HairToStay™

2023 Annual Impact Report

What a Year!

In the beginning of 2016, only 5 medical centers had automated scalp cooling machines. These were the facilities that had been part of the FDA Trial to bring this technology to the U.S. Today, there are approximately 800 medical facilities housing several thousand automated machines, and upwards of 8,000-10,000 patients are now taking advantage of automated or manual scalp cooling each year. The pace has picked up considerably.

HairToStay has been privileged to witness and support the growth of this nascent technology in the cancer treatment journeys of so many patients. By the end of 2023, we had awarded over 5,000 subsidies cumulatively, and nearly 1,200 subsidies in 2023 alone. Our subsidies are involved in more than 10% of the scalp cooling taking place in the US. With subsidies ranging from $1,000 to $1,500, HairToStay committed nearly $1.1 Million to recipients in 2023 while keeping our overhead expenses to 8.5% of total costs. While private and public insurance coverage continues to increase, it is still not a funding factor for the vast majority of patients.

So how did we raise this considerable sum? First and foremost, we owe thanks to the exceptional individuals and foundations that play a critical role in meeting the growing demand for subsidies. I want to recognize the longstanding support of the Safeway Foundation, which has donated $480K since our founding, and Sharsheret, a national Jewish organization focused on breast and ovarian cancer support, which has generously contributed over $800K in the past four years. We are also grateful to have received a significant first grant from the Steven & Alexandra Cohen Foundation.

Additionally, we have received contributions from our four Qualified scalp cooling suppliers, Dignitana, Penguin, Cooler Heads and Paxman, including a special complimentary Sue Paxman Fund for very low income women with children at home.

Then there's the haircare industry, standing head and shoulders above all others in its phenomenal commitment and support of HairToStay.

Our inaugural Haircare Industry Challenge, spearheaded by amika's CEO, Reuben Carranza, and President, Chelsea Riggs, and the indefatigable Sydney Berry, brought in new partners and supporters -- and over $170,000! Noah Warren, holds the greatest responsibility for managing our haircare partnerships and has been critical in the funding growth we are seeing from this industry.

In closing, I want to thank you all for choosing HairToStay as a destination for your contributions. In a world where diseases and disasters can lead to a feeling of helplessness, you have found a way to make a difference. Your support has truly improved the lives of individuals battling life-threatening illness.

Finally, I want to thank our small and mighty team – Noah Warren, Darya Mead and James Mauch, who have each contributed significantly to our growth, combining a caring, personal touch with cost effective discipline. And on we go. Wishing you all Good Health and Positive Outcomes in 2024.

Bethany Hornthal
Co-Founder & Executive Director

Young Thrivers

"Ten days before my 22nd birthday I got diagnosed with stage 2 invasive mammary carcinoma... Even though I had just received some of the worst news that I probably will ever hear, I was most worried about losing my hair. I didn't care about how chemo would make me feel or how sick I would get from it, or even having a double mastectomy; I did not want to go bald. My hair is something that is a part of me and I identify with, and if it wasn't for HairToStay, I wouldn't be where I am today."
- Marissa W.

One of our Donor Targeted funds, The Sydney Berry Fund, that has its roots in haircare and is also focused on women 40 and under, brought us to the important realization that a significant percentage of our subsidies were going to women who are normally thought to be a very minor demographic of breast cancer cases.
A few statistics:

- Average age for breast cancer is 62
- Average age of our recipients is 50
- 4% of breast cancer occurs in women < 40
- 28% of our recipients are <40

There are three basic explanations for this:

- Suddenly seeing their mom lose her hair is especially traumatic for young children and a number of these young women are mothers trying to protect their children from fearing for their mother's lives
- These women are in their prime and are more likely to be employed and engaging with the outside world – privacy about who knows is very important
- This age group is more likely to use social media – especially Instagram and TikTok which apparently has quite an active group of influencers who are describing their scalp cooling experiences.

