

T.E.A.L.[®] 2020 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

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



Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation also known as T.E.A.L.® Community Center 533 16th Street, Brooklyn, N.Y. 11215 info@tealwalk.org
www.TellEveryAmazingLady.org 917-310-4835 www.tealwalk.org Not-For-Profit 501(c)(3) Charitable Organization

January 2020

- **AWARE Meeting (1/7/20)**
- **NYU Wasserman Employer Open House (1/16/20)** in New York, NY
 - T.E.A.L.® participated in a round table discussion with staff from NYU Wasserman's employer engagement team.
- **Miss Teen USA Competition (1/17/20-1/19/20)** in Purchase, NY
 - T.E.A.L.® Youth Ambassador, Kiara, competed in Miss New York Teen USA for her chance to represent New York in the Miss Teen USA pageant.
- **NYC Half Marathon Runners Meet Up (1/18/20)** in Brooklyn NY
 - Some runners on team Tell Every Amazing Lady® had the chance to meet each other at the T.E.A.L.® Community Center in Park Slope, Brooklyn. Five of the 10 runners on team met
- **Strategic Planning Board Meeting (1/18/20)**
- **Brooklyn College Winter Job Fair (1/22/20)** in Brooklyn, NY
 - Tell Every Amazing Lady® attended the Brooklyn College Job Fair in Midwood, Brooklyn, to share with students the internship and volunteer opportunities available at T.E.A.L.®.
- **Daughters of T.E.A.L.® (1/23/20)**
- **PS164 Cervical/Ovarian Cancer lecture (1/24/20)** in Brooklyn, NY
 - T.E.A.L.® CEO and Co-Founder Pamela Esposito-Amery gave a talk at Brooklyn's PS 164 about ovarian and cervical cancers as school faculty member and T.E.A.L.® volunteer, Solange, translated into Spanish.
- **AWARE panel in Manhattan (1/28/20)** in Manhattan, NY
 - Tell Every Amazing Lady® staff participated in a panel discussion hosted by AWARE in Midtown, Manhattan. The panel answered questions about ovarian cancer. Members of AWARE (Assisting Women through Action, Resources & Education) also filmed a short video explaining what they had learned from the discussion, and why it's important to tell every lady about ovarian cancer.
- **Staff yoga (1/29/20)**

February 2020

- **Lions Present Donations to T.E.A.L.® (2/4/20)** in Brooklyn, NY
 - T.E.A.L.® Lions Committee Members of the 20-K1 Lions Club presented a donation of \$500 at the T.E.A.L.® Community Center for fundraising money raised by the Lions Committee.
- **2020 TCS New York City Marathon Official Charity Partner Forum (2/5/20)** in Manhattan, NY
 - T.E.A.L.® attended the 2020 TCS New York City Marathon Charity Partner Forum at the Harmonie Club in Midtown, Manhattan. This is team Tell Every Amazing Lady®'s second year participating.
- **MECPS service fair (2/7/20)** in Brooklyn, NY
 - T.E.A.L.® met and talked with high school students about volunteer opportunities with the foundation during the Medgar Evers College Preparatory School Service Fair in Crown Heights, Brooklyn.
- **Elite Feats Cupid Chase in Manhattan (2/8/20)**
- **Community Board Queens Meeting (2/11/20)** in Queens, NY
 - T.E.A.L.® was invited to make a presentation on ovarian cancer to the board members of Community Board 9 in Queens, as well as the community members who attended.
- **New Year, New You: How to Start the New Year Right (2/12/20)**
- **MidWinter Convention in Queens Pamela (2/15/20)** in Queens, NY
 - T.E.A.L.® was a featured booth at the Lions District 20-K1 Mid-Winter Convention in, Douglaston, New York, where T.E.A.L.® CEO Pamela and fellow Lion Lawrence Esposito spread awareness about ovarian cancer to the hundreds of attendees of the Mid-Winter Convention.

