

## Milestones

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Nearly thirty years ago, Ambassador Nancy G. Brinker founded Susan G. Komen for the Cure® after promising her sister, Susan G. Komen, that she would do all she could to end the disease that claimed Suzy's life.

That promise launched the global breast cancer movement, which in just one generation has reduced deaths from breast cancer, improved treatments, and opened a global conversation about the leading cancer diagnosed in women. From a time of silence and shame, Susan G. Komen for the Cure has led the fight to empower people, ensure quality care for all and energize science to find the cures.

### A look at milestones in the breast cancer movement:

#### 1977

Susan Goodman Komen is diagnosed with breast cancer, a disease rarely discussed in public and about which there is scarce information and few medical options.

#### 1978

First Lady Betty Ford goes public with her breast cancer diagnosis and mastectomy, helping to plant the seeds for greater awareness of the disease.

#### 1980

Susan G. Komen dies of breast cancer at age 36. Before she dies she asks her sister, Nancy G. Brinker, to promise to do everything possible to end breast cancer.

#### 1982

Nancy G. Brinker founds the Susan G. Komen Breast Cancer Foundation on July 22 in Dallas, Texas, in her sister's memory with \$200 and a shoebox of friends' names to call on for help.

Komen holds its first fundraising event, a women's polo tournament and lawn party, and awards its first grant totaling \$30,000 to M.D. Anderson in Houston and Baylor University Medical Center in Dallas.

#### 1983

First Susan G. Komen Race for the Cure® is held in Dallas, Texas, with 800 participants.

First Komen National Awards Luncheon is held in Dallas with special guest, former First Lady Betty Ford. Komen later creates an award in her honor.

#### 1984

Nancy G. Brinker is diagnosed with breast cancer.

#### 1986

First Komen Race for the Cure® held outside of Dallas takes place in Peoria, Ill., the birthplace of Susan G. Komen.

First National Breast Cancer Awareness Month (NBCAM) is held in October.



### **1989**

Nancy G. Brinker is the first breast cancer advocate named by Ronald Reagan to the President's Cancer Panel.

Only 54 percent of American women ages 40 and older receive a mammogram.

Komen expands its grassroots approach by adding its first "chapter" outside of the Dallas area in San Francisco, Calif.

Komen National Toll-Free Breast Care Helpline is established as a way to reach out to those who have been touched by breast cancer.

### **1990**

First coed Komen Race for the Cure® is held in Wichita, Kan. A total of seven Komen Race events are held this year.

Komen Affiliates award their first community grants for education, screening and treatment projects.

The first breast cancer survivor program is launched at the Komen National Race for the Cure® in Washington, D.C., and the survivors wear black and white buttons. In the same year, as the survivor program develops, pink is used as the designated color, and pink visors are used for survivor recognition.

### **1991**

Pink ribbons are distributed to all breast cancer survivors and participants of the Komen New York City Race for the Cure®. This is the first appearance of the pink ribbon.

Komen reaches the \$1 million mark in funding of research and project grants in a single year.

### **1992**

U.S. Olympic runner and breast cancer survivor Francie Larrieu Smith becomes National Honorary Chair of the Race for the Cure Series.

Komen marks its 10th Anniversary with a gala event that includes special guests Vice President and Mrs. Dan Quayle. U.S. Senator Connie Mack and Priscilla Mack receive the Betty Ford Award.

Komen plays a key role in getting the Mammography Quality Standards Act passed. The act creates a national standard for breast cancer screening.

Komen gives the first Brinker International Awards for Breast Cancer Research to V. Craig Jordan, Ph.D., D.Sc., and Bernard Fisher, M.D. The award recognizes physicians and researchers who advance the study and treatment of breast cancer.

### **1994**

Former Komen grantee, Mary-Claire King, Ph.D., discovers the gene mutation BRCA1, an indicator for inherited forms of breast cancer.



## **1995**

Komen Race for the Cure® events are held in 57 U.S. cities. Komen Chapters are renamed "Affiliates," and there are 27 around the country.

As an early pioneer of corporate partnerships, twenty companies join forces with Komen to help educate consumers about breast cancer through cause-marketing initiatives such as sponsorship of the Komen Race for the Cure® Series.

## **1997**

With the launch of its website, Komen provides one of the first online resources solely dedicated to breast health and breast cancer information.

## **1998**

With support from Komen, the U.S. Postal Service issues the Breast Cancer Research Stamp, the first semipostal stamp ever offered to generate funding for disease awareness and research. These funds are earmarked for the Department of Defense's (DOD) Breast Cancer Research Program (BCRP) and for breast cancer research at the National Institutes of Health (NIH).

First Komen Race for the Cure® event is held outside of the United States in Costa Rica. The Komen Race for the Cure Series is now the largest registered 5K in the world.

## **1999**

Seventy-one percent of American women age 40 and older receive a mammogram - a third more than in 1989.

Komen establishes the African American National Advisory Council (AANAC) to further support the breast cancer needs of the African American population and to help reduce their mortality rate, which is the highest of any ethnic group.

