



**Hope Scarves is an international nonprofit organization based in Louisville, Kentucky with the mission to support people facing cancer through scarves, stories, and research.**



Inspired by our Founder Lara MacGregor's personal experience with cancer, Hope Scarves have been sent to nearly 15,000 people facing over 90 types of cancer in every state and 26 countries. The oldest recipient is 97 and the youngest, 10 months. And, we've raised \$500,000 matched 1:1 by anonymous donors for a total of \$1 million dollars to metastatic breast cancer research.

## **Lara's Story**

I was 30 years old and seven months pregnant when I was first diagnosed with cancer. A survivor mailed me a box of scarves with a note saying, "You can do this." Then, I passed them on to another person in treatment. This experience was my inspiration for creating Hope Scarves. I want every woman who receives a Hope Scarf to feel both the strength of the women who faced cancer before her, and the power of turning heartbreak into hope by passing her scarf and story on to encourage someone else.

Seven years later I was diagnosed with metastatic breast cancer. I realized that scarves and stories are practical and inspiring, but won't save lives. So we expanded our mission to include a Metastatic Breast Cancer Research Fund. It is our goal to raise at least \$100,000 annually for research which is matched by 1:1 anonymous donors.

# Fulfilling the Mission of Hope Scarves

## Scarves



Hope Scarves are intended for people in active treatment. Each Hope Scarf carries a survivor story, scarf tying instructions, and information about Hope Scarves.

## Stories



Each Hope Scarf carries a story from someone who has faced cancer. Stories include all ages, stages, and types of cancer. Over 2,000 stories are in our collection.



## Research



In 2015 Hope Scarves established a Metastatic Breast Cancer Research Fund to broaden how we bring hope to people facing cancer. 100% of donations designated to this fund support translational research and clinical studies. It is our goal to raise \$100,000 annually for research.

## Three Ways to Receive a Hope Scarf

- PERSONAL REQUEST - patients request a scarf for themselves
- GIFT REQUEST - scarves sent as a gift for someone in treatment
- PARTNERSHIP PROGRAM - a patient receives a scarf as part of their care in a hospital or cancer support organization.



*"A Hope Scarf is like no other scarf.  
It is magic."  
Sarah, Hope Scarf Recipient.*



# A Hope Scarf's Journey...

From our office to your patients.

1



Scarves are sorted, tagged, and professionally dry cleaned upon arrival to our office.

2



2,000+ stories written by survivors of over 90 different types of cancer are in our story collection. Partners may choose the types of stories that best meet their patients' needs.

3



Hope Scarves come in a variety of styles: square, oblong, shawl, buff, infinity, and pre-sewn.

4



Scarf tying instructions and information about Hope Scarves are included in each package.

5



Scarves are wrapped in happy packaging and ready to be shared with patients!

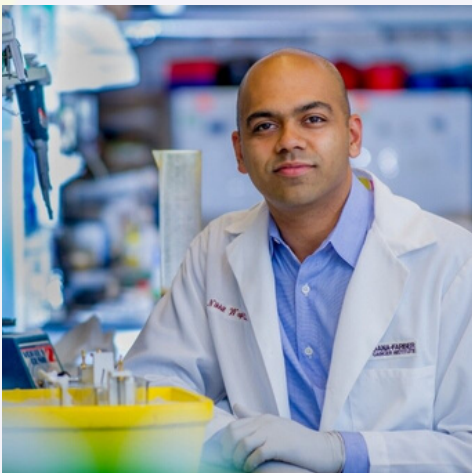
# Beyond Scarves and Stories

Hope Scarves has raised over \$500,000 for metastatic breast cancer research.

