



Organization Backgrounder

Helping Cooler Heads Prevail

Chemo Hair Loss & Scalp Cooling



- Hair loss is one of the most devastating side effects of chemotherapy, robbing patients of their privacy, identity and sense of wellbeing.
- Scalp cooling is a revolutionary treatment cleared by the FDA to help prevent hair loss. But it's expensive, and not covered by most insurance.
- For many patients, scalp cooling is not only life changing, but lifesaving.

8% of cancer patients refuse recommended chemo for fear of losing their hair.

HairToStay is the only national non-profit dedicated to helping cancer patients in need afford scalp cooling.

Scalp Cooling treatment can significantly reduce hair loss during chemotherapy. For decades, thousands of women and men in countries around the world turned to scalp cooling to avoid hair loss that is an inevitable side effect of chemotherapy. But, in the U.S., scalp cooling lived in the shadows. That changed as of December 2015. The FDA announced its first ever clearance of a scalp cooling system, and patient and provider interest in scalp cooling has now exploded.

HairToStay was born from the recognition that a treatment so important to cancer patients shouldn't be available only to those with significant financial resources.

"Chemotherapy was one of the things I feared most. I envisioned a frail, sick person with no hair. Thanks to scalp cooling, after 12 weeks of chemo I had 90% of my hair. I never had to explain to my son why mommy doesn't have hair anymore. He never even knew I was sick. Knowing this helped me fight and win this life-and-death attack on my health and well-being.

By making this life-altering treatment available to those unable to afford it, HairToStay is truly a game-changer."

- Nancy MacDougall



The HairToStay Mission

HairToStay is the first and only national non-profit dedicated to increasing access to scalp cooling for patients with financial need while educating the public and health professionals about the benefits of scalp cooling.

HairToStay is a 501(c)(3) non-profit organization, so donations are tax-deductible.

HairToStay Patient Subsidy Program

Scalp cooling for the prevention of chemo-related hair loss is still new in the U.S. Very few insurers will even consider covering the cost of scalp cooling and that is likely to remain the case for the foreseeable future. HairToStay helps to level the playing field through need-based grants, so that as many cancer patients as possible have access to this life-changing treatment. **Since 2016, HairToStay has changed the lives of over 400 cancer patients by putting the cost of scalp cooling within reach.**

Organization Funding

HairToStay is funded by private donations, corporate donations, business partnerships and crowdsourced funding. In 2016, we raised \$490,000. Our goal for 2017 is to raise \$1 million and change the lives of 1000 more cancer patients.

To achieve our goals, we have launched major new fundraising programs, including:

- An innovative annual Salon-a-Thon program to engage hundreds of hair salons and stylists across the country in our cause as part of October Breast Cancer Awareness Month
- An aggressive campaign to leverage Salon-a-Thon and secure corporate sponsorships from haircare industry suppliers
- A greatly expanded program to identify and secure foundation grants



"I want to thank you from the bottom of my heart for your kind subsidy from HairToStay. I was diagnosed six months before my wedding. My doctor told me I would 'certainly lose all of my hair. This was so devastating to hear. I even considered not doing chemo.

Your generosity made all the difference, as I could not afford the cold caps on my own. The caps were an amazing success and the fact that I did not 'look sick' during treatment really helped me not FEEL sick either. I am forever grateful to HairToStay!"

-Tiffany G.

MANY THANKS TO OUR VALUED SPONSORS

- ◆ Safeway Foundation
- ◆ diPietro Todd Salons
- ◆ Joseph Cozza Salon
- ◆ Revery Salon
- ◆ Kind Snacks
- ◆ Charles Chocolates
- ◆ Moo
- ◆ PsPrint
- ◆ NeedyMeds

Scalp Cooling Suppliers: Arctic, Chemo Cold Caps, Dignitana, Paxman, Penguin, Wishcaps

