

Komen
Impact Report
2021

Susan G. Komen®

Since our founding, Susan G. Komen has been leading the fight to create a world without breast cancer.

After nearly four decades we remain committed to doing everything we can to save lives from breast cancer—but we know we cannot do it alone. Thank you to the researchers who partner with us to discover new, more effective treatments, the countless people working on the frontlines to help care for those facing the disease today, and the policymakers who work to create more equitable access to health care.

Thank you to our corporate partners, donors and thousands of individual advocates, volunteers, and fundraisers who fuel our mission and make our work to save lives possible.

“The research done and funded by Komen has helped save my life — and made my life better as I live with metastatic breast cancer.”

JERRI JOHNSON

Executive Director of Business Technology at the Walt Disney Corporation
Susan G. Komen Board Member and Vice-Chair





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Together, we've made great progress:

- We've helped **reduce breast cancer mortality rates by 41%** since 1989.
- We've **invested more than \$1.1 billion in research**, leading to new ways to prevent, diagnose and better treat breast cancer towards our goal of a higher quality of care.
- We've **invested more than \$2.3 billion to advocate for policies that protect breast cancer patients** and to help millions of people across the world understand their disease, access screening and diagnostic exams, remove barriers to care and support them every step of the way.

Yet despite all of our progress:

- Breast cancer is still the most common cancer in women worldwide and the second **leading cause of cancer death among women in the U.S.**
- Every 2 minutes, somewhere in the U.S., a woman is diagnosed with breast cancer.
- More than **150,000 people in the U.S. are living with metastatic breast cancer**, which is breast cancer that has spread beyond the breast to other parts of the body, and for which there is no cure.
- More than **44,000 people in the U.S. are expected to die** from metastatic breast cancer this year alone.
- Black women are about **40 percent more likely to die of breast cancer** than white women.
- Due to the impact of COVID-19 on screenings — which dropped by as much as 94 percent during the first month of the pandemic according to some estimates — and disruptions to diagnoses and treatment, the National Cancer Institute estimates there will be **an additional 10,000 deaths from breast cancer and colorectal cancer over the next 10 years.**



As anyone who has been touched by breast cancer can attest, one moment can change everything. Whether it is the moment they first heard the words “you have breast cancer” or the moment they hear “we no longer see any evidence of cancer,” life is forever changed.

The same holds true for the year 2020—it was a moment that changed lives and livelihoods for people and organizations all over the world, including Susan G. Komen. During these unprecedented times, Komen moved quickly to transform how we do business and how we deliver on our mission to ensure we are best positioned to support the entire breast cancer community now and long into the future.

To be clear, our vision and mission to save lives from breast cancer has not changed; but, how we accomplish it has. Over the past year, we have transitioned from a federated business model of independent Affiliates to a single, united entity enabling streamlined and more efficient operational processes and increasing collaboration.

And, as part of our business model transformation, we have transitioned from supporting patients via grants to local third-party clinics and providers, to supporting patients directly from a growing national set of patient care services that are available no matter where a person lives. This enables us to have a more direct relationship with the people we support, while also broadening our reach and impact as we are no longer geographically constrained by our federated structure.

2020 also brought a long over-due spotlight on the tragic racial disparities in care that exist in communities all across the country. None of this came as a surprise to us, as Komen has been working to address inequities and close the gaps in breast cancer outcomes for many years. Yet this moment provides a new opportunity to rally the support needed to make measurable progress towards health equity. At the same time, we are committed to championing diversity in both the research setting and within our own organization. To ensure treatments are equally effective, we must ensure all populations are included in clinical trial designs. And to build trust and expand our perspectives, we are committed to ensuring our staff reflect the diversity of the people we seek to serve.

In this year’s report you will learn more about how we have stepped up to this moment to advocate for important changes, advance research, improve the patient experience, overcome barriers to care and expand our reach through transformational partnerships. **Together, we are building a new chapter in Komen’s nearly 40-year legacy of leadership. And none of it would have been possible without the generous support of you, our partners and the passionate Komen community.**



ED DANDRIDGE,
Senior Vice President of Communications,
The Boeing Company
Susan G. Komen Board Chair



