



**susan g.
komen®** 
Impact Report
2024



At Susan G. Komen, we stand firm in our promise to never give up on our vision of creating **a world without breast cancer.**

Forty-two years ago, a sisterly promise ignited a spark that would fuel a global crusade against breast cancer. Today, that promise continues to prevail as the driving force behind Susan G. Komen's unwavering quest for a future free from the grip of this deadly disease.

In the pursuit of our goals, we've helped fuel research, unlocking the biology of breast cancer and discovering insights that propel us toward more effective risk reduction strategies, earlier detection methods and innovative treatments. This helped reduce breast cancer mortality by more than 42%.

Due to investments in research, 19 new drugs for breast cancer were approved in the past decade, and Komen is proud to have been a catalyst for these discoveries. But while we celebrate Komen's impact, we acknowledge there's still ground to cover. We are acutely aware of the disparities in outcomes faced by different populations and continue to be resolute in our mission to dismantle barriers and rectify injustices in health care access and outcomes. Recognizing breast cancer as a multifaceted adversary, we acknowledge the individuality of each person's story, understanding that unique approaches hold the keys to improved outcomes for all.

Our integrated approach encompasses every angle of our goal to end breast cancer. From groundbreaking research initiatives, advocating for compassionate policies that provide vital access to top-tier care and providing direct one-on-one support to patients and their families, our goal is to leave no stone unturned and no one left behind.

To our invaluable corporate partners, generous donors and the countless advocates, volunteers and fundraisers who stand shoulder-to-shoulder with us, we extend our deepest gratitude. **Together, we've saved lives, but until no one loses their life to breast cancer, our mission persists.**

TABLE OF CONTENTS

- 05 Welcome Letter
- 06 Ending Breast Cancer Needs All of Us
- 08 Ending Breast Cancer Needs Strategy
- 09 Ending Breast Cancer Needs Health Equity
- 16 Ending Metastatic Breast Cancer Needs Cures and Support
- 18 Ending Breast Cancer Needs Research
- 24 Honoring Our Friend, Sheila Johnson
- 26 Ending Breast Cancer Needs Care
- 32 Ending Breast Cancer Needs Action
- 38 Ending Breast Cancer Needs Community
- 40 Ending Breast Cancer Needs Partnership
- 42 Major Gift Spotlights
- 43 National Corporate and Foundation Partners
- 44 Ending Breast Cancer Needs Leadership
- 47 Closing

Our mission is to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.



Your story matters.

In bustling cities and quiet corners, we meet people whose lives are forever changed by breast cancer. Some face the agony of loss, while others navigate their own daunting diagnosis. Yet, amid the struggle, they are fueled by support and solidarity—and they want to help.

WHEN YOU SUPPORT KOMEN, YOU BRING BIG IDEAS TO LIFE:

You foster innovation.

Komen’s research investments helped develop all 19 new lifesaving, FDA-approved breast cancer drugs in the past decade.

You ensure all patients have the best chance of survival.

In the last year alone, we provided more than \$11 million in financial assistance and 52,000 crucial services to more than 38,000 patients across the country through Komen’s Patient Care Center.

You amplify your voice for good.

With over 120,000 volunteer advocates, we continue to fight for policies at the state and federal levels that alleviate the financial burdens faced by patients, ensuring equitable access to quality care.

Among the countless milestones you’ll see in this report, Komen also celebrated the launch of ShareForCures® last summer—our national breast cancer registry that champions the diversity and inclusivity needed in research to ensure no one is left behind in the quest for the cures.

This is why your story matters. Every voice must be heard; every experience must be captured to educate, motivate and ultimately create a world without breast cancer. It’s an ambitious goal, but it’s a new story we’ll write together. Thank you for helping turn big ideas into a brighter future for breast cancer.



ED DANDRIDGE,
Susan G. Komen Board Chair



PAULA SCHNEIDER,
President & CEO, Susan G. Komen



Ending Breast Cancer Needs All Of Us

Komen is the world’s only breast cancer organization taking a comprehensive, 360-degree approach, fighting for breast cancer patients on all fronts and supporting millions of people in the U.S. and worldwide.

52,000

Provided more than 52,000 direct patient support services through the Patient Care Center, an 18% increase year over year

Educated more than 2.5 million people on breast health and breast cancer through community-based educational programs, workforce training courses and information from Komen.org.

2.5
MILLION

ShareForCures®

Launched ShareForCures®, a breast cancer research registry that will help us find the cures for breast cancer, faster.

120,000

Introduced legislation in 29 states, with the support of nearly 120,000 grassroots advocates, that would provide key patient protections and remove barriers to needed care.

