Introduction

2022 has been a significant year of growth for HairToStay. Scalp cooling has made major strides as part of a patient’s cancer treatment journey, especially for women’s cancers.

Demand for our subsidies grew by 25% this year and our funders ensured that we did more than keep pace, with revenues increasing by over 40%. Once again, HairToStay never said ‘no’ to an eligible applicant.

We also grew our team. In order to improve our social media presence, targeted fund stewardship and overall ability to keep pace with demand.

HIGHLIGHTS
Highlights of 2022 fall into several categories: Subsidies Awarded, Funds Raised, and Haircare Partnerships

Subsidies Awarded:
For the first time, we hit a milestone of 1,000 subsidies awarded in a single year! Cumulatively, we have now awarded over 4,000 subsidies for scalp cooling since our founding in 2016.

Funds Raised:
We raised a record $1.65M this year from a combination of sources. The biggest increase came from our donor targeted funds and the haircare industry. Our Annual fundraiser in October, HairToStay the Club Fugazi Way, was not only lots of fun, but also a key contributor to our revenues in 2022.

Donor Targeted Funds: We were able to add several new donor targeted funds this year: The Rosenbloom Fund: Illinois; The Sydney Berry Fund: women 40 and under, and individuals employed in the haircare and beauty industries; Kelly Pyle Fund: Michigan; and Sharkey’s Cuts for Kids: New England. Perhaps most significantly, our largest targeted fund, Sharsheret, provided subsidies to over 200 patients this year.

Haircare Industry:
amika once again led the way for the haircare industry. In 2022, donations reached $479K, and their cumulative support reached an extraordinary $750K!
Their multi-pronged approach to fundraising combined with their generous “all-ships-rise” perspective has been an inspiration to brands and salons throughout the haircare industry. To that end, we garnered generous support from some of the industry’s leading brands including JCPenney, KEVIN.MURPHY, Perfect Look Salons, K18, Vish and BosleyMD!

If there was a need for further inspiration, it has come in a huge way from our Cooler Heads Prevail awardee, Sydney Berry, a successful and beloved beauty industry icon who knows from her own personal cancer journey the importance and relevance of being able to save one’s hair during chemotherapy.
Looking Ahead

LOOKING AHEAD
We’ve all learned that assuming anything about even just the year ahead, can be a fool’s errand. However, if we are to continue to run a successful organization, it’s incumbent upon us to make certain assumptions and then be prepared to make changes as needed.

- Insurance coverage remains spotty and difficult to obtain. This is especially the case for our lower income demographic. However, it is beginning to play a role in the scalp cooling industry. We will be working closely with the scalp cooling suppliers as they and we consider potential changes to our business model and practices to accommodate the complex nature and landscape of public and private insurance coverage.

Summary:
Our job has been and will continue to be that of increasing access to scalp cooling and removing the barriers that stand between a patient undergoing chemo and their ability to do so without going bald. With your support, we have been able to alter the cancer treatment journey, offering hope, and a possible sense of control, normalcy, privacy and well-being to over 4,000 individuals, their families and loved ones.

Thanks to all of you for your meaningful and critical support and to our dedicated HairToStay team that ensures your support is indeed helping Cooler Heads Prevail!

Cheers to a great year ahead!

Bethany Hornthal
Co-Founder & Executive Director

Here are a few of our assumptions for 2023:

- We are anticipating a continued 25-35% growth in demand for subsidies.

- We are looking forward to solidifying existing and relatively new partnerships with brands and large salon chains, and continuing to work with salons who wish to fundraise through our HairToStay 1000 Club campaign.

- We anticipate continuing our tradition of an annual fundraiser in the fall.

Subsidies Awarded 2016 – 2022

4,083
We reached a new financial milestone in 2022, with the biggest increase coming from our donor targeted funds and the haircare industry.

Key Points:
- Revenues increased 40% from 2021
- Raised $1.65M from over 460 donors
- 40% of funds raised came from the haircare industry
- Nearly 40% came from targeted funds
- Maintained an overhead of 10%

Key 2022 corporate partners:
- SAFeway Foundation
- PAXMAN
- EXELIXIS
- DIGNICAP
- KEVIN.MURPHY
- PERFECT X LOOK
- vish
- KEVIN.MURPHY
- PERFECT X LOOK
- vish
- KEVIN.MURPHY
- PERFECT X LOOK
- vish

Key 2022 haircare partners:
- amika
- JCPenney
- K18
- BOSLEY MD
This year, we saw a 25% increase in applications approved from 2021, and awarded over 1,000 subsidies for the first time ever. This growth is due to an increase in medical centers offering scalp cooling, general awareness of scalp cooling, and donor targeted funds.

The number of subsidies we’ve awarded annually has grown almost eight-fold from when we started, increasing from 132 in 2016, to 1,005 in 2022. We anticipate this number will continue to grow as awareness and availability of automated scalp cooling increases.
Our Impact

98% of recipients reported the subsidy was an important factor in deciding to use scalp cooling.

Recipients Reported a Positive Impact on the Following:

- Sense of Well-Being: 90%
- Privacy and Control: 89%
- Desire to be Social: 87%
- Relationship w/ Children: 83%

While women are obviously beautiful and feminine with or without hair, keeping my hair allowed me to hold on to a piece of myself during a period when so much was lost. My hair gave me a sense of normalcy, confidence, and confidentiality during a difficult and private time. Without the HairToStay subsidy, I could not have afforded to cold cap.

PARRISH W., HTS RECIPIENT
We thank you for your ongoing support of our subsidy program