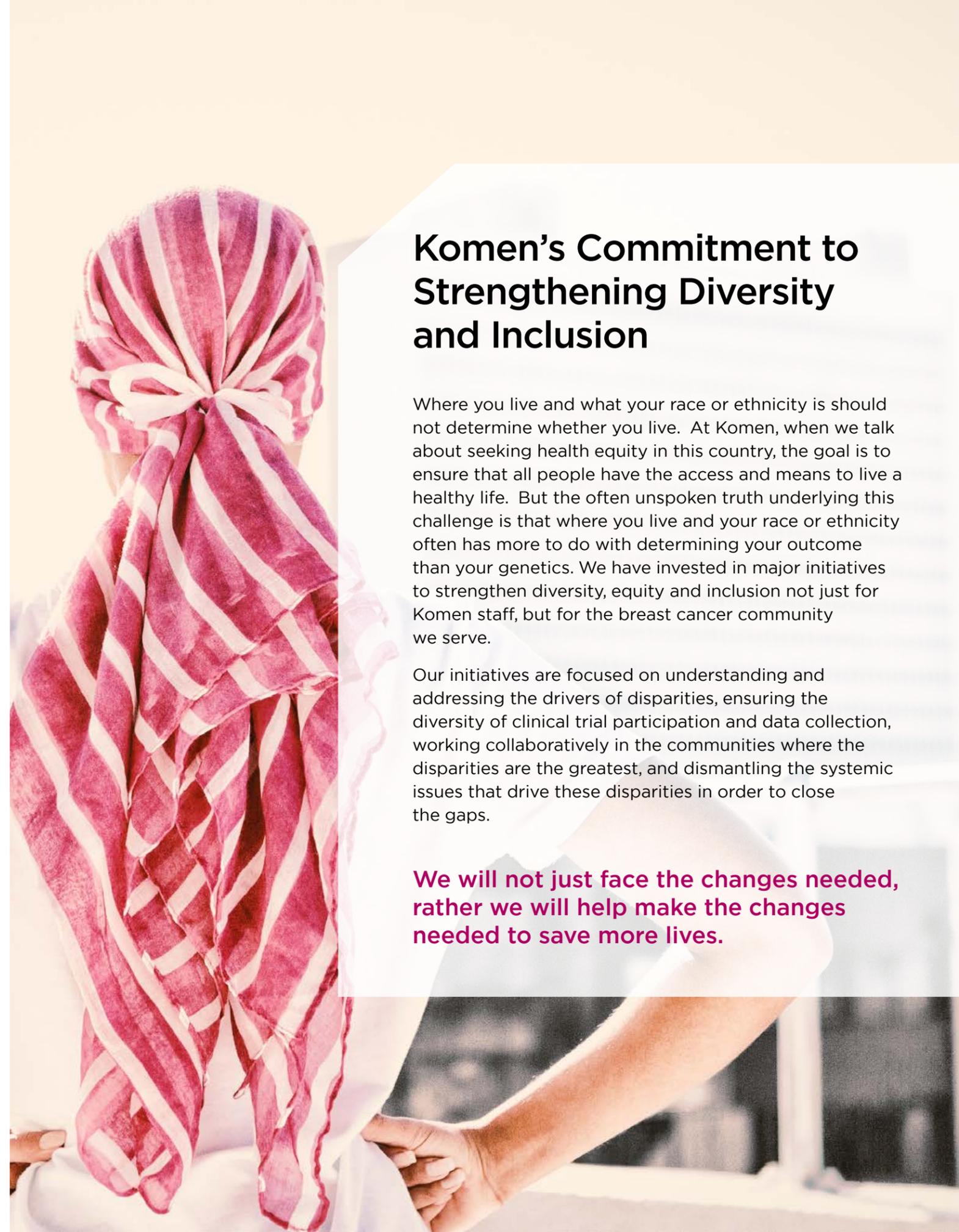
PAULA SCHNEIDER,
CEO

Komen’s Commitment to Strengthening Diversity and Inclusion

Where you live and what your race or ethnicity is should not determine whether you live. At Komen, when we talk about seeking health equity in this country, the goal is to ensure that all people have the access and means to live a healthy life. But the often unspoken truth underlying this challenge is that where you live and your race or ethnicity often has more to do with determining your outcome than your genetics. We have invested in major initiatives to strengthen diversity, equity and inclusion not just for Komen staff, but for the breast cancer community we serve.

Our initiatives are focused on understanding and addressing the drivers of disparities, ensuring the diversity of clinical trial participation and data collection, working collaboratively in the communities where the disparities are the greatest, and dismantling the systemic issues that drive these disparities in order to close the gaps.

We will not just face the changes needed, rather we will help make the changes needed to save more lives.





A world without breast cancer will take **all of us.**

When it comes to breast cancer, Black women are underserved at almost every step in the healthcare system, including before they are diagnosed. Black women face a trifecta of issues that negatively affect their breast cancer outcomes: they tend to be diagnosed younger and at later stages; they tend to be diagnosed with more aggressive types of breast cancer; and, due to systemic bias and racism, they often experience difficulty accessing and receiving high quality care. While Susan G. Komen estimates that as many as one-third of all those dying of breast cancer each year could be saved with access to the high-quality care and treatments that exist today, Black women face additional societal barriers that make breast cancer survival not just an issue of health, but also a moral imperative.

At Susan G. Komen, we believe that your race should not determine whether you live.

The systemic inequities and other underlying causes of health disparities in our country must end in order to ensure that Black women have equal access to timely, affordable high-quality risk assessment, screening, diagnostic and treatment services. We're committed to eliminating barriers and reducing disparities in breast cancer outcomes for Black women through a five-part strategy that will:

- **Spark Discoveries** that will Provide a Deeper Understanding of the Drivers of Disparities and better ways to address them
- **Connect People** to High Quality Care and Overcome Barriers in the Health Care Systems
- **Give a Voice to Breast Cancer Patients** in our State and National Capitols
- **Develop** a Diverse, Culturally Responsive Healthcare Workforce
- **Empower the Public** with Breast Cancer Information and Resources

Know your History, Know your Risk.

In honor of Black History Month, Komen launched a resource, “Know Your History, Know Your Risk,” to help empower Black women to take charge of their breast health and inspire meaningful conversations with family, friends and healthcare providers about their breast cancer risk. We were proud to partner with Monica, Grammy award winning artist and breast cancer advocate, and her BeHUMAN Foundation on this campaign. In collaboration with Komen, Monica created PSA-styled videos and posted breast cancer messaging on her social channels throughout Black History Month, reaching over 1.4 million people.

Komen’s Work with Communities: The African American Health Equity Initiative

The cornerstone of Susan G. Komen’s breast health equity program is our African American Health Equity Initiative (AAHEI), funded by Robert Smith and the Fund II Foundation. AAHEI aims to reduce breast cancer disparities in African Americans by 25% beginning in the 10 metropolitan areas where the disparities are greatest. To achieve this, we must address complex social and systemic issues through community engagement and collaboration. In partnership with John Snow, Inc. (JSI), Komen conducted a landscape analyses which will inform the interventions needed in each community to achieve health equity. Our goal is to:

- Understand breast cancer disease burden in each 10 metropolitan areas
- Describe systemic barriers, including social determinants of health, and other socioeconomic and contextual factors that may contribute to breast cancer inequities.
- Explore community members’ perspectives regarding their experiences.
- Explore health care provider perspectives regarding individual, community and health systems factors contributing to breast cancer inequities.
- Identify strategies to mitigate breast cancer inequities.

Landscape analyses reports are slated to be released Summer 2021.



COVID-19 and Breast Cancer

Susan G. Komen's priority is supporting the unique needs of those affected by breast cancer, even in the midst of a global pandemic. In response to the health and economic crisis spurred by the COVID-19 pandemic, in March 2020, Komen established a COVID-19 Action Fund to meet the urgent needs of the breast cancer community. Even after the world returns to "normal," Komen's Scientific Advisory Board highlighted their concerns about some of the long-term consequences we will face.:

"The unprecedented health and economic crisis we have undergone as a nation has highlighted how important our patient support, research and advocacy are for people facing breast cancer – they need us now, more than ever," said Paula Schneider, Komen's President and CEO. **"The needs of our community are changing, and we must change to more effectively to meet those needs."**

COVID-19 Consequences

- **Shuttered scientific labs and hiring freezes** across the country, along with decreased research funding, which could mean fewer jobs and/or less funding for critical research that will be integral to finding cures.
- **Poorer patient outcomes as millions delay tests**, like routine mammograms, considered crucial for detecting early signs of disease.
- **Decreases in the overall number of new clinical trials** during the pandemic, resulting in fewer breakthroughs and/or delays in developing new treatments for breast cancer patients, which is especially devastating for metastatic breast cancer patients who have limited treatment options and desperately need new therapies to live.
- **Additional stress on metastatic breast cancer patients, who face much higher risks** of death or severe complications from COVID-19 compared to those without cancer.
- **Increased financial stress on breast cancer patients and their families**, who may have lost a job or experiencing new financial hardships.
- **Thanks to individuals and corporate partners, nearly \$3 million has been secured to date** since the fund was established, allowing us to meet the most current urgent needs of the breast cancer community through our helpline, treatment assistance program, and patient navigation, while also ensuring advocacy efforts and research continue in the future.



The Susan G. Komen Difference



Komen awarded **\$14 million in research grants supporting early career emerging leaders** aimed at improving how we detect, prevent and treat metastatic breast cancer, increasing the number of researchers focused on addressing breast cancer disparities, and ultimately delivering new breakthroughs that will reduce the number of breast cancer deaths.

Komen advocates hosted **over 150 meetings** elevating Komen's voice in federal policy.



Komen hosted 33 MBC Impact Series webinars and virtual conferences, **reaching more than 5,900 individuals living with metastatic breast cancer**, caregivers, and experts through the MBC Impact Series

97% of surveyed patients supported by the Treatment Assistance Program (TAP) reported that the assistance improved their quality of life, and almost 70% of surveyed Helpline callers said they were able to access care faster.





Research

Susan G. Komen is privileged to work with some of the leading minds in breast cancer research. Our Scientific Advisory Board and Komen Scholars serve as Komen’s brain trust, helping to guide our research programs.

