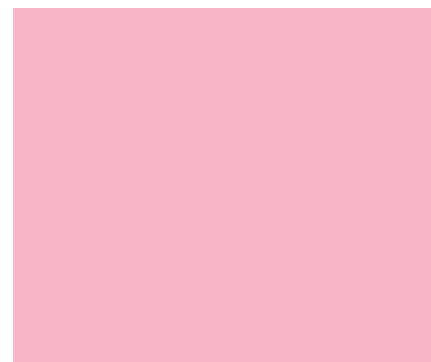




Annual Report 2024

An international nonprofit organization based in Louisville, Kentucky with the mission of supporting people facing all types of cancer through scarves, stories, and research.



Executive Director's Note

As we close another year of incredible impact, we are reminded of what makes Hope Scarves truly unique. We are not just an organization that provides scarves; we are a community built on hope, resilience, and connection. Our scarves are woven with stories of courage, passed from one survivor to another, symbolizing the unbreakable bonds we share in the face of cancer. Each scarf represents not only comfort, but also a legacy of hope — a tangible reminder that we are not alone.

What sets Hope Scarves apart is the deeply personal nature of our mission. Every scarf carries a message of encouragement, a piece of someone's journey, passed forward with love and empathy. We believe in the power of storytelling to inspire strength, and in the ability of hope to light even the darkest paths.

As we look to the future, we see hope everywhere. We see it in the women, men, and children who find courage in the stories shared. We see it in the research being done to extend lives, offer more treatment options, and one day cure cancer. We see it in the hands that reach out to help and in the generosity of communities around the world.

As we take time to reflect and celebrate all of the accomplishments of 2024, we look toward a new year with hope, determination, and excitement. Whether you are a scarf recipient, a storyteller, a volunteer, or a donor we thank you for being an important part of Hope Scarves and helping us carry out our mission.

Anna Laura Edwards

Executive Director



Year In Numbers

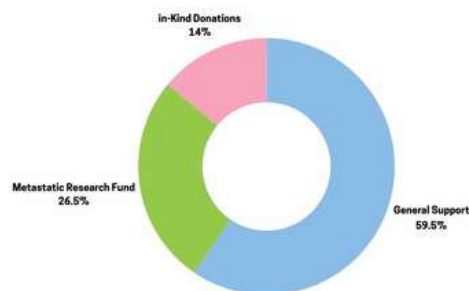
Income:

Total Direct Public Support- \$702,104

- General - \$485,982
- Metastatic Research Fund - \$216,122

In-Kind Donations - \$114,253

Total Income: \$816,357



Expenses:

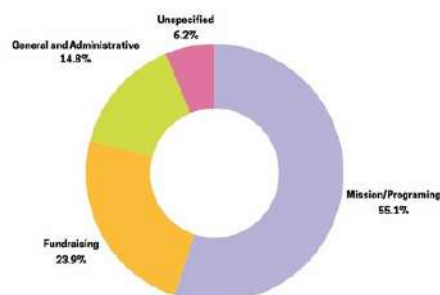
Mission/Programming - \$302,397

Fundraising - \$131,463

General and Administration - \$81,245

Unspecified - \$33,980

Total Expenses: \$549,085



38,854
Scarves
shared
since 2012



2,395 Stories in
our collection
from survivors



\$1.3
Million
raised &
invested
MBC Research



Hope
Scarves
shipped
to all
50
states &
37 countries



70 Hospital
Partnerships in 28
states and counting



Expanded our
mission to include
Hope Capes for
children facing
cancer.



Organizational Highlights

- Invested \$200,000 in MBC Research
- Shared 4,656 Hope Scarves packages
- Added 178 stories to our collection
- Collected 7,300 scarves through scarf drives hosted around the nation
- Expanded the Hope Scarves Team to include a Development Director and a Marketing and Events Director
- Moved to a new studio
- Hosted 16 give back programs for businesses, community groups, and schools
- Attended 9 conferences and community events
- Launched Hope Capes initiative

2024 in Events

- Outliving Cancer
- Michigan Derby Event
- Meghan Malley Goft Scramble
- Colors of Courage
- Chunkin Pumpkins
- Nanz and Kraft Holiday Open House
- Candlelight Yoga



Board and Staff

Hope Scarves Board of Directors:

Executive Committee

Dan Bayer, Louisville KY - Board Chair

Matt Ruta, St. Louis MO - Vice Chair

Margaret Guelda, Louisville KY - Finance Chair

Jenny Farmer, Raleigh NC - Secretary

Members at Large

Sanjhi Agrawal, Cleveland, OH

Jennifer Carroll, Louisville KY

Josiana Limones, San Francisco CA

Alison Malone, Louisville, KY

Hilary Mattingly, Chicago, IL

Kristen Nagel, Louisville, KY

Shana O'Neil, Louisville KY

Audra Rankin, Louisville KY

Kelli Templeton, Grand Rapids, MI

Kelley Thomas, Elizabeth, IN



Hope Scarves Staff:

Anna Laura Edwards, Executive Director

Robin Kieper, Mission Director of Scarves and Outreach

Marcella Kragel, Marketing and Events Director

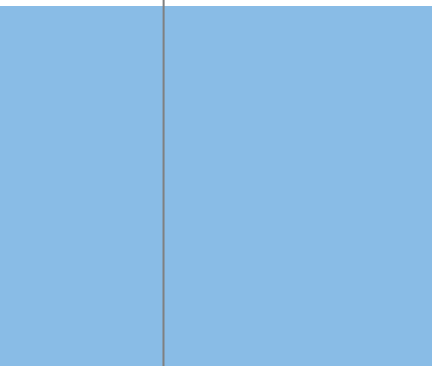
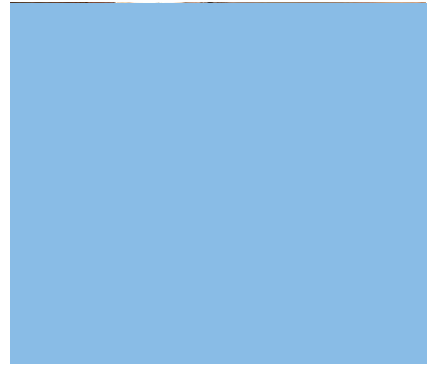
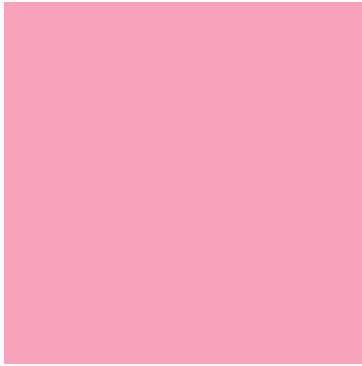
Kim Landrum, Development Director

Madison Malloy, Website Manager

Lauren Morgan, Social Media Manager

Nanette Merkley Vale, Accounting Director

Katie Windham, Mission Director Stories and Outreach



Thank You

From scarves to stories, capes to connections, special events to research; we at Hope Scarves have created a community that supports Individuals who are living life over cancer. Our vision for the future is bold: to reach even more people, to share more stories, and to inspire hope in ways we have yet to imagine. Together, we will continue to transform lives, one story, one scarf, and one act of kindness at a time. Thank you for being part of our journey.



502.333.9715



2010 Cherokee Parkway, Suite 2, Lou. KY 40204



www.hopescarves.org