



KEEPING ABREAST

20th Anniversary Edition

For 20 years, The Women's Breast & Heart Initiative has been a beacon of hope for disease prevention and early detection, beginning with a simple but powerful idea: meet people where they are. What started as volunteers knocking on doors in low-income neighborhoods to share lifesaving information about breast cancer quickly grew into a movement that empowered women, families, and entire communities to take charge of their health.

Those early door-to-door efforts created deep connections and opened more than 130,000 doors, providing education, resources, and screenings where they were needed most. When the COVID-19 pandemic disrupted traditional outreach, those campaign efforts gifted us with the foundation needed to move forward. WBHI responded with innovation and resilience, transitioning to virtual engagement and worksite connection to ensure that prevention messaging never stopped.

From this challenging period emerged two transformative programs that define WBHI today. The Virtual Advocate Program has educated more than 7,000 college students about breast cancer and heart disease, empowering them to influence their peers

through thousands of digital awareness posts. At the same time, the Workplace & Community Wellness Program was launched to bring educational rallies, preventive screenings, and wellness activities directly to where people work and shop, at no cost to them. Since 2020, more than 180 events have been completed across three South Florida counties.

As WBHI celebrates two decades of service, one truth remains unchanged: our mission endures. Whether through door-to-door visits, virtual learning, or workplace wellness, WBHI continues to break down barriers and ensure women have access to the screenings, knowledge, and support they need. Here's to the next 20 years of impact, innovation, and life-saving outreach.



Screening Alert

Women at average risk can choose to start annual mammogram screenings at age 40. Heart disease screenings should start even earlier, beginning at age 18— don't delay! Take charge of your health and get screened today!

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Catching up with Danny François

Honoring a Champion: Remembering Don Soffer, WBHI's First Donor and Beloved Honoree

The 20-year journey of WBHI would not be complete without honoring the visionary whose beliefs helped us launch the organization: Mr. Donald Soffer, WBHI's first donor and one of our Pillar honorees.

Best known as the founder and developer of the City of Aventura and Turnberry Associates, Mr. Soffer was known for his commitment to community, health, innovation, and philanthropy. His generosity ensured that the organization could begin delivering education,



Honoring Mr. Donald Soffer with Soffer family members at the 2025 Open the Door Dinner Dance.

mammograms, and heart screenings to women who needed them most.

For many years, WBHI held its signature Open the Door Dinner Dance at Turnberry—a venue chosen not just for its beauty, but because it symbolized the generosity and leadership Mr. Soffer embodied. Each event celebrated community champions, highlighted WBHI's accomplishments, and supported the organization's mission to provide preventative breast and heart health services and education to low-income women and college students.

This year, as WBHI celebrates its 20-year legacy, it also pays tribute to Mr. Soffer's lasting impact. His passing in 2025 is deeply felt. We hold onto the memories and his generosity continues to echo through every screening, every health education rally, every volunteer effort, and every life transformed and saved.

Mr. Soffer's legacy is woven into WBHI's story—and it will continue to inspire the next generation of health champions.

The Open the Door Dinner Dance: A Tradition of Celebration, Community, and Impact

WBHI's Open the Door Dinner Dance has been one of the organization's most beloved traditions. Held at the iconic Turnberry resort, the event brings together donors, volunteers, sponsors, healthcare partners, and survivors to celebrate WBHI's mission and raise funds that directly support screenings, care coordination, and education for low-income individuals.

The Dinner Dance has always been more than a gala—it is a symbol of what happens when a community opens its doors, opens its heart, and opens pathways to health and hope. As WBHI celebrates its 20th anniversary, Open the Door stands as a testament to the power of unity and compassion to transform lives, and heartfelt recognition of partners who help make disease prevention and early detection possible.

This year's successful 20th anniversary celebration at Open the Door was made possible by a dedicated volunteer host committee led by co-chairs Caroline Goeseke and Andres Correa.



Event co-chair Andres Correa, President, Solution Construction, with fiancée Bettina Alvarez.

LET'S TALK

PINK!

The 14th Annual B Fore Pink Breast Cancer Golf Tournament: A Day on the Links for a Lifesaving Cause

The 14th Annual B Fore Pink Golf Tournament returned to the spectacular Soffer Course at the JW Marriott Turnberry Resort, gathering golfers, sponsors, and supporters for a day dedicated to saving lives. Building upon the momentum of previous years—including the 13th Annual Tournament illustrated in last year's newsletter—the event once again delivered energy, excitement, and community spirit.