\$10
MILLION

Invested \$10 million in 32 research grants supporting cutting-edge projects focused on conquering metastatic and aggressive breast cancers, advancing precision medicine and eliminating breast cancer disparities.

WE’VE MADE SO MUCH PROGRESS

- Through early detection and effective treatments, we’ve **helped reduce the breast cancer mortality rate in the U.S. by 42% since 1989.**
- We’ve **invested nearly \$1.1 billion in research**, leading to new ways to prevent, detect, diagnose and treat breast cancer.
- We’ve invested **nearly \$2.5 billion in advocacy and patient support services**, including ensuring patients have access to a patient navigator who supports them every step of the way; helping them understand the disease and get access to services, resources and financial support.
- Komen is the **only dedicated breast cancer organization serving as a nonpartisan voice for more than 4 million breast cancer survivors** in the U.S. on Capitol Hill and in all 50 states, empowering people and policymakers with knowledge, connecting advocates together and mobilizing everyone to act for lasting change.

BUT OUR WORK IS NOT DONE

- Worldwide, breast cancer was **still the most common cancer in women** and the leading cause of cancer death among women in 2022 (most recent data available).
- Breast cancer is the most common cancer among women in the U.S. and the **second leading cause of cancer deaths among women in the U.S.**
- **Black women in the U.S. are about 40% more likely to die of breast cancer** than white women and have a lower five-year relative breast cancer survival rate compared to white women.
- **Hispanic and Latina women are more likely to be diagnosed** with breast cancer at a later stage than white women.
- About **every two minutes**, somewhere in the U.S., a woman is diagnosed with breast cancer.
- **It’s estimated that more than 168,000 people** in the U.S. are living with metastatic breast cancer (MBC), which is the most advanced stage of breast cancer.
- **Nearly 43,000 people in the U.S. are expected to die** from breast cancer this year alone.

Our Strategic Imperatives

Komen’s work is driven by two strategic imperatives that will help us achieve our mission:

Conquer aggressive and deadly breast cancers to help people live longer, better lives.

Ensure all people get the care they need and achieve health equity.



At Komen, health equity means every person should have an equal opportunity to be as healthy as possible.

Health equity is at the core of our mission. Our health equity strategy is designed to work with the communities we serve, using data-driven approaches to craft a plan, measure impact and foster partnerships to create lasting, systemic change. This population health approach equips Komen with a holistic view of the inequities and disparities in breast cancer outcomes and allows for tailored approaches to meet the specific needs of each population. Despite our ongoing progress, we know people are still struggling, problems are not yet solved and our work is not yet done. To realize our vision of a world without breast cancer, we have made achieving health equity a strategic priority of our work.



Hannah Earle
Living with Metastatic Breast Cancer



Drive RESEARCH

Guided by world renowned experts, we evaluate and invest in science and technology that will provide the greatest benefit to patients.



Provide CARE

We serve as a trusted breast health care guide by providing evidence-based education, personalized support and connection to timely, high-quality care.



Take ACTION

We mobilize people to advocate for policies that protect patients, prioritize research and create lasting systemic changes to improve outcomes for all.



Unify COMMUNITY

We unite communities that are bonded by a common interest and come together to deliver a greater impact in ending breast cancer.



Stand for H.E.R. Impact Report

Building a Bridge to Help Close the Disparities Gap

Komen’s Stand for H.E.R. – A Health Equity Revolution Breast Cancer Impact Report dives even deeper into Komen’s strategic imperative of ensuring all people get the care they need and achieving health equity. The comprehensive report highlights how this program, designed to address breast health inequities in the Black community, can serve as a model for programs that support other populations while leveraging Komen’s 360-degree health equity approach.

The report outlines Komen’s programs and services that support the findings of Closing the Breast Cancer Gap: A Roadmap to Save the Lives of Black Women in America, a series of reports Komen published that found Black women experience significant barriers to breast care due to systemic racism, implicit bias and substandard care. The impact report highlights five key health equity drivers of change and how Komen pulls these levers to address the disparities in outcomes experienced by Black women across the U.S., including:



EDUCATION

Multiple studies have found that failure to successfully educate people about breast health creates barriers to care such as delayed breast cancer screening and diagnosis, higher rates of late-stage breast cancers and increased deaths in the Black community. Komen developed culturally relevant and responsive educational resources and programs to equip Black people with accurate knowledge about breast health. One program is the Worship in Pink (WIP) Ambassador program, which is a grassroots effort developed by Komen to spark dialogue about breast health within faith-based communities. From 2022–2023, WIP recruited 245 Ambassadors and reached more than 70,000 participants at congregations in 31 U.S. states and the District of Columbia.



