

Strategic Plan 2025



Prepared by Connie D. Hill, Executive Director

Last updated: 02/01/2025

Lump to Laughter

530 Causeway Drive Suite F2 Wrightsville Beach, NC 28480

Mission

To provide spiritual and emotional support as well as financial assistance to those diagnosed with breast and ovarian cancer.

Vision

No one should ever have to choose whether to pay for their mortgage or pay for life-saving treatments. No one should ever hear, "You have cancer", without emotional support. Our vision is that everyone diagnosed with breast or ovarian cancer is supported. We aim to empower the hearts of those who are newly diagnosed with words of encouragement through Hope, Faith and Grace and provide critical support along the cancer journey and beyond.

Who we serve

Lump to Laughter supports and assists those diagnosed with breast and ovarian cancer in the Southeast NC geographic area (Bladen, Brunswick, Columbus, Duplin, New Hanover, Onslow & Pender counties). Hope packages are sent primarily to NC, but available for nationwide request. Funds raised stay local to the area they are raised in. Occasionally we support those outside of our service area if funds are provided.

Programs and Services

Lump to Laughter accomplishes its mission in six ways:

“Hope Packages” ~ sending pink boxes filled with items that foster hope and bring joy to those newly diagnosed (Nationwide)

“Angel Fund” ~ improving the general health and welfare of those diagnosed with breast and ovarian cancer, who are in active treatment, by removing structural barriers of financial burdens to eliminate worry, empower clients, foster hope, and promote healing. (Southeastern NC)

“Support” ~ local one on one and virtual peer support to encourage and foster hope and provide encouragement. (Southeastern NC)

“Essentials” ~ Collaborate with Novant’s Zimmer Cancer Center to collect donated essentials of wigs, turbans, lymphedema sleeves, and other necessary items needed during treatments for their Resource Room. (Southeastern NC)

“Share Your Story” ~ Sharing stories of Grace, Hope and Faith to encourage and foster hope. (Nationwide)

“The Beauty of Hope” ~ a day of VIP treatment with limo service, spa pampering, dress up and photo shoot to reconstruct the spirits of those who are in active treatment for breast and ovarian cancer to foster hope. (Southeastern NC)

3-5 Year Plan

3 Years: Raise \$300,000. Full-time salaried Executive Director. Publish “From Lump to Laughter-The Beauty of Hope” portrait book from BOH program photos.

5 Years: Raise \$500,000. Add additional staff as needed. Provide financial assistance through our Angel Fund to a larger footprint and continue to expand our service area.

Goals

1. To provide support and raise awareness of the spiritual and emotional journey through breast and ovarian cancer. To provide every person battling breast and ovarian cancer as well as their caregivers, friends and family the hope, comfort, spiritual words, prayer, encouragement, testimonies, and love they will need to overcome this journey and foster their hope.
2. To empower the hearts of people who have just listened to the words “You have cancer”.
3. To equip people with “life” through hope even when living with a terminal diagnosis.
4. To declare in a positive light that one can overcome cancer not just survive it.
5. To share stories of Hope, Faith and Grace that sing victory not death.

Strategies

Goal 1. To provide support and raise awareness of the spiritual and emotional journey through breast and ovarian cancer. To provide every person battling breast and ovarian cancer as well as their caregivers, friends and family the hope, comfort, spiritual words, prayer, encouragement, testimonies, and love they will need to overcome this journey.

Strategies:

a) Sending Hope Packages: Bringing hope, encouragement, and education to women navigating the emotional and spiritual challenges of a breast or ovarian cancer diagnosis. Each care package is thoughtfully customized based on the recipient's selections and includes items designed to inspire hope and provide support throughout treatment. Available items include:

"God Heals" Bag of Healing Scriptures – Handmade by Sarah Whitmer

Book: *Myself: Together Again* – A photographic journey of a bilateral mastectomy by Debbie Horwitz

Book: *From Lump to Laughter – The Story of Grace* – Co-founder Connie Hill's spiritual journey through breast cancer

A Pink Bible, Clay Cross, Scripture Cards, Chemo Cap, Seatbelt pillow to protect a port site, etc.

