



FOR 3 SISTERS

# For 3 Sisters

VICKY  
PENNY  
VALESSA

YOU WILL NEVER FIGHT BREAST CANCER ALONE

## 2017 PRESS KIT

# OUR STORY

For 3 Sisters is a national grassroots organization dedicated to raising awareness and improving the lives of men and women affected by breast cancer. It was founded by retired firefighter, Marshall Moneymaker and his wife Shannon after he lost three older sisters to breast cancer. For 3 Sisters is committed to supporting breast cancer fighters and survivors in any way possible, so no man or woman fights breast cancer alone.



# WHO WE ARE

## OUR MISSION

For 3 Sisters' mission is to raise awareness and improve the quality of life for men and women affected by breast cancer.

## OUR HISTORY

For 3 Sisters was started in 2011 by retired Montgomery County, Maryland career fire fighter, Marshall Moneymaker and his wife Shannon after he lost three older sisters, Vicky, Penny, and Valessa to breast cancer.

## OUR PROMISE

We are committed to supporting breast cancer fighters and survivors in any way possible so that no one fights breast cancer alone.

## OUR MOTIVATION

1 in 4 breast cancer survivors say they are worst off financially, four years after being treated.



# THE PINK FIREMAN'S STORY

The Pink Fireman wasn't always pink. The Pink Fireman didn't get his bright pink colors until April 2011. Before then, The Pink Fireman was... well a fireman.

The Pink Fireman, also known as Marshall MoneyMaker, is a retired career firefighter for Montgomery County Fire and Rescue Services (MCFRS) in Montgomery County, Maryland. Marshall aspired to be a fireman since he was young; looking up to his Uncle Jimmy B. who was a long time, old school fireman.

Marshall joined the firefighter cadet program while attending Damascus High School, and slowly worked his way through the system until he was hired by MCFRS in 1998. It wouldn't be long before Marshall landed at Station 6, at the intersection of Wisconsin Avenue and Bradley Boulevard in Bethesda, Maryland.

When three of Marshall's sisters shared they had breast cancer, Marshall took the news hard. He was angry, confused, and regretful at times, but most of all he was sad; sad to face the reality that he would lose three sisters to breast cancer. Nevertheless, Marshall's fire department shift stood by his side. Despite missing meals, secluding himself from his shift mates and terrible mood swings, 6B-shift kept a weathered eye on their fellow shift mate.

After Vicky (2/2008), Penny (6/2010), and Valessa (9/2010) passed away, Marshall found a ray of hope when a breast cancer walk used his fire house parking lot as a pit-stop one brisk September day. Amazingly enough, after-all

Marshall had been through, Marshall's shift didn't hesitate a minute to pitch in and join in supporting the walkers as they passed through.

The pink faded from the parking lot after that September weekend, but not from Marshall's heart. Over the next few months, Marshall's shift would watch Marshall evolve into a... well... turn into a... ummm... well just turn PINK!

In February 2011, his shift and their families continued to show support for Marshall and for breast cancer awareness by attending a local Bowl for the Cure Event. Marshall was decked out in pink from head to toe - not as The Pink Fireman - that would come later! Not long after the Bowl for the Cure, Marshall's wife received a call from Marshall's captain. Retired Chief Gaddis from Bethesda, along with MES representative Bill Dunn, came up with the idea of presenting Marshall with pink fire fighter turnout gear. The Chief and company, along with Marshall's shift wanted to surprise Marshall with all pink gear and a matching helmet, to recognize his efforts towards raising awareness about breast cancer.

In April 2011, in front of the media, family, co-workers, and shift mates, Marshall was surprised with the pink gear thus becoming The Pink Fireman.