PATIENT SUPPORT

Komen’s Patient Care Center (PCC) works to address many barriers to care experienced by the Black community by providing individualized, direct patient care and support across the breast health continuum. The PCC is committed to addressing breast health disparities by meeting people where they are, at any point in their breast health journey, and helping them access high-quality breast care, no matter where they live across the U.S. and its territories. Support from the PCC is easily accessible through a phone call or email to Komen’s Breast Care Helpline, where people are immediately connected with a culturally responsive patient navigator who provides emotional support, information and education, access to resources and more. The PCC’s patient navigators help break down barriers to care by guiding people through the complex health care system, and help is provided for as long as is needed. From 2023 – 2024, the PCC provided more than 14,696 services to members of Black communities, provided 5,626 Black people with more than \$3 million in financial assistance, and provided nearly 700 Black people and families with genetic counseling and testing.



WORKFORCE DEVELOPMENT

A diverse health care workforce has been proven to increase access to health care for communities of color. However, people of color are still underrepresented in the health care workforce. Komen’s Patient Navigation Training Program educates, equips and mobilizes patient navigators nationwide to address barriers to care that lead to disparities and inequities and prioritizes recruitment of navigators of color into the program. The program is comprehensive and includes educational courses and interactive learning and community-building opportunities. From 2023–2024, more than 1,100 diverse navigators were trained.



RESEARCH

Research is at the center of every discovery that has improved patients’ lives. Though research has improved treatment and overall outcomes for breast cancer patients, these improvements have not been equitable among all populations. Because members of the Black community are still dying from breast cancer in greater numbers than other populations, and breast cancer disparities persist in other communities, to date, Komen has invested nearly \$140 million in more than 320 research grants and nearly 190 clinical trials to help us better understand the root causes of disparities in underserved and historically marginalized populations and develop strategies to reduce them. Because of this investment, there are currently nearly 600 new strategies to reduce breast cancer disparities in the pipeline.



Komen ASPIRE Grants

Through various research grant programs, such as Komen ASPIRE (A Supplement to Promote Inclusion for Research Excellence) grants, Komen supports promising early career investigators by providing necessary funding, resources and connections. These grants provide funding to established breast cancer scientists to support and mentor biomedical research trainees from historically marginalized and underrepresented communities. Funding also supports graduate students, postdoctoral fellows and early career faculty members seeking careers dedicated to eliminating disparities in breast cancer outcomes. Seventeen ASPIRE grants were awarded in FY24.



Public Policy and Advocacy

Government action is critical for making broad, systemic and lasting changes that will save lives and end breast cancer forever. Komen's Center for Public Policy (CPP) is the heart of this work.

Policy plays a key role in advancing breast health equity, but it's fueled and empowered through advocacy. To provide Black community leaders and advocates an opportunity to engage in and learn about the role of policy, the CPP developed Speak Truth to Power. This two-part program focuses on opportunities to advocate at the federal level and how to advocate at the state level with policy solutions.

The CPP's Advocacy Ambassador Program provides grassroots advocates an opportunity to become more engaged with Komen's public policy and advocacy efforts. The program allows committed advocates to amplify their voices with federal and state lawmakers across the country and join a community of like-minded volunteers passionate about advocating for policy change. The Advocacy Ambassador Program consists of more than 300 Ambassadors, 33% of whom identify as Black.

In addition to exploring the five drivers of change, the report shares stories through the lens of Black women affected by breast cancer along with patient navigators, researchers and advocates working on behalf of these women. "Breast cancer education is important. Awareness is not equivalent to education. It is urgent that we make sure Black women understand the importance of knowing your family history, of getting screened, of knowing their normal, of making healthy lifestyle choices." - Thelma Brown, Komen Advocacy Ambassador, Advocate in Science and breast cancer survivor

Although Komen continues to make advances in breast health equity, disparities still exist for many historically marginalized communities. There is still more work to do. Through continued collaborations with allies and partners, we will keep working together to achieve health equity - for everyone.

"There's a lot of differences even within the Asian American and Pacific Islander (AAPI) community, including health inequities, disparities, and things like that. But ultimately what binds all of us together is that no one is completely free of this risk." - Eunice Nakamura, General Counsel and Corporate Secretary at Susan G. Komen and breast cancer survivor

Ending Breast Cancer Needs **Health Equity**

Achieving health equity requires actionable solutions. With that in mind, in 2023, Susan G. Komen delivered its first virtual Health Equity Revolution Summit, designed to provide solutions that empower patients, caregivers and advocates to advance health equity.

In addition to highlighting Komen's 360-degree, solution-driven approach to advance health equity in breast cancer care through education, patient support, workforce development, research and public policies, the summit highlighted solutions driven by experts from partner organizations, clinicians, researchers and patient advocates.