- **Bronx House Health Fair (2/16/20)** in Bronx, NY
 - T.E.A.L.® Youth Ambassador Kiara Carrion represented the foundation at Bronx House's health fair on February 16th. The event at the community center in Pelham Parkway was held to help area residents know what services are available to them.
- **Board Meeting (2/19/20)**
- **FY20 Discretionary Award Workshop (2/25/20)**
- **Rare Disease Day Metropolitan Hospital (2/27/20)** in Manhattan, NY
 - T.E.A.L.® shed light about ovarian cancer's signs and symptoms at the Rare Disease Day event at Metropolitan Hospital in East Harlem.
- **Tackling Recurrence Together (2/29/20)**
- **Love Yourself: A Self-Care Survivor Social (2/29/20)**

March 2020

- **NYU Global Public Health Expo (3/6/20)** in Manhattan, NY
 - T.E.A.L.® met with students of the NYU School of Global Public Health in NOHO, Manhattan to spread awareness about the foundation's mission, and met potential volunteers, interns, and staff.
- **Stress Reduction: Balancing a Busy Life (3/10/20)**
- **CB 14 Youth Conference (3/11/20)** in Brooklyn, NY
 - T.E.A.L.® staff had the opportunity to meet students at the CB-14 Youth Conference, which was held at Brooklyn College in Flatbush, Brooklyn. We spoke with students about interning and volunteering with the foundation, as well as the window art program for the T.E.A.L.® Community Center.
- **Board Meeting (3/25/20)**
- **Volunteer Meeting (3/26/20)**
- **Daughters of T.E.A.L.® (3/30/20)**

April 2020

- **Detoxifying your Home Virtual Workshop (4/8/20)**
- **NYU Global Public Health Virtual Information Session (4/8/20)**
 - T.E.A.L.® met with students of the NYU School of Global Public Health via Zoom to spread awareness about the foundation's mission, and met potential volunteers, interns, and staff.
- **Survivor Community Virtual Check-In (4/10/20)**
- **Toxin Free Oral Health Virtual Workshop (4/15/20)**
- **Sephora X T.E.A.L.® Virtual Beauty Brave Class (4/15/20)**
 - Sephora teamed up with the T.E.A.L.® Amazing Lady Membership Program to offer a free Virtual Brave Beauty Class for ovarian cancer survivors.
- **Volunteer meeting (4/16/20)**
- **Energy Healing & Meditation Workshop Virtual Workshop (4/22/20)**
- **Audit Committee Meeting (4/22/20)**
- **GCNYC: Annual Oncology Virtual Networking Breakfast (4/24/20)**
 - Staff from Tell Every Amazing Lady® attended a virtual networking event hosted by Gilda's Club. The event brings together nonprofits of the cancer community in a way to foster partnerships and better serve their communities.
- **Kendra Scott Online fundraiser (4/25/20)**
 - Thanks to our volunteer Mandy, who helped establish the Annual Savannah T.E.A.L.® Walk, Kendra Scott raised funds for our cause throughout the year. An online fundraiser was held for Tell Every Amazing Lady® and online shoppers could use a code during checkout to make sure T.E.A.L.® received 20 percent of the proceeds. Kendra Scott raised more than \$200 for T.E.A.L.®!
- **Essential Oils and Emotions Virtual workshop (4/29/20)**

May 2020

- **Survivor Community Check in (5/1/20)**

- **If These Ovaries Could Talk Podcast (5/3/20)**
 - If These Ovaries Could Talk podcast hosts, Jaimie Kelton and Robin Hopkins, mentioned T.E.A.L.® in their May 3rd podcast episode. Listeners were also told about World Ovarian Cancer Day and important facts about ovarian cancer.
- **Giving Tuesday (5/5/20)**, a virtual fundraiser
- **Energy Healing and Meditation Virtual Workshop (5/6/20)**
- **WOCD Virtual Walk (5/8/20)**
 - We had 195 participants raise over \$5,000 in T.E.A.L.®'s first ever Virtual ONLY Walk/Run while walking or running safe at home or outside with social distancing in communities across the country.
- **YouTube Live May 8th Ovarian Cancer Awareness (5/8/20)**
- **Virtual Daughters of T.E.A.L.® (5/12/20)**
- **Volunteer Meeting (5/12/20)**
- **Energy Healing and Meditation Virtual Workshop (5/13/20)**
- **Sephora Virtual Brave Beauty Class for Ovarian Cancer Survivors (5/13/20)**
- **Community Committee Virtual Meeting (Prospect Park Alliance) (5/19/20)**
- **Energy Healing and Meditation Virtual Workshop (5/20/20)**
- **Energy Healing and Meditation Virtual Workshop (5/27/20)**
- **Cooking for Chemo Virtual Workshop (5/29/20)**

