

Walk
-With-
Sally

IMPACT

REPORT

2023

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OUR MISSION OUR VISION

MISSION

WALK WITH SALLY **lessens the burden of cancer for children and families** by providing critical programs and services by way of;



mentorship



mental health support



art healing



financial empowerment

VISION

We believe in a world where cancer doesn't define a family or dictate the trajectory of a child's life.

OUR PROGRAMMATIC PILLARS

WALK WITH SALLY'S PROGRAMMATIC STRATEGY IS GUIDED BY THE FOLLOWING PRINCIPLES

**OUR PRIMARY
OBJECTIVE IS TO
LESSEN THE BURDEN OF
CANCER FOR CHILDREN**



Helping as many children as possible through reliable care and consistent support is our number one goal.

**WE BELIEVE THE BEST
SOLUTIONS ARE
FAMILY FOCUSED.**



We know the most impactful way to support a child suffering, is to assess the needs of the family unit and curate our care accordingly. This makes Walk With Sally's approach to care unique and rare. Stability and support at home is one of the most critical factors in a child's ability to recover from grief, trauma and obtain an overall sense of wellbeing.

**WE FOCUS ON
CUTTING EDGE
MENTAL HEALTH
TECHNIQUES AND
HIGHLY TRAINED
VOLUNTEERS**



We believe that our level of impact directly correlates to the quality of training and skilled support our staff and mentors receive. We ensure that all of our programs are reviewed and supported by the highest mental health standards in order to offer the best care to our children and families.

**MENTORSHIP
IS OUR
BACKBONE**



Our trained mentors act as case managers for our children. Assessing their ever changing and growing needs so we can respond accordingly with clinical and curated care.

**WE AIM FOR
LONGTERM
SUSTAINABILITY**



Our programming is designed to empower children and families by giving them tools to last a lifetime. Whether that's mental health, growth mindset or financial skills, our program implementation provides the critical skills needed to process grief and trauma associated with cancer.

**WE TARGET KEY
PARTNERSHIPS WITH
SCHOOL DISTRICTS
AND HOSPITALS**



To increase our impact, we cultivate strong partnerships with school counselors and various hospitals who refer their patients and clients in need of our support.

2023

A YEAR OF IMPACT AND NEW BEGINNINGS

In 2023, Walk With Sally celebrated 19 years of service. In those 19 years, our generous supporters helped us raise more than **\$6.6 million, enough to support 14,086 children and family members.**

2023 also represented a new beginning for this beloved organization. Tash Brooks joined our team as the new Chief Executive Officer and leader at the end of 2022, however 2023 served as the first full year of leadership with this dedicated team.

In 2023, our community's commitment to lessening the burden of cancer for children and families granted us the ability to **launch 7 new life changing initiatives.** Together, we achieved milestones that allowed us to reach new levels of impact and support more individuals than we ever have in any singular year, in the history of this organization. In 2023, our supporters put on an incredible show of generosity with 732 guests attending our annual gala, White Light White Night - a 105% increase in attendance from 2022.



2023

A YEAR OF IMPACT AND NEW BEGINNINGS

SUPPORTERS WE LOVE

- We welcomed new Executive Board members - Lauren Dennis-Perelmuter & Ed Vukmirovich
- We had a total of 23 Advisory Board members
- 340 first-time donors, funded our life changing programs for children and families
- 47 were monthly donors showing their continued annual commitment to our programing
- 430 volunteers donated a record 8,846.8 hours to our organization's mission
- We received 10 grants in 2023
- Thanks to Motor Cars LA and Beau Dunn, we launched a new holiday event, The Beacon, raising funds for children in need of additional support throughout the holidays. We welcomed a staggering 492 guests

BRAND PARTNERSHIPS

- Our Brand Partners continued to step up with Chevron being our largest corporate sponsor in 2023 and Kendall Law being the highest donor for small businesses in The South Bay
- 22 Restaurants supported this year with a 29% increase from 2022
- A staggering \$250,000 worth of clothing, toys, cosmetics and homewares were donated to The Shoppe
- Our Los Angeles event The Beacon attracted 8 new partnerships and was exclusively covered by GenLux Magazine



2023

A YEAR OF IMPACT AND NEW BEGINNINGS

INCREASED AWARENESS

Our team launched social media awareness campaigns in 2023. We partnered with publications, actors, influencers like Travis Van Winkle, Beau Dunn, Bobby Berk, Odette Annable and Emma Caulfield, South Bay Magazine and GenLux Magazine to shine a light on the importance of our mission. The result? **2.8M media impressions, 11.2M press impressions, 38% increase in website traffic, and a 29% increase in email subscribers** compared to 2022.

REFINING OUR MISSION

We decided it was time to re-examine the efficacy of our programming to ensure that we were executing our mission with the most life changing impact possible. We refined our mission statement to include our four pillars of focus - mentorship, mental health, art healing and financial empowerment.