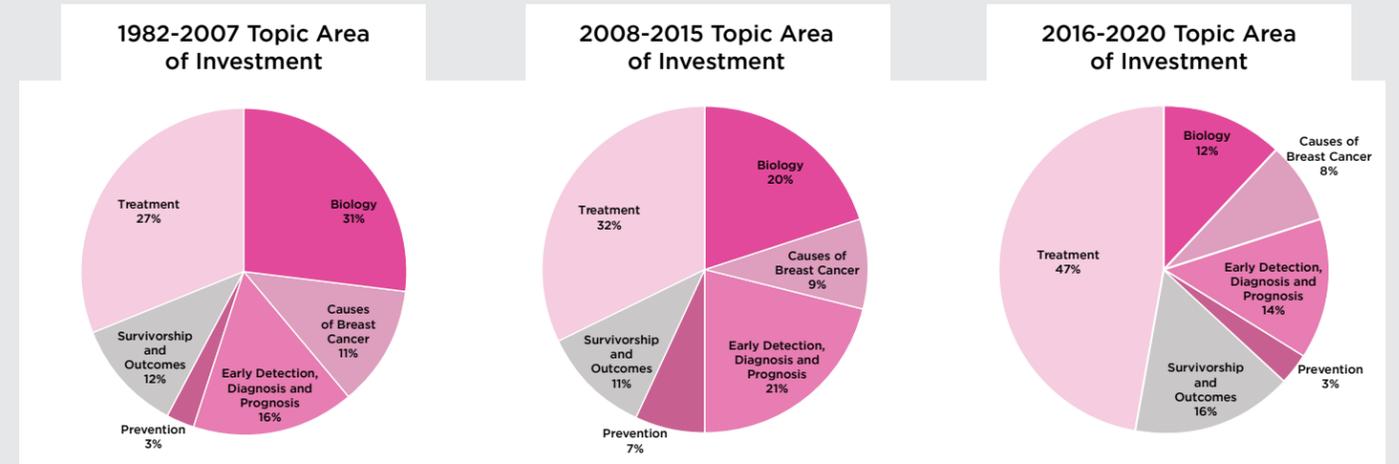
Investing in the next generation of breast cancer researchers

Komen has invested more than \$110 million since 2008 to support 250 young scientists in the field of breast cancer research. Our Career Catalyst Research (CCR) grants equip early-career investigators with resources and connections needed to establish or expand their research program, explore new or high-risk ideas and emerge as key leaders in the fight against breast cancer. Selected through a rigorous peer review process, these emerging leaders are exploring innovative ways of using liquid biopsy to improve how we detect and treat metastatic breast cancer. This year we funded emerging leaders including:

- **HEATHER ANNE PARSONS, M.D., M.P.H.**, of Dana-Farber Cancer Institute, has developed an ultrasensitive blood test that can detect circulating tumor DNA (ctDNA) and track patient-specific tumor mutations. HER2-positive metastatic breast cancer (MBC) is currently considered a treatable, but not curable disease. Dr. Parsons will use her novel blood test to better refine treatment for patients with HER2-positive MBC.
- **THUY NGO, PH.D.**, of the Oregon Health & Science University, is using cell free RNA (cfRNA) collected from liquid biopsy from blood draws in patients with metastatic breast cancer as a new way to monitor if a treatment is successful for a patient. This method provides the opportunity to gain a deeper understanding of the behavior and characteristics of the metastatic tumor and monitor changes in metastatic lesions, and responses to treatment.
- **RAYMOND MOELLERING, PH.D.**, of the University of Chicago, is using a cutting-edge technology to measure the activity of proteins involved in breast cancer from tumor cells found circulating in the blood. By taking blood, a liquid biopsy, and using tools he developed, Dr. Moellering can detect and quantify these biomarkers to provide precision diagnostics to improve survival and quality of life in patients with metastatic disease.

We also awarded grants through Komen’s TREND (training researchers to eliminate disparities) Program for graduate students pursuing careers dedicated to understanding and eliminating disparities in breast cancer outcomes across population groups. Finally, we are continuing to support of the work of our Komen Scholars, distinguished leaders in the field of breast cancer dedicated to discovering and delivering the cures for breast cancer.

Since our very beginning, Komen has focused on investing in breakthrough research. In our early days, research focused on basic biology to better understand breast cancer. Over the years, Komen’s research investment has shifted to focus more on developing new, more effective treatments—especially for the most aggressive and deadly breast cancers.



Recognizing Scientific Distinction

While we help to nurture researchers early in their careers, many go on to become the leading minds in the field. At the San Antonio Breast Cancer Symposium, the world’s largest scientific meeting dedicated to breast cancer research, Komen presents its highest honors—the Brinker Awards for Scientific Distinction in Basic Science and Clinical Research. This year’s awardees were:

DONALD MCDONNELL, PH.D., an influential translational scientist, mentor and educator whose research has focused on better understanding estrogen receptor signaling in breast cancer. McDonnell is the Glaxo Wellcome Professor of Molecular Cancer Biology, Department of Pharmacology and Cancer Biology, Professor of Medicine, Co Director, Women’s Cancer Program, Duke Cancer Institute, Duke University School of Medicine, and recipient of the 2020 Susan G. Komen Brinker Award for Scientific Distinction in Basic Science.

“The last 30+ years of research in breast cancer treatment has produced advances that will change the way we treat aggressive and treatment-resistant breast cancer.”
Dr. Donald McDonnell, Susan G. Komen’s Brinker Award

LAURA ESSERMAN, M.D., M.B.A., Director of the UCSF Breast Care Center, Alfred A. de Lorimier Endowed Chair in General Surgery, and Professor of Surgery and Radiology, University of California, San Francisco, and recipient of the 2020 Susan G. Komen’s Brinker Award for Scientific Distinction in Clinical Research.

Esserman is a breast cancer oncologist who has devoted her career to integrating research and clinical care, conducting science-based, patient-centered clinical trials to personalize care and improve breast cancer patient outcomes. She leads the landmark I-SPY series of clinical trials that are advancing the science of individualizing treatment to improve outcomes.

“It is time for us to be bold and push harder for change, so breast cancer treatment and care continues to evolve, and every woman and man with breast cancer receives the care that is right for them.”
Laura Esserman, M.D., M.B.A., Susan G. Komen’s Brinker Award



Research

Metastatic Breast Cancer (MBC) Collaborative Research Initiative

This new effort is aimed at driving research progress for MBC by creating innovative, collaborative research opportunities for clinicians and researchers. The initiative launched with the MBC Collaborative Research Virtual Summit, sponsored by Biologics by McKesson, an event attended by over 125 researchers, clinicians and advocates from Duke University and the University of North Carolina at Chapel Hill (UNC-Chapel Hill) that inspired ideas and new collaborations within and across institutions.

The summit coincided with the release of the MBC Collaborative Research Grants Request for Proposals (RFP), and the grants will be awarded to research teams at Duke University and UNC-Chapel Hill in October 2021. This new Komen-driven initiative will catalyze collaborations, bringing together the best and brightest researchers at two of the most renowned research institutions in the world institutions to share ideas, expertise and resources to drive discoveries that will allow metastatic breast cancer patients to live longer, better lives.