June 2020

- **Energy Healing and Meditation Virtual Workshop (6/3/20)**
- **Virtual Bird Watching Workshop (6/6/20)**
- **Virtual Summer Survivor Social: 1 Year of Amazing Members (6/6/20)**
- **WOCD Briefing (6/8/20)**
- **Enhancing your Communication Skills Virtual Workshop (6/9/20)**
- **Volunteer meeting (6/9/20)**
- **Energy Healing and Meditation Virtual Workshop (6/10/20)**
- **Audit Committee Call (6/10/20)**
- **Digital runners meet up virtual (6/13/20)**
 - Tell Every Amazing Lady® hosted a virtual meetup for runners on its team in the 2020 TCS New York City Marathon. Several members on the team of 11 got to meet each other via Zoom.
- **Community Committee Virtual Meeting (Prospect Park Alliance) (6/16/20)**
- **Energy Healing and Meditation Virtual Workshop (6/17/20)**
- **Virtual Daughters of T.E.A.L.® (6/17/20)**
- **RMA Virtual Event (6/18/20)**
 - T.E.A.L.® participated in an interactive webinar called “Empowering Yourself At Home: Proactive Women’s Health Practices.” T.E.A.L.® CEO and co-founder Pamela Esposito-Amery gave a presentation about ovarian cancer, its signs and symptoms, as well as T.E.A.L.®’s work raising awareness about the disease, supporting survivors, and raising funds to find a screening test.
- **Virtual National Conference on Work & Cancer (6/19/20)**
- **N. Flatbush BID remote Make Music New York (6/21/20)** in Brooklyn, NY
 - T.E.A.L.® participated in North Flatbush BID’s “Make Music New York Remote” digital event, hosted by North Flatbush BID through a Zoom and live streamed to Facebook. Businesses along the Park Slope thoroughfare were invited to speak briefly about their business, which was then followed by a musical performance.
- **Brooklyn Walk Committee Virtual Meeting (6/23/20)**
- **Energy Healing and Meditation Virtual Workshop (6/24/20)**
- **Board Meeting (6/24/20)**
- **Virtual Bronx House Awareness Event (6/25/20)** in Bronx, NY
 - T.E.A.L.® CEO and co-founder Pamela Esposito-Amery gave a presentation about ovarian cancer, its signs and symptoms, as well as T.E.A.L.®’s work raising awareness about the disease, supporting survivors, and raising funds to find a screening test.

T.E.A.L.® Youth Ambassador Kiara spoke about her work with T.E.A.L.® to increase public awareness about ovarian cancer.

July 2020

- **Energy Healing and Meditation Virtual Workshop (7/1/20)**
- **Investors Foundation Virtual Grant presentation (7/7/20)**
 - Tell Every Amazing Lady® received a \$5,000 grant award from the Investors Foundation. Investors Bank staff members presented the award to T.E.A.L.® staff members over Zoom.
- **AWARE Volunteer Call (7/7/20)**
- **Brooklyn Walk Committee Virtual Meeting (7/7/20)**
- **Volunteer meeting (7/7/20)**
- **Energy Healing and Meditation Virtual Workshop (7/8/20)**
- **Energy Healing and Meditation Virtual Workshop (7/15/20)**
- **Virtual Daughters of T.E.A.L.® (7/15/20)**
- **Savannah Banana Fundraiser (7/17/20)** in Savannah, GA
 - T.E.A.L.® volunteers hosted a Savannah Bananas baseball night in South University to raise awareness about ovarian cancer ahead of the fully virtual 7th Annual Savannah T.E.A.L.® Walk/Run on September 26th, 2020.
- **Mind Body Approach to Anxiety Virtual Workshop (7/21/20)**
- **Energy Healing and Meditation Virtual Workshop (7/22/20)**
- **Board Meeting (7/22/20)**
- **Cooking Class Virtual Workshop (7/30/20)**