Unfortunately, a number of cancers are being found at younger ages now, and breast cancer, and uterine cancer are among these cancers.

Nobody has an easy time navigating a cancer diagnosis, but for women 40 and under, it has its own additional challenges. In 2023, given the prevalence of this population at HairToStay, we shined the light on what we're referring to as our **Young Thrivers**. This year, as part of our fun and successful HairToStay the Speakeasy Way Fundraiser, we dedicated the Cooler Heads Prevail Award to 29 year-old Anjuli Hoffman - featured on the cover of this report.

Scalp cooling is not for everybody, but especially for these young thrivers, it has been a game-changer for their mental, psychological and physical well being.

Subsidies Awarded 2016 - 2023

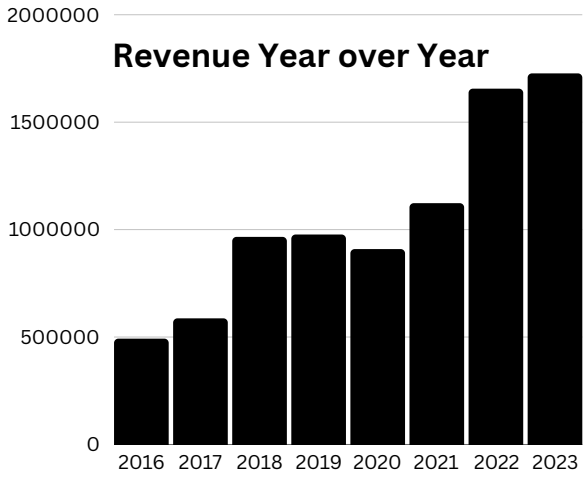
5,128

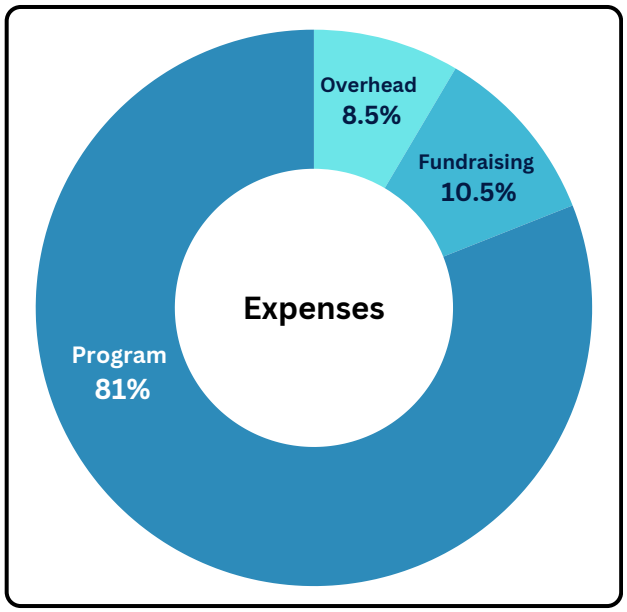
2023 Financials

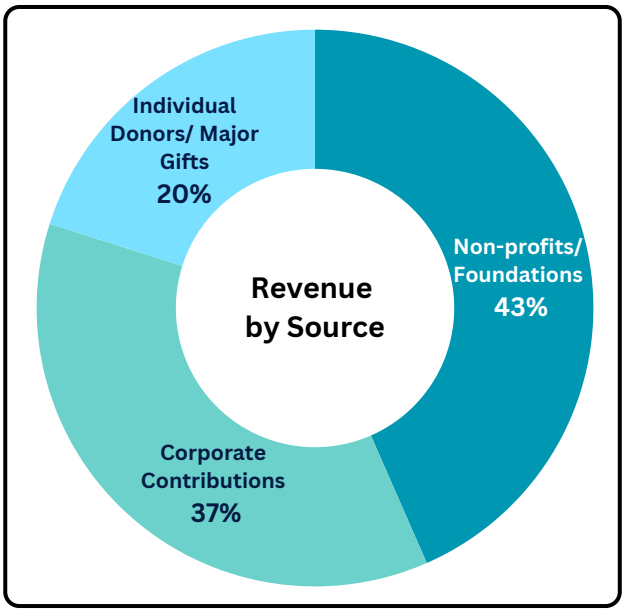
We are extremely proud and grateful to have raised over $1.7M in 2023, our second year surpassing $1.5M in revenue.

