



 **Onco-Ballet**
foundation

Onco-Ballet Foundation Non-Profit Strategy

2024-2030



Letter from the Founder

Anna Wassman-Cox

Founder and Executive Director

I founded the Onco-Ballet Foundation as a 501(c)3 non-profit organization, to give directly back to the cancer community and believe that ballet has the ability to heal and bring us together.

As a 2x young breast cancer survivor and former professional ballet dancer, I saw how ballet brought me joy and was helpful in facilitating healing and self expression as it played a huge role in my personal cancer recovery.



Seeing firsthand how expensive cancer treatment can be, my goal is to directly help the cancer community by providing ballet free of cost through donor funding.

In the coming years, we plan to expand the Onco-Ballet Foundation across the US to offer Onco-Ballet™ classes in all states at major hospitals, dance studios, ballet companies, at cancer focused conferences, through partnerships, with local Onco-Ballet™ chapters and more.

We are just getting started with the Onco-Ballet Foundation and I can't wait to share more about what we have in store this year and into the future of our organization. Thank you for your support as we turn ballet into the best cancer support program.

with gratitude,


Our Board of Directors



Riti Bedi, President

Having seen how much ballet and mindful movement helped Anna through her cancer recurrence, Riti is grateful to be a part of an organization **sharing the healing power of movement with the rest of the world.**

Elizabeth Leykum, Vice President

Elizabeth is honored to be part of this organization as the mission is near and dear to her heart. She grew up with a love of dance inspired by her mom and is thrilled to support the work Anna is doing in **bringing the joy of movement to foster healing and self-expression.**

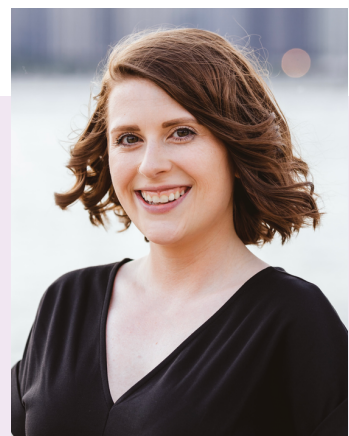


Nicole Voris, Treasurer

Nicole was drawn to the vision of this organization, providing those experiencing cancer a **place to reconnect with their bodies and express themselves artistically.** After her father's battle and passing from cancer, she's committed to continuing his legacy of giving back and serving the community.

Miranda Gerrowitz, Secretary

Miranda wants every cancer survivor to remember what movement used to feel like before everything changed, while also **embracing movement within their new body.**



Company Overview



Vision

To support the cancer community through ballet movement to foster healing and self expression.

Mission

Our mission is to provide Onco-Ballet™ classes free of cost to anyone facing cancer.

Purpose

To spark joy through ballet movement.

Our Values

We believe that ballet is for everybody.

Our programs are designed to empower the cancer community through artistic expression. Through gentle movement in the form of ballet, and a supportive community, we provide individuals with a space to express themselves fully and find solace, regardless of where they are on their cancer journey.



Inclusivity



All Bodies Can
Do Ballet

Expression Over Perfection



Any Movement is
Good Movement

Safety & Trust



Teach with
Kindness & Empathy

Why Ballet



STUDIES HAVE FOUND IMPROVEMENTS ACROSS ¹



Medical Studies indicate that DMT (Dance Movement Therapy) can be successful in improving overall quality of life for cancer patients while decreasing fatigue, depression, stress, and anxiety.²

The benefits of Dance have been appreciated by various organizations globally. **San Francisco Ballet**, has partnered with local organizations to provide Ballet for Parkinson patients. **Royal Academy of Dance** partners with local organizations to provide Ballet for the Cancer Community in the UK..

Likewise, we are partnering with local hospitals and organizations to offer Onco-Ballet™ classes.



PHYSICAL WELLBEING

Strength, Aerobic Capacity, Flexibility etc.



EMOTIONAL WELLBEING

Mental & Emotional



SOCIAL WELLBEING

Community & Friendships

Sharing Ballet with the Cancer Community

Bringing Joy Through Ballet Movement

"I am grateful for your Onco-Ballet class! It's truly a great de-stress class and has helped me with my coordination and balance! Look forward to more Onco-Ballet."

Mary L.



"It's very nice to meet other women that are going through the same struggles and challenges that I am. ...Onco-Ballet is helping me get stronger and allowing me to get my sense of balance back."

Lolita A.

100% of Participants Experienced:

- ★ Very Positively Impacted Mood
- ★ Connected or Very Connected to Body
- ★ Class Exceeded Expectations



2024 Goals

A deeper look into our goals and priorities this year.