With more than 120 golfers participating, the tournament featured a putting contest, silent auction, an amazing award luncheon, and hospitality throughout the day. Funds raised directly support WBHI's efforts to provide education, no-cost mammograms, heart screenings, health education packages, and care coordination to individuals who would otherwise lack access to preventive care.

The host committee led by Tim West, sponsors, and volunteers played a pivotal role in the event's success, helping amplify WBHI's mission and creating another memorable chapter in this longstanding tradition. As WBHI enters its 20th year, the B Fore Pink Tournament remains one of the organization's cornerstone events—where sport, philanthropy, and community come together to champion women's health.

National Pink Day Celebration – June 21: Awareness, Screenings, and Community in Action

This year's National Pink Day, celebrated on June 21, marked a vibrant celebration of awareness, early detection, and community empowerment. In alignment with WBHI's ongoing efforts, the event expanded the organization's reach to individuals who may not have the time, resources, or insurance to seek preventive care.

This year's National Pink Day celebration at Macy's Westland Mall demonstrated the scale and impact WBHI strives for, providing more than 105 mammograms and heart screenings, and distributing 400+ health education packages in a single day—at workplaces and community hubs where individuals are most accessible.

This year, WBHI continued that momentum with another powerful awareness and screening initiative in honor of National Pink Day. Participants received education, preventive screenings, and direct support from our collaborating hospital partners and volunteers.

National Pink Day reinforces one of WBHI's core beliefs: October is not enough. Breast cancer and heart disease awareness must remain year-round, and WBHI continues to lead that charge.

Snapshots From the Field



More than 120 golfers participated in the B Fore Pink Annual Golf Tournament.



Runners warm up at the 2025 Pink Walk 5K at Miami Dade College North Campus.

Where Are They Today?

Danny François:
A Story of Service,
Compassion, and the
Power of Community



My story with WBHI began in 2006 as a student volunteer while studying nursing. I passed out educational packages, guided women to appointments, and listened to stories that moved me. I thought I understood breast health.

Later, I became a registered nurse and then a Family Nurse Practitioner. I walked alongside women and families facing uncertainty, fear and incredible courage. I believed I knew what this journey meant, until the day life made it personal. In 2024, my mother felt a lump in her breast. She had no insurance for a mammogram. I felt hopeless and paralyzed by fear. Then, I remembered the agency where I once volunteered. I reached out and they welcomed me with understanding and compassion. In that moment, I felt a sense of strength return — I was no longer alone and for the first time hope began to take root. They connected my mother to a clinic for her first evaluation, a diagnostic center for the mammogram, and finally a hospital for

the biopsy — every step at no cost.

But it was more than logistics. They surrounded us with compassion and reassurance, making sure that we never felt alone. When hope felt fragile, they fought to find a path toward treatment. While my mother bravely battled cancer, they sent her flowers. A simple gesture that spoke volumes. They stood with me as I grieved, reminding me that even in loss, community prevails.

That journey changed me forever. I learned that breast health is not only about tests and treatments; it is about people lifting each other when the road seems impossible. It's about showing up again and again with empathy that heals the spirit as surely as medicine heals the body.

Today, I stand here as someone who has been The Volunteer, The Registered Nurse, The Family Nurse Practitioner, and The Son. My message is this: hope has a face. It's yours and mine, it's every hand extended to someone in need. Thank you.

B4 You Go ... Remember to schedule your screenings! If you or anyone you know needs assistance with a mammogram or a heart screening in South Florida, contact us at 305-825-4081.

With Gratitude for 20 Years—and a Call to Continue Opening Doors

For 20 years, our volunteers, advocates, sponsors, donors, collaborating partners, professors, students, and community supporters have stood beside WBHI to ensure low-income individuals receive preventive screenings, care coordination, and compassionate navigation at no cost. Your support has opened doors for thousands of women who otherwise would have faced cancer or heart disease alone.

This year, we were once again inspired by the resilience and dedication shown at our signature events. Each gathering reflects the collective energy of a community united by a single purpose: saving lives through disease prevention and early detection.

The personal stories remind us that hope is not an abstract idea. Hope has a face, and it belongs to all of us who lift someone when they need it most.

As we look to the future, we invite you to continue walking with us. Join our Legacy Drive. Support a screening. Volunteer. Educate. Share resources with someone you know. Every action—small or large—helps transform lives and build a healthier tomorrow.

Your Donation Makes a Difference!

Please help us transform and save lives. Use the QR code to donate, visit fbreasthealth.com, or mail your check today.



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