Annual Breast Cancer Disparities Summit

Komen also hosted the second Annual Breast Cancer Disparities Summit, which brought together nearly 300 experts, advocates, emerging leaders and industry leaders in the field of disparities research to identify evidence-based solutions for actionable change to advance health equity. Topics included:

- Expanding representation of diverse groups in clinical trials.
- Genetic risk and overcoming disparities in genetic testing and counseling.
- Effect of Covid-19 on health disparities in cancer patients.
- Racism as a public health issue.
- Public policies needed to achieve health equity.

“Those from underrepresented populations bring a unique perspective to the field. And, supporting early career researchers, like myself, is so important because I would otherwise be unaware of the opportunity to conduct this type of research.”

MARKIA SMITH, graduate student (PhD) supported by Komen TREND program at the University of North Carolina.





Action

This year Komen released its 2021-2022 public policy priority issue areas, we hosted the first virtual Advocacy Summit, and grassroots efforts reinforced our work toward **ensuring that our elected officials are educated on the needs of breast cancer patients and prioritize the issues impacting them.**

The Susan G. Komen Center for Public Policy

Every two years, the Center for Public Policy identifies the public policy issue areas where Komen’s voice can provide the greatest potential for achieving our mission—to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer. **Komen’s 2021-2022 Public Policy & Advocacy Priorities:**

ACCELERATING RESEARCH

- Expand federal funding for all biomedical research, especially breast cancer research, conducted at the National Institutes of Health (NIH) and at the Department of Defense (DOD).
- Support state funding for breast cancer research programs conducted through state institutions.
- Support increased education about and access to clinical trials for all patient populations, including those populations traditionally excluded from clinical research.

- Support Medicaid expansion and expanded eligibility for Medicaid’s Breast and Cervical Cancer Treatment Program (BCCTP).
- Ensure continued access to Medicaid and Medicare without burdensome restrictions or requirements.

ALLEVIATING PATIENT BURDEN

- Reduce or eliminate out-of-pocket costs for all medically necessary screening and diagnostic imaging.
- Protect patient preference, enhance coverage, reduce cost and address barriers to breast cancer treatments, including those that would require oral parity, preclude specialty tiers, prevent step therapy protocols, prevent usage of co-pay accumulators or limit patients’ out-of-pocket costs.

ENSURING ACCESS

- Protect access to affordable, high-quality health care for all patients.
- Support federal and state funding for the Centers for Disease Control and Prevention’s (CDC) National Breast and Cervical Cancer Early Detection Program (NBCCEDP) and advocate for policies to modernize state programs to expand eligibility and provide breast cancer screening and diagnostic services for additional populations.

- Expand access to genetic and genomic testing
- Support policies that provide access to a patient navigator and/or navigation tools to assist cancer patients throughout the continuum of care.

Federal Policy and Advocacy

Throughout the year, Komen and its advocates pushed for federal legislation to remove barriers to care and to alleviate the burden of breast cancer for patients. The passage of the below Komen-supported policies marks an important milestone and highlights the success of our advocates over the last year.

- Breast Cancer Education and Awareness Requires Learning Young (EARLY) Act (H.R.4078/S.2424) - Reauthorized in 2020, the EARLY Act, which became law in 2010, empowers young and high-risk women through education. The EARLY Act provides continued investment at the Centers for Disease Control and Prevention in education and programming for young women with breast cancer.
- Protecting Access to Lifesaving Screenings (PALS) Act (H.R.2777/S.1936) - Implemented in 2020, the PALS Act protects access to annual mammograms with insurance coverage with no copay starting at age 40 by extending the moratorium on the implementation of the U.S. Preventative Services Task Force (USPSTF) screening recommendations for breast cancer until 2023.
- CLINICAL TREATMENT Act (H.R.913/S.4742) - In 2020, Congress passed the CLINICAL TREATMENT Act which requires Medicaid to cover routine care costs for enrollees with life threatening conditions, like cancer, on clinical trials.
- Henrietta Lacks Enhancing Cancer Research Act (H.R.1966/S.964) - Championed by the late Congressman Elijah Cummings and passed in 2020, the Henrietta Lacks Enhancing Cancer Research Act directs the Government Accountability Office to study and publish a report regarding barriers to participation in federally funded cancer clinical trials by populations that have been traditionally underrepresented in such trials.
- In addition to the above bills passed, Congress also took important steps through the end of the year spending package by making permanent the reduction of the medical expense threshold at 7.5% and by protecting patients against surprise medical billing (SMB).

In addition to legislative efforts, the Center for Public Policy also activated around budgetary efforts. Thanks in part to Komen’s efforts, the fiscal year 2021 federal budget included:

- **\$6.56 Billion** in funding for the National Cancer Institute (NCI), a \$119 million increase;
- **\$197 Million** in continued support for the National Breast Cancer Early Detection Program (NBCCEDP);
- **\$50 Billion** for the advancement of cancer registries; and
- **\$150 Million** in funding for the Breast Cancer Research Program at the DOD.



Action

Federal Policy and Advocacy (cont)

Komen's advocacy also extends to regulations that impact breast cancer patients. Komen and our collaboration partners review proposed rules and submit comment letters to the appropriate agencies to ensure the patient voice and perspective is heard on topics ranging from drug pricing and surprise medical billing to clinical trial eligibility. Throughout the year, Komen signed and/or sent over 110 comment letters to various agencies weighing in on behalf of the breast cancer community. Notably, Komen reached out to the new presidential administration both individually and through coalition endorsing the policies to best help breast cancer patients.

Virtual Komen Advocacy Summit

Komen hosted the very first virtual Advocacy Summit in September, bringing the breast cancer community from across the country together as one voice demanding change from policymakers in Washington D.C. After extensive trainings, Komen advocates hosted over 150 meetings elevating Komen's voice in federal policy. Grassroots advocates reinforced and amplified their voices through a massive online presence.

State Policy and Advocacy

This year, Komen worked to increase our presence in state capitols across the country. Unfortunately, due to the pandemic, some of our efforts were halted as state legislatures turned their efforts to COVID-19 related legislation. Komen led the introduction on nine pieces of legislation in six different states and joined coalition efforts in 13 additional states. Some of our key accomplishments include:

- **Colorado:** Komen successfully advocated against a 33% cut to fully preserve funding for the Women's Wellness Connection, the state screening program.
- **Missouri & Oklahoma:** Komen supported coalition efforts to pass a ballot initiative to expand Medicaid eligibility.
- **New Jersey:** Komen supported coalition efforts to pass legislation limiting patient's out-of-pocket costs.
- **Ohio:** Komen engaged in coalition efforts to pass metastatic step therapy legislation.
- **Pennsylvania & South Dakota:** Komen supported coalition efforts to pass step therapy legislation.

In addition to our legislative efforts, Komen signed and/or sent comment letters to state agencies on various topics and proposals to ensure the breast cancer community's voice and perspective are heard on topics ranging from Medicaid eligibility and funding to limiting options for state insurance enrollment.

Grassroots Advocacy

The Center for Public Policy has grassroots advocates in every single state who are active within our new engagement platform, with more than 21,000 being added in the last year. We launched a new Civic Engagement Center as well as a training and engagement platform through our Advocacy Ambassador Program. Using the Breast Cancer Bill of Rights, we educated our advocates on how important the results would be to advance our policy priorities to allow us to better achieve our Mission of ending breast cancer. Through the Civic Engagement Center, advocates were able to:

- Check voter registration and register to vote.
- View polling locations and learn election dates.
- Learn which candidates were running.
- Find Absentee Ballot & Early Voting information.