In 2014, Hope Scarves expanded its mission beyond scarves and stories when our founder, Lara MacGregor, was diagnosed with stage IV, metastatic breast cancer. While this news rocked our world, it also strengthened our organization. At Hope Scarves, we know words are powerful. It's the very essence of our mission- to share encouragement with others. That's why we no longer talk about "beating cancer," but of living life over cancer. It's also why we invest in MBC research. Scarves and stories are inspiring, beautiful, and a practical resource when facing cancer, but they aren't going to save anyone's life. If we are truly going to live out our vision to "change the way people experience cancer" then we also have to be part of trying to solve the problem. In 2015, we established a Metastatic Breast Cancer Research Fund to broaden how we bring hope to people facing cancer. Since that time we have given over \$500,000, matched 1:1 by anonymous donors, for a total of \$1 million dollars to research.



With advisement from oncologists, researchers, and patients, we divide our research dollars between basic science, translational research and clinical trials. Five projects have been funded to date at the following research facilities:



- Dana-Farber Cancer Center at Harvard University
- Memorial Sloan Kettering Cancer Center
- The Johns Hopkins Kimmel Cancer Center
- University of Louisville James Graham Brown Cancer Center



# The Ambassador Program

The Ambassador Program is designed to help promote Hope Scarves in communities around the country through the leadership of a dedicated group of volunteers, lovingly known as Hope Scarves Ambassadors.

## Ways to Serve as an Ambassador

### **Support a current Partnership Program**

Serve as a liaison between Hope Scarves and a current Hope Scarves partner. Build a personal relationship with nurses and staff who support the Hope Scarves program, share scarves with patients during scheduled scarf days, check on supplies, etc.

### **Connect your community to Hope Scarves**

Share the Hope Scarves story. Host a Hope Scarves booth at a community event. If you know someone facing cancer make sure they know about Hope Scarves. If you know a survivor, encourage her to share her story and/or scarf to inspire someone else.

### **Distribute Promotional Materials**

Share our brochures where people seek treatment and support: hospitals, doctor's offices, resource centers, other nonprofit organizations, or cancer support groups.

### **Support Scarf and Story Drives in your community**

We depend on community donations of scarves and stories to sustain our program. Churches, schools, athletic teams, social organizations, and corporations are often participants in community-wide scarf drives.

### **Start a new Partnership Program**

Bring Hope Scarves directly to patients in your community. Seek out hospitals or cancer organizations to become official Hope Scarves Partner locations.

*These are just a few of the many ways you can support Hope Scarves in your community. Share your ideas. Let's work together to spread the word about Hope Scarves to cancer survivors across the country!*

# Meet a few of our Ambassadors

Hope Scarves currently has 29 ambassadors serving in 16 states. We would be honored to have you join our team.

## Claire, Louisville KY



Claire serves as a regular volunteer at Hope Scarves. Since receiving a Hope Scarf herself in 2017, Claire wraps weekly personal and gift requests. But, she wanted to do more for the very community that supported her through a diagnosis of Amyloidosis and her father who recently passed away from cancer. Her goal - to start a new partnership program at Winship Cancer Institute of Emory University in Atlanta, Georgia, the very place her father received treatment. After hosting two cocktail parties and raising over \$20,000, her dream came true. Our largest partnership program is now up and running at Winship Cancer Institute.

## Cara, Pittsburgh PA

Cara attended the Hope Scarves launch event at UPMC Hillman Cancer Center in Pittsburgh in January of 2020. This partnership program was established in memory of Roberta Szpara, not only Cara's friend, but Lara's first scarf recipient! Since then, Cara has been busy hosting scarf drives in her local community... both enhancing the scarf collection at Hope Scarves and planting the seeds to start a program at the place where she receives treatment for breast cancer.



## Art and Sue, Whitehall MI



Art and Sue just happen to be the Hope Scarves inaugural ambassadors, as well as Lara's parents! They currently serve as ambassadors to two of our partnership locations in Michigan: checking in on supplies, bringing treats to our nurses, and sharing scarves with patients. Furthermore, they host various fundraising events in their community to support both the scarf program and research fund. You also see Art and Sue representing Hope Scarves at various health fairs in their community.