August 2020

- **Energy Healing and Meditation Virtual Workshop (8/5/20)**
- **Energy Healing and Meditation Virtual Workshop (8/12/20)**
- **Volunteer Meeting (8/12/20)**
- **Virtual Daughters of T.E.A.L.® (8/12/20)**
- **Energy Healing and Meditation Virtual Workshop (8/19/20)**
- **Real Women Interview (8/20/20)**
- **Energy Healing and Meditation Virtual Workshop (8/26/20)**
- **Board Meeting (8/26/20)**
- **Parachute Jump Lighting (8/29/20-9/2/20)** in Brooklyn, NY
 - T.E.A.L.® lit the Coney Island Luna Park Parachute Jump the color teal from August 29th to September 2nd, 2020, to commemorate the start of September's National Ovarian Cancer Awareness Month.
- **T.E.A.L.® Partners with K-Love Radio Station for PSA (8/31/20-9/12/20)**
 - Tell Every Amazing Lady® partnered with K-Love, a contemporary Christian music radio programming service to raise awareness about the foundation and ovarian cancer. K-Love aired a PSA from T.E.A.L.® from August 31st to September 12th 2020, and posted an awareness piece about T.E.A.L.® on its @KLoveNewYork Instagram on September 4th, 2020.

September 2020

- **Energy Healing and Meditation Virtual Workshop (9/1/20)**
- **Ribbon Awareness Campaign on 5th, North Flatbush, and Myrtle Avenues (9/2/20)** in Brooklyn, NY
 - Tell Every Amazing Lady® continued its September Ovarian Cancer Awareness Campaign by tying ribbons across Brooklyn. Foundation staff and volunteers were joined by members of the North Flatbush BID, Park Slope Fifth Avenue BID, and Myrtle Avenue BID to tie teal-colored ribbons from national organization Turn the Towns Teal® along their respective avenues to raise awareness about the disease and remind community members of the virtual 12th Annual Brooklyn T.E.A.L.® Walk/Run.