Key Points:

- Maintained an overhead of 8.5%
- Revenues increased from 2022
- Raised $1.7M from over 345 donors
- 36% of funds raised came from the haircare industry
- Nearly 43% came from targeted funds







Top Corporate/Foundation Partners

GIVE — Steven & Alexandra Cohen Foundation

PAXMAN — Pioneers in Scalp Cooling

Safeway Foundation

DIGNICAP®

Penguin Cold Caps

SHARSHERET — The Jewish Breast & Ovarian Cancer Community

COOLER HEADS

George Graham Memorial Fund

Hornthal Family Foundation

Friend Family Foundation

Ingrid Tauber Fund

Top Haircare Partners

amika: · JCPenney · VEGAMOUR · KEVIN.MURPHY · K18 · BOSLEY MD · MOROCCANOIL · CHATTERS HAIR | BEAUTY | SALON · davines sustainable beauty · Summit Salon ACADEMY · RANDOLPH'S SALON · SAM VILLA · bir · vish · REUZEL · CROWN · Lola HAIR STUDIO · SCOTT J · PAUL MITCHELL PROFESSIONAL SALON PRODUCTS · cbb cosway beauty brands · ergo · Sweiz · MILVÁLI salon & cosmetics · Headlines THE SALON

2023 Subsidies

This year, we saw a 19% increase in applications approved from 2022, and awarded subsidies to nearly 1,200 patients in need. We attribute this annual growth to our work within the haircare industry, the availability of automated systems in medical centers and greater general awareness.