Every package is beautifully presented in a pink box and includes a personalized, handwritten card; offering comfort, strength, and faith during this journey.

b) "Share Your Story" – We share stories of Grace, Hope and Faith on our website to encourage and foster hope. (Nationwide)

c) Angel Fund: Provide financial assistance to women facing immediate hardship due to breast or ovarian cancer treatment. Assistance is available to those whose financial difficulties arise directly from their treatment, such as inability to work, job loss, or the burden of medical costs. Funds are awarded for essential household expenses, including housing, transportation, and food. Angel Fund payments are made directly to vendors, not applicants. To be considered for a Determination of Need Interview, applicants must submit a request along with the required documentation. (Examples of assistance granted: rent/mortgage, car payment, utility bills, gas or grocery gift cards). Offered for those who live in New Hanover, Pender, Columbus, Onslow, Duplin, Bladen, Johnston and Brunswick Counties of NC.

d) Support: i) One on One support as well as manage a virtual private social media group for group support
ii) Offering the book, "From Lump to Laughter-The Story of Grace". Published in 2008 and distributed to those newly diagnosed to offer Hope. One woman's spiritual and uplifting journey through breast cancer exposing the details of one's emotional journey through breast cancer and educating readers about the journey.

iii) Offering "From Lump to Laughter-The Journey of Faith", an organizer, planner and devotional for the cancer journey.

iv) The Beauty of Hope program: A transformative experience designed to uplift and empower women undergoing active treatment. This special day of VIP treatment includes luxurious spa services, dress-up sessions, and a professional photo shoot – all aimed at fostering hope, renewing confidence, and nurturing the spirit. The program also provides support in promoting a positive body image, helping participants feel beautiful, strong, and radiant throughout their journey.

Goal 2. To empower the hearts of people who have just listened to the words "You have cancer".

Strategies:

- a) One on One support as well as group peer support. Offering prayer and encouragement to comfort those newly diagnosed with breast and ovarian cancer and in active initial treatment.
- b) Sending Hope Packages: To empower women and provide comfort as they start their treatments by sending comfort items to spread hope and joy.
- c) Offering From Lump to Laughter-The Story of Grace, a hope-filled book about a journey through breast cancer as well as From Lump to Laughter-A Journey of Faith organizer, devotional and planner in one.

Goal 3. To equip people with “life” through hope even when living with a terminal diagnosis

Strategies:

- a) Resources: A page of resources to be added for those living with metastatic breast and ovarian cancer and/or terminal diagnosis to take the fear out of planning for death.
- b) Brochure: Display and make brochures accessible to those diagnosed with breast and ovarian cancer to bring awareness of our resources and services available.
- c) The Beauty of Hope program: Offering a day of VIP treatment, spa services, dress up and photo shoot for those in active treatment to foster hope and strengthen and nurture the spirit.

Goal 4. To declare in a positive light that one can overcome cancer not just survive it.

Strategies:

- a) Host Beauty of Hope Gala displaying canvases of survivors.
- b) Invite those diagnosed with breast or ovarian cancer to share their encouraging and uplifting stories.
- c) Offering “From Lump to Laughter-The Story of Grace” book and “A Journey of Hope” organizer to those newly diagnosed to foster hope during treatments and declare that one can overcome.
- d) Through support efforts, offer positive encouragement through God’s word and through our actions and love, in order to foster hope.
- e) Offer financial assistance through our Angel Fund that eliminates worry and removes structural barriers of financial burdens to empower, offer hope, and foster healing in order to improve general health and welfare.
- f) Provide resources to free essentials needed during treatments of breast or ovarian cancer.

5. To share stories of Hope, Faith and Grace that sing victory not death.

Strategies:

- a) Distribution of Grace’s book-From Lump to Laughter-The Story of Grace.
- b) Distribution of Faith’s devotional, organizer & planner-From Lump to Laughter-A Journey of Faith.
- c) Enlist representative for Hope to offer a 3rd encouraging story to share and offer hope and sing victory
- d) Reach out to those we have received an acknowledgement from who we have assisted and supported and encourage them to share their own story of hope, faith and grace.

