



GUNNISON *Tough*

ANNUAL REPORT 2025





Our Mission: Gunnison Tough is dedicated to providing comprehensive cancer programs to keep our community strong.

Our Vision: Gunnison Tough keeps all the money raised in our valley to support our community in their needs to stay healthy and strong in the face of cancer. Equipped with a powerful historical foundation, Gunnison Tough continues to identify and serve our community's growing needs through partnerships and collaboration to provide our valley with the best rural cancer care in the country.

Who We Serve: Serving all community members in Gunnison and Hinsdale counties, including men, women, and children of all ages. Gunnison Tough programs are available to individuals with any kind of cancer.



@GunnisonTough.com



BOARD

Dean Dillon	Tim Neyman
Mike Dawson	Norman Eastwood
Gloria Kern	Suzanne Sullivan
Cjay Clark	Mary Blake
Derek Taaca	Lisa Youngblood
Jeri DeFeo	Megan Mensing, <i>Ex Officio - Rep. from GVH Foundation</i>
Adonia Cokinos	



STAFF

Heidi Sherratt Bogart- *Executive Director*

Lana Athey - *Programs Manager*

Mackenzie Bode - *Marketing Director*

Kirstie Pike- *Administrative Manager & Event Coordinator*

Alysia Percy - *Webmaster*

Shannon Mujica - *Events Director*



A NEW CHAPTER: Transitioning Leadership at Gunnison Tough

After eleven incredible years, I have decided to resign as Executive Director of Gunnison Tough. This decision comes with a mix of emotions, but primarily one of immense pride and optimism for the future of this organization and the community we serve.

I have been privileged to witness firsthand the dedication and resilience of our team, volunteers, and the many individuals whose lives have been positively impacted by Gunnison Tough. The progress we've made together has been truly remarkable, and I will forever cherish the memories and lessons learned during my tenure.

While I will miss this role dearly, I am absolutely confident in the new leadership and thrilled to announce that Lana Athey will be stepping in as the next Executive Director. Lana is an exceptional choice—she possesses a profound passion for our mission, a truly huge heart for the people we serve, and a brilliant, strategic mind. I have complete faith that she will not only maintain the high standards we've set but will also take Gunnison Tough to the next level. Her focus has always been, and will continue to be, caring deeply about the people we are serving.

I look forward to watching Gunnison Tough continue to thrive under Lana's guidance. The future is bright, and I am excited for this new chapter—both for me and for the organization.

Thank you all for your support, commitment, and hard work over the years. I know everyone involved in Gunnison Tough will continue their commitment and support as Lana leads this organization into its next decade!

Heidi Sherratt Bogart
Executive Director



I want to share my profound gratitude to the Gunnison Tough Board of Directors for putting their trust in me as the next Executive Director of Gunnison Tough. It is a tremendous privilege to lead an organization with such a vital mission and a history of impactful work in our community.

The journey through cancer is deeply personal, often complex, and no one should have to walk it alone. I have seen firsthand the power of our compassionate support systems, and I am humbled by the opportunity to further our mission. Over the last eight years that I have worked with Gunnison Tough I have learned so much working alongside Heidi, our board, and fellow staff members. I have also been fortunate to work closely with clients and their families in challenging times. I'm looking forward to continuing this critical work while looking at opportunities for growth and expansion of cancer screening and support services.

I have long admired the dedication of our staff, volunteers, and board members who provide a beacon of hope and practical help every single day. In the coming year, my priority will be to listen and learn. I look forward to meeting, talking with, and engaging more with our clients, survivors, caregivers, donors, and partners. Your stories are the heart of our work, and your continued support makes all we do possible.

