



THE FOUNDATION FOR  
LIVING BEAUTY

# 2020-2022 IMPACT REPORT

Educating, Uplifting and Empowering  
Women with Cancer

# FROM THREE TO THIRTEEN HUNDRED

Eighteen years ago, three life-long friends Joni, Diane, and Mary, all found themselves dealing with the immense challenges of a cancer diagnosis. In an attempt to lift their spirits, Joni's daughter Amie Satchu, our founder, treated the ladies to our first Day of Living Beauty. Amie quickly learned what women with cancer needed access to wellness services and the sisterhood of shared experience. Because of Amie, and through Joni's personal journey as a social worker and cancer patient, the organization understands the value and importance of creating a strong support system for the women it serves and how that support can impact their quality of life and health outcomes. We lost Mary in 2006, and our guiding light Joni in 2013. Our last original beauty, Diane, passed away this past fall. Their legacy lives on in the lives of the many, many women who experience Living Beauty. They will always be our guiding lights and a reminder of why we exist to support women with cancer.



# FROM OUR FOUNDER AND BOARD CHAIR

Dear Friends,

We are proud to be celebrating our 18th year serving women with cancer. Many years ago, when it all began, we started with a small group of women and a dedicated volunteer staff, providing wellness and support programs to empower women along their cancer journey.

Today, 18 years later, it would be hard to recognize our humble beginnings. Through the pandemic and a need to pivot to virtual programs, Living Beauty's reach expanded across the country, now serving almost 1,300 Living Beauties with all types of cancer from 47 states, and nearly 150 program events per year. Living Beauty has grown and changed to be a true force in the drive to support women with cancer. The organization now offers hybrid programs, with signature overnight and day retreats in person and a vast offering of virtual programs benefiting women across the country. But despite our growth, we still hold true to our beginnings and our mission to educate, uplift and empower women with cancer. We are so proud of these accomplishments and look forward to a new year filled with promise.

We could not be where we are without each one of you, our supporters, partners, facilitators, volunteers, and others who help us to make a difference in the lives of the women we serve. One of our Living Beauties recently said, "The Foundation for Living Beauty offers an honest fellowship with women who get 'it', the good, the bad, the ugly. We have laughed together, we have cried together and we have rejoiced together because no matter how different each of our stories are, we are the same. Living Beauty has empowered us with tools for survival and a sisterhood to last a lifetime. I will be forever grateful for The Foundation for Living Beauty for rescuing my self-esteem, my self-confidence and giving me the desire to appreciate the 'new' now with grace and humility." -Sharon

Thank you for joining us on this important journey as we continue to touch the lives of these courageous women!



*Amie Satchu  
Founder*



*Erin Gershik  
Board Chair and  
Living Beauty*

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# ABOUT US

The Foundation for Living Beauty aims to educate, uplift and empower women with cancer and cancer survivors by providing them with opportunities to explore wellness and healing modalities while also developing a sense of community with other women along the same path. We serve women with any type of cancer and who are at any point in their cancer journey. Living Beauty is driven by the understanding that the challenges women must overcome on their cancer journeys are complex and multifaceted. With this in mind, our programs are specifically designed to facilitate the healing of an individual as a whole: mind, body and spirit. The Foundation for Living Beauty cares about each individual woman and applies our holistic approach to our programs providing women with education, knowledge and skills that complement the traditional medical treatment they may receive to increase their quality of life. We aim to offer support for our “Living Beauties” that gives them the tools and empowers them to aid in their continued healing no matter where they are on their cancer journey or what challenges they may be facing at any given time related to their cancer experience. All of our programs and services are provided at no cost to our participants.



# PROGRAM AND SERVICES

Living Beauty is a vibrant organization that has provided free services to more than 1,300 women on their healing journey from cancer and continues to grow to meet the needs of Living Beauties everywhere. Our programs include the following:



## RETREATS

**Overnight Wellness Retreats** are three- or four-day healing journeys that transport our Living Beauties to a peaceful environment where they are immersed in holistic wellness and educational workshops. They participate in group activities focused on celebrating life and creating a community of support with other women with cancer.

**Day Retreats** are one day snapshots of our wellness retreats that are themed around a specific area of healing and are designed to awaken and strengthen the mind, body and spirit of our Living Beauties to help them continue on their cancer journey.



