

# FAITH THROUGH FIRE

## SPRING REPORT



CHRISTINA WITH HER TWO YOUNGEST CHILDREN

*Faith Through Fire's vision is to restore men & women's lives so they can delight in life again and positively impact future generations.*

# 2023

## A LETTER FROM OUR CEO/FOUNDER



Dear Cherished Friends,

We are beginning a new chapter in healthcare and Faith Through Fire wants to be at the forefront! In the short time we've been serving our members, one thing has become abundantly clear- breast cancer patients want and are beginning to demand a more holistic approach to their care.

Treating the whole patient- both mind and body- is going to be key to earning and keeping the patient's trust. However, this means trying to change a health system that prioritizes what's efficient for what's effective and that's an ongoing challenge.

We want to provide emotional support to diagnosed breast cancer patients very early in the process. To accelerate progress, hospitals and health systems will need to make the mental health of their breast cancer patients a priority. Knowing the current medical model is to triage and treat the disease we have made referring patients to our mentor program incredibly easy for oncology providers.

Faith Through Fire believes collaboration is key to changing the way men and women perceive and walk through a breast cancer diagnosis. By leveraging technology to create a low barrier of entry for our referring partners, volunteer staff and members we have set a firm foundation for long term success. In the following pages I'll share our success in 2022, recent program enhancements and our exciting new partnerships.

If this is the future you want to see, I hope you'll continue to journey with us!

Pioneering,

A handwritten signature in black ink that reads "Beth". The signature is written in a cursive, flowing style.

Beth Wilmes  
CEO/Founder

# YOU DID THIS!

## 2022 RESULTS

- 328% Increase in Giving
- 80 members served with Mentorship & its associated benefits.
- 11.1K Podcast listens
- \$66K Given toward permanent ownership of the Respite House.



## GOAL & FIRST MILESTONE

\$299,909 in giving by the end of December toward our \$925,000 plan.

Our first milestone is \$40,000 by June in order to create peace and memory-making moments in our tended Respite Home at Innsbrook Resort for 40 families. We'll also expand our reach of healing to a broader base of breast cancer patients.



## WHAT WE'RE WORKING TOWARD

\$925,000 Long-term plan (We assume this will take 2-5 years)

The plan is driven by three strategic priorities:

1. Provide Direct, One-to-One Emotional Support to Survivors
2. Educate and Equip Breast Cancer Survivors to Live Abundant Lives
3. Establish a Dependable and Caring Network around each Survivor

“

After 2 cancer diagnoses, I needed some time to enjoy myself & not think about the fear & anxiety. Our family needed time to reconnect & be together without work or interruptions. It was a wonderful few days of peace & love!

# GETTING BIGGER.... GOING DEEPER

## WEBSITE SIMPLIFICATION

When we developed our website, we were proud of how much information we provided. However, having so many pages meant those seeking help weren't always certain of where to ask for it. To ensure a low barrier to entry we simplified the site and moved the additional informational pages to our private online community. **We have seen a 50% increase in mentor requests since implementing the change.**

## MENTOR PROGRAM ENHANCEMENTS

We fulfill our mission to reduce the fear and anxiety breast cancer patients feel by helping our new members know what they can expect. **All members now receive a beautiful welcome packet and profile on their assigned mentor prior to the first connection.** The Welcome packet explains the importance of peer support and encourages them to utilize all the resources and benefits associated with the mentorship program.

**Each member in the mentor program now receives a call from leadership at 6 weeks, 6 months and one year.** The purpose is to form a relationship with those we serve, gauge their satisfaction with the program, and identify unmet needs or potential referrals to other networks of care.

## VOLUNTEER ENGAGEMENT

Survivorship is challenging so we want to make sure we are supporting our volunteers as much as our newly diagnosed members. However, keeping abreast (pun intended) of everyone's lives as our numbers grow has become a challenge. **To address this, we are piloting an ambassador program.** Volunteers recruited as ambassadors will have 5 survivor mentors, they are responsible for communicating with. They will be a resource for any questions or needs the mentors have either for themselves or for their mentees. The ambassadors will communicate urgent matters to leadership in real time and other matters will be discussed monthly. This provides all of our members (survivors and the newly diagnosed) the level of support they need and deserve. The mentor training and quarterly volunteer mentor meetings will continue to be facilitated by leadership.



## OPERATIONAL IMPROVEMENTS

Until recently if a patient submitted multiple forms from our website, it would create multiple records which is very inefficient. Fortunately, we have some very talented members and one particularly gifted woman (despite being in treatment) insisted on coding our existing CRM to do what we needed. **Now our CRM is efficient, saving us time and money!**

**We also created a new electronic intake form** to gather more in-depth information about our members so we can further personalize their experience and ensure we are providing services and referrals that best meet their individualized needs.

## NEW PARTNERSHIP



**Camp Kasem** is a kid's camp for children who have been impacted by a parent's cancer. We already refer our members with children to this amazing organization however now we will **include their brochure with every shipped Build-A-Bear** ensuring them greater visibility. We are excited to bring more attention to such a great resource!

## NEW PARTNERSHIP

**The United Breast Cancer Foundation** has built relationships with local and national retailers to receive high quality donated products. Last year the St. Louis Galleria in partnership with the UBCF honored our survivors with a fun event called Balloonapolozza! The St. Louis Galleria hired a balloon artist to create beautiful pink and white trees in their court & hired a DJ. The United Breast Cancer Foundation donated 500 gift boxes filled with health & beauty products, to be gifted to our members. Recently UBCF contacted me to say they'd like to continue sending us products. **This new partnership ensures we can continue providing unexpected gifts at pivotal moments to those in our mentorship program!**



# BUILDING OUR TEAM

## NEW BOARD MEMBERS



Dr. Stacey Tull (Survivor)



Anastasia Stevenson (Survivor)



Jamie Grieshaber (Survivor)

## ADMINISTRATION SERVICES MANAGER



**Anna Lesinski** (contractor to ensure an excellent Respite House experience)

"Being a part of Faith Through Fire has brought me so much joy and purpose. I am grateful for the opportunity to use my administrative giftings for a non-profit that positively impacts the lives of people facing a breast cancer diagnosis in real, meaningful, and lasting ways."

“ This organization carried me. I'm on FIRE for this mission and feel honored to serve on the board

-Jamie

# COMMUNITY EVENT



## QUEEN OF HEARTS

We don't do many events, but we couldn't resist when Innsbrook Resort suggested a Queen of Hearts Raffle.

If you purchase a ticket at [faiththroughfire.org](http://faiththroughfire.org) and your name and the Queen of Hearts are electronically pulled on Thursday evening at 8 pm, you win 50% of the pot! **And** you get an additional 10% if you are with us at the Innsbrook Clubhouse Bar & Grill for the drawing. The remainder of the winnings goes to support our **House of Hope at Innsbrook Resort** where we send those who need a break from the rigors of treatment.

### \$4,586 Jackpot

Next drawing on April 20 at 8:00 PM CDT

1	2	3	4	6 ♦	6	7	8	9
10	11	12	13	14	15	16	17	18
19	20	21	22	23	24	25	26	27
28	29	30	31	32	33	34	35	36
37	38	39	40	41	42	43	44	45
46	3 ♥	7 ♦	49	50	51	52	53	54

Last card drawn: 7 of Diamonds, slot #48

## KEEP AN EYE OUT FOR A SPRING GIVING OPPORTUNITY. YOU ARE CHANGING LIVES. THANK YOU!