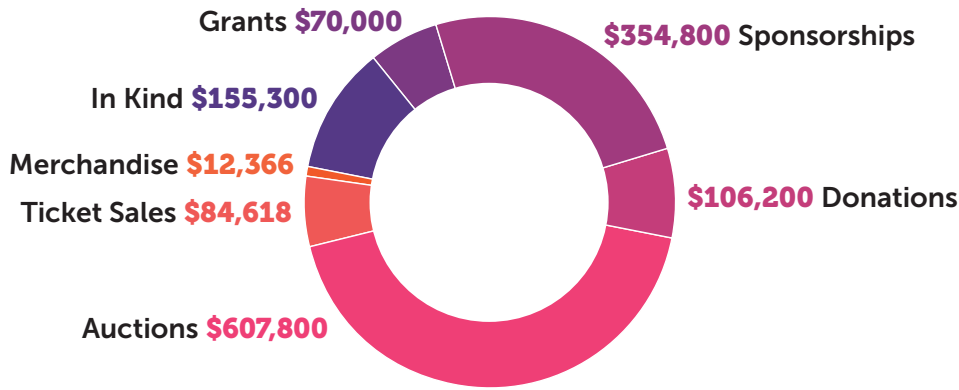
I plan to lead with empathy, transparency, and a deep commitment to ensuring Gunnison Tough remains a strong, vibrant, and accessible resource for everyone affected by cancer in our community.

With gratitude and love,

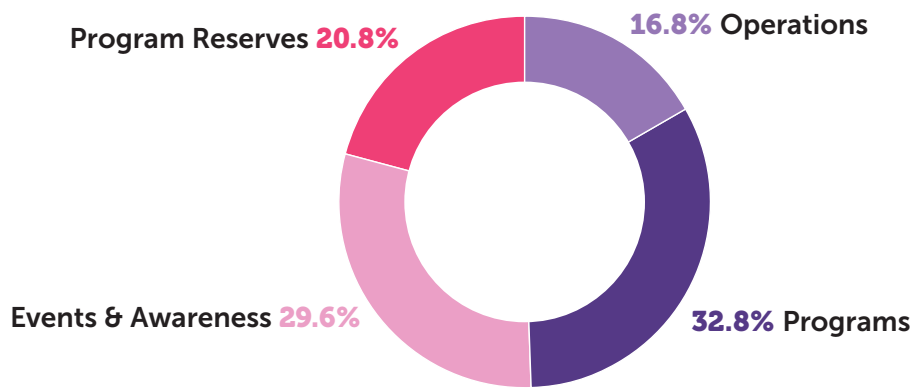
Lana Athey
Executive Director



TOTAL REVENUE: \$1,249,800



FUNDING UTILIZATION:



FUND BALANCES

Dean Dillon Endowment Fund: \$464,152

Established as a component fund of the Community Foundation of the Gunnison Valley (CFGV) to start the process of ensuring the long-term future of the organization and programs.

Breast Screening Services Fund: \$408,500

Provides a vital safety net for our community. This fund ensures that every resident, regardless of insurance status, has access to full coverage for life-saving breast cancer screenings.

GT Program Sustainability Fund: \$711,900

While Gunnison Tough has already established the Dean Dillon Gunnison Tough Endowment that provides flexible long-term revenue for the organization, the Board recognizes the importance of continuing to set aside resources to ensure our most in-demand services remain strong well into the future.

One of these essential services is our transportation program, which plays a critical role in connecting those we serve with the support they need. Thanks to the generosity of our community, we have already raised \$700,000 toward our initial \$1,000,000 goal to strengthen the long-term sustainability of transportation and other high-priority programs.

This commitment to build long-term resources while covering current financial needs reflects the Board's forward-looking intention to strategically invest in programs as community needs evolve. By building this financial foundation, we will be able to support vital services—today and in the future—even as programs grow, shift, or adapt over time.