NEW LOCAL PARTNERS

Walk With Sally works with local professionals who have qualified expertise in a variety of different fields and mental health modalities. We were thrilled to welcome Wendy Lewis, MFT, in overseeing our programming ensuring the highest standards of execution not only in our existing programming, but also in launching our new programs. In 2023, our team vetted and onboarded 12 new partners, bringing us to a total of **83 active partnerships**.



OUR IMPACT

OUR IMPACT

7,946

Hours of
Friendship Support

1,486

Individuals Served

360%

Increase in Program Referrals

8,846.8

Volunteer Hours

97%

of WWS Friendships Renewed
For Multiple Years

72

Cities across the United States



OUR IMPACT

39 COMMUNITY EVENTS

12 Friendship Activities
14 Mentor Trainings
3 Mentor Roundtables
7 Week Believe Become Workshop
9 Development Events



7 NEW INITIATIVES + 1 NEW SIGNATURE EVENT



HERE COMES THE SUN

A day for joy and healing through ocean therapy, art therapy, yoga, mindfulness exercises and mentorship activities.



BELIEVE BECOME

An 8-week growth mindset, mental health and career development workshop for teens aged 14-17 years. Providing psychological wellness, resilience, inspiration and hope.



HOPE LIVES HERE

A home re-design program for families whose living spaces have been impacted by the all encompassing nature of cancer.



YOU'VE GOT A FRIEND IN ME

You've Got a Friend in Me offers a safe space to foster friendships, promote healing, and enhance personal well-being through art and animal therapy.



YOUNG LEADERS

A program tailored to our graduating mentees, that allow us to continue supporting them during this important transition of becoming young working adults 17-22 years.



MENTOR FOR A DAY

This program gives mentees an opportunity to participate in our program activities immediately after the intake while engaging volunteers who cannot commit to being a long-term mentor.



CANCER DOESN'T SCARE US

This 6 week campaign culminates in a SUPER POWER DAY. Social emotional learning superhero kits are sent to families impacted by cancer to empower youth in grief and survivorship trauma.

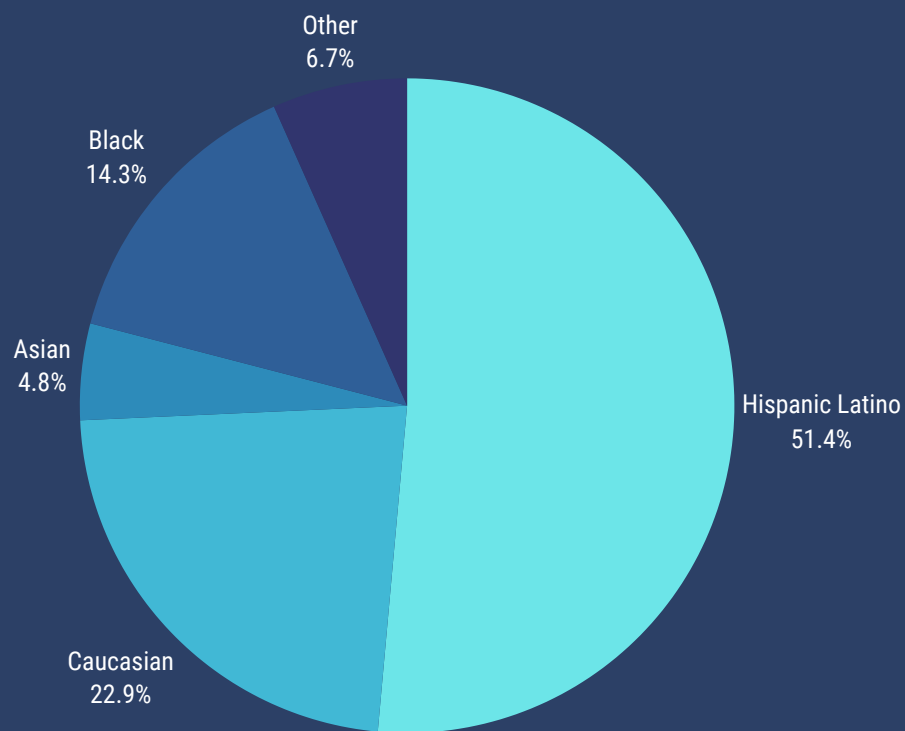


THE BEACON

Our inaugural holiday event in Los Angeles brings together a new community of donors and supports a new level of impact.

OUR DEMOGRAPHICS

We have varied family structures, including grandparent or sibling guardianships and single-parent households. We serve children and families from every race, gender orientation and socioeconomic background.