The Advocacy Ambassador Program participants serve as key leaders within their defined districts by responding to requests for state and federal action and completing thorough and relevant trainings to empower themselves and their communities to make a difference in the lives of those most impacted by breast cancer. The Komen Advocacy Ambassadors inaugural class for the 2021-2022 year included **391 Advocacy Ambassadors from 45 states and Puerto Rico**. In Fiscal Year 2021, **more than 16,500 emails were sent to lawmakers by our grassroots advocates through nearly 20 different state and federal campaigns.**





Community

To meet the needs of our breast cancer community, Komen offered two events this year to help **connect, share and learn from each other**.

- Komen hosted 33 MBC Impact Series webinars and virtual conferences, reaching more than **5,900 individuals living with metastatic breast cancer**, caregivers, and experts through the MBC Impact Series
- Komen hosted three In My Own Voice (IMOV) events, **convening 51 African American women living with metastatic breast cancer (MBC)** to learn about the latest advances in MBC treatment and share their unique experiences living with the disease.

In My Own Voice (IMOV)

To give Black women living with MBC a safe place to share with each other their experiences and ensure their voice is heard, Komen hosted its third In My Own Voice (IMOV) focus group in FY21. We provided attendees information regarding the latest MBC research and clinical trials and created a virtual space for participants to share their experiences, challenges, coping strategies and resilience approaches to guide Komen's programming and outreach efforts targeting this community.

Participants across the events identified several specific needs for this community and described similar ways they wanted to see advocates, and advocacy organizations help them navigate life with MBC. This included:

- Developing and sustaining relationships with Black individuals living with MBC
- Connecting them with resources and information
- Creating spaces like IMOV for them to network and support one another

Many of the participants noted that IMOV was the first opportunity they had to network with other Black women living with MBC, and they described how they were immediately benefiting from the group and hoped advocates and advocacy organizations could work to ensure these connections could continue.

"It comes down to backing up the things that Komen says that they want to do...[and sharing that information] more openly with the public and advertising it so Black women know that **Komen is actually working on things around our breast health specifically.**"

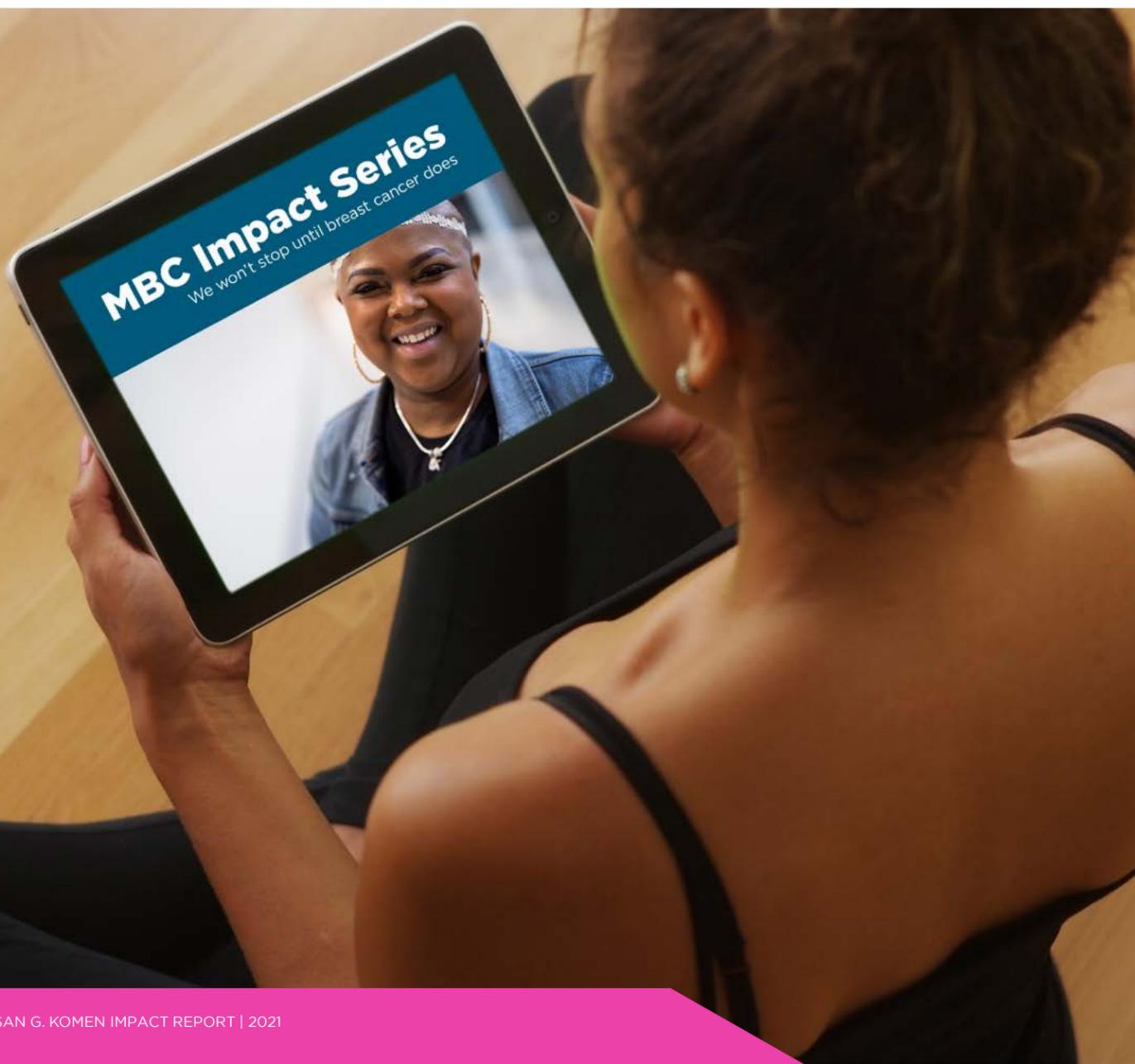
The Metastatic Breast Cancer (MBC) Impact Series

Susan G. Komen developed, in partnership with MBC patients, the MBC Impact Series to reflect the diverse needs of the MBC Community. The educational event series provides free, monthly programming of live events for people living with MBC and their loved ones. The series includes live educational events in a safe, collaborative space, allowing people to gather information related to their disease and discover practical resources to help make decisions for improved physical and emotional health. During the pandemic, the series moved online, allowing increased access to the events, no matter where attendees live or their current health status.

"I was excited to provide my feedback on the design and content of this important series," said Joy Jenrette, a patient advocate who is living with metastatic breast cancer. "The Komen MBC Impact Series **reflects many of the perspectives and challenges that MBC patients and their families experience every day** and provides valuable information from leading experts and resources that we can tap into."

Komen Facebook groups for those who have been impacted by breast cancer

Komen offers an online breast cancer support community through a closed Facebook Group. This group, with a membership of around 4,500, is a place where those with a connection to breast cancer can discuss each other's experiences and build strong relationships to provide support to each other. In addition, we offer an online support community for those impacted by metastatic breast cancer through our closed Komen Metastatic Breast Cancer group, with a membership of around 600.



“Our story is about life and love.”