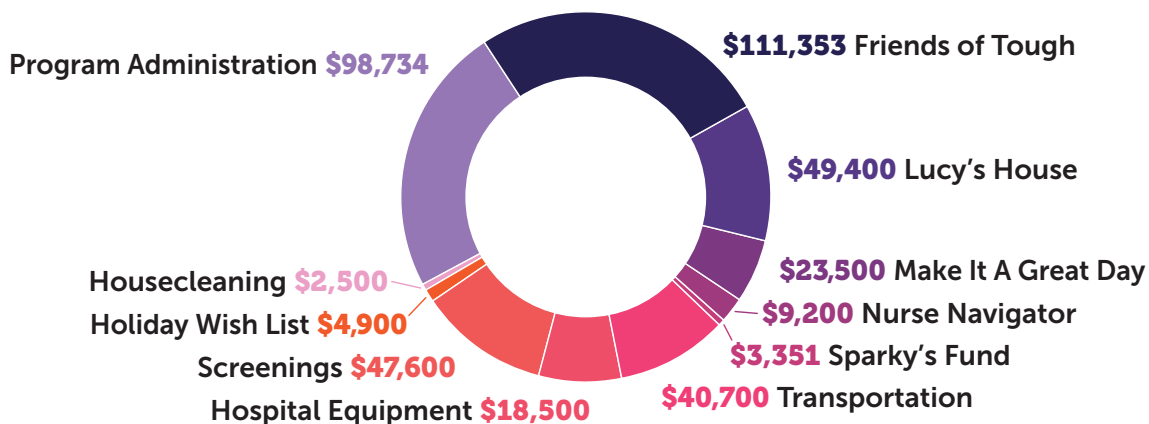
We invite you to partner with us as we work toward this milestone and ensure Gunnison Tough can continue meeting the community's most pressing cancer support needs for generations to come.

Although the Board currently intends these funds to support long-term program sustainability, they remain net assets without donor restrictions and may be redirected at the Board's discretion.



All of the money raised through our organization supports our LOCAL communities in Gunnison and Hinsdale counties. We have helped members of our LOCAL community from 6 to 90 years old, men and women, in their fight against cancer. With our new broader initiatives and programs that serve ALL cancers, the legacy will continue to grow and impact more of our community members until we beat cancer. We are #GunnisonTough and a proud partner of national Tough Enough to Wear Pink.

PROGRAM EXPENSES: \$409,934



PROGRAM NUMBERS



65,100 miles & **31 individuals** traveled in 2025



\$23,500 for **82 sessions** of integrative therapy



\$111,353 of financial aid for **32 clients**



\$3,351 of scholarships for **5 children**



303 nights of lodging for **27 individuals**

In 2025, we supported **34** clients and their families, impacting **116** community members in total!

We also provided **120 cost-free** breast cancer screenings and diagnostic procedures (mammograms, ultrasounds, biopsies, and MRIs) to community members in need.

2025 EVENTS RECAP

Winter Songwriter Shuffle Series

AT THE ELEVATION HOTEL

- Dean Dillon & ERNEST
- Wood Box Heroes
- SJ McDonald, Marty Dobson & Autumn McEntire

9th Annual Pink in the Rink

Women's Hockey Tournament benefiting Friends of Tough program

Songwriter Shuffle VIP Dinner

AT ALMONT RESORT

An evening to thank our generous summer event sponsors:

Jerrold Niemann and Rob Hatch

Songwriter Shuffle Concert and Auction

AT ALMONT RESORT

Dean Dillon, Moose Brown, Jenee Fleenor, Pam Tillis and surprise guest GEORGE STRAIGHT!

Bull Fest!

- Thanks to our partners, Tough Enough to Wear Pink and Wrangler Bucking Cancer! Presented by our Title Sponsor, **Teton Ridge**.
- Celebrating 20 Years with Tough Enough to Wear Pink!

Poker Ride

AT AMBUSH RANCH

Mae Estes, SJ McDonald, Marty Dobson & Autumn McEntire



PARTNERSHIP EVENTS

Ladies Night

WITH GUNNISON VALLEY HOSPITAL

A night of warmth, wellness, and community.

Favor the Kind

GIVE BACK WITH GUNNISON TOUGH

Sip, shop, and mingle! Percentage of sales benefited Gunnison Tough.





Program Testimonial

My story begins in January of 2021 my husband, Luke, was diagnosed with Stage IV Colorectal Cancer. The word cancer alone is scary, but to add stage IV, and we were numb and devastated all at the same time. Soon after hearing those awful words, we hit the ground running with figuring out our treatment plan and options. Luke and I were determined to fight this with everything we had. We were introduced to Lana, who gave us lists of resources that would help us navigate through this new path. Tough Enough lent us a vehicle to use anytime that we requested, TE paid for gas, lodging, and helped with caregiver care for me. I remember reaching out to Lana the week of Oct 5th, 2022 in tears asking for help with a hotel and the vehicle because we just found out that Luke needed to stay at UC Health in Denver for a week because he was so sick. TE and Lana didn't skip a beat in helping with the hotels and lending us the vehicle over that week. When Luke was released, we began our journey back home. On October 22, 2022 surrounded by family at our home in Gunnison, Luke passed away. TE and our amazing community surrounded me in love and support, which I'm forever grateful for.