WOMEN IN REVIEW

- 47% of enrolled families are single mothers and/or currently being treated for gynecological and/or breast cancers
- 75% of mentors are women
- 69% of volunteers are women

2023 FINANCIALS



28% INCREASE IN ANNUAL EVENT FUNDRAISING REVENUE



CHARITY NAVIGATOR 94% TRUSTED RATING

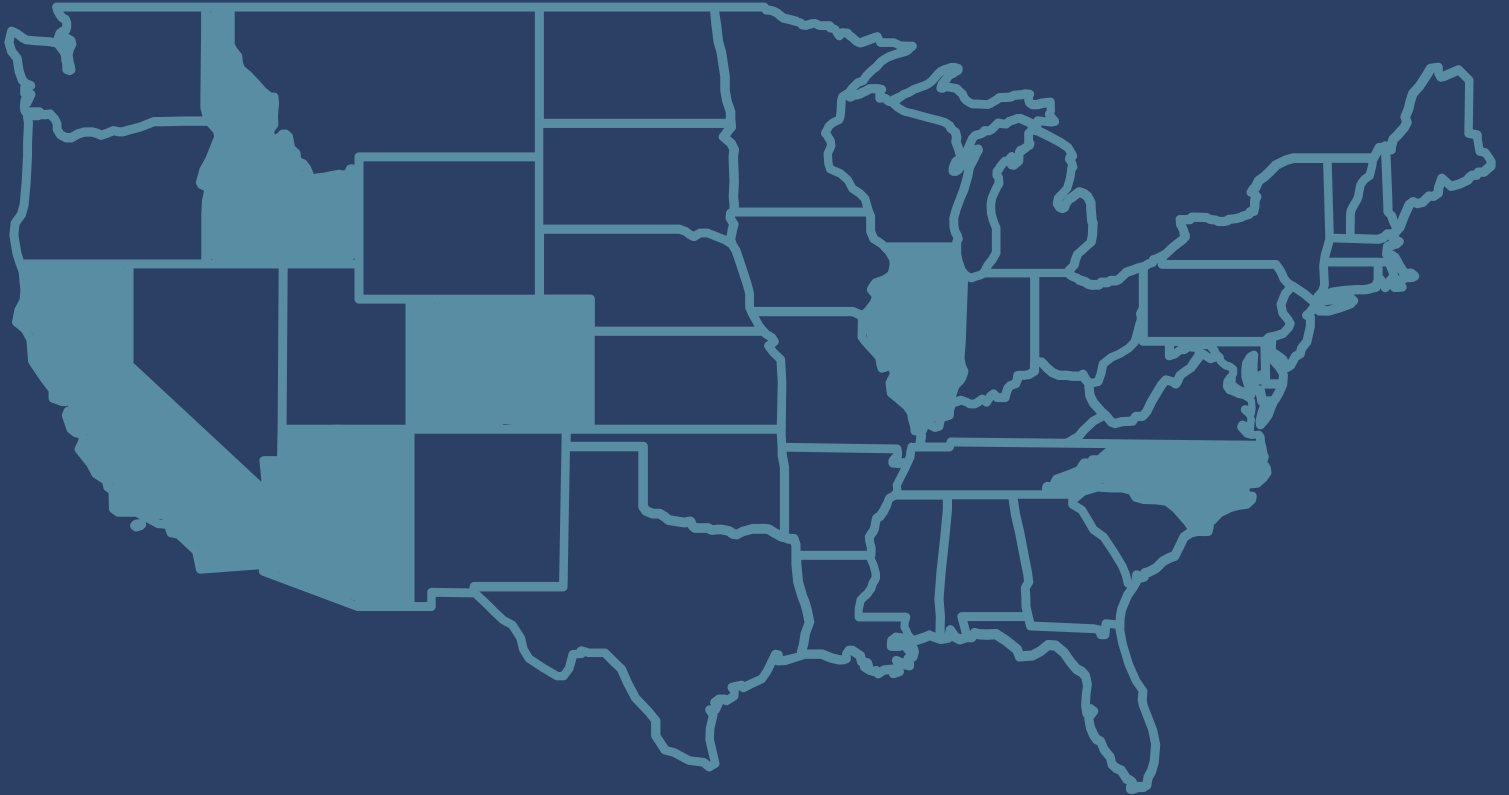


GUIDESTAR PLATINUM TRANSPARENCY



176% INCREASE IN NEW DONORS FROM 2022

OUR COMMUNITIES OF IMPACT



ARIZONA

- Glendale

CALIFORNIA*

- Ventura County
- Los Angeles County
- Long Beach
- San Diego
- Orange County
- San Bernadino County
- Riverside County