An Interdisciplinary Breast Care Fellowship is established with the University of Texas Southwestern Medical Center to better educate clinicians about the special needs and care of breast cancer patients.

Telomerase, an enzyme instrumental in a chromosome's ability to divide and replicate, is discovered by former Komen grantee Elizabeth Blackburn, Ph.D.

First international Komen Affiliates are established in Germany and Greece. Today, Komen has international Affiliates in Germany, Italy and Puerto Rico.

## **2000**

One of Komen's top legislative priorities becomes reality when President Bill Clinton signs an executive order mandating that Medicare coverage include clinical trials.

Komen provides \$1.5 million in funding for a first-of-its-kind research study on the quality of cancer care in association with the American Society of Clinical Oncologists (ASCO), Harvard University and the Rand Corporation.

International Komen Affiliate is established in Italy. The first international Affiliate-hosted Komen Race for the Cure® is held in Rome in May.



Komen establishes the Breast Health Advisory Council (BHAC), consisting of internationally recognized breast cancer experts to provide support and guidance.

Recognizing a need for research and scholarship in the area of breast cancer survivorship issues, a Komen Professor of Survivorship Award is established.

For the first time in a single season, more than one million people cross the finish line in the Komen Race for the Cure® Series.

## **2001**

Volunteers continue to be Komen's biggest asset, totaling more than 75,000 individuals.

U.S. Food and Drug Administration (FDA) approves the first digital mammography devices. Komen strongly supports the FDA's decision to make new screening technologies available.

Male breast cancer survivor and Honorary Team New Balance Member Mark Goldstein participates in his 100th Komen Race for the Cure®.

Representatives of Komen participate in an official White House round-table discussion on breast cancer with President George W. Bush, Laura Bush, physicians, scientists, advocates, survivors and members of the Bush Administration.

*Worth Magazine* names Komen one of "America's 100 Best Charities" out of more than 819,000 charities in the U.S. Of the 27 health organizations named to the "100 Best" list, Komen was one of only two solely focused on women's health.

## **2002**

Komen commemorates its 20th Anniversary and all that has been achieved in the fight against breast cancer as a result of the original promise made between two sisters.

## **2003**

Komen celebrates the 20th Anniversary of the Komen Race for the Cure®, a series of more than 100 Races around the world. It is the largest series of 5K runs/fitness walks in the world.

## **2004**

Together with its Affiliate Network, corporate partners and generous donors, Komen has raised \$750 million for the fight against breast cancer since inception.

## **2006**

More than 40 Komen Affiliates participate in Champions for the Cure™, a grassroots program designed to educate Congress, the president and other policymakers about breast cancer. More than 100,000 Americans have become Komen eChampions by visiting [ActNowEndBreastCancer.org](http://ActNowEndBreastCancer.org), a virtual advocacy forum aimed at influencing the government on crucial breast cancer issues.

## **2007**



The organization marks its 25th anniversary, changes its name to Susan G. Komen for the Cure® and changes its logo to include a “running ribbon,” symbolizing the energy and forward momentum employed as Komen advocates work to end breast cancer forever.

Susan G. Komen reaches the milestone of \$1 billion invested in the breast cancer movement and pledges to invest another \$1 billion in the next decade.

The Komen Community Challenge is launched with a 25-city campaign to rally leaders around the country to put breast cancer back at the top of the national agenda.

Susan G. Komen hosts their first Global Advocate Summit in Budapest, Hungary, connecting delegates from the U.S. and 30 other countries to discuss the global state of breast cancer.

The Komen Scientific Advisory Board is established with a small group of top-level scientific and medical advisors led by Eric P. Winer, M.D.

Komen changes its grants process and introduces Promise Grants – large-scale, multi-million dollar grants to focus intensive research on complex issues in breast cancer, such as treatments for aggressive cancer. The first grant, funded by American Airlines, will seek treatments for inflammatory breast cancer.

The First State of Breast Cancer is published, discussing the breast cancer movement in lay terms, acknowledging successes and challenges remaining in the quest to rid the world of the disease.

The Susan G. Komen for the Cure® Advocacy Alliance is established, becoming the nonprofit, nonpartisan advocacy arm of Susan G. Komen and the voice for the 2.5 million breast cancer survivors and those who love them, working to ensure that the fight against breast cancer is a priority among policymakers across the country.

## **2008**

Course for the Cure™ is first utilized to train advocates from nine pilot countries as part of Komen’s Global Initiative for Breast Cancer.

The Global Promise Fund is established, allowing donors to contribute specifically to Komen’s global work.

Komen celebrates \$100 million awarded in research grants, representing the largest single-year investment in research in the organization’s 26-year history.

## **2009**

Nancy G. Brinker is appointed as a Goodwill Ambassador for Cancer Control by the World Health Organization.

The first Komen Global Race for the Cure®, previously the Komen National Race, is held in D.C. in honor of the Race’s 20th Anniversary in the U.S. capital.

Elizabeth Blackburn, Ph.D., a recipient of Komen funding, receives the Nobel Prize for Medicine for her 1999 discovery of Telomerase.



