

Business Connection

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Business Spotlight



The HERS Breast Cancer Foundation holds two main fundraising events each year: a 5K/10K Walk/Run in the Fall and an awards event called People With Purpose in the Spring.

Hope, Empowerment, Renewal, and Support

Learn what HERS Breast Cancer Foundation is all about

HERS Breast Cancer Foundation's mission is to support all women healing from breast cancer by providing post-surgical products and services regardless of financial status. Their reputation has led to the expansion of their operations to three locations – their main location in Fremont, Stanford Cancer Center in Palo Alto, and now Stanford Health Care Valley Care in Pleasanton.

HERS is a professional accredited organization that supports any woman with breast cancer. They provide quality products and emotional support. Their goal is to empower and care for survivors on their healing journey, helping them restore their dignity so they can feel whole and beautiful again.

The HERS Breast Cancer Foundation has been serving breast cancer survivors for 17 years. As an organization, they have evolved with the variable complexity of breast cancer diagnosis and treatment, as well meeting the needs of the underinsured and uninsured clients. Their goal is to provide products to not only meet a medical need for their breast cancer clients, but products that also serve to enhance their emotional needs by increasing self-esteem.

HERS Breast Cancer Foundation has four programs. Bras for Body & Soul® helps



women overcome the devastating emotional and physical effects of cancer treatment by providing a private, understanding environment where they can be properly fitted for camisoles, bras and prostheses. The clients will have a personal fitting with Certified Breast Care Specialists. The service and the products of Bras for Body & Soul® are vital to women facing breast cancer and bring femininity, integrity, dignity and self-esteem to their lives. This program is basically for clients with insurance. The Foundation will process ALL insurance claims for the clients and advocates on their behalf with insurance providers.

Through their We Support, YOU Survive program, these products and services are provided regardless of financial status, so that uninsured and underserved women are able to get the help they need.

HERS Breast Cancer Foundation started the Lymphedema Project in 2010 to provide breast cancer survivors with lymphedema garments for the arm for the prevention and treatment of this condition. Lymphedema garments are often not covered by health insurance, therefore with the support of grants, HERS is able to provide these garments to low uninsured and underinsured women who need them at no charge.

At the Fremont location, HERS Breast Cancer Foundation's Hair with Care program also provides wigs and head coverings to women experiencing hair loss as a result of chemotherapy. Wig specialists assist women in selecting styles and learning how to wear and care for their new wigs.

As a nonprofit organization, HERS Breast Cancer Foundation relies on community support, corporate sponsorships, grants, and donations to provide products and services to all survivors who come to them for help, regardless of their ability to pay. They hold two main fundraising events each year: a 5K/10K Walk/Run in the Fall and an awards event called People With Purpose in the Spring.

For more information about HERS Breast Cancer Foundation's programs, locations, events, and fundraising efforts, please visit their website at hersbreastcancerfoundation.org.



Bras for Body & Soul® helps women overcome the devastating emotional and physical effects of cancer treatment.



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