- **Borough Hall lighting (9/7/20-9/13/20)** in Brooklyn, NY
 - T.E.A.L.® lit up Brooklyn Borough Hall in Downtown Brooklyn the color teal from September 7th through 13th to continue its kickoff of National Ovarian Cancer Awareness Month.
- **Energy Healing and Meditation Virtual Workshop (9/9/20)**
- **WTOC Vanessa Interview on Savannah's WTOC (9/11/20)**
 - Savannah's WTOC promoted the virtual 7th Annual Savannah T.E.A.L.® Walk/Run by airing an interview with volunteer Vanessa Courtlandt on September 11th, 2020. Vanessa shared her story and helped to bring awareness to ovarian cancer ahead of the event on September 26th.
- **LIU Outreach Webinar (9/10/20)**
 - T.E.A.L.® presented an educational webinar to students in the Long Island University Post Genetic Counseling Graduate Program about T.E.A.L.® and opportunities for collaboration.
- **Virtual 12th Annual Brooklyn T.E.A.L.® Walk/Run (9/12/20)**
 - T.E.A.L.® held the 12th Annual Brooklyn T.E.A.L.® Walk/Run virtually on September 12th. Survivors, their family members and friends, and many others were able to participate in the virtual walk or run to raise awareness for ovarian cancer from anywhere in the country.
- **Virtual T.E.A.L.® September Survivor Social (9/13/20)**
- **Community Committee Virtual Meeting (Prospect Park Alliance) (9/15/20)**
- **Energy Healing and Meditation Virtual Workshop (9/16/20)**
- **Board Meeting (9/16/20)**
- **Virtual 7th Annual Litchfield T.E.A.L.® Walk (9/19/20)**
 - T.E.A.L.® held the 7th Annual Litchfield T.E.A.L.® Walk virtually on September 19, 2020. Survivors, their family members and friends, and many other members of the public were able to participate in the virtual walk to raise awareness for ovarian cancer.
- **Savannah's WSAV Interviews Ashley (9/24/20)**
 - Savannah's WSAV promoted the virtual 7th Annual Savannah T.E.A.L.® Walk/Run by airing an interview with volunteer Ashley on September 24th, 2020. Ashley helped to bring awareness to ovarian cancer ahead of the event on September 26th.
- **Kendra Scott online fundraiser (9/22/20-9/23/20)**
 - Kendra Scott held another online fundraiser for Tell Every Amazing Lady® on September 22nd and 23rd, 2020 in honor of National Ovarian Cancer Awareness Month. Online shoppers could use a code at checkout on the site, and the NYC Soho store would donate 20% of all proceeds to T.E.A.L.®.
- **Energy Healing and Meditation Virtual Workshop (9/23/20)**
- **Liberty We Outreach Event (9/23/20)**
 - T.E.A.L.® was invited to spread awareness about ovarian cancer to the staff at Liberty Mutual. The presentation to Liberty Mutual's WE@Liberty, the Women's Employee Resource Group, was part of the company's self-care webinar series.
- **Kelsey online fundraiser (9/24/20)**
 - T.E.A.L.® volunteer and member of Kappa Psi-Delta Omega, Kelsey, hosted an online raffle fundraiser for Tell Every Amazing Lady® at South University.
- **Virtual 7th Annual Savannah T.E.A.L.® Walk/Run (9/26/20)**
 - T.E.A.L.® hosted the 7th Annual Savannah T.E.A.L.® Walk/Run virtually on September 26, 2020. The event was very different but still a success, generating lots of awareness for ovarian cancer.
- **Punk Rope Fundraiser (9/26/20)** in Manhattan, NY
 - Punk Rope, a jump rope-based fitness class, held a fundraiser for its Punk Rope Games on September 26th and donated 100% of the proceeds to Tell Every Amazing Lady®.
- **Investor's Webinar (9/29/20)**
- **September as OCAM Bill presented to congress with our name included (9/29/20)**
 - Tell Every Amazing Lady® endorsed a new bill from Congresswoman Nydia Velázquez seeking to increase awareness of ovarian cancer among health professionals and women.
- **BBB Joint Regional Accredited Business Networking Event (9/30/20)**

- Tell Every Amazing Lady® participated in the virtual BBB Joint Regional Accredited Business Networking Event, getting the chance to spread awareness to and meet other businesses from across New York City, Long Island, and the Mid-Hudson Region.
- **City Hall Lighting (9/30/20)** in Manhattan, NY
 - T.E.A.L.® celebrated the end of National Ovarian Cancer Awareness Month by lighting up Manhattan's City Hall the color teal on September 30th, 2020.
- **Energy Healing and Meditation Virtual Workshop (9/30/20)**
- **Virtual Daughters of T.E.A.L.® (9/30/20)**

October 2020

- **Volunteer meeting (10/7/20)**
- **Young BK Professionals Cross-Industry Networking Event (10/8/20)**
 - Tell Every Amazing Lady® participated in the virtual Young BK Professionals Cross-Industry Networking Event, getting the chance to spread awareness to and meet other people from Brooklyn businesses.
- **Phi Delta Epsilon Healthcare Panel Talk at NYU (10/12/20)**
 - CEO and Co-Founder, Pamela, participated in the Phi Delta Epsilon Virtual Healthcare Panel Talk at NYU, getting the chance to spread awareness about ovarian cancer and talk about her professional career with the organization.
- **Audit Committee Meeting (10/13/20)**
- **Energy Healing and Meditation Virtual Workshop (10/14/20)**
- **Virtual Daughters of TEAL (10/14/20)**
- **Board Meeting (10/14/20)**
- **Community Committee Virtual Meeting (Prospect Park Alliance) (10/20/20)**
- **Energy Healing and Meditation Virtual Workshop (10/21/20)**
- **Scripps Virtual Health and Science Expo (10/23/20)**
 - Tell Every Amazing Lady® participated in the virtual Scripps Health and Science Expo, getting the chance to spread awareness to others and talk to students about volunteer and internship opportunities.
- **Drew Communities Fair (10/23/20)**
 - Tell Every Amazing Lady® participated in the virtual Drew Communities Fair, getting the chance to spread awareness to others and talk to students about volunteer and internship opportunities.
- **Virtual-Wellness Weekend (10/24/20)**
 - T.E.A.L.® hosted a Wellness Weekend for our T.E.A.L.® community members! Presentations on stress-relief, energy healing, and genetic risk education were given during the event.
- **Energy Healing and Meditation Virtual Workshop (10/28/20)**
- **Russell Investments Webinar (10/29/20)**
 - T.E.A.L.® was invited to spread awareness about ovarian cancer to the members at the Russell Investments Webinar.
- **Halloween B&R Fundraising Event (10/30/20)**, in South Carolina