Summit sessions included the following:

- **Fireside Chat: Leaders Working to Advance Health Equity** — Featuring Komen Board Chair Ed Dandridge and HUED CEO Kimberly Wilson, facilitated by CNN correspondent Athena Jones.
- **Closing the Gap: Komen Health Equity Revolution** — How Komen leverages its 360-degree approach to advance breast health equity.
- **Knowing Your Health History Is a Path to Liberation** — The importance of knowing your family health history and learning about your risk of breast cancer.
- **Navigating a Rare Breast Cancer Diagnosis** — Personal stories of self-advocacy after a rare breast cancer diagnosis.
- **The Doctor Is IN with Ricki Fairley and Dr. Monique Gary** — Ricki Fairley and Dr. Gary brought their weekly web series on Blackdoctor.org to the summit to talk with a patient who has a triple negative breast cancer diagnosis and discuss how young Black women are affected by breast cancer.
- **Empowerment in the Face of MBC** — Personal stories and learnings shared about the prevalence of metastatic breast cancer in people of color.
- **The Patient Voice Matters** — Why diversity in clinical research matters and introduction of the ShareforCures® platform.
- **Speak Truth to Power** — A call to action for us all to understand the power of advocacy and participate in policy change.

The nearly 260 attendees were a diverse group, with 42.7% white, 34.4% Black/African American/African, 12.1% Hispanic/Latino and 4.1% Asian or Asian Americans. Survey results revealed the attendees were very satisfied with the sessions offered, the amount of knowledge gained and the event overall.



Tiffany Creasy
Breast cancer survivor

MBC remains the biggest challenge in breast cancer today.

People living with MBC like Ashley, face a different set of challenges from the larger breast cancer community, including difficult and unique decisions about the treatment and management of their disease.

Komen knows living with MBC is a challenging endeavor, which is why we aid in groundbreaking advances in research and offer ongoing support to those in the MBC community.

MBC STATISTICS

- It is estimated that **more than 168,000 women** in the U.S. are living with MBC. Men can also have MBC.
- The average life expectancy after an MBC diagnosis is three years.
- MBC is responsible for most of the nearly **43,000 deaths from breast cancer in the U.S. this year.**
- The five-year relative survival rate for MBC is 30%.
- Since our founding, Komen has invested more than \$360 million in over 770 research grants and nearly **70 clinical trials focused on MBC.**

De novo metastatic breast cancer (MBC found at first diagnosis) accounts for:

- 6% of MBC diagnoses of women in the U.S. and 9% of MBC diagnoses of men in the U.S.
- **About 3% of women under the age of 50 in the U.S. are diagnosed with MBC compared to about 15% of women ages 50-64 and about 26% of women older than 65.**
- **About 10% of MBC diagnoses are in Black women**, more than any other racial and ethnic group, compared to about 7% of white women and 6% of Hispanic women living in the U.S.

“The online community is so loving and supportive. If you’re living with MBC and want to be a part of our community, we will take you in, wrap our arms around you and love you through it all.” – Ashley Fernandez



Meet Ashley Fernandez,

a remarkable advocate and source of inspiration within the metastatic breast cancer (MBC) community. Since her diagnosis in 2018, Ashley has fearlessly dedicated herself to advocating for improved public policy and research initiatives for those affected by MBC. Her commitment extends to her role on Komen’s MBC Steering Committee, where she tirelessly works to amplify the voices of individuals living with MBC.

Reflecting on her journey, Ashley shares, “I think the greatest advice I could give somebody is to just go a day at a time and go based on how you feel.” Her optimism is rooted in the progress being made in research, offering hope for future cures. Despite the challenges, she emphasizes, “There’s no good, bad, right or wrong way to live with this disease. It affects every single one of us differently.”

Ashley’s resilience extends beyond her advocacy work to her personal well-being. She emphasizes the importance of mental health, acknowledging the coexistence of happiness and sadness in her life. She constantly finds solace and support in online MBC communities. “Everybody in life wants to be known, seen and loved,” she says.

For Ashley, the online community serves as a lifeline, offering unwavering support and connection. “If you’re living with MBC and want to be a part of our community,” she affirms, “we will take you in, wrap our arms around you and love you through it all.”

Through her advocacy, resilience and positivity, Ashley continues to inspire and uplift those touched by MBC, reminding us all of the power of community and hope.

Why does ending breast cancer need research?

It's a question we like to ask ourselves here at Komen, because it reminds us why we are here every day, doing this work. Research is the only thing that will find the cures for breast cancer. Research means hope and is the key to better future treatments that will help us end breast cancer forever.

