

According to the National Cancer Institute, about 1 in 8 U.S. women will develop invasive breast cancer throughout their lifetime. When a person gets diagnosed with cancer, it is an immediate life-changing moment. As a community, Tough Enough to Wear Pink (TETWP) addresses the fears and financial burdens a cancer diagnosis adds to a family's life.

TETWP is a nationwide organization that started in 2004. It bridges the western lifestyle to breast cancer in a community. Since its creation, the organization has spread nationally. Gunnison, Colorado, a frontier community in the heart of the Rocky Mountains only has a population of 6,403 but has been the number one TETWP fundraiser for five years and counting! The organization and community's support greatly impacts the lives of individuals going through cancer.

The vision of TETWP is for Gunnison Valley Health (GVH) to become the best rural hospital in the United States for women's service and breast cancer care. The mission of TETWP is to provide innovative and best practice medicine by utilizing state-of-the-art equipment and technology, a skilled staff, and to incorporate a multidisciplinary team.

Total fundraising since 2005 is \$4,742,000 and this has funded a variety of programs including, "Mammo Mondays," "Lucy's House," "Make it a Great Day," "Tough Enough Pass," "Tuffy," "Bucky," and "Betty Ann," our three vehicles, "Sparky's Fund," "Friends of Pink," "Team Smile," "Pink Sisters," "Catalyst Coaching," and "Blue Sky Cleaning." Together these programs provide transportation and housing to patients so that they can attend their treatments in Denver, provide financial assistance, provide preventative care for uninsured and underinsured patients, and by purchasing a Hologic 3D Tomosynthesis Mammography Machine.

This research study is looking at how effective TETWP is in creating a comprehensive continuum of cancer care through ongoing and continuous data collection from patients that utilize their programs.