November 2020

- **Energy Healing and Meditation Virtual Workshop (11/4/20)**
- **St. John's Government and Non-Profit Industry Event (11/5/20)**
 - Tell Every Amazing Lady® participated in the virtual St. John's Government and Non-Profit Industry Event, getting the chance to spread awareness to and meet other interested students.
- **Molloy College's Fall Virtual Career Fair (11/6/20)**
 - Tell Every Amazing Lady® participated in the virtual Molloy College Fall Career Fair, getting the chance to spread awareness to others and talk to students about volunteer and internship opportunities.
- **NYU Virtual Educational Seminar (11/8/20)**

- CEO and Co-Founder, Pamela, participated in the virtual Educational Seminar at NYU's Zeta Tau Alpha, getting the chance to spread awareness about ovarian cancer and talk about her professional career with the organization.
- **Volunteer Meeting (11/10/20)**
- **Virtual Daughters of TEAL (11/11/20)**
- **Energy Healing and Meditation Virtual Workshop (11/11/20)**
- **Community Committee Virtual Meeting (Prospect Park Alliance) (11/17/20)**
- **Energy Healing and Meditation Virtual Workshop (11/18/20)**
- **Board Meeting (11/18/20)**
- **Cory Comedy Fundraiser (11/20/20)**
 - A comedy event with special guests Susie Essman and Buddy Fitzpatrick was held on November 20th. The mission of Tell Every Amazing Lady® was presented to the audience and the proceeds from the tip jar went to T.E.A.L.®.
- **Energy Healing and Meditation Virtual Workshop (11/25/20)**

December 2020

- **Giving Tuesday (12/1/20)**, a virtual fundraiser
- **DOTERRA Matching Campaign launch (12/1/20)**
- **Energy Healing and Meditation Virtual Workshop (12/2/20)**
- **Virtual Potluck with Staff, Interns, and Board Members / Audit Meeting (12/9/20)**
- **Volunteer meeting (12/12/20)**
- **Energy Healing and Meditation Virtual Workshop (12/12/20)**
- **Virtual Survivor Social (12/12/20)**
 - T.E.A.L.® held a virtual T.E.A.L.® Survivor Social on December 12, 2020 for ovarian cancer survivors in our network all across the United States. Cooking for Chemo Ryan presented a holiday fudge cooking demonstration and survivors shared their stories with one another.
- **Mandy Fundraiser - Kendra Scott (in person in North Carolina and also online) (12/16/20)**
- **Energy Healing and Meditation Virtual Workshop (12/16/20)**
- **Virtual Daughters of TEAL (12/16/20)**
- **NYPH Committee Meeting (12/18/20)**
 - CEO and Co-Founder, Pamela, was invited to the NYPH Committee Meeting and presented her journey with ovarian cancer to all members.

T.E.A.L.®'s Financials

www.TEALWALK.org/financials

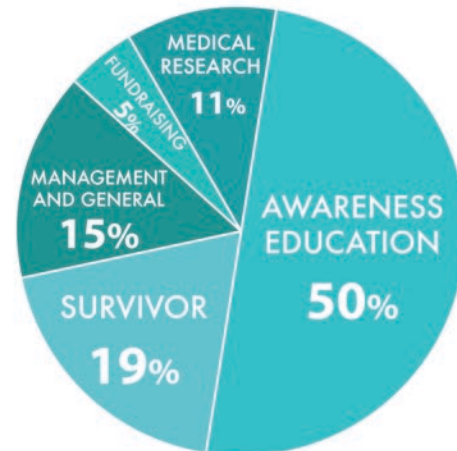
Financial Stewardship

- 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.