History of Lump to Laughter

Lump to Laughter's vision began in 2005 when two friends, Renee Ballard and Connie Hill, walked through the journey of breast cancer together. Early in the process, it was decided they were turning this trial into triumph. Creating an organization that provided what they needed and couldn't find during their own journey, a faith-centered organization that offered spiritual and emotional support to all those diagnosed with breast cancer.

Summing up what we do perfectly is in the words of Dr. Charles Kays, who said of our organization; *"I've had the wonderful opportunity of being able to take care of the women who helped organize and create Lump to Laughter. If you ask me why I think it is imperative and necessary, having treated women with breast cancer over the past ten years, I found that cancer not only wounds the breast, but in so many women it wounds their spirit. The part of reconstruction isn't just building the breast back but doing what you can to try and reconstruct their spirit."*

There are multiple resources available that can tell one the types of chemotherapy, the effects of radiation, the survivability of the certain kinds of cancer, but there are very few places where one can go and get help with the reconstruction of their spirit. I think Lump to Laughter is critical in that it's a resource that will help women deal with the emotional trauma of cancer and the effect of losing a breast or having breast cancer and I think that is what is acutely needed in women who have been diagnosed with breast cancer.

There is more to life than statistics and death and these women in Lump to Laughter are bringing emotional support and encouragement and making women see that it (breast cancer) doesn't have to be a death sentence."

In 2006, we began offering group support and prayer for individuals diagnosed with breast cancer. Recognizing the need for a more structured organization, we applied for and obtained our 501(c)(3) tax-exempt nonprofit status in 2007.

Guided by our mission to bring hope and encouragement, we published *From Lump to Laughter – The Story of Grace* in 2008. To extend our reach, we began distributing the book in special care packages – later known as Hope Packages – which included a Pink Bible and uplifting scripture cards for newly diagnosed women in our local community. The response was overwhelming, with many sharing that our support made them feel less alone and provided much-needed comfort and healing.

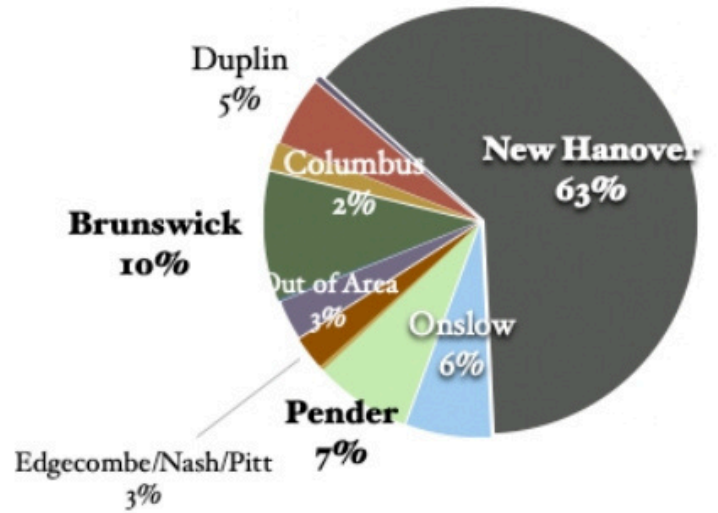
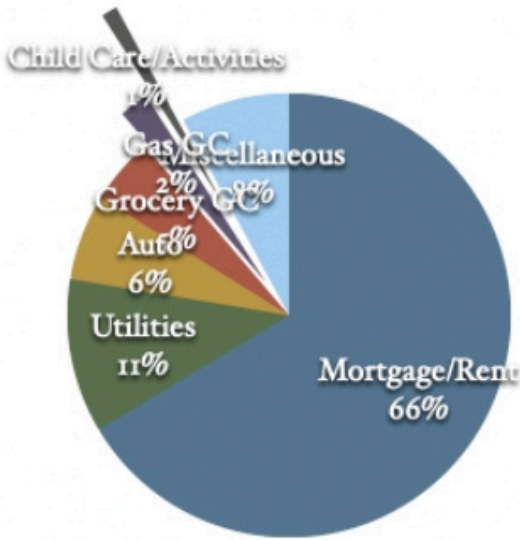
Understanding the immense financial burden that often accompanies a cancer diagnosis, we stepped in to help. In 2008-2009, we provided financial assistance to four women facing immediate hardship during treatment. Witnessing the profound impact of this support, we established the Angel Fund in 2010 – a dedicated resource to help those in active treatment by easing financial strain, reducing stress, and fostering a sense of security and healing.

