



## The Impact of Susan G. Komen for the Cure®

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### The Promise that Changed the World

In 1980, Nancy G. Brinker watched helplessly as her sister, Susan G. Komen, died after a three-year battle with breast cancer. Before Susan died, Nancy made a promise that would change the world: to end breast cancer forever.

In 1982, that promise launched Susan G. Komen for the Cure®, which, in 27 years, has become the global leader of the breast cancer movement, creating the world's largest grassroots network of cancer survivors and activists, investing hundreds of millions of dollars each year for research, education, screening and treatment and encouraging governments everywhere to make cancer a top priority.

***The stakes are enormous.*** In the United States, close to 200,000 women and men will be diagnosed with invasive breast cancer this year alone. More than 40,000 will die. Around the world, more than 1.3 million new breast cancer cases will be diagnosed this year, and more than 465,000 people will die. Every 68 seconds, somewhere in the world, a woman dies from breast cancer – the most prevalent cancer among women today. These numbers are, quite simply, unacceptable.

***Our plan is straightforward.*** We fund cutting-edge research to find the cures – \$100 million in 2008 alone. Through our 125 Komen Affiliates, we provided an additional \$160 million in 2008 to pay for mammograms, cancer education, treatment and other forms of direct help. And with a network of almost 200,000 advocates, we encourage the U.S. Congress to increase funding for cancer research and make screening and treatment available to all.

***Our impact is huge.*** A Susan G. Komen for the Cure grant has touched every major breast cancer breakthrough of the past 25 years – including the basic discoveries in genetics and biology that have evolved into less invasive, personalized treatments for what was once a “one-treatment-fits-all” approach.

***We operate around the world:*** With three international Affiliates in Germany, Italy and Puerto Rico, Komen launched the Global Initiative for Breast Cancer Awareness in 2007 and the Susan G. Komen for the Cure Global Promise Fund in 2008, to end breast cancer on a global scale.

***...And close to home:*** Komen Affiliates operate in 122 U.S. communities, funding education and awareness programs that help more women gain access to mammograms and early diagnosis. Today, there are 2.5 million breast cancer survivors in the U.S., the largest group of cancer survivors in the country.

The Susan G. Komen Race for the Cure Series® helps raise funds for cancer and benefits communities by \$778 million, more than the Super Bowl and the All-Star games. Economists tell us that Komen-funded research and programs saved 4,500 American lives in 2007, with an economic impact of almost \$300 million.

In 27 years, Komen has become the world's largest source of nonprofit funds for breast cancer – and in the U.S. is second only to the U.S. government. To date, we have invested more than \$1.3 billion in breast cancer research and community outreach programs. Over the next decade, we've committed to another \$2 billion for cutting-edge research and community programs.

*Details are in the pages that follow.*



## ***Susan G. Komen for the Cure® is the Global Leader...***

### ***...In Life-Saving Research***

Since 1982, Komen for the Cure has invested more than \$1.3 billion in cancer research and community health programs, pledging another \$2 billion during the next decade. Komen-funded research has touched every major breast cancer advance of the past 25 years, including:

- Discovery of the first breast cancer susceptibility gene (BRCA1), and a test for women to learn about their inherited risk. This has led to very early detection of breast cancer in some women and prevention in others.
- First use of magnetic resonance imaging (MRI) to discover some cancers that are not visible on mammograms. And while mammograms remain our most effective screening tool, Komen is investing in newer imaging technologies, such as molecular breast imaging (MBI), which may detect cancers that MRIs and mammograms miss.
- Anti-angiogenesis research that demonstrated that breast cancer tumors need a blood supply to survive. This led to development of drugs such as Avastin that stop tumors from making new blood vessels and, in many cases, from progressing.
- Evidence that most breast tumors are driven by hormones and that drugs such as tamoxifen are very effective treatments for women whose tumors are estrogen sensitive.
- Discovery of aromatase inhibitors, a newer class of hormonal treatments.
- Discovery of the pathways that some cancer cells take in the body, leading to treatments to potentially stop the spread of cancers to other organs.



In 2008 alone, Komen for the Cure has funded \$100 million in research grants to the best minds in cancer science all over the world, to build on these breakthroughs and accelerate treatments for women with aggressive breast cancers that do not respond to current therapies. Komen is focused on bringing cures from the lab to the bedside with Promise Grants, new multi-million dollar grants that require scientists, doctors and patient care professionals to work together as one team, across disciplines, and focused on cures.