Ready to become an Ambassador  
or want to learn more?  
Contact Anna Laura Edwards,  
Partnership Director  
[annalaura@hopescarves.org](mailto:annalaura@hopescarves.org)

# Ambassador Information Form

Please print this form, fill out, email/scan to [annalaura@hopescarves.org](mailto:annalaura@hopescarves.org) or mail to Hope Scarves; 141 N. Sherrin Ave.; Louisville, KY 40207

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Why do you want to be a Hope Scarves Ambassador?

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How did you hear about Hope Scarves?

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Have you received or donated a scarf or story? \_\_\_\_\_

If so, share your connections with Hope Scarves:

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Any additional information you would like to share:

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# Our Current Partners and Ambassadors

37 partners and 28 ambassadors in 18 states. Each one unique.

## Alabama

### Partners:

Alabama Oncology, Birmingham  
UAB Russell Medical Center, Alexander City

### Ambassadors:

April, Homewood  
Gelia, Athens

## Colorado

### Partners:

Cervical Cancer Connection of Colorado, Colorado Springs  
Daniel's Care Van, Commerce City

## Florida

### Ambassadors:

Lisa, Punta Gorda  
Roseli, Doral

## Georgia

### Partners:

Winship Cancer Institute of Emory University, Atlanta

### Ambassadors:

Elizabeth, Atlanta  
Beth, Atlanta  
Janet, Atlanta  
Lynne, Atlanta  
Lydia, Smyrna

## Illinois

### Partners:

Advocate Christ Medical Center, Oaklawn  
Imerman Angels, Chicago

## Indiana

### Ambassadors:

Katy, Albany

## Kentucky

### Partners:

Awakenings Boutique, Louisville  
Baptist Health, Louisville  
Cancer and Blood Specialists, Louisville  
Flaget Memorial Hospital, Bardstown  
Gilda's Club Kentuckiana, Louisville  
Norton Cancer Institute, Louisville  
Ovarian Awareness of Kentucky, Louisville  
UL James Graham Brown Cancer Center, Louisville

## Maryland

### Ambassadors:

Joanna, Essex

## Michigan

### Partners:

Confidence Beyond Hair Loss, Grand Haven  
Covenant Healthcare, Saginaw  
Gilda's Club Grand Rapids, Grand Rapids  
Mercy Health Comprehensive Breast Center, Muskegon  
Mercy Health Johnson Family Cancer Center, Muskegon  
Mercy Health Lack's Cancer Center, Grand Rapids

### Ambassadors:

Arlene, Ada  
Linda, Chelsea  
Kelli, East Grand Rapids  
Lisa, Grand Rapids  
Alexis, Grand Ledge  
Katie, Portland  
Rhonda, Montague  
Art, Whitehall  
Sue, Whitehall

## Missouri

### Partners:

SSM Health, St. Louis

### Ambassadors:

Rachel, Mound City

## North Dakota

### Partners:

Sanford Health, Bismarck



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## North Carolina

### Partners:

Hope Women's Cancer Center, Asheville  
Novant Health, Huntersville  
Duke Raleigh Women's Cancer Center, Raleigh  
Little Pink Houses of Hope, Burlington  
Live Well, Love Well, Hickory

### Ambassadors:

Erin, Hickory  
Jenny, Wake Forest  
Melissa, Fayetteville

## Ohio

### Partners:

UC Barrett Cancer Center, Cincinnati

## Pennsylvania

### Partners:

Bags and Blessings, New Brighton  
St. Luke's Palliative Care, Bethlehem  
UPMC Hillman Cancer Center, Pittsburgh

### Ambassadors:

Robin, New Brighton  
Boris, Pittsburgh  
Cara, Pittsburgh  
Jennifer, Pittsburgh

## Tennessee

### Partners:

Gilda's Club Middle Tennessee, Nashville

## Washington

### Partners:

Peace Health, Sedro-Woolley

## West Virginia

### Partners:

Cabell-Huntington Hospital, Huntington

## Wisconsin

### Partners:

Marshfield Clinic, Minocqua  
Marshfield Clinic, Westin