COLORADO

- Grand Junction

ILLINOIS

- Chicago

NORTH CAROLINA

- Charlotte

IDAHO

- Caldwell

SOUTH KOREA

OUR 2023 BOARD OF DIRECTORS



Russell Hossain- Chairperson



Richard Pimentel - CFO



Peter Browning



Lauren Dennis-Perelmuter



Erik Helmstetter



Ellen Robbins



Ed Vukmirovich

OUR BRAND SPONSORS IN GRATITUDE



OUR IN KIND BRAND PARTNERS IN GRATITUDE



ARDELL Arrae ALTO
AMERICA'S LEADING LASHES



BARKBOX

BOLOUR || FINANCE INVESTMENT DEVELOPMENT



BURN COLLECTIVE



CAMPUS 2100

Choura



DAOU

Disney

DOGPOUND



FIE ISOLDE

Friends of the Vine

GENILUX

THE GIVING KEYS
A PAY IT FORWARD COMPANY

HAMMITT



hotel june
WEST LA

KLG PUBLIC RELATIONS



Jessica Simpson

Ψ | J. Pritchard



leisure PROJECT



Legology
THE SCIENCE BEHIND GREAT LEGS



little WEST



munchkin



RIBOLI FAMILY WINES



Ruggable SAND SPA southbay

thirteen lune

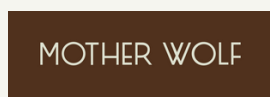


uncorked
THE WINE SHOP

WHISTBEG
-RYE WHISKY-

wood™

OUR CULINARY PARTNERS IN GRATITUDE



OUR COMMUNITY IN GRATITUDE

"I chose this program to help provide my son with the emotional support he needs to cope with his mother's disease and it has been so much more for us. Jen checks in with us, she has offered information about financial support. Max's mentor Will has been clear that his involvement with Max will be indefinite. Really, I am overwhelmed with the generosity of this program."

- Kristen H., Walk With Sally mom

"WWS helped my daughter with her anxiety and depression from the loss of her father 3 yrs ago. They helped me as a single mother with gifts for my family for the last 4 Christmas's. Thank you. A few staff members were here for me during the time my husband was alive and after he died WWS didn't abandon us. We were blessed beyond measure. God bless you all. Praying that WWS stays in existence for decades to come."

-Angela M., Walk With Sally mom

"WWS is part of our family, because of their mentors and this community, my kids have learned that your family might not be blood related, but it can be all those people that care for you and support you no matter what, and that's exactly what WWS does for us." -Rosario D. Walk With Sally mom

"These past 5 years have been amazing! I want to begin by thanking everyone at Walk With Sally, past and present. This is truly a special organization with a unique mission and I feel fortunate to have found it when I did. The experience exceeded all expectations and the people I met (employees, volunteers, mentees) were some of the most genuine and caring I've encountered in all my years." -Alrick B. Mentor

"I absolutely love WWS! The love and support I have received from this community is outstanding. Every individual from WWS I have met has been so genuine. It's refreshing. I am so grateful to be a part of this organization which positively enriches the lives of others. I feel we are all helping one another in our own way. WWS is truly beautiful and my gratitude to them and for what they do goes beyond words."

-Rachel C., former WWS Mentor

2023 IN GRATITUDE

Looking back on 2023, we see our longstanding supporters and generous donors behind each and every moment of impact and reason to celebrate. This is a community of deeply dedicated donors and volunteers who make every moment of joy and relief for our children and families possible.

THANK YOU FOR BEING BY OUR SIDE FOR 19 YEARS AND
MAKING OUR WORK AND OUR IMPACT POSSIBLE.



2024 WHAT'S NEXT?

2 million people will be diagnosed with cancer In the United States In 2024 -
The highest diagnosis rate in history, due to rising cancer rates in those under 50.

Whilst the annual American Cancer Society report shows that there is declining cancer mortality, this progress is ultimately threatened by projected cancer cases rising to an estimated 2,001,140. This increased cancer diagnoses in younger persons is also typically the age range for parents raising younger children. With this data in mind, there's no doubt that our unique programmatic offerings and curated care model will continue to be in increased demand in cancer communities throughout the country. Our ability to deploy support is directly related to the level of support shown by our generous network of donors and strategic partners. It is our continued commitment to maintain financial best practices and fiscal responsibility to ensure donors confidence in the critical impact their contributions are having on our community.

This year Walk With Sally celebrates 20 years of service. Along with our community of generous supporters, it is the ongoing belief and renewed dedication to our mission that will pioneer the next 20 years of impact.

Our holistic approach to care is unique. We truly understand that after 20 years of serving our community, that the best way to support the child is to stabilize the family unit. It is our sincerest goal to continue to innovate and provide cutting edge mental health programming and additional services that provide life changing skills, along with sophisticated clinical and curated care.

We may be 20 years in, but in so many ways, we're just getting started.

JOIN US AS WE ENTER THE NEXT 20 YEARS AND BEYOND, OF CRITICAL IMPACT.