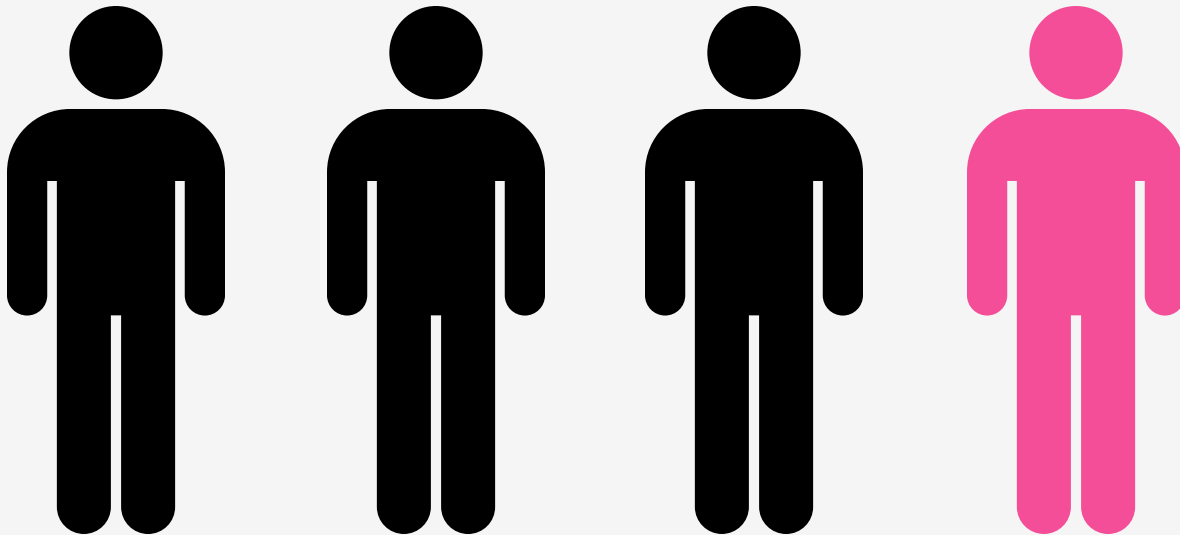
## **Shannon Moneymaker, Executive Director**

Shannon Moneymaker is the Co-Founder and Executive Director of For 3 Sisters, and she's devoted to making a difference in the lives of those who have been touched by breast cancer.

With 20 years of pharmacy experience, in areas including community pharmacy, case management, research, and clinical trials, and nearly 15 years of non-profit experience, Shannon brings a diverse portfolio of experience to the For 3 Sisters team and its programs.

Shannon is also currently serving as the Program Manager and primary Resource Case Manager (RCM) for the Road to Resources Program.

# STATISTICS



1 OUT OF 4

Breast cancer survivors say they are worse off financially, four years are being treated.

Source: March 2014 report from the University of Michigan Comprehensive Center.





# 72%

**OF PROGRAM PARTICIPANTS ARE CONSIDERED POOR OR LOW INCOME BY GOVERNMENT GUIDELINES, AND 33% OF THESE WOMEN ARE LIVING WITH NO INCOME.**



A one-of-a-kind program providing financial, emotional, and resource case management support to men and women affected by breast cancer.

Primarily serving poor, low-income, and middle-class women between the ages of 24 and 65\*, the Road to Resources program uniquely addresses the need for integrative resource case management in the breast cancer community, while further addressing the financial and emotional challenges faced by breast cancer fighters and survivors during and after a breast cancer diagnosis.

We discovered that the process, by which breast cancer fighters and survivors asked for and received resource support, was fundamentally flawed – putting all the responsibility on the breast cancer patient, and his or her ability to complete all the work involved with researching, applying and receiving resource support.

Recognizing that a breast cancer patient's physical health, treatment status, education and literacy level, income, or access to the internet were potential impediments to successfully securing support, we eliminated the weakest link in the process - the patient burden - and instead created a new pathway to success.

\*Program data as of 2017. Road to Resources is open to men and women, regardless of age or income.



A think-outside-the-box program engaging kids in the effort to keep parents healthy.

- Over 1200 kids engaged since the program's inception
- Kids receive an educational coloring activity sheet and pink fire helmet
- Parents are engaged in breast health conversation while the child is coloring
- Kids engage parents in a health conversation by reading them the letter on the back of the coloring page