As our reach grew, so did our commitment to accessibility. In 2012, we redesigned our website to offer virtual resources and launched Shared Stories, an interactive platform where individuals could find encouragement and support beyond our local community. Our continued growth led to a significant milestone in 2020 when we expanded our programs to support individuals battling ovarian cancer alongside breast cancer. Through every step of our journey, our mission has remained unwavering: to provide hope and tangible support to those who need it most.

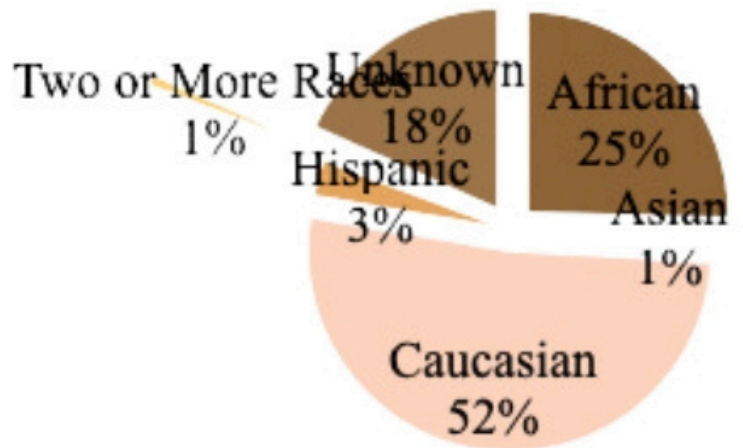
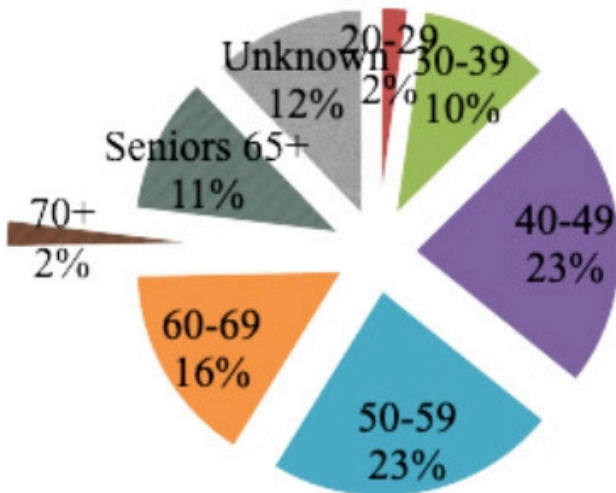
Performance

Angel Fund performance as of 12/31/2024

| Year | # of Women Assisted | Total Granted | Average Granted per Applicant |
|------|---------------------|---------------------|-------------------------------|
| 2024 | 14 | \$25,793.29 | \$1842.38 |
| 2023 | 10 | \$18,372.47 | \$1837.25 |
| 2022 | 11 | \$18,163.33 | \$1651.21 |
| 2021 | 8 | \$18,427.76 | \$2303.47 |
| 2020 | 11 | \$15,851.12 | \$1441.01 |
| 2019 | 18 | \$24,867.31 | \$1381.52 |
| 2018 | 16 | \$16,089.86 | \$1005.62 |
| 2017 | 17 | \$14,740.91 | \$867.11 |
| 2016 | 20 | \$24,055.06 | \$1202.75 |
| 2015 | 25 | \$24,452.51 | \$978.10 |
| 2014 | 9 | \$7,080.19 | \$786.69 |
| 2013 | 15 | \$9,902.90 | \$660.19 |
| 2012 | 8 | \$8,675.97 | \$1084.50 |
| 2011 | 3 | \$5,424.46 | \$1808.15 |
| 2010 | 6 | \$2,569.00 | \$428.17 |
| 2009 | 3 | \$1,173.86 | \$391.29 |
| 2008 | 3 | \$8,993.23 | \$2997.74 |
| | 197 | \$244,633.23 | \$1,241.79 |