Nancy G. Brinker is awarded the Presidential Medal of Freedom for her life's work to end breast cancer forever.

State and local officials join family members and Komen leaders to dedicate a marker from the Illinois Historical Society honoring Peoria native Susan G. Komen, whose death from breast cancer inspired a worldwide movement.

First Komen Egypt Race for the Cure® is held around the pyramids of Giza. As part of the events, Komen turned the pyramids pink to send a global message of breast cancer awareness throughout the Middle East.

## **2010**

Komen announces more than \$60 million for breast cancer research. Of the more than \$1.5 billion Komen has invested since its inception, \$540 million has gone to research alone.

The Komen Scholars Program is established to provide scientific peer review for breast cancer grants and programs that Komen funds on an annual basis, as well as guidance on breast cancer education and public policy.

Nancy G. Brinker's memoir, *Promise Me*, is released in September. The book tells the story of the special bond she and Suzy shared, the promise and the thirty-year-long mission to change the way the world thought of, spoke of and treated breast cancer.

In October, Komen hosts the inaugural *Honoring the Promise*, a gala to honor the 30th anniversary of the promise Nancy G. Brinker made to her sister, Susan G. Komen.

The first Komen Israel Race for the Cure® is held in October as part of the Israel Breast Cancer Collaborative, which also includes a mission delegation and Think Tank on early detection.

## **2011**

First Komen Bahamas Race for the Cure® held in January as part of a mission delegation to the Bahamas.

Susan G. Komen awards its single largest investment of \$4.5 million for National Capital Area breast health programs thanks to funds raised through the Komen Global Race for the Cure®.

Komen announces \$66 million in research funding, bringing its breast cancer research investment since inception to \$685 million, more than any other non-profit and second only to the U.S. government.

Komen earns Charity Navigator's prestigious four-star rating for the fifth consecutive year, a feat accomplished by only 5 percent of the nation's nonprofit organizations.

A 2011 Harris Interactive EquiTrend® study ranks Komen among the top two nonprofit brands in equity and as a charity people are most likely to donate to. Komen also ranks in the top 10 of the nation's most trusted nonprofits.



With the Caterpillar Foundation, Susan G. Komen launches a multi-year program to enhance screening and education in Latin American countries.

Komen augments international work with a bold initiative to add breast and cervical cancer screening to existing AIDS platforms in developing countries, starting in Africa, through a partnership with the U.S. State Department, UNAIDS, the George W. Bush Institute, Merck and BD (Becton, Dickinson and Company).

Susan G. Komen announces a partnership with GE Healthcare to bring innovation to screening programs with a focus on rural areas in the U.S., starting with Wyoming.

Komen leaders travel to China to assist with a national breast cancer screening program with Goldman-Sachs, the All-Women China Federation and the Chinese government.

The Breast Cancer Stamp Act is reauthorized through 2015 thanks in part to support from the Komen Advocacy Alliance. The program has raised more than \$74 million for breast cancer research through commemorative stamp sales.

Komen launches community programs focused on disparities in outcomes for women of color, with a pilot project in St. Louis. In 2011, community programs funded by Komen and its Affiliates total more than \$1.3 billion in 30 years.

*Lazos que Perduran*, Komen's new outreach specifically for Latinas, launches with a goal of reducing breast cancer deaths among Latinas with screening and community programs.

The definitive study on environmental issues in breast cancer, funded by Susan G. Komen, is released by the prestigious Institute of Medicine. Komen issues a challenge to government and other major funders to join Komen in funding comprehensive studies on environmental issues in breast cancer, and pledges \$5 million in start-up funds for the research.

## **2012**

Komen announces \$58 million in new research funding for 2012, augmenting the \$685 million that the organization has invested in breast cancer research since 1982. These funds target the full spectrum of cancer treatment – avoiding overtreatment, personalized therapies, reducing racial and socioeconomic disparities and more.

Komen Scholars Dr. Kimberly Blackwell, Dr. Ian Krop and Dr. Jose Baselga report that a new “smart bomb” against breast cancer, T-DM1, slowed the progression of metastatic HER-2+ breast cancer, with fewer side effects than current treatments – an exciting step in personalized medicine.

Komen-funded researchers make history by mapping breast cancer genomes and identifying four distinct sub-types of breast cancer. This work, led by Drs. Charles Perou and Matthew J.C. Ellis, could mean significant progress in treating aggressive forms of breast cancer.

Bahamas' Ministry of Health unveils its plans to advance breast cancer programs in The Bahamas with support from Komen. A \$100,000 donation from Komen and others will be used



to train health care providers and increase public education and awareness efforts in the country with the highest rate of inherited breast cancer in the world.

Komen joins New York Attorney General Eric T. Schneiderman to implement new charitable cause marketing standards, aimed at giving consumers better and more clear information about how their donations are supporting breast cancer research and programs.

The inaugural report from the International Cancer Research Partnership (ICRP) is published bringing together detailed data about cancer research funding from more than 50 leading cancer organizations, including Komen. The report lays the groundwork for greater global collaboration and focus for the billions of dollars invested each year in cancer research worldwide.