

# THE WALL STREET JOURNAL

## DONOR OF THE DAY

### Reaching Out to Families in Need

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By: Melanie Grayce West

Warren Diamond knows firsthand the challenges families face when women are undergoing treatment for cancer.

"It hits home for me," says Mr. Diamond.

He met his wife when he was 15 years old and they were married for 28 years. She died 10 years ago after a long battle with cancer.

Mr. Diamond, 59, is the CEO of American Real Estate Management, a developer of commercial and residential real estate in New York and New Jersey. He is giving \$500,000 to the Beauty Foundation, a Red Bank, N.J.-based nonprofit that provides direct monetary grants to families of women who are undergoing treatment for cancer.



Warren Diamond

Mr. Diamond's gift is being honored at the Beauty Foundation's fifth annual Beauty Ball Gala to be held Saturday at Trump National Golf Club in Colts Neck, N.J.

"If I could tell you the amount of suffering that not only the person goes through, but the families go through, it's just heart-breaking," says Mr. Diamond, who resides in Rumson, N.J.

"It just places tremendous emotional and financial strains on these women and their families. And we have to inspire them in some way."

Grants from the Beauty Foundation cover expenses such as cleaning services, delivery of meals, groceries, child care, providing a wig, and monthly housing expenses.

Most grant recipients live in New Jersey's Monmouth County, but the organization has provided funds for women who live as far away as Maryland. Families apply through a rolling grant process.

"We have lots of people who say, 'I'm trying to decide if I should pay the mortgage or pay for my prescriptions.' You don't want them to lose their house, so we'll help a little bit with a cash grant," says Krista Olsen-Dibsie, a co-founder of the foundation.

She adds, "People have a thousand dollars worth of prescriptions a month. They can hardly afford that, and that's sometimes after insurance coverage. Obviously we can't just go and pay pharmacies, a lot of the times it's just giving people cash to help them through."

The organization just recently gave its first grant to a father with cancer.

Mr. Diamond feels that it's important to support organizations where the contribution goes directly to work, right into the hands of families in need. He would like to see every woman who can't afford to buy a wig get a wig.

"It's very traumatic when women lose their hair. It destroys their self confidence," says Mr. Diamond. "It may not seem like much to a lot of people, but it makes a lot of difference to the person who is getting the wig."