Five months after a fairy tale wedding in Central Park, Jennifer was diagnosed with breast cancer. Her husband Angelo, a professional photographer, documented her journey. While their friends were buying houses and starting families, Jen and Angelo were choosing cancer treatments and grappling with the financial burdens of breast cancer. Jen had a double mastectomy, chemotherapy, radiation and reconstructive surgery all before the newlyweds celebrated their first anniversary in the fall of 2008.

Unfortunately, Jennifer received unwelcome news in April 2010. Her breast cancer had returned and spread to her bones and liver. Jennifer was diagnosed with metastatic breast cancer, for which there is currently no cure. She died on December 22, 2011, one and a half years later. Angelo is sharing these photos with the world, lending them to Susan G. Komen as part of our effort to show the reality of living with breast cancer.

Through his powerful photos, he hopes to inspire others and to remind everyone facing this disease that they are not alone.





Care

Through the Komen Patient Care Center, we make it possible for people across the country to **gain the knowledge, support and access** they need to support their breast health journey, including:

15,000 More than 15,000 people contacted Komen's free Breast Care Helpline seeking support

3 MIL More than 3 million people visited Komen's comprehensive "About Breast Cancer" section of komen.org

10,424 10,424 patients received support from a patient navigator

4,707 4,707 people received a diagnostic test

14,596 14,596 people received a breast screening

10,152 10,152 patients received financial assistance from Komen to help cover a variety of related expenses

Komen's Patient Care Programming Improves Patient Outcomes

For example, 97% of surveyed patients supported by the Treatment Assistance Program (TAP) reported that the assistance improved their quality of life, and almost 70% of surveyed Helpline callers said they were able to access care faster. A patient supported by TAP, Phyllis, recently reached out to express her thanks for the support.

"Before I went to bed last night, I checked my phone messages and to my surprise, you **wonderful people left me a message stating I had been accepted for relief from rent,**" she said. "My mind that is normally racing because of all I'm going through, now is feeling calm. Thank you from the bottom of my heart. Thank you. Thank you. Thank you."

Patient Care Services

Thanks to increased access to early detection and improved treatments, breast cancer mortality rates have decreased by 41 percent since 1989. Yet for many, access to early detection is not enough. Our complicated health care system, financial burdens and other obstacles serve as significant barriers to care. That's why Komen created the Patient Care Center to increase our focus on providing direct patient support.

Komen's Patient Care Center, a suite of integrated services that work to ensure no one faces breast cancer alone, includes:



BREAST CARE HELPLINE

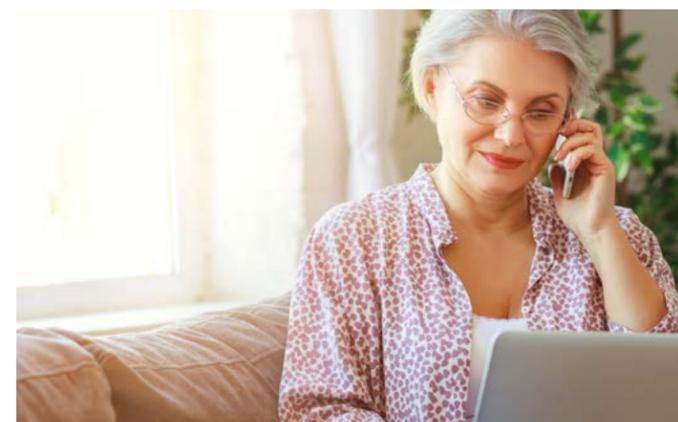
Komen's Helpline offers **caring and compassionate support to individuals** and is the go-to source to learn about breast cancer and get connected to resources. Trained specialists and oncology social workers communicate in both English and Spanish and provide trustworthy information, emotional support, information about clinical trials and connections to local community resources.

The Helpline served over 15,000 people in Fiscal Year 2021, and we expect to see that number grow by more than 20% over the next year.



SCREENING AND DIAGNOSTICS

Komen's Screening & Diagnostics program provides **access to clinical services for uninsured and underinsured individuals**, while maximizing utilization of the existing safety net. According to the Cancer Action Network's recent "Costs of Cancer: 2020" report, cancer costs are rising. These costs do not affect everyone equally, and Komen's Screening & Diagnostics Initiative is designed to provide access to care for patients likely to face financial hardships by incurring the costs of a screening or diagnostic service.





Patient Care Services



PATIENT NAVIGATION

Komen’s patient navigation program is designed to **guide patients from an abnormal screening through the diagnostic processes and onward through treatment and survivorship**. Our navigators work to ensure the patient stays in compliance with recommended treatment plans. They break down barriers to care like financial needs, transportation challenges and childcare issues. They provide guidance on securing needed emotional support and access to other care resources and benefits and they work to prevent lapses in care because of differences in language or culture.

- Komen has developed and deployed an online navigation training curriculum to empower navigators with the navigation core competencies needed to connect communities experiencing disparities with access to breast health care and support.
- The curriculum includes a first-of-its-kind module that focuses on patient-centered strategies to navigating racism and bias in the healthcare system.



TREATMENT ASSISTANCE PROGRAM

Making treatment decisions is difficult in the best of financial circumstances, but it is further complicated for patients at low-income levels. Many cancer patients report that, to make ends meet, they are forced to skip doctors’ appointments, leave prescriptions unfilled or miss rent or mortgage payments. Susan G. Komen’s Treatment Assistance Program (TAP) **provides support for some of the out-of-pocket costs associated with breast cancer treatment** and can help people pay for basic needs such as housing, transportation, medications, co-pays and groceries.

- By covering essential out-of-pocket costs, more than 90% of TAP recipients have been able to remove some of the financial barriers to the breast cancer care they need, continue with their care and, ultimately, have more positive treatment outcomes.
- In Fiscal Year 2021, we provided support for more than 4,000 patients, and we expect that number to nearly double in the next year.