## ONLINE WORKSHOPS AND MOVEMENT CLASSES

These classes focus on a variety of holistic wellness topics. Women can join from all over the country and from the comfort of their own homes especially if they are immuno-compromised, unable to travel, or just want extra support in between our in-person programs.



## ONE-ON-ONE SUPPORT

**ONE-ON-ONE ENERGY HEALING SESSIONS** allow Living Beauties to experience different energy healing modalities such as Reiki and are designed to address their individual needs.



## SISTERHOOD EVENTS

**Sisterhood Events** are programs designed to allow Living Beauties to connect with other women with cancer and give them an opportunity to share in each other's concerns, celebrate milestones and create a sisterhood bond.



## RESOURCES

We are proud to offer a variety of support services to our Living Beauties, including financial assistance through partnerships with other organizations and referrals to additional services through our resource site and library. We also provide wellness kits to women undergoing treatment.

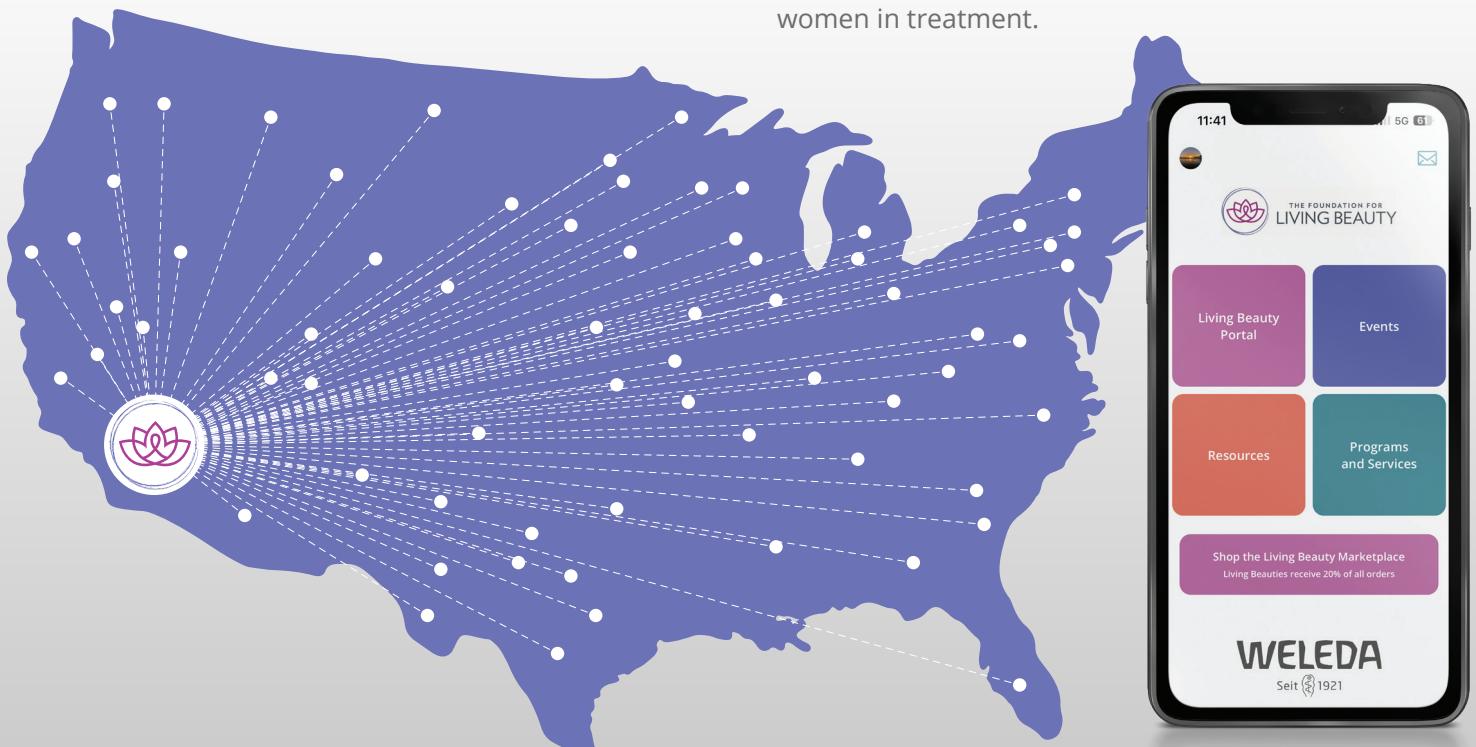
# OUR IMPACT

From 2020-2022, The Foundation for Living Beauty experienced many exciting changes and has been able to serve more women than ever before. At the beginning of 2020, in response to the global COVID-19 pandemic, Living Beauty was able to meet the urgent need for support that our women faced while in lockdown by pivoting all of our programming online.