We know breast cancer is much more complex than the biology of a single cancer cell or gene and believe in a future where breast cancer care is holistic and personalized for each individual. That's why we invest in studies and clinical trials to develop more that can be tailored to address the unique needs of every person. **To date, Komen has invested more than \$360 million in over 770 research grants and nearly 140 clinical trials focused on precision medicine. In fact, in 2024 65% of Komen's \$10 million research investment focused on advancing precision medicine.**

Komen also works to eliminate breast cancer disparities and inequities by investing in research focused on the root causes of these disparities and supporting the development of a more diverse scientific workforce who will reflect the communities we serve. We believe every person should have a just opportunity to be as healthy as possible, which is why we have already invested nearly **\$140 million in over 320 research grants and nearly 190 clinical trials focused on breast cancer disparities & inequities.**

This year, we continue to make metastatic breast cancer (MBC) and other deadly and aggressive breast cancers a top research priority, with 70% of this year's Komen-funded research projects focused on MBC and other deadly and aggressive breast cancers. To date, Komen has invested more than **\$410 million in nearly 900 research grants and over 130 clinical trials focused on MBC and other deadly and aggressive breast cancers.**

SHAREFORCURES®

In July, Komen launched ShareForCures®, a patient-centered, nationwide breast cancer research registry. With ShareForCures®, Komen aims to build a safe and secure registry that is as diverse as the breast cancer community and provide researchers with a more complete picture of the disease and its impact.

“Because of Komen’s world-renowned track record in research, I’m personally encouraged that the data I send will be used by researchers in a way to hopefully help someone else.” – Amanda West, ShareForCures® Patient Outreach Committee Member.

NEW IBC DIAGNOSTIC TOOL

In collaboration with the Inflammatory Breast Cancer Research Foundation and the Milburn Foundation®, Komen launched an easy-to-use online tool to help health care providers recognize and more effectively diagnose Inflammatory Breast Cancer (IBC). The new online tool is based on a proposed diagnostic IBC scoring system previously developed and published by a Komen-led group of renowned breast cancer experts and IBC patient advocates.

KOMEN CENTER FOR APPLIED RESEARCH

The Komen Center for Applied Research (CfAR) conducted a study to better understand existing barriers faced by the MBC community and the patient navigation needs of people living with MBC. Utilizing focus groups including people living with MBC and patient navigators who serve this community, the study identified an expressed need for everyone living with MBC to have a patient navigator. Patient navigators also identified several training needs that would help them better serve MBC patients and address their identified challenges and barriers.

This study illustrated the need to format patient navigation training that provides more interactive and engaging content about meeting the needs of MBC communities. The CfAR team presented these findings in a poster session at this year’s San Antonio Breast Cancer Symposium.

KOMEN'S RESEARCH FUNDING IMPACT ON FDA-APPROVED DRUGS

An analysis from the Komen Center for Applied Research (CfAR) recently assessed how Komen funding impacts the clinical development pipeline for drugs used to treat breast cancer. The CfAR team identified multiple touchpoints along the research pathway where Komen funding helped in the development and eventual clinical use each of the 19 breast cancer drugs approved by the FDA between 2012 and 2023, either through investments in direct studies or investments in people doing the research.

“I think this is another point of pride for me working at Komen, knowing that these research dollars have in some way, some capacity, touched all these drugs” – Dana Brantley-Seiders, Ph.D.

SUPPORTING THE NEXT GENERATION OF BREAST CANCER RESEARCHERS

Komen invests in the very best and brightest researchers to tackle the toughest questions and most critical issues aimed at conquering deadly metastatic and aggressive breast cancers, advancing precision medicine and addressing disparities in breast cancer care and outcomes to achieve health equity. Through our ASPIRE and Career Transition Award grants programs, Komen lays a supportive foundation for the next generation of leaders in breast cancer research.

ASPIRE GRANTS

Komen ASPIRE (A Supplement to Promote Inclusion for Research Excellence) grants seek to enhance the diversity of the breast cancer research workforce. ASPIRE grants provide established breast cancer scientists with supplemental funding for up to two years to support and mentor research trainees from communities historically minoritized and underrepresented in biomedical research. In the past year, **Komen awarded nearly \$2.1 million in ASPIRE grants to 17 Principal Investigators who are mentoring 17 graduate students/postdocs from underrepresented communities.**

CAREER TRANSITION AWARD GRANTS

The new Komen Career Transition Award (CTA) grants aim to help outstanding senior postdoctoral fellows and clinical fellows working under the guidance of a mentor to launch their competitive, independent breast cancer research careers. Through the CTA Grant mechanism, Komen will continue to support the training and career development of the next generation of scientific leaders, while promoting research that is aligned with our mission of ending breast cancer forever. Komen awarded \$6.5 million in CTA grants to 10 investigators on the path to becoming independent breast cancer researchers.