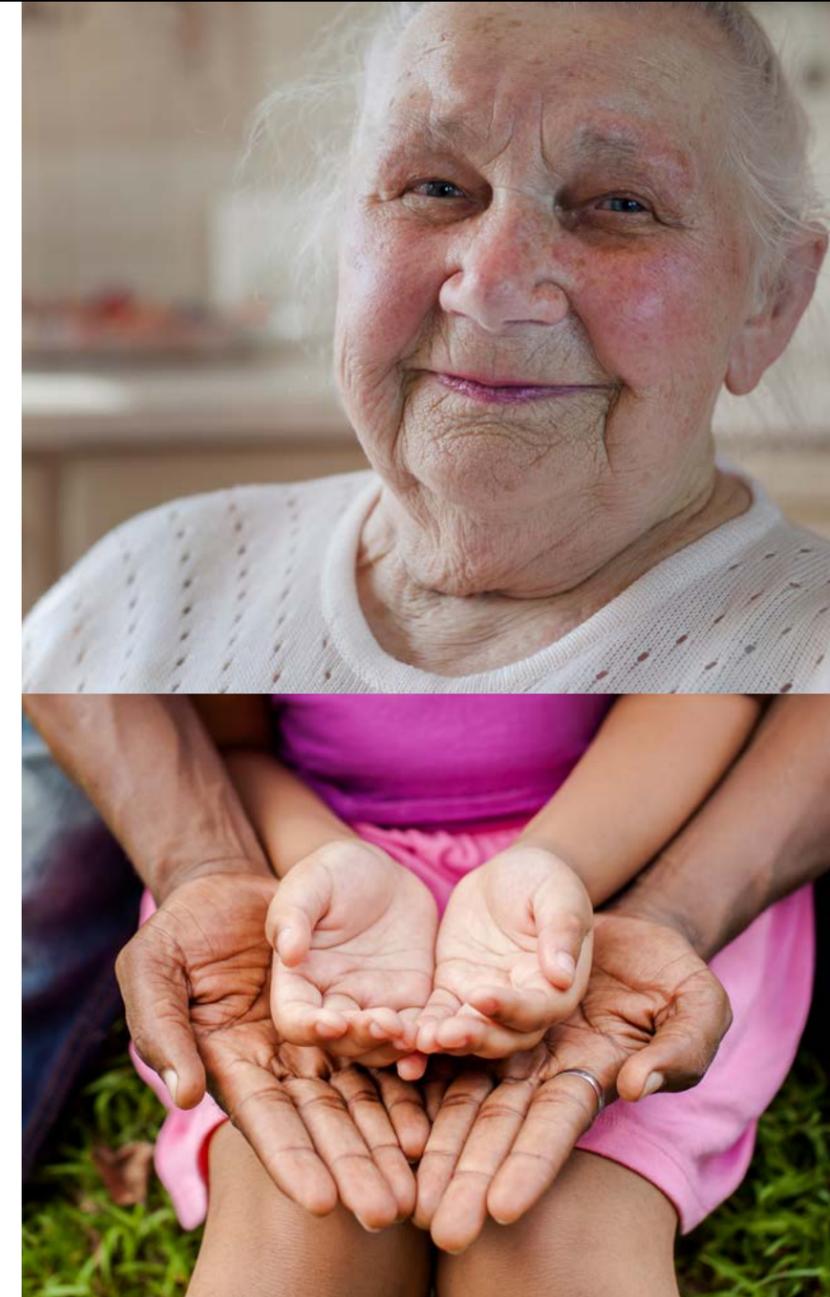


EDUCATION RESOURCES

The core breast cancer content found within the About Breast Cancer and Patients & Caregivers sections on komen.org has the latest information to **help people better understand breast cancer risk factors, screening, diagnosis, treatment, metastatic breast cancer, survivorship and more**. To address the varied learning styles of our web audience, we include interactive tools, free downloadable PDFs, videos, illustrations, graphics, tables and charts on our website.

“Very appreciative of this site. It balances technical and medical aspect of breast cancer with real life challenges that a breast cancer patient struggle with.”

BREAST CANCER PATIENT



Experiential Fundraising

As the pandemic changed many aspects of the way we engage with people who support Susan G. Komen, our special events were particularly impacted. The team responded quickly and created digital, hybrid and small group experiences that mobilized people who are **passionate about the movement to end breast cancer and generated mission-fueling revenue.**

The Susan G. Komen 3-Day® events were postponed, and members of the 3-Day family participated in a range of programs including social-media-based social hours and team gatherings. Community Development teams found new ways to connect with local supporters by evolving the influencer fundraising programs like Big Wigs and Pink Tie Guys and used innovative technologies to bring virtual luncheons, celebrations and Galas to life.

“The commitment we see from our 3-Day family and our supporters proves to me that we all have FAITH that one day we will find a cure. Our FAITH in what we are doing gives us the strength to keep the fight going. We see the impact we are having, and **we all have committed to never giving up!**”

KATHY HEINS,
Breast Cancer Survivor who has walked in (19) 3-Day events.

The Susan G. Komen MORE THAN PINK Walk® and Race for the Cure® Series continues to be the organization’s signature fundraising programs. The Series raises significant funds and awareness for the breast cancer movement, celebrates survivorship and honors those we’ve lost to the disease.

To meet the moment in 2020, the organization created Race Where You Are and Walk Where You Are, virtual fundraising programs that gave people who care about ending breast cancer the freedom and flexibility to participate in a nation-wide experience when and where it worked for them. While we were not able to walk side-by-side, the community came together to share stories, support one another and raise critical dollars to support the Komen mission to end breast cancer forever. We found creative ways for people to connect through our Facebook groups and launched a new mobile app that allowed participants to track their steps, engage in peer-to-peer fundraising and learn more about the ways their efforts truly make an impact.



Fundraising | PINK

In conjunction with National Breast Cancer Awareness Month, five legendary singers collaborated on a special song, called “PINK”, to provide inspiration to the breast cancer community while raising funds to support our mission.

The single featured Dolly Parton, Monica, Sara Evans, Jordin Sparks and breast cancer survivor Rita Wilson. Co-written and produced by award-winning songwriter and producer Victoria Shaw, Komen receives 50 percent of the royalties from the song.

WHEN
PINK
is just another color

Dolly Parton | Monica | Jordin Sparks
Rita Wilson | Sara Evans

Available Everywhere. Listen Now.

WRITTEN BY: ERIN KINSEY, JODI MARR, VICTORIA SHAW
PRODUCED BY: VICTORIA SHAW

Benefitting Susan G. Komen®

Brighter Day RECORDS

The graphic features a stylized face with hair made of colorful butterflies. The background is a soft pink wash with scattered dots. Below the main graphic is a row of five small portraits of the artists: Dolly Parton, Monica, Jordin Sparks, Sara Evans, and Rita Wilson.

Fundraising | Partner Spotlight

Whether inspiring customers to give, engaging employees or leveraging their expertise and resources to advocate for patients, drive research breakthroughs and improve access to high-quality care and trustworthy information, our partners are passionate about their involvement with Susan G. Komen. They not only help fuel our work, but they stand by our side, making our mission to help people facing breast cancer a part of their missions.

WALGREENS | In an effort to improve the health and well-being of people living with tough-to-treat cancers and increase critical access to care nationwide, Walgreens has pledged to contribute more than \$11 million to Susan G. Komen over the next five years. Through a combination of online and in-store fundraising, the funding is advancing new research in metastatic breast cancer and combating recurrence, as well as increasing access, treatment and support services for those living with the disease.



BANK OF AMERICA | Since 2009, Bank of America employees and customers have supported the breast cancer community by donating and volunteering at the Susan G. Komen 3-Day, Race for the Cure and MORE THAN PINK Walk events. Bank of America serves as the National Presenting Sponsor for the series of family friendly events across the country. Additionally, Bank of America's Pink Ribbon Banking Affinity products have raised over \$10.8 million for breast cancer research and patient care.



FORD | Ford Motor Company has been supporting Susan G. Komen in the fight against breast cancer for more than 25 years. To date, Ford has dedicated more than \$138 million to breast cancer research, advocacy and patient care. Through the Ford Warriors in Pink program, Ford raises important funds aimed at helping patients overcome transportation challenges to their care, through support of our Treatment Assistance Program.



GENENTECH | For more than a decade, Genentech has generously supported patient focused programs which include public policy and advocacy initiatives, research, health equity programs and training and education for our patient advocates. Genentech recently received the 2021 Advocacy Champion Award for their support of Komen's public policy and advocacy efforts as well as their support of our overall initiatives to create systemic change for breast cancer patients and their families.