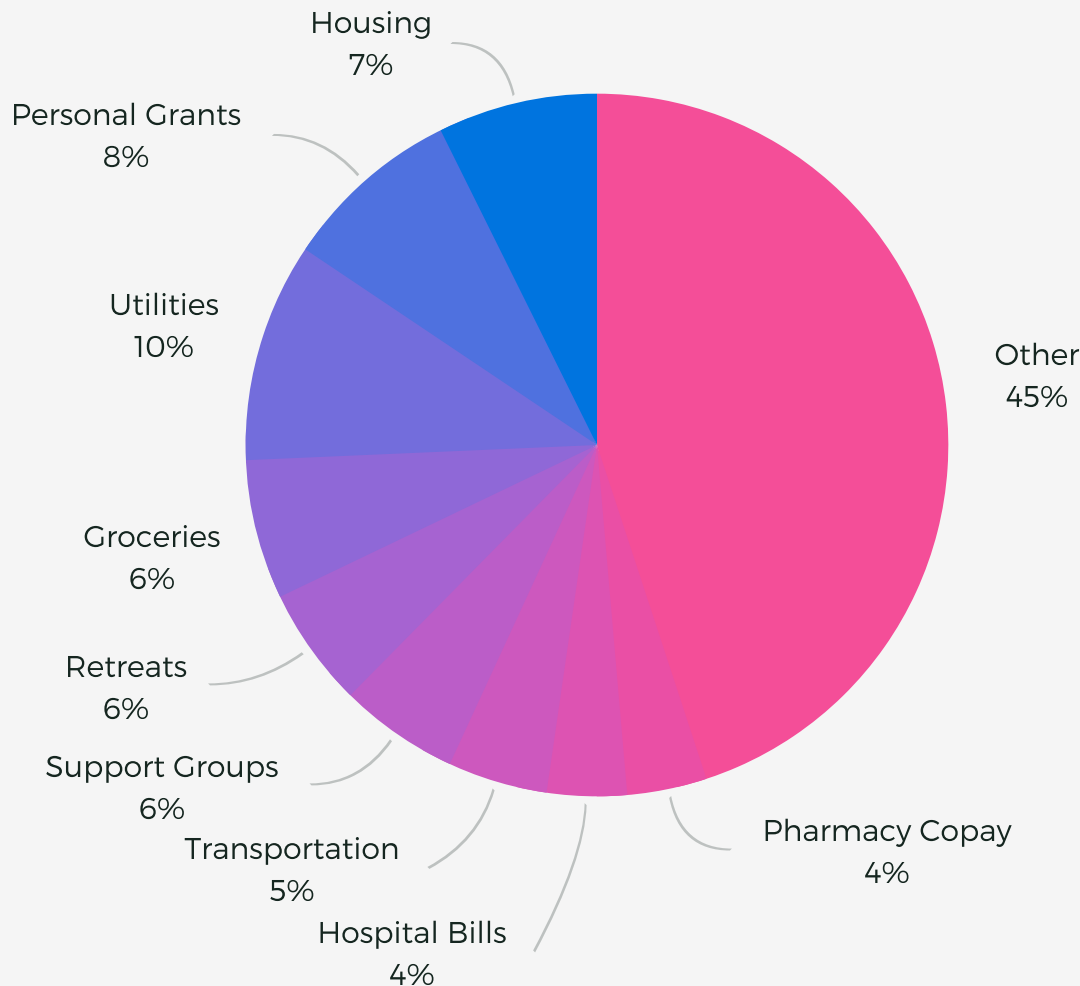
An awareness and outreach program educating the community about breast cancer, the importance of early detection, and empowering the community to take charge of their breast health.

- Exhibit at community events – supplying health and education information; having conversations about breast health, early detection, risk, and other breast cancer topics like BRCA, Metastatic Breast Cancer, and breast cancer in men
- Provide a library of health and education information at our headquarters
- Maintain an engaging social media and online presence
- Exposure/Reach = tens of thousands of people since the program's inception
- Every opportunity we engage in is an opportunity to touch or change the life of ONE person!



# RESOURCE ALLOCATIONS

Nearly 100 women have received products, services, and financial aid valued at more than \$200,000 as a direct result of our Road to Resources program. This does not include placing a value on services such as support groups, clinical trials information, etc., and it does not include pending resource applications.



OTHER resources include:

- Alternative Therapies
- Car Expenses
- Care Packages
- Childcare
- Clinical Trials Info
- Clothing
- Conferences
- Dental/Vision
- Furniture
- Gift Cards
- Head coverings
- Health Info
- House Cleaning
- Insurance Premiums
- Legal Services
- Lodging
- Lymphedema
- Mind/Body Programs
- Nipple solutions
- Pet Care
- Photo sessions
- Scholarships
- Screening Services
- Storage Units
- Support

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As a 28-year old single woman facing breast cancer 3,000 miles away from home, the Road to Resources program helped me feel supported and secure in a time of uncertainty and fear. Through the Road to Resources, I received house cleaning, gift cards for groceries, financial assistance for medical bills, and more, as well as the understanding that I was not alone in my fight against breast cancer. My experience as a breast cancer patient could have been much more difficult had I not been a recipient of so much through The Road to Resources, and I will be forever thankful to you and For 3 Sisters for making such a negative time of my life just a bit more positive. Thank you for everything.

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RACHEL HILLMAN





## **TELEPHONE**

(301) 812-9003

## **LOCATION**

18200 Georgia Avenue,  
2nd Floor, Suite H  
Olney, MD 20832

## **WEBSITE**

[www.F3S.org](http://www.F3S.org)