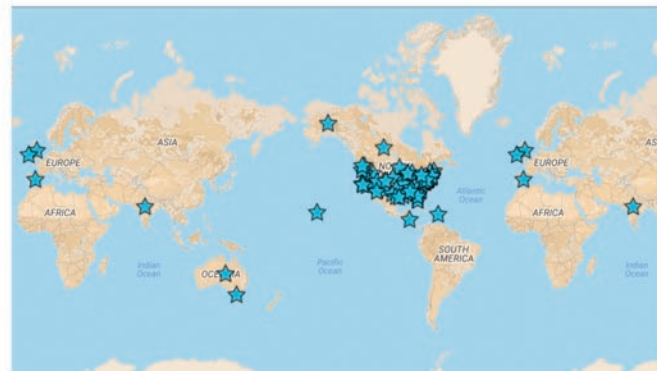
Financial Statements

- 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



Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation also known as T.E.A.L.®
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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, 2019 AND 2018**

	<u>2019</u>	<u>2018</u>
<u>ASSETS</u>		
Current assets:		
Cash (Note 2O)	\$ 387,161	\$ 321,779
Contributions receivable (Note 2D)	107,578	100,025
Inventory (Note 2F)	6,382	9,046
Prepaid expenses	<u>22,846</u>	<u>27,033</u>
Total current assets	523,967	457,883
Property and equipment – net (Notes 2G and 4)	7,540	12,843
Trademarks (Note 2H)	<u>16,001</u>	<u>5,672</u>
Total assets	<u>\$ 547,508</u>	<u>\$ 476,398</u>
<u>LIABILITIES AND NET ASSETS</u>		
Current liabilities:		
Accounts payable and accrued expenses	<u>\$ 8,250</u>	<u>\$ 8,787</u>
Total current liabilities	<u>8,250</u>	<u>8,787</u>
Net Assets (Note 2B):		
Without donor restrictions	526,758	467,611
With donor restrictions	<u>12,500</u>	<u>-</u>
Total net assets	<u>539,258</u>	<u>467,611</u>
Total liabilities and net assets	<u>\$ 547,508</u>	<u>\$ 476,398</u>

**T.E.A.L. FOUNDATION
STATEMENTS OF ACTIVITIES
YEARS ENDED DECEMBER 31, 2019 AND 2018**

	<u>2019</u>			<u>2018</u>		
	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
<u>PUBLIC SUPPORT AND REVENUE:</u>						
Public support:						
Public contributions (Note 2L)	\$ 128,735	\$ 35,206	\$ 163,941	\$ 103,309	\$ 19,450	\$ 122,759
Special events revenue (Note 7)	256,008	-	256,008	237,767	-	237,767
City grant revenue (Note 2M)	-	187,498	187,498	-	149,215	149,215
Donated materials and services (Note 2J)	193,873	-	193,873	143,425	-	143,425
Released from restrictions	210,204	(210,204)	-	178,665	(178,665)	-
Total public support	<u>788,820</u>	<u>12,500</u>	<u>801,320</u>	<u>663,166</u>	<u>(10,000)</u>	<u>653,166</u>
Revenues (Note 2B):						
Net sales	1,142	-	1,142	1,869	-	1,869
Cost of goods sold	2,819	-	2,819	3,285	-	3,285
Gross loss	<u>(1,677)</u>	<u>-</u>	<u>(1,677)</u>	<u>(1,416)</u>	<u>-</u>	<u>(1,416)</u>
Interest and dividend income	969	-	969	413	-	413
TOTAL PUBLIC SUPPORT AND REVENUE	<u>788,112</u>	<u>12,500</u>	<u>800,612</u>	<u>662,163</u>	<u>(10,000)</u>	<u>652,163</u>
<u>EXPENSES:</u>						
Program services:						
Research	56,304	-	56,304	49,149	-	49,149
Awareness Education	383,239	-	383,239	342,976	-	342,976
Survivor	131,025	-	131,025	103,766	-	103,766
Total program services	<u>570,568</u>	<u>-</u>	<u>570,568</u>	<u>495,891</u>	<u>-</u>	<u>495,891</u>
Supporting services (Note 5):						
Management and general	106,805	-	106,805	90,624	-	90,624
Fundraising	51,592	-	51,592	48,555	-	48,555
Total supporting services	<u>158,397</u>	<u>-</u>	<u>158,397</u>	<u>139,179</u>	<u>-</u>	<u>139,179</u>
TOTAL EXPENSES	<u>728,965</u>	<u>-</u>	<u>728,965</u>	<u>635,070</u>	<u>-</u>	<u>635,070</u>
CHANGE IN NET ASSETS	59,147	12,500	71,647	27,093	(10,000)	17,093
NET ASSETS – BEGINNING OF YEAR	<u>467,611</u>	<u>-</u>	<u>467,611</u>	<u>440,518</u>	<u>10,000</u>	<u>450,518</u>
NET ASSETS – END OF YEAR	<u>\$ 526,758</u>	<u>\$ 12,500</u>	<u>\$ 539,258</u>	<u>\$ 467,611</u>	<u>\$ -</u>	<u>\$ 467,611</u>