KENT | This year we celebrate 10 years of partnership with Kent International Inc. Since 2011, Kent has donated more than \$2 million to Susan G. Komen through the sale of their multi-speed bikes, cruisers and helmets. By raising awareness through online and in-store sales and displays, Kent has helped fund breast cancer research and patient programs for people living with the disease.



Fundraising | Partner Spotlight

A partnership between Susan G. Komen, the Inflammatory Breast Cancer (IBC) Research Foundation and the Milburn Foundation® has raised nearly \$1 million for more research into inflammatory breast cancer – an aggressive type of breast cancer that is challenging to diagnose and treat – and other important programs.

IBC can be missed on a mammogram because it usually doesn't present as a lump in the breast. Instead, this less common type of breast cancer typically presents as swelling or redness of the breast and can spread quickly. Patients diagnosed with IBC are often diagnosed with later stages of the disease, in part because IBC presents in a different way and is harder to detect. About 30% of patients are initially diagnosed with Stage IV, or metastatic disease, which means their breast cancer has already spread to other parts of their body.

Current knowledge about IBC is limited because clinical trials for new breast cancer therapies often restrict the participation of IBC patients, and for those that do allow enrollment, patients' outcomes are combined with non-IBC patients' outcomes.

"We've made great progress in identifying and treating breast cancers over the years, but there is still work to do to fully understand and treat aggressive cancers including IBC and metastatic breast cancer, the most advanced stage of breast cancer," said Paula Schneider. "With aggressive breast cancers, patients need more treatment options, and they need them quickly. This ongoing partnership is helping us get closer to finding more effective treatments for types of breast cancer that are difficult to treat. It takes true leadership to see beyond the status quo and take bold action to resolve a decades-long issue in IBC diagnosis," said Bryon Davis, CEO of the Milburn Foundation.

"This work is pioneering a 'power to the patient' movement that connects the dots between worthwhile existing research and a roadmap to successfully coordinated future initiatives."

When she was 44, Jennifer noticed a pinkish rash on her left breast. She told her OBGYN at her annual exam, and he said not to worry, it was probably mastitis, so she went on her way. She had no idea that 11 months later, she would begin chemotherapy treatment for stage 4 inflammatory breast cancer (IBC). "The rash spread, and the pain kept spreading – within a few months, I had stopped using my left arm because it hurt so badly."

The signs and symptoms of IBC are often not apparent until the cancer progresses – and even then, it can be misdiagnosed.



Thank you for saving lives

AAPC	Germania Insurance	Simon Management Group
AbbVie	Greensource	Talbots
Amazon Smile	Goldman Sachs	thredUP
Amgen	Hallmark	Topgolf
AstraZeneca	Hint	Torrid
Aveeno	Immunomedics	Wacoal
Avis Budget Rental Car	Jackson Lewis	Walgreens
Bank of America	JOANN Stores	Walmart
BJs Wholesale	Journelle	World Wrestling Entertainment Corporation
Bowl for the Cure	Kent International	XPO Logistics
Charitable Adult Rides & Services, Inc. (CARS)	Kirkland & Ellis	Yahtzee with Friends
Sally Hansen	Lyda Hill Philanthropies	Zips Carwash
Daiichi-Sankyo	Manduka	
Deluxe	McDermott Will & Emery	
Dignitana	Merck	
DLA Piper	Major League Baseball	
DRE Health	Mohawk	
Eisai	Natura Bisse	
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Komen Leadership

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Catherine Olivieri, SVP Human Resources

Ria Williams, Chief Financial Officer

Victoria Wolodzko, SVP, Mission

Komen Leadership

Komen Leadership Council

As part of our transformation from a federated organization to a single, united entity, we created a series of local and regional Komen Leadership Councils. The councils, which are comprised of former Affiliate Board Members and other local community leaders, are vital for our continued growth and ability to stay connected to local community needs. In addition to providing their perspectives, they serve as local brand ambassadors and are key to our local fundraising and engagement.

FEATURED KLC MEMBER: GARY THOMPSON

Gary Thompson's career spans technology, innovation and community-building. From his role as GM, Community and Experiences, for the Executive Council, to founding the Texas eCommerce Association to his earliest days at Apple in the 1980s, Thompson has always been at the forefront of change. He has spoken at Komen's Big Data 4 Breast Cancer symposium, as well as from four different TED stages around the world, and served two Texas governors as an appointee to eGovernment task forces and boards.

But in late 2003, Thompson and his wife Maureen found their lives changed forever. They had two children, Taylor and Kyla, and Maureen was three months pregnant with their third child when she was diagnosed with early stage 2A breast cancer. Maureen's treatment included surgery and chemotherapy, and then radiation, following the birth of their daughter Katelyn in early 2004. For five years, Maureen remained in remission, but in late 2008, the family learned her cancer had returned. In late 2013, it metastasized, and she passed away in October of 2014 of the same metastatic pleural effusions that took the life of Susan G. Komen.

Today, Thompson and his children are committed to honoring their mom's legacy, and in the case of Gary and his daughter, Kyla, to the ultimate promise made by Suzy's big sister, Nancy: An end to breast cancer.



Komen Leadership

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Alana Welm, Ph.D.

Antonio Wolff, M.D.

Financials 2020-2021

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

	FISCAL YEAR ENDED MARCH 31,	
	2020	2021
ASSETS:		
Cash and cash equivalents	62,456,354	39,734,307
Investments	115,861,335	141,437,350
Receivables	25,625,563	17,988,049
Prepaid expense and other assets	2,632,854	2,312,530
Property and equipment, net	993,409	2,249,769
Total Assets	207,569,515	203,722,005
LIABILITIES:		
Accounts payable, accrued expenses and other payables	8,037,032	9,785,196
Deferred revenue and rent	937,268	660,934
CARES Act Liability	-	5,415,789
Grants payable, net	45,791,924	41,903,171
Total Liabilities	54,766,224	57,765,090
NET ASSETS:		
With Donor Restrictions	66,036,129	98,700,535
Without Donor Restrictions	86,767,162	47,256,380
Total Net Assets	152,803,291	145,956,915
Total Liabilities and Net Assets	207,569,515	203,722,005

CONSOLIDATED STATEMENT OF ACTIVITIES From the Audited Financial Statements

	FISCAL YEAR ENDED MARCH 31,	
	2020	2021
PUBLIC SUPPORT AND REVENUE:		
Contributions	137,542,578	103,000,684
Komen Race for the Cure, More Than Pink Walk, and Breast Cancer 3 Day	72,646,850	23,939,365
Less: Direct benefit to donors and sponsors	(14,295,715)	(2,053,625)
Net Public Support	195,893,713	124,886,424
REVENUE:		
Investment (Loss)/Income	(13,483,253)	27,939,657
CARES Act Income	-	2,533,602
Other Income	648,191	186,300
Total Net Public Support and Revenue	183,058,651	155,545,983
EXPENSES:		
Program Services	121,084,304	111,366,653
General and Administrative	30,978,821	32,402,442
Fundraising	42,598,400	18,623,264
Total Expenses	194,661,525	162,392,359
Change in net assets	(11,602,874)	(6,846,376)
Net Assets, beginning of year	164,406,165	152,803,291
Net Assets, end of year	152,803,291	145,956,915

This is the moment of **hope.**



[komen.org](https://www.komen.org) | 1-877 GO KOMEN

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