2023 Komen Breast Cancer Research Awards: A Celebration of Excellence

BRINKER AWARDS FOR SCIENTIFIC DISTINCTION

The Susan G. Komen Brinker Awards for Scientific Distinction recognize pioneering work in breast cancer research and treatment. These awards honor leading scientists for their significant achievements and contributions in basic and translational science and clinical practice that have advanced the fight to save lives and realize our vision of a world without breast cancer.

Olufunmilayo F. Olopade, MBBS, FAACR, FASCO, received the Komen Brinker Award for Scientific Distinction in Basic Science for her groundbreaking translational work in hereditary breast cancer and cancer risk assessment. Her work has substantially improved outcomes for women at high risk of breast cancer, including for women living in underresourced communities around the world. Dr. Olopade is the Walter L. Palmer distinguished service professor of medicine and human genetics and director of the Center for Clinical Cancer Genetics and Global Health at the University of Chicago.

Daniel F. Hayes, MD, FASCO, FACP, received the Komen Brinker Award for Clinical Research. Dr. Hayes created tumor biomarker tests used worldwide to assess prognosis and predict chemotherapy response, recurrence, and treatment side effects in patients. His work has accelerated the development of precision care and treatment for breast cancer patients, including precise monitoring after therapy. Dr. Hayes is the Stuart B. Padnos professor of breast cancer research at the University of Michigan Rogel Cancer Center and professor of internal medicine, Division of Hematology Oncology at the University of Michigan Medical School.

RISING STAR RESEARCHER AWARDS

The Susan G. Komen Rising Star Researcher Awards recognize innovative work and leadership in breast cancer research and treatment, focusing on mid-career investigators whose work has the potential to significantly impact the breast cancer field and who demonstrate strong leadership potential in the breast cancer community.

Sara M. Tolaney, MD, MPH, received the Komen Rising Star Researcher Award for her significant contributions to the development of novel treatment regimens that improve breast cancer outcomes while being less toxic for patients. Dr. Tolaney is chief of the Division of Breast Oncology at Dana-Farber Cancer Institute, associate director of the Susan F. Smith Center for Women’s Cancers and associate professor of medicine at Harvard Medical School.

Gaorav Gupta, M.D., Ph.D., received the Komen Rising Star Researcher Award for his innovative research in the genetic analysis and molecular profiling of tumor cells, as well as his ongoing efforts to create more personalized, targeted therapies for breast cancer patients. Dr. Gupta is an associate professor at the University of North Carolina at Chapel Hill and co-leader of the UNC Lineberger Breast Cancer Research Program.

RESEARCH ADVOCACY CHAMPION AWARD

The Susan G. Komen Research Advocacy Champion Award recognizes emerging or established advocate leaders who are making significant contributions to ensure the unique and valuable perspectives of breast cancer patients, survivors and co-survivors are integrated into the scientific dialogue to drive progress in research and improve patient outcomes.

Patty Spears received the Komen Research Advocacy Champion Award for her dedicated scientific and advocacy leadership, and for her ongoing work in sharing patient insights with researchers, advancing clinical trials, communicating research to the public, and mentoring the next generation of patient advocates. Patty is a scientific research manager and patient advocate at the University of North Carolina (UNC) at Chapel Hill, UNC Lineberger Comprehensive Cancer Center, where she also leads the UNC Lineberger Patient Advocates for Research Council and the National Cancer Institute-funded UNC Breast Specialized Programs of Research Excellence advocates.



KOMEN AT THE 2023 SAN ANTONIO BREAST CANCER SYMPOSIUM (SABCS)

Komen joined thousands of breast cancer experts and advocates from around the world at the 2023 SABCS, the largest scientific meeting in the world focused on breast cancer, where the latest updates on research and breast cancer advancements were shared. Komen also presented the following topics:

- Analysis of trends in funding metastatic breast cancer research, featuring the work of Komen staff member Kari Wojtanik, Ph.D.
- Development of a multi-institutional, photograph-rich clinical dataset to test and validate a novel inflammatory breast cancer (IBC) scoring system, featuring the work of Komen-funded researchers Filipa Lynce and Wendy Woodward alongside Komen Scholars Kathy Miller and Reshma Jagsi.
- Driving diversity in research participation with ShareForCures®, a patient-centered, nationwide breast cancer research registry to improve outcomes, featuring the work of Komen staff members Jerome Jourquin, Stephanie McCoy, Emily Marks, Carlita Proctor McIlwain, Brady Kazar and Kimberly Sabelko, alongside Komen Scholars Barbara Segarra, Melissa Troester and Melissa Bondy.
- Effectiveness of Susan G. Komen’s national telehealth patient navigation model in reaching underserved populations and reducing cancer related distress, featuring the work of Komen staff members Julie McMahon, Shelby Lautner, Mandy Spadine, Toni Lee and Janet Okamoto.
- MBC community barriers and patient navigation training needs. This poster featured the work of Komen staff members Stephanie McCoy, Kyandra Fox, Kasey Volpe, Toni Lee, Janet Okamoto, Julie McMahon and Kari Wojtanik.
- Needs of oncology nurse navigators serving young or metastatic breast cancer patients, featuring the work of Komen staff member Erica Kuhn.
- A research impact assessment method to evaluate Susan G. Komen’s research funding impact on drugs approved for breast cancer treatment, featuring the work of Komen staff members Dana Brantley-Sieders, Lauren Leslie, Amy Dworkin, Kimberly Sabelko and Kari Wojtanik.

FY24 Research Discoveries

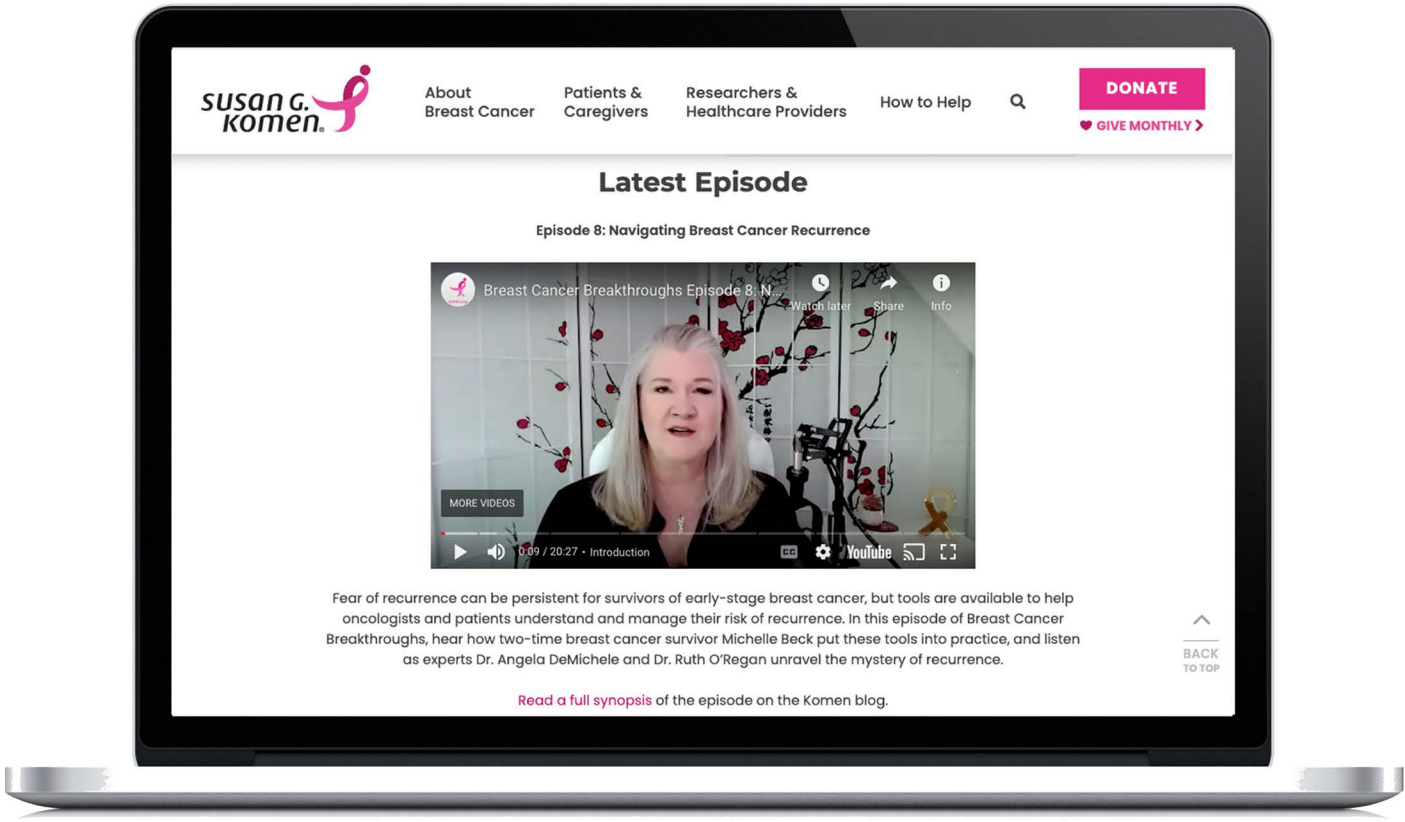
- **Komen Chief Scientific Advisor Jennifer Pietenpol, Komen Scholar Antonio Wolff, and Komen Career Catalyst Research (CCR) Grantees Tarah Ballinger and Payal Shah**, along with other colleagues, published the results of a phase II randomized trial showing that combining the immunotherapy drug atezolizumab with carboplatin significantly improved outcomes for patients with metastatic triple negative breast cancer.
- **Komen Scholars Mariana Chavez-MacGregor and Elizabeth Mittendorf** along with **Komen Scholar alumna Tari King** and others led a study demonstrating that locoregional recurrence of breast cancer is almost twice as high in Black and Asian women than white women, even when factors such as access to care and treatment adherence are the same across all populations.
- **Komen Scholars Harikrishna Nakshatri and Kathy Miller and Komen Tissue Bank Principal Investigator Michele Cote and Founding Director Anna Storniolo**, along with other colleagues, published a paper demonstrating that normal breast tissues of women of African ancestry are enriched with a cell type that leads to poor outcomes and contributes to breast cancer disparities. Using tissue samples from the Komen Tissue Bank, they found that this cell type promotes the development of the metaplastic subtype of breast cancer, which has a higher incidence in Black women.
- **Komen Scholar, Olufunmilayo Olopade** published a study that identified differences in the genetic ancestries of European and African American breast cancer patients. These findings could help steer future development of treatment strategies by providing opportunities for biomarker-informed research and guiding clinical decisions for precision oncology care in diverse populations.
- **Komen Scholars Nancy Lin and Sara Tolaney** along with Komen **Grantees, Filipa Lynce and Jennifer Rosenbluth** recently published a study showing that patients with de novo metastatic, or metastatic breast cancer at diagnosis, HER2-positive, inflammatory breast cancer (IBC) who receive surgery following HER2-directed systemic therapy had more favorable outcomes.
- **Komen Scholar Reshma Jagsi** and colleagues published a study revealing that postmenopausal women ages 50-69 with stage 1 hormone receptor-positive breast cancer, who had a low Oncotype Dx recurrence score, may safely forego radiation after their breast-conserving surgery.