This research is saving lives: economists estimate that cancer research funded by Susan G. Komen for the Cure saved more than 4,500 lives in 2007.

To ensure maximum impact for our research dollars, Komen for the Cure is guided by a Scientific Advisory Board, a group of internationally recognized doctors, scientists and advocates led by Komen's chief scientific advisor, Dr. Eric P. Winer, who also is director of the breast cancer program at Dana Farber Cancer Institute.



## ...In Awareness and Education

Education and awareness are key weapons in the fight against breast cancer. Today, early detection and effective treatment remain the best tools to surviving the disease. Here, too, Komen has had a significant impact.

Komen's breast cancer contribution of \$1.3 billion since our inception includes funds from our Affiliates that provide local resources, community health programs and breast health awareness materials. These programs empower women to seek early detection, to understand the risk factors that may affect their health and to ask about the latest treatment options.

These community health programs are augmented by national programs like Komen On the Go™, a mobile unit that brings breast cancer education to local communities. And Komen for the Cure is implementing awareness programs for diverse groups of women through the Circle of Promise campaign, which focuses on women of color, and Komen's National Advisory Councils, which target specific population groups, including young women.

These education and awareness programs pay off:

- Three of four women over age 40 today get regular mammograms in the U.S., up from one in three in the 1970s.
- Survival rates are higher. With early detection and appropriate treatment, most women go on to live long and healthy lives following a breast cancer diagnosis.
- Mortality from breast cancer is down. Between 1995 and 2005, deaths from breast cancer fell by 22 percent.
- More than 2.5 million people in the U.S. are breast cancer survivors, the largest group of cancer survivors in America.

Susan G. Komen for the Cure continues to serve as a trusted source of breast health and breast cancer information for people all over the world and is instrumental in connecting people with the resources they need in their fight against breast cancer. The organization is an educational resource for various audiences including the general public, Komen Affiliates and staff, health care providers, corporate partners and governmental leaders. Education and outreach are accomplished through a website, a national toll-free helpline, newsletters, conferences, trainings, print and audio visual educational materials and partnerships.

Komen's website, [www.komen.org](http://www.komen.org), which was redesigned and re-launched in October 2008, is one of the most comprehensive breast cancer resources online today. In addition to educational information and resources, the site offers online breast self awareness tools, up-to-the-minute information about research findings, local outreach initiatives, volunteer opportunities, events and Komen programs and partners. More than four million unique visitors access [komen.org](http://komen.org) annually.

Susan G. Komen for the Cure and CancerCare together offer a toll-free breast care helpline — a trusted source of breast health and breast cancer information. Call 1-877 GO KOMEN (1-877-465-6636), Monday-Thursday 9 a.m. to 7 p.m. and Friday, 9 a.m. to 5 p.m. EST. Se habla español. TTD available.

The breast care helpline assists people with the following:

- Free, professional support services to anyone affected by breast cancer or with breast health concerns
- Streamlined referral services to CancerCare's counseling, education and financial assistance resources
- Financial assistance through the Linking Arms Program for women with breast cancer
- Identification and link to local and national resources, referrals and services including Komen Affiliates

Examples of education materials distributed by Komen include, but are not limited to:

- Breast self awareness information
- General breast health and breast cancer brochures and fact sheets
- Booklets with support information for survivors and co-survivors
- Outreach resources

### ***...In Addressing Disparities***

Despite significant progress, there are still large numbers of women in the United States for whom time has virtually stood still. Consider: African American women have a 35 percent higher breast cancer death rate than Caucasian women, even though they are less likely to get breast cancer. Breast cancer is the leading cause of cancer deaths for Latinas. Uninsured and low-income women are less likely to be screened for breast cancer. Native American women are the least likely of any ethnic group to be alive five years or longer after a breast cancer diagnosis. Women in rural areas often suffer from lack of nearby facilities for screening or treatment.

To address these disparities, Komen for the Cure has created a National Advisory Council, comprised of six distinct groups serving as advisors, advocates and educators. They are as follows:

- African American National Advisory Council
- National Hispanic and Latina Advisory Council
- Asian American and Pacific Islander National Advisory Council
- American Indian and Alaska Native National Advisory Council
- Young Women's National Advisory Council
- Lesbian, Gay, Bisexual and Transgender National Advisory Council

Each group is charged with assessing and addressing the issues unique to these groups and, ultimately, to reduce mortality and incidence in under-served communities of women.