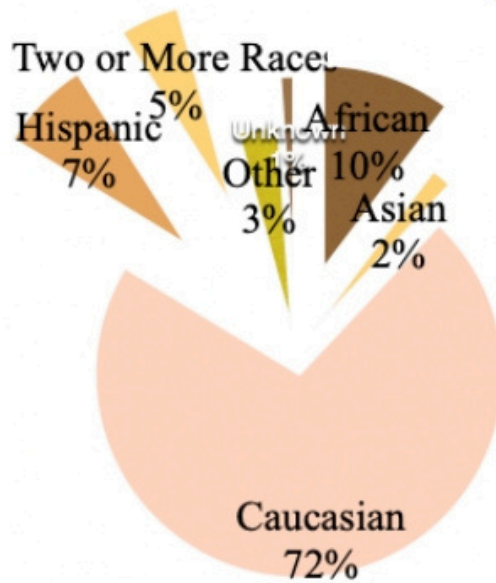
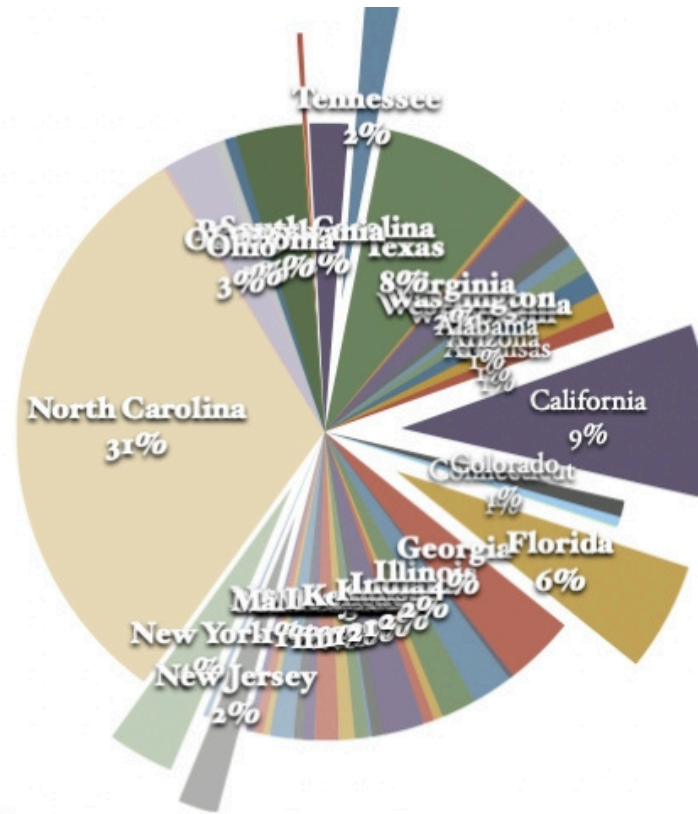
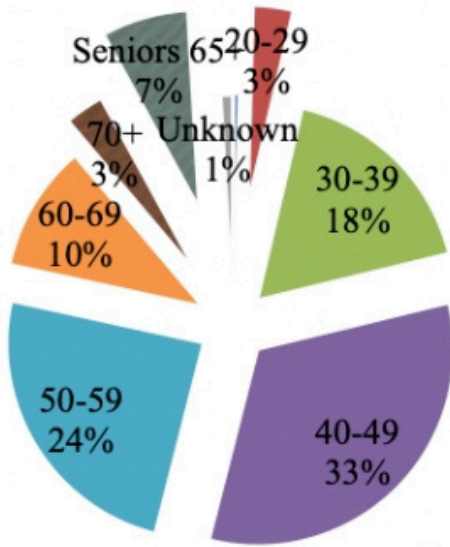
Angel Fund Stats & Demographics