AWARENESS



- Social Media
- Monthly Newsletters
- Events
- Conferences
- Partnerships with Organizations and Hospitals

PROGRAMMING



- 50 Onco-Ballet Classes
- 10 Onco-Ballet Events
- 2-3 Brand Partnerships
- 1 New Hospital Partnership
- 1 Onco-Ballet Performance

FUNDRAISING



- Individual donors
- Recurring donors
- Event fundraising
- Corporate donors
- Sponsorships
- Partnerships

Future Roadmap

2025

TEACHER TRAINING ESTABLISHED

Start training additional Onco-Ballet teachers to expand out class network

LOCAL CHAPTERS OF ONCO-BALLET

Expand our Onco-Ballet chapters to additional cities

2026

PARTNERSHIPS AT HOSPITALS

Ensure our partnerships are at hospitals in the top 5 Oncology markets

2027

PERFORMANCE OPPORTUNITIES

Partner with local dance organizations or nonprofits to offer performance opportunity for Onco-Ballet dancers to perform in the community

2028

ONCO-BALLET DANCERS EVERYWHERE

Goal to share Onco-Ballet with as many people in the cancer community as possible

2029

BEST CANCER MOVEMENT PROGRAM

Partnerships with hospitals, dance companies, and big brands showing Onco-Ballet is the top choice of the cancer community

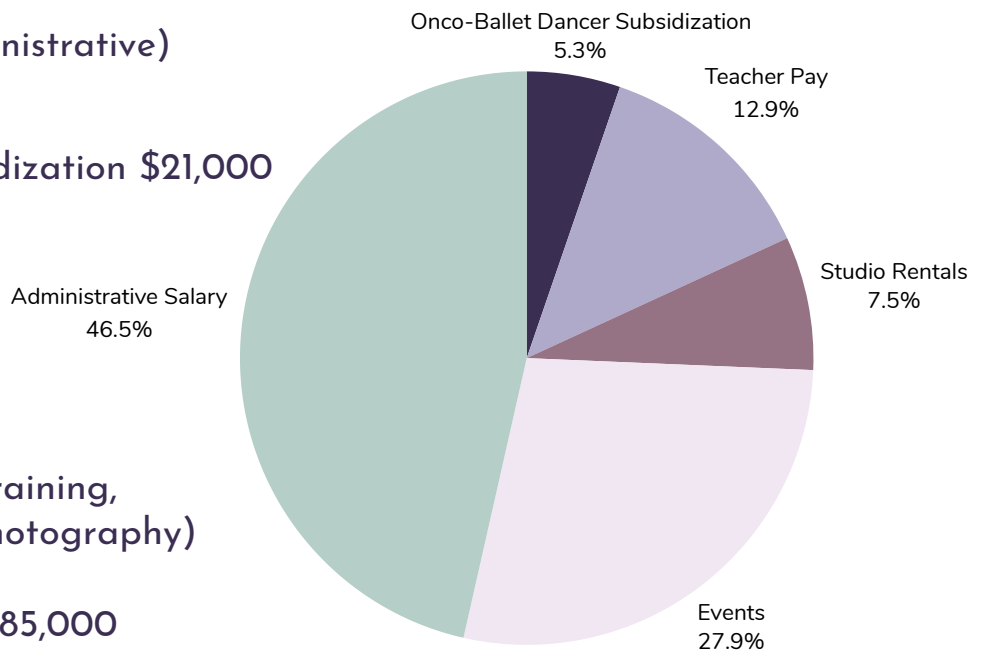
2030

Estimated Financials

2024

(54% Programming / 46% Administrative)

- Onco-Ballet Dancer Subsidization \$21,000
- Teacher Pay: \$51,200
- Studio Rentals: \$30,000
- Events: \$111,000
(Performances, Teacher Training, Marketing, Advertising, Photography)
- Administrative Salaries: \$185,000



Future Financial Estimates 2030

By 2030, our goal is that with additional infrastructure in place, we will be able to expand our program services with greater ease. Following best practices for non-profits, we aim to have at least 70% of funds being used for programming expenses, with 30% directed to administrative salaries. As we continue to grow, our hope is to make these expenses a major part of our financial goals.



Save the Date
11.10.24

Onco-Ballet
foundation
Annual Fundraiser
at

Boathouse on the Bay

Check out our website for more
upcoming events and classes:
www.oncoballet.org/events

*Onco-Ballet™ is dancing
to a city near you!*

Online list of events is not all inclusive. Additional events and classes may still be added.

Contact Us

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