### ***...In Advocacy***

When Nancy G. Brinker founded Komen in 1982, the U.S. government invested a mere \$30 million in breast cancer research. That number has increased 30-fold to \$900 million in 2007, the result of grassroots activism and lobbying.

Komen has built the nation's largest network of breast cancer advocates, nearly 200,000 strong at the local, state and national level, with good reason: more than 90 percent of the nation's voters want the government to pay more attention to breast cancer research and treatment.

We're determined to make this a reality. This year we established a 501(c)(4) lobbying arm - the Susan G. Komen for the Cure Advocacy Alliance - focused on access to health care and more funding for research. We're working closely with lawmakers who support the Kennedy-Hutchinson bill, a bipartisan, comprehensive call for greater investment in cancer research, better early detection programs and better access to cancer care for under-served populations.

Legislative triumphs to date have resulted in quality standards for mammography; they've opened doors to early screening for women in underserved communities, and they've provided Medicaid coverage for treatment to underserved women diagnosed with breast cancer. To find out more about our Advocacy Alliance, visit [www.komenadvocacy.org](http://www.komenadvocacy.org).



*Susan G. Komen for the Cure Founder, Ambassador **Nancy G. Brinker** at "Pink" White House 2008.*

### ***...Around the World***

We've made a lot of progress in breast cancer in the United States, but in many other areas of the world, breast cancer incidence and mortality remain unacceptably high. Komen has contributed more than \$30 million to international breast cancer research and education outreach programs in more than 50 countries since 1999, and is significantly stepping up its presence in the global breast cancer arena.

With Affiliates already established in Italy, Germany and Puerto Rico, Komen launched the Global Initiative for Breast Cancer Awareness in 2007, which is active in nine countries in the Middle East, Eastern Europe and Latin America. The initiative aims to create a dynamic global network of dedicated activists with the skills, knowledge and vision to play a strategic role in shaping their country's response to the breast cancer crisis. At the core of the program is Course for the Cure™, a series of training modules that are based on Komen's experience in breast cancer awareness and advocacy.



In 2008, we launched the Susan G. Komen for the Cure Global Promise Fund to address breast cancer incidence and mortality rates outside the United States. That same year, we expanded partnerships in Bosnia, Ghana, Tanzania, the Bahamas and Panama.

With cancer rates growing globally, and especially in low- and middle-income countries, our mission is to work to end breast cancer, forever, all around the world.

## ***...In Economic Impact***

Our Susan G. Komen Race for the Cure® Series, corporate partnerships and cause marketing relationships do more than raise funds for a good cause. They have a significant impact on employment, communities and on the productive life of our economy. We asked Tripp Umbach, a leading U.S. healthcare economist, to assess the economic impact of Susan G. Komen for the Cure. The results surprised even us:

- The Susan G. Komen Race for the Cure Series created the boom of 5K events for charity and is today the world's largest series of races, attracting more than 1.5 million participants to more than 100 events annually, and raising \$159 million in 2007 alone.
- 2007 Komen Race for the Cure events had a positive \$778 million economic impact, outpacing the NBA All-Star Game, Super Bowl and MLB All-Star Game.
- Susan G. Komen for the Cure started the cause-related marketing phenomenon, which has become an economic powerhouse. In 2007, Komen received more than \$55 million from a total of 178 corporate partners. The economic impact of spending by these partners and re-spending in the U.S. generated nearly \$400 million and supported more than 3,100 jobs.
- It's impossible to place a number on a life saved. But Tripp Umbach says Komen-funded research saved 4,500 lives in 2007, with a productive value of \$300 million.

## ***...With So Much More to Do***

The first 27 years of the global breast cancer movement have been encouraging: higher survival rates, better screening, more federal funding. But now is no time to rest:

- One in eight women in the U.S. will be diagnosed with breast cancer – a disease with physical, emotional, psychological and financial pain that can last a lifetime.



- An estimated 5 million Americans will be diagnosed with breast cancer over the next 25 years – and more than 1 million could die.
- An estimated 32.5 million women around the world will be diagnosed with breast cancer – and more than 11 million could die – during the next 25 years.

Those numbers aren't acceptable to any of us. Susan G. Komen for the Cure will continue to fight the fight, until not one person dies of breast cancer, anywhere in the world.



Visit [www.komen.org](http://www.komen.org) to learn more.