Breast Cancer Breakthroughs

Clinical trials offer people with breast cancer the chance to receive the latest cutting-edge treatments and advance breast cancer care for all. However, less than 5% of people with cancer participate in clinical trials. To address this problem, Komen’s Breast Cancer Breakthroughs video series seeks to bring awareness and transparency to breast cancer clinical trials while educating our community on the latest breast cancer research advancements soon to reach patients. By presenting a wide range of topics, our audience learns straight from the experts about the current challenges in breast cancer our researchers are working to solve. Featured topics include:

- Demystifying treatment de-escalation
- Unmet needs in Triple Negative Breast Cancer (TNBC)
- Moving the needle for HER2+ breast cancer
- Bringing treatments to life
- Wrap-ups of the San Antonio Breast Cancer Symposium and American Society of Clinical Oncology Annual Meetings.

Each episode is also accompanied by a blog that brings the patient perspective to life on how these research advances impact the patient community. **With more than 164,000 video views, nearly 1,000 likes and more than 150 new channel subscribers, this series brings us one step closer to bringing clinical trial awareness to those who need it.** In a recent survey, 81% of viewers strongly agreed that Breast Cancer Breakthroughs gave them more knowledge and helpful resources about emerging breast cancer approaches and clinical trials.





Honoring our friend, Sheila Johnson

JULY 26, 1966 - APRIL 19, 2024

Sheila Johnson was a remarkable beacon of strength and resilience for breast cancer advocacy and research. Despite navigating the challenges of metastatic breast cancer (MBC) firsthand, she was a fervent advocate for raising awareness and advancing research efforts. Her unwavering dedication to sharing her experiences, participating in clinical trials, and offering invaluable advice to fellow breast cancer patients and advocates exemplified her profound commitment to driving progress in scientific understanding and enhancing outcomes for those affected by breast cancer.

In a poignant narrative shared on Komen.org, Sheila shared how research plays a pivotal role in saving lives. In her role as a Susan G. Komen Scholar and Advocate in Science (AIS), she eagerly seized the opportunity to participate on the Patient Outreach Committee for ShareForCures®, a pioneering, inclusive breast cancer research registry spearheaded by Komen. “ShareForCures® represents a