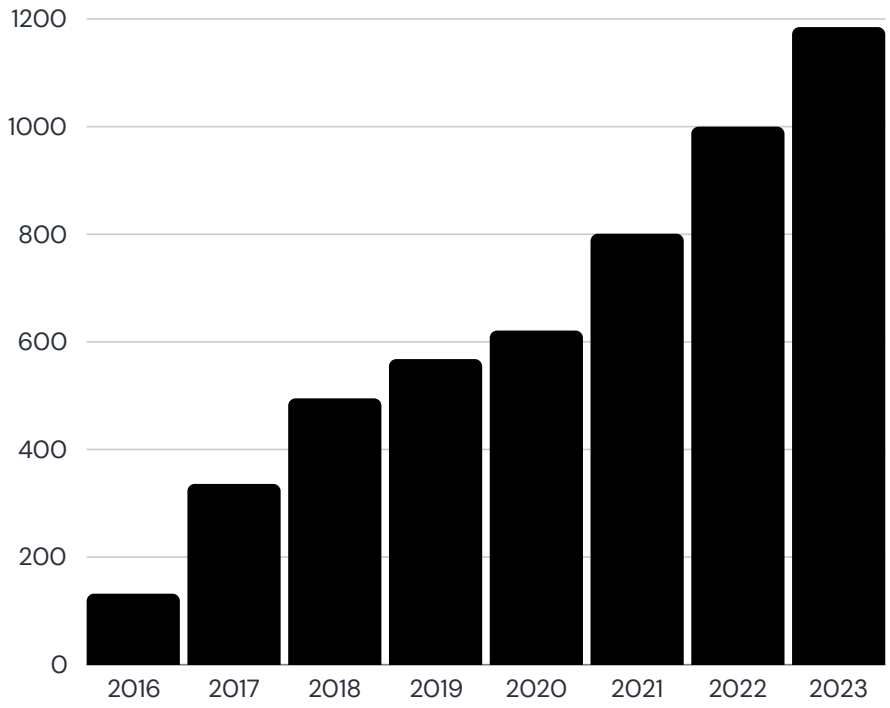
1,179 Subsidies Awarded in 2023

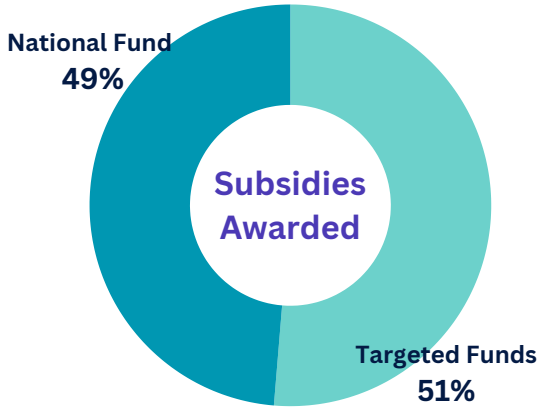
23
Avg Recipients Approved weekly in 2023

19%
Increase in applicants approved from 2022

$1k
Average subsidy paid to recipients in 2023

Annual subsidies awarded, 2016 to present





- **Emily's Fund:** Greater Atlanta Area
- **George H. Graham Fund:** State of Texas
- **Hope For Hair Fund:** State of North Carolina
- **Kelly Pyle Fund:** State of Michigan
- **Rosenbloom Fund:** State of Illinois
- **Safeway Fund:** Northern California, HI & NV
- **Sharkey's Fund:** New England
- **Sharsheret Fund:** National
- **Sydney Berry Fund:** Haircare Employees & women 40 and under
- **Ingrid Tauber Fund:** UC San Francisco

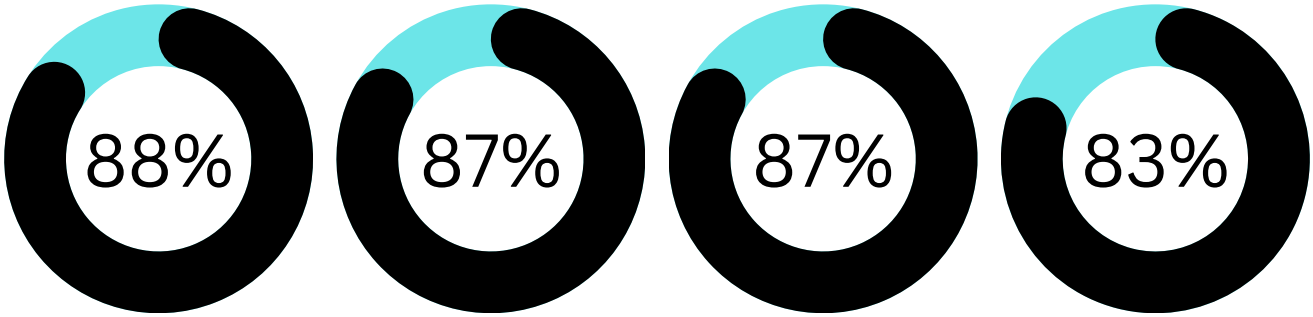
Our Impact

Satisfied with Overall Subsidy Process	99%
Received my Subsidy in a Timely Manner	98%
Thought Subsidy Amount was Fair	96%
Would Recommend Scalp Cooling	96%

99.9% of applicants reported the subsidy was an important factor in deciding to use scalp cooling

Recipient Alli Jo with her family

Recipients Reported a Positive Impact on the Following:



Sense of Well-Being | **Privacy and Control** | **Desire to be Social** | **Everyday Interactions**

Last Chemo Session

If it wasn't for you and your team, I would have definitely sadly been part of that 8% who would have refused chemotherapy just because of my hair. You have all saved my life and given me the opportunity to reach for cure because of assisting me with saving my hair.
Because of you all I was able to say 'ok' to my doctors recommended treatment plan for me. This was a blessing for me!
You are all my heroes!

MELISSA U., HTS RECIPIENT

Look at that hair!

HairToStay™

We salute our young thrivers and thank you for your support