amazing Lady® has annually lit Brooklyn Borough Hall teal during September and the lighting is accompanied by a press conference. Important members of the community have spoken at this event including Brooklyn Borough President, our T.E.A.L. CEO Pamela Esposito-Amery, Council Member Rafael Espinal, and Council Member Laurie Cumbo.



Since 2015 T.E.A.L.® has annually lit Coney Island's Luna Park Parachute Jump. The amusement park attraction displays the letters T-E-A-L for three days, lighting the park teal. The lighting ceremony is introduced by a press conference including Councilman Mark Treyger and T.E.A.L.® volunteers, supporters, survivors, and families touched by Ovarian Cancer.

To honor the end of National Ovarian Cancer Month every year since 2016, Tell Every Amazing Lady® brings ovarian cancer awareness to the borough of Manhattan with the Annual teal lighting of New York City's City Hall.



Throughout the year T.E.A.L.® continues to light monuments and host large events to spread awareness about this disease and unite the city and all those who have been impacted by Ovarian Cancer.

In 2015 T.E.A.L. ® was honored to ring the NASDAQ opening bell. The ceremony included an opportunity for our CEO to speak and get our message out to the world. Tell Every Amazing Lady®



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was included in all public broadcasting around this event including the huge digital screens in Times Square that day. T.E.A.L.® survivors, board members, and staff in attendance wore teal to help increase awareness throughout the global event.

In 2018, Tell Every Amazing Lady® was recognized by the New York Stock Exchange and rang the opening bell on the teal lit NYSC floor. The building's interior digital screens were turned teal for the day as well. The event was broadcast live around the world. Supporters, survivors, board members, and T.E.A.L.® staff gathered to help raise awareness of the Tell Every Amazing Lady® About Ovarian Cancer mission, programs and events which help us attain those goals. In the

previous year T.E.A.L.® gathered at the New York Stock Exchange to ring the opening bell on the Stock Exchange floor.



In 2012, T.E.A.L.® helped establish Ovarian Cancer Awareness Night at CitiField. Every year since, T.E.A.L.® has been actively involved in the planning of this amazing night dedicated to Ovarian Cancer Awareness at Citi Field. Every year we bring awareness of ovarian cancer to baseball fans as we help kick off the pre-game show on the field, teal LED lights and fireworks illuminate our supporters in the stands and messages about ovarian cancer are played on the stadium screens throughout the game.



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T.E.A.L.® lit the lobby of the Brooklyn Museum Teal during our 10 Years of Amazing Gala, to raise awareness about ovarian cancer for New York City residents. Visible from Eastern Parkway all night long- it was a great opportunity for passerby to learn more about T.E.A.L.® and what the color teal symbolizes.



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