

NONPROFIT SPOTLIGHT:

# BOUNCE BACK CLOSET

BY MICHAEL LUCHIES | PHOTOS PROVIDED BY BOUNCE BACK CLOSET



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Beating cancer is one of the toughest battles anyone can possibly face, and the most diagnosed cancer, excluding forms of skin cancer, is breast cancer.

While as a male I'm less likely to develop breast cancer, this disease has had an impact on my life. I can distinctly remember the moment my grandmother, Caroline Klink, explained the procedure she had undergone and showed the result of her double mastectomy. The procedure, along with radiation treatment, was successful, and she lived happily and healthily into her 90's.

Outside of the treatment she received, her battle with cancer also came with physical, emotional and financial

burdens, as it does for most. Here in Bloomington-Normal, a new local nonprofit was created to help women in our community navigate this journey with confidence, dignity and a support system.

Founded by Brooke Hassler, co-founder of Fittingly You Bra Boutique in Normal, along with Mary Beth White, **Bounce Back Closet** was established to help women access essential post-surgical products such as mastectomy bras, breast prostheses, and related items that are often only partially covered—or not covered at all—by insurance. The organization received its 501 (c)(3) nonprofit designation in April 2026.

"Our mission is simple," says Hassler. "No woman should have to go without the products she needs because of financial hardship or gaps in insurance coverage. We want every woman to feel comfortable, confident, and supported as she moves forward after breast cancer treatment."

Through her work at Fittingly You, Hassler has spent years helping women find properly fitting bras and post-surgical products in a welcoming, non-clinical environment. Along the way, she witnessed firsthand how many breast cancer survivors struggle to afford these items. Those experiences, combined with White's passion for helping others, inspired the creation of Bounce Back Closet.

Bounce Back Closet helps bridge the financial gap by providing assistance to women who may otherwise be unable to obtain these products. Beyond financial support, the organization aims to create a stronger network of awareness, education, and encouragement for breast cancer survivors throughout McLean County.

Future plans include community events designed to bring women together for support and connection while also raising funds to help provide post-surgical products to those in need.

Although still in its infancy, Bounce Back Closet has already demonstrated the power of community support. "Almost everyone has been personally affected by breast cancer or knows someone they love who has faced a diagnosis," Hassler states. "That shared connection creates a strong sense of purpose among our volunteers and supporters."

For Hassler, one of the most meaningful aspects of launching the nonprofit has been hearing the stories of local women. Many shared that they had never received a proper fitting after surgery or had only been assisted in a clinical setting. Those conversations reinforced the organization's vision of creating a warm, supportive experience where women feel seen, heard, and cared for.

As Bounce Back Closet grows, community involvement will play a vital role in its success. The organization welcomes financial contributions, gifts of eligible post-surgical products, volunteers, and partnerships with local businesses, healthcare providers, and community organizations. Volunteer opportunities will likely include fundraising, event



planning, community outreach, social media support, and administrative assistance.

"Every donation, volunteer hour, and act of support helps someone take an important step forward," shares Hassler. "Together, we can make sure every woman feels supported during one of life's most difficult journeys."

#### Contact Information

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With compassion, dignity, and hope at the center of its mission, Bounce Back Closet is working to ensure that no woman in our community has to face breast cancer recovery alone or without the necessary items.