I thought that is where my cancer story would have ended with Luke's passing and my relationship with TE would be one of continued support through me riding on the poker rides and going to concerts; however, December 26th, 2024 would change that. I was diagnosed with Stage III Breast Cancer. I felt numb to those words, "It's Cancer". How could this

be? I was still grieving Luke and adjusting to my life that I was creating. This hit me hard out of nowhere; it was fast-moving and needed to be dealt with ASAP. I knew that I would need support in the ways that Gunnison Tough (Formerly TE) could help provide. I reached out to Lana and she helped to get the wheels in motion for the assistance that I would need. I have now finished with 6 chemo treatments that tested all of my strength and will. I have had a double mastectomy, 32 rounds of radiation. I'm still getting infusions every 3 weeks, and eventually, in 2026 I will get a hysterectomy and reconstruction. Gunnison Tough is providing incredible support by lending me

the vehicle and helping with hotels when I have to go to Grand Junction for treatment. Also, Gunnison Tough helped pay for cold capping, which helped to keep my hair from falling out, which I'm beyond grateful for. I also requested assistance financially because when one thing happens, a few other hardships follow close behind.

Gunnison Tough and every person behind it are what makes this valley what it is, a community. The fact that Gunnison Tough has shown up to support me not once but twice is such an incredible gift that I'm forever thankful for. Even though this is all really hard, there is light at the end of the tunnel because I am Tough Enough in a valley of love and kindness.

Thank you to all who volunteer and donate. It truly is changing lives more than you could imagine.

With Love and Gratitude,
Erinn Dalton Shaffner

Joint Cancer Screening Fund & GVH Equipment Donations

This year Gunnison Tough teamed up with Living Journeys and Gunnison Valley Health to put together a Cancer Screening Fund. Each organization contributed \$25,000 to a fund developed to cover the cost screenings for prostate, colon, uterine, lung, cervical, and various other cancers for individuals that are uninsured or underinsured.

Early detection is critical and it can save lives. Financial barriers can often prevent individuals from receiving timely screenings. This fund was put together to bridge the gap for our friends and neighbors to insure that everyone has access to the care they need.

Gunnison Tough also donated new infusion chairs and three machines to monitor patient's vitals to the GVH oncology department. The chairs have reading lights, a small dining table, a wireless phone charger and a massage function. Helping to ensure that patients are comfortable while getting their infusions.



GUNNISON VALLEY HEALTH



New Program Offerings

Gunnison Tough has added Dental Cleanings by Hygienist Kalee Olmstead, Reflexology with Suzie Cliff, and Financial Counseling with Erinn Dalton to our Make it a Great Day program. These supports were added in addition to the massage, acupuncture, orthobionomy, and housecleaning programs offered to individuals and their families as they go through cancer treatments.



Transportation Program

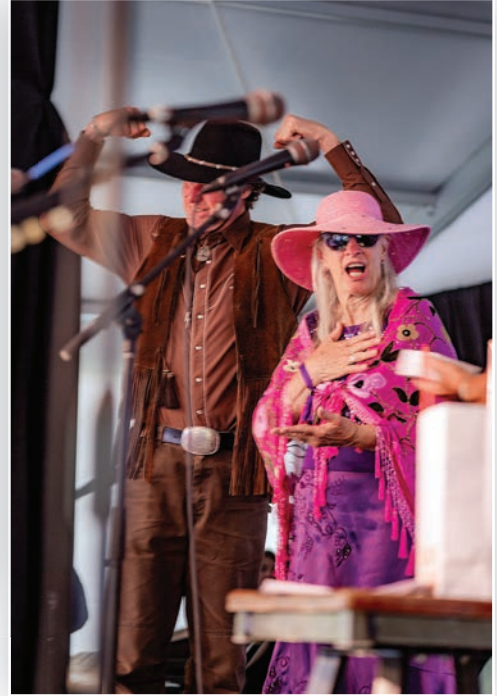
In 2025 another new vehicle was donated to our vehicle fleet! Josh and Amber DePauw generously donated Jimmie Lou, a 2025 Chevy Traverse. Gunnison Tough also purchased Minnie Pearl, a 2025 Toyota Sienna.

