

Heather's Answer to Cancer



Heather Salazar's life changed forever after meeting Alexis, a 23 year old single mother who was raised in the foster care system and nearing the end of her battle with Stage 4 breast cancer. Alexis was looking for someone to raise her 9 month old baby girl. Heather and her husband Steve cared for Alexis through her final months and added baby Lexi to their family, giving them four kids under 8.

18 months later, at just 31 years old, Heather was diagnosed with the same aggressive breast cancer that took Lexi's first mom. "If it hadn't been for Alexis, I wouldn't have done that self-breast exam and found that lump. I would have been dead long before my first mammogram. Alexis not only gave us Lexi, she saved my life."

After a bilateral mastectomy, three months of intensive chemo and a year-long clinical drug trial, Heather was declared cancer free. "I was so fortunate to have an entire army helping my family through our cancer journey, but I was haunted by the thought of Alexis taking the bus home from chemo and all of those who were battling this beast without support." Something had to be done.

What started as a tiny non-profit serving just four families, has now delivered over 1 million meals, offers a nationwide peer support network and provides practical support to families in multiple regions of the country from San Francisco, California to Buffalo, New York. Pink Ribbon Good (PRG) is proof that tragic life events can be the catalyst for something good.



1 in every 8 women will be diagnosed with breast cancer. And every 36 minutes someone learns they have gynecological cancer. For those diagnosed, research is too late. They need practical help with daily demands so they can focus on the fight.

“Those in the fight for their life need every advantage they can get and no other organization offers this package of wrap-around services.

- Heather Salazar



Healthy Meals

Doorstep delivery of delicious, healthy meals for the entire household that can be cooked in minutes.



Rides to Treatment

PRG's concierge ride service picks up clients at their front door, ensures they get to treatment on time and back home safely.



Cleaning Essentials

For a clean environment in which to heal, PRG provides all-natural cleaning products and a lightweight vacuum cleaner.



Peer Support

To combat the isolation many feel after a cancer diagnosis, PRG offers both in-person and virtual events through its nationwide peer support network.

Pink Ribbon Good exists to serve every person and family affected by breast and gynecological cancer by providing free healthy meals, rides to treatment, housecleaning essentials and peer support so that no one is alone in the fight.

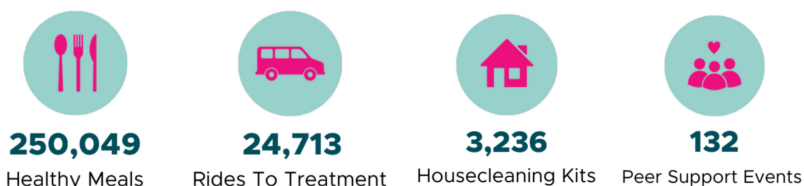
Our Impact

PRG services are provided free of charge to breast and gynecological cancer patients and their families regardless of age, stage or socioeconomic status.

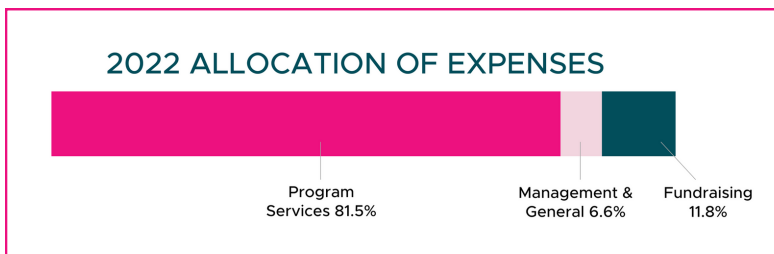
“56% of PRG clients fall below the poverty line. Can you imagine battling cancer and not knowing how you are going to feed your kids?” - Heather Salazar

Those who receive PRG’s services have better treatment compliance and studies show the more closely someone follows their treatment plan, the better their cancer treatment outcomes tend to be.

Our 2023 Service Totals



PRG has more than **doubled in size over the past 5 years** and we need to raise over **\$10 million** in 2024 to provide vital services to about **35% more brave fighters** and their families this year than last.



In Columbus, PRG Served 48% More People In 2023.*

In order to continue to never turn away anyone who requests our services, PRG will need to raise at least **\$1,210,000** in Columbus in 2024.

PRG’s “secret formula” since day one has been to surround ourselves with **Doers, Donors and Door Openers**. Helping us identify those who fit these roles is critical to the success of each region.

*Compared to 2022

Ways To Help Fund Our Mission

