

*BRAAAP FOR BOOBS*

  
Erin Appleby  
Breast Health Fund  
For families touched by Breast Cancer

# IMPACT REPORT

May 2025



SAINT JOHN  
REGIONAL HOSPITAL  
FOUNDATION

# BRAAAAP FOR BOOBS: IMPACT REPORT

Dear Denise, Helen, and the BRAAAAP for Boobs Community,

We are deeply grateful for your generosity in bringing the community together through BRAAAAP for Boobs over the last 10 years. Your event has been a powerful reminder of the profound impact healthcare, compassion, and community support can have in for local women.

Thanks to your dedication and organization, this year's total was your highest one yet- \$36,494.85! all for the Erin Appleby Breast Health Fund- an achievement that will have a lasting impact on local patient care. This milestone ensures that local breast cancer patients have to access the best possible care without delay. Your commitment to the cause is incredible, inspiring others to join you, creating a community that will have a lasting impact, benefiting patients and families for years to come.

Through your generosity, patients are met with comfort, supported in overcoming barriers like travel and medication costs, and surrounded by countless moments of compassionate care—all forming a legacy that honours Erin's memory in the most meaningful way. We're proud to have your support. You've shown what's possible when compassion meets action—and the impact is something we're honoured to share with you.

Enclosed, you'll find your 10 Year BRAAAAP for Boobs Partnership Report, highlighting the remarkable achievements your fundraising has accomplished. We hope it serves as a important reflection of the difference your support has made over the last decade.

On behalf of the patients, families, and medical teams whose lives have been touched by your generosity—thank you. Your devotion to this cause is transforming healthcare in our community, and we are honoured to have your support in this important work.

With heartfelt appreciation,

A handwritten signature in black ink that reads "Shannon Hunter". The signature is fluid and cursive, with the first letter 'S' being particularly large and stylized.

Shannon Hunter



# BRAAAAP FOR BOOBS: IMPACT REPORT

## A DECADE OF BRAAAAP: CELEBRATING YOUR CONTINUED GROWTH AND SUCCESS

It's been an unforgettable 10 years. Back when Adele's Hello was breaking records, the Apple Watch was new, and the ALS Ice Bucket Challenge was going viral, BRAAAAP for Boobs was just getting started. You combined something you love with a cause you care about, and it snowballed into something amazing. We're incredibly grateful for everything you've done for the Erin Appleby Breast Health fund and are thrilled to celebrate YOU.

### 10 Years of BRAAAAP for Boobs

Fuelled a decade of impact and community spirit.

### 10+ Spin-Off Events

Inspired others to take the handlebars and run with it.

### 154 Gifts to this year's Sled Run

A record-breaking ride of generosity.

### \$36,494.85 Raised in 2024

Highest total in your event's history!

### \$128,251.70 Lifetime Total

A lasting legacy for local breast cancer care.

### 500+ followers on Facebook

Along for the ride.



# BRAAAAP FOR BOOBS: IMPACT REPORT

## INSPIRED BY IMPACT: THE RIPPLE EFFECT OF YOUR GENEROSITY

What began as a sled run rooted in a cause has now blossomed into a series of meaningful moments that continue to inspire our community in powerful ways. Over the last decade, your spirit and success of BRAAAAP for Boobs has created a community, sparking a wave of new fundraising events—each one a reflection of your generosity, heart, and belief in making a difference.

From Bottle Drives to Bus Crawls, we've seen you gather volunteers, and local businesses come together with one shared goal: to give back.

Together, these inspired events have grown into a beautiful tradition of giving. They remind us that when one idea takes root in the hearts of many, your impact is limitless.

“This event is a standout example of community fundraising at its best. It's the kind of model that not only inspires others — it shows what's possible when passion meets purpose. And it's moments like these that make my work truly meaningful and rewarding”

- Lisette Pascua, Community Engagement Coordinator



# BRAAAAP FOR BOOBS: IMPACT REPORT

## WHAT YOUR SUPPORT MADE POSSIBLE

Over the past decade, the Erin Appleby Breast Health Fund has offered vital support during patients' most vulnerable moments—providing financial relief, restoring dignity, and easing the burden of a breast cancer diagnosis so patients can focus on healing.

Thanks to the generosity behind this fund, patients have been able to:

- Begin chemotherapy or other treatments **without delay** by receiving help with initial drug plan premiums;
- Afford co-payments for essential **medications** that otherwise would have been out of reach;
- Cover **travel costs** to and from life-saving appointments at the Saint John Regional Hospital;
- Receive **interim support** while waiting for other forms of financial assistance to be approved;
- Manage sudden and unexpected **living expenses** that arise during the course of treatment;
- Access post-surgical **compression bras**—an essential yet often overlooked need during recovery.

Each gift to this fund helps make sure that care is accessible, comfort is within reach, and patients feel supported—not just medically, but emotionally and practically—at every step of their journey.

**Since August 2019, the fund has provided over 600 post-surgical compression bras—easing recovery and offering comfort to hundreds of breast cancer patients when they need it most.**

## FROM THE FRONT LINES

“  
This support changed the way we care for patients.”

– Nancy Carr, PT  
Physiotherapy Manager, SJRH