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

**T.E.A.L. FOUNDATION
STATEMENTS OF CASH FLOWS
YEARS ENDED DECEMBER 31, 2019 AND 2018**

	<u>2019</u>	<u>2018</u>
Cash flows from operating activities:		
Change in net assets	\$ 71,647	\$ 17,093
Adjustments to reconcile change in net assets to net cash provided by (used in) operating activities:		
Amortization	6,440	5,266
Changes in operating assets and liabilities:		
Prepaid expenses	4,187	(2,121)
Contributions receivable	(7,553)	(45,729)
Inventory	2,664	1,149
Accounts payable and accrued expenses	<u>(537)</u>	<u>(6,967)</u>
Net cash provided by (used in) operating activities	<u>76,848</u>	<u>(31,309)</u>
Cash flows from investing activities:		
Purchases of intangible assets	(11,466)	(6,036)
Purchases of property and equipment	<u>-</u>	<u>(8,900)</u>
Net cash used in investing activities	<u>(11,466)</u>	<u>(14,936)</u>
Net increase (decrease) in cash	65,382	(46,245)
Cash – beginning of year	<u>321,779</u>	<u>368,024</u>
Cash – end of year	<u>\$ 387,161</u>	<u>\$ 321,779</u>

**T.E.A.L. FOUNDATION
STATEMENT OF FUNCTIONAL EXPENSES
YEAR ENDED DECEMBER 31, 2018**

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

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

T.E.A.L.®'S IMPACT IN 2020



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



IN 2020,
T.E.A.L.® NATIONALLY
INTERACTED WITH...

802
SURVIVORS



MEDICAL RESEARCH

31

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



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

John 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

2020

\$4,000

OCRA-Thomas Jefferson University

\$25,000

Johns Hopkins School of Medicine



FREE T.E.A.L.® Amazing Lady Membership



Members Will Receive Personalized Support!

THE T.E.A.L.® AMAZING LADY MEMBERSHIP



The T.E.A.L.® Amazing Lady Membership Program provides ovarian cancer survivors with FREE T.E.A.L.® Kits. The mission of the T.E.A.L.® Kits is a reminder that survivors are not alone and to help connect them with other ovarian cancer survivors and patients to receive comfort and support. The Amazing Lady Membership Program focuses on stress reduction, wellness, beauty, valuable resources and more. Members may be eligible to 3 different FREE T.E.A.L.® Kits that help ovarian cancer survivors and patients all year long! Become a sponsor today to help T.E.A.L.®'s amazing ladies!

THE THREE T.E.A.L.® KITS INCLUDE:

- WELCOME KIT
- BIRTHDAY KIT
- CHEMOTHERAPY KIT (For those in treatment)

OUR CURRENT AMAZING SPONSORS



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.**



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

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®



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



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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