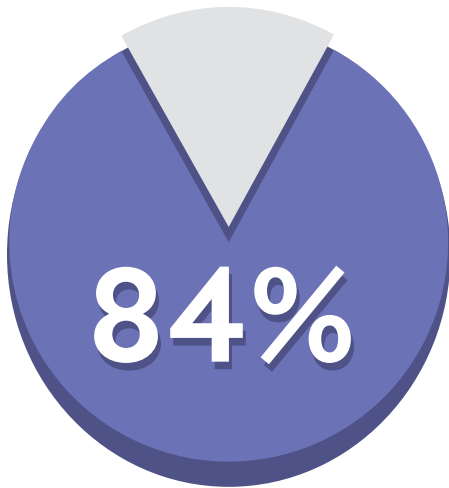
Our program offerings more than tripled during this time, bringing Living Beauties workshops, movement classes, one on one sessions, sisterhood chats and even day retreats, all held completely online. These programs focused on exciting topics such as qi gong, plant-based cooking, herbal medicine, meditation, grief recovery, art therapy, clean beauty and more.

In 2020 we also launched a Living Beauty App! In this app, Living Beauties can register for programs, read our blog, access our extensive list of resources, search for and chat with other Living Beauties who use the app, access our recorded zoom workshops and even listen to a free audio companion meditation guide designed for use during cancer treatment.

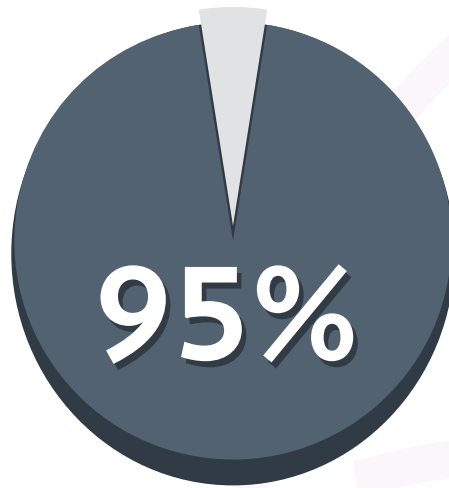
During the pandemic, we were able to help Living Beauties when many had lost their jobs, were struggling to support families or were even experiencing homelessness. Living Beauties were able to apply for support from our Cassandra Fund to help with rent, groceries, medications, insurance and other important needs. During the holidays, we were also able to help women and their families by connecting them with donors that provided gifts and holiday meals through our Holiday Angels program. We also continued to share our Wellness Kits; a bag full of wellness items for women in treatment.



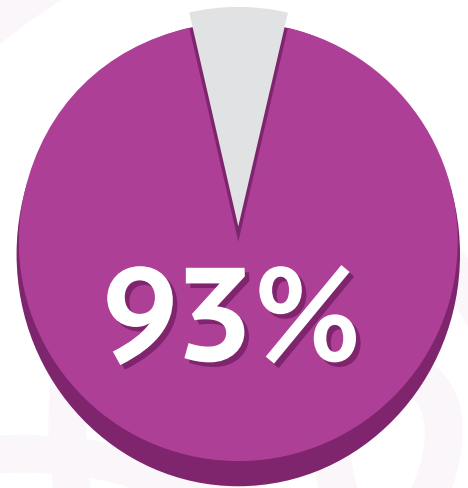
# STATISTICS



After attending our programs, 84% of women said that they felt inspired to incorporate activities that help heal and balance the mind, body and spirit in their daily routines.

