Athena Aftercare Launches GoFundMe Campaign to Bring a New Digital Support Tool to Breast Cancer Survivors

Survivor-led startup launches "Five for Athena" campaign to fund the design and development of its first app-store release



The circle of support shouldn't stop when you're just out of surgery.

CHARLESTON, SC, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- Athena Aftercare, a new digital platform created to support people navigating life after breast cancer, today announced the launch of a GoFundMe campaign to help bring its first version of the Athena Aftercare app to the App Store.

Created by breast cancer survivor Lia Colabello, Athena Aftercare was born from a simple belief: surviving cancer is only part of the journey, and survivors deserve meaningful support after treatment ends. Colabello has developed the initial Athena Aftercare prototype herself and is now working with an app developer to turn the prototype into a fully functioning first release. The GoFundMe campaign has a goal of $10,000, with funds going directly toward the design, development and technology costs required to launch the app.

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>
> *Lia Colabello*

"Athena Aftercare is something I started because I know firsthand that the need for support doesn't simply disappear when treatment ends," said Colabello. "I've taken the idea as far as I can on my own. Now I'm asking people to help me get it across the finish line and into the hands of the people it was created for."

Introducing Five for Athena

To make supporting the launch accessible to everyone, Athena Aftercare is calling its fundraising effort “Five for Athena.”

The idea is simple:
Give five minutes to learn about Athena Aftercare and the campaign.
Give $5 or more if you’re able.
Share the campaign with five people who may want to support the project.

The campaign runs through November 15, overlapping with Breast Cancer Awareness Month.

“Athena Aftercare isn't asking people to fund an abstract idea,” Colabello said. “There is already a prototype. There is already an app developer ready to help. This campaign is about getting that work finished and making the first version available to survivors.”

Every dollar raised will support the design and development costs associated with bringing the first version of the app to market. The Athena Aftercare prototype is available to explore at athenaaftercare.com, where survivors, advocates and caregivers can learn more about the project.

The campaign is now live on GoFundMe. Whether it's a $5 contribution, a share, or simply five minutes spent learning about the project, supporters can help Athena Aftercare take its next step.

About Athena Aftercare

Athena Aftercare is a survivor-led technology startup focused on creating thoughtful, accessible support for people navigating life after breast cancer. The company is developing a dedicated digital experience designed around the needs of survivors, with its first app currently being prepared for launch. For more info, please go to athenaaftercare.com

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