



Not My Daughter... Find a Cure Now! Hosts Event to Raise Funds and Awareness to Battle Breast Cancer

Hoping to leave a legacy of hope for our daughters and future generations, the organizers of Not My Daughter... find a cure now! say they will continue to support efforts to find a cure for breast cancer while assisting women fighting the disease. Recently, the not-for-profit organization held its annual luncheon, attracting more than 500 members of the community who participate annually to raise funds in support of the mission.



(From left) Alejandra Perez, M.D.; Carmen Calfa, M.D., Sylvester breast medical oncologist; Sara St. George,



Ph.D., associate professor, Department of Public Health Sciences; Kate Santarcangelo and Katy Ciempa, Sylvester development officers; Denyse Hostig; and Megan Massacci, Sylvester development officer

The luncheon was held October 24 in Broward, just weeks after members of the group were recognized during the Miami Hurricanes' Pink Game on October 8 for their ongoing support of Sylvester Comprehensive Cancer Center, a part of UHealth – University of Miami Health System. The Pink Game is held annually in recognition of Breast Cancer Awareness Month.

During the game, a check presentation ceremony was held, recognizing Not My Daughter's generous \$300,000 donation to Sylvester, bringing the volunteer-run organization's total giving to an impressive \$703,000.

Denyse Hostig, president and founder of Not My Daughter; Jody Sternfield and Debi Weisman, vice presidents; and Melissa Messina and Jen Freeman, committee members, presented a ceremonial check to University of Miami President Julio Frenk and Sylvester Director Stephen Nimer, M.D.

Wide-ranging Support for Patients

The idea behind Not My Daughter... find a cure now! developed after Hostig recovered from an aggressive form of breast cancer. The mother of three and her best friends were determined to help find a cure so that the next generation, including their daughters, would never have to face breast cancer.



While Not My Daughter continues to support cancer research, it has expanded its efforts to include providing essential support services to breast cancer patients and funding a screening program for patients at elevated risk of developing breast cancer.

Recognizing that some ancillary services are not covered by insurance, making them unaffordable to many women, Not My Daughter felt it was vital to create a welcoming and comforting place where breast cancer patients can receive nutritional counseling, massage therapy, wigs, or whatever support services they need to make their path to survivorship easier.

Expanding Patient Support Services

Not My Daughter opened its first Patient Support Services Center at Sylvester Plantation in 2019, and a portion of their latest donation will help build a second one at Sylvester at Deerfield Beach.

Their pledge will also benefit Sylvester's pioneering, high-risk assessment program, which will be led by Alejandra Perez, M.D., medical director of the Braman Family Breast Cancer Institute at Sylvester at Plantation.

Sylvester is South Florida's only NCI-designated cancer center, and it is the only nationally ranked cancer hospital, based on rankings by *U.S. News & World Report*.

"At Sylvester, a part of our mission is to reduce the human burden from cancer, and Not My Daughter is certainly helping in that effort," said Dr. Nimer, who is also the Oscar de la Renta Endowed Chair in Cancer Research and executive dean of research at the Miller School. "We are extremely grateful for



their support and partnership. The vision and commitment of this passionate group of women in creating patient support services have vastly improved the patient experience at Sylvester Plantation. They will soon do the same for our patients in Deerfield Beach.”

For more on Not My Daughter’s mission, [click here](#).

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