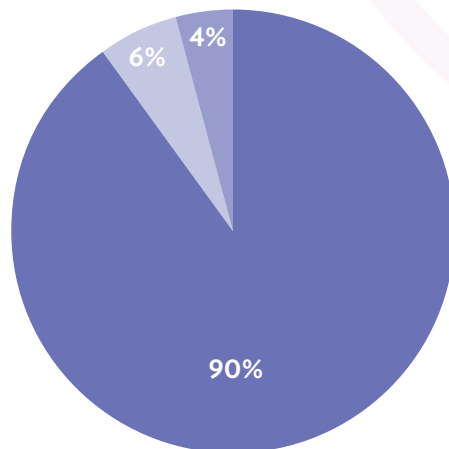
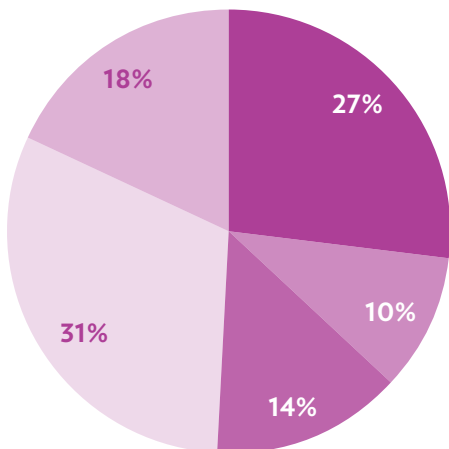


95% of women who attended our Serenity Yoga Retreat feel they now have more control over their health compared to only 66% before attending the retreat.



93% of women who attended our programs believed that our workshops helped their cancer healing process.

# NUMBERS AT GLANCE FROM 2020-2022



**Revenue - \$2,408,790.43**

- 27% Businesses
- 10% Individuals
- 14% Foundations
- 31% In-Kind
- 18% Events

**Expenses - \$2,412,561.32**


- 90% program
- 6% fundraising
- 4% administration

# LOOKING FORWARD

Looking forward, The Foundation for Living Beauty is working to serve even more women in different communities and provide more support for those who need it the most. In order to expand our programming and better serve women with cancer our goals are to:

- Implement a hybrid model of programming that includes both in- person retreats and online workshops.
- Continue to expand our reach outside of California to share our online programs with women from other states and potentially even other countries. Currently we have Living Beauties in 47 states and a Living Beauty in Canada!
- Create new revenue streams for the foundation including a Living Beauty marketplace focused on selling wellness products created by women and women with cancer.
- Expand our Living Beauty app to include specially curated videos and audio recordings of different wellness modalities such as yoga classes and guided mediations that can be accessed by Living Beauties at any time.
- Continue to create meaningful relationships with donors and expand our monthly donor giving program.
- Provide even more quality and diverse programs to support women along their cancer journey.
- Continue to honor women wherever they are in their journey and provide opportunities for sisterhood and support.

FROM 2020 - 2022  
WE DELIVERED



**10,581**

PROGRAM HOURS

RESOURCES PROVIDED

+  \$ **305**

INCLUDING WELLNESS KITS  
& FINANCIAL RESOURCES

PROGRAMS DELIVERED

**537**



FINANCIAL WELLNESS, NUTRITION, YOGA,  
CLEAN BEAUTY, MENTAL HEALTH, MORE...

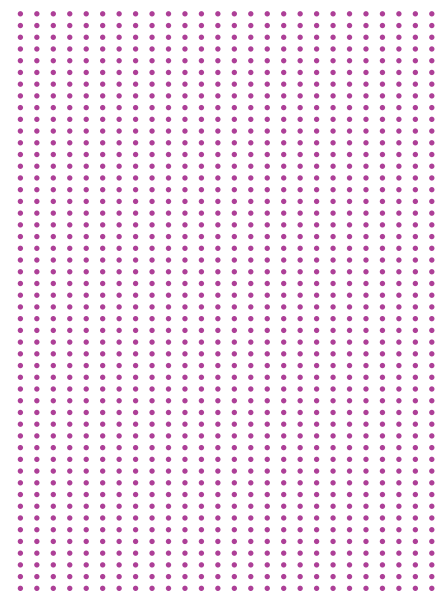
OUR PROGRAMS  
HAVE EXTENDED TO



**47**

STATES

## SERVING 1,300 LIVING BEAUTIES





# OUR SUPPORTERS

*The Foundation for Living Beauty wishes to thank the following donors for their significant support since 2020*

## ANGEL CIRCLE

Ahmanson Foundation  
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THE FOUNDATION FOR  
**LIVING BEAUTY**

**The Foundation for Living Beauty**

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The Foundation for Living Beauty is a 501(c)(3) nonprofit organization. We provide resources and services to women who have been diagnosed with cancer. We do not provide medical advice or endorse any particular physician, medical group or treatment.

Our tax identification number is 20-2914212.

If you or someone you know are facing a cancer diagnosis and would like to join our Living Beauties, please visit our website at [www.livingbeauty.org](http://www.livingbeauty.org).