Hope Package performance as of 12/31/2024

| Year | # of Hope Packages sent |
|-------------|--------------------------------|
| 2024 | 93 |
| 2023 | 210 |
| 2022 | 224 |
| 2021 | 166 |
| 2020 | 140 |
| 2019 | 150 |
| 2018 | 565 |
| 2017 | 405 |
| 2016 | 125 |
| 2015 | 67 |
| 2014 | 70 |
| 2013 | 58 |
| 2012 | 48 |
| 2011 | 14 |
| 2010 | 6 |
| | 2342 |

Hope Package Stats & Demographics



Current Fundraising Activities

Beauty of Hope Gala annually

Giving Tuesday

Various % of Sales by local retailers annually

Schools-Variou school fundraisers throughout the US.

Facebook Fundraisers by individuals. This is an ongoing and profitable annual fund.

Wells Fargo Foundation. Team members of Wells Fargo, who support Lump to Laughter, are able to give through the annual campaign and have the amount evenly deducted from their paychecks. A representative of Lump to Laughter presents the value of supporting our organization each year. They can also earn community support dollars and select their charity to receive the funds. Up to \$2000 annually per team member.

Annual Donors and Sponsors

Our major annual donors include corporate sponsors like Restore Health & Wellness, Butch Saunders of Re Max, Novant, Wilmington Health, Perry's Emporium, Pierpan Dentistry, Rick & Karen Hoag, Head to Toe Day Spa, MegaCorp, Monkee's of Wilmington, J. McLaughlin Wilmington, Island Passage, Landfall Foundation Grant, Cynthia & George Mitchell Foundation Grant, NCCF-Barclay Advised Donor Fund Grant, Dan Cameron Foundation Grant, United Way-South Hamptons Grant, Beach Road Furniture South, Oceanview United Methodist, Heringer Estates and Winery, Crossroads Christian School, Grove Christian School, as well as many individual annual donors.

Support from Grants and Foundations or Trusts

| | |
|--|---|
| Wells Fargo Foundation | \$2500 (2020), \$7500 (2019), \$3500 (2016), \$3500 (2015), \$2500 (2014), \$2500 (2013), \$2500 (2012), \$5000 (2011), \$3000 (2009) |
| The Landfall Foundation | \$6500 (2024) \$5500 (2022) \$7500 (2021) \$7500 (2020), \$6000 (2019), \$6000 (2018), \$3500 (2017) |
| Corning | \$1000 (2018) |
| Dan Cameron Foundation | \$1000 per year since 2017 |
| Lucille Murchison Marvin Fund | \$1170 (2018), \$1170 (2017) |
| The Cynthia and George Mitchell Foundation | \$5000 (2024) \$5000 (2023) \$5000 (2022) \$3500 (2021) \$5000 (2020), \$10,000 (2019), \$2500 (2018), \$2500 (2017), \$2500 (2016) \$2500 (2014) |
| The Community Foundation of NC East Howard Fund | \$5000 (2020) |
| The Hilgeman Family Revocable Living Trust | \$1000(2022), \$1000 (2021), \$1000 (2020), \$1000 (2016) \$1000 (2015), \$1000 (2014), \$2000 (2013) |
| Lester and Sue Smith Foundation | \$4000 (2012) (specifically granted for new website design to offer virtual and interactive support and resources nationwide) |
| The Foundation for Christian Arts, Pastoral Development and The Poor | \$1000 (2015) |
| Southeastern NC Community Foundation | \$250 (2016), \$250 (2015), \$250 (2014), \$250 (2013), \$250 (2012), \$500 (2009) |
| ATMC Brunswick County | \$2500 (2020) |
| Barcalay Donor Advised Fund through the NC Community Foundation | \$500 annually |
| New Hanover County Unrestricted Endowment Grant NCCF | \$3200 (2018) |
| Jean Griswold Foundation | \$500 (2019) |

Sharing Hope
Support and Assistance



Support



Angel Fund



Hope Packages



Beauty of Hope VIP Day

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