We now have 5 vehicles available for individuals to check out for travel to their out of town treatments and appointments.

2025 Survivor Buckles



Gunnison Tough presented the 2025 Survivor Buckles to Glo Cunningham and Rob Mahedy.



**Congratulations to our
Volunteer of the Year,**

STEVE MERRIFIELD

*Gunnison Tough presented Steve with a
Volunteer Buckle at the 2025 Songwriter
Shuffle Concert & Auction.*



Hello all of you Gunnison Tough Supporters and Friends,

My sincere thanks for your gifts of love and support over this past year.

If 2024 was my year of procedures and surgeries (May 24' Bladder Cancer diagnosis, 5 surgeries and procedures), 2025 was my year of treatments, acceptance, hope, faith, mental and physical resilience, celebration and continuance on this path of life.

Thanks for all the calls and e-mails, conversations on the street or in restaurants, invitations to events and music and rides for treatment. The love you guys have shown me is just as important as the medicine...if not more so! Thanks for the fleet of Gunnison Tough vehicles and covering nights in the hotels away from home near the hospitals.

My urothelial cell carcinoma is now considered stage four as it has metastasized and spread into other parts of my body. I will undergo treatment for the rest of my life.

I completed Radiation Therapy on my lungs at Christmas time at UC Health-Anschutz and finished Chemotherapy and Immunotherapy at San Juan Cancer Center in Montrose, CO. I will now continue with Immunotherapy at Gunnison Valley Health. I cannot say enough about those who have chosen their lives' professions to helping those with cancer. I never would've met you beautiful people if I was not going through this.

You all keep me going...so I will continue to climb mountains and overcome challenges.

Last May/June, I spent five weeks in Alaska exploring and climbing Mount Hayes near Fairbanks. I didn't reach the top as I was solo and the knife ridge was extremely dangerous, but I learned much and met local mountaineers and plan to return with a roped team. Hayes has not seen a successful summit in four years and it would be a dream come true to gain the summit.

This past Fall, with two friends, I spent 40 days in Nepal trekking and climbing with relatives, guides and families of the Sherpa's of Gunnison Valley. We explored World Heritage Sites in Kathmandu then walked for weeks in the Khumbu valley amongst the tallest peaks on the planet.

Through our local Sherpa community, we obtained permits to climb Ama Dablam, an astonishing mountain across from Everest and Lhotse. Considered by some to be the most beautiful mountain on Earth, it is also more technical and challenging than its neighbors and there were two fatalities while we were there. I carried the flags of Gunnison Tough and Living Journeys with me for strength, protection, and gratitude. Ama Dablam was the most challenging thing I have done and I will cherish my memories for the rest of my days. I will continue to explore and climb for as long as my mind and body allow me to do so.

If any of you have an interest to explore Alaska or Nepal, please reach out to me. We are very fortunate here in the Gunnison Valley to have local contacts in these places that will treat you like family and take you in like one of their own!

Thank you for your Love and Support.

Sincerely, Rob Mahedy.





Donate

Every dollar stays in the
Gunnison Valley.

Online:
gunnisonrough.com/donate

or via mail:
Gunnison Tough
PO Box 375
Gunnison, CO 81230

Volunteer

Email us at:

Shannon@gunnisonrough.com

Merchandise

To order please email:
office@gunnisonrough.com

or make an appointment
at our office at:

243 N Main Street
Gunnison, CO 81230

Upcoming 2026 Events:

PINK IN THE RINK

March 6th-8th 2026

JORGENSEN ICE RINK

BULL FEST

August 15th 2026

POKER RIDE

September 2026

EXACT DATE TBD

SONGWRITER SHUFFLE

July 16th 2026

ALMONT RESORT

Please visit our website
for more information
about our programs,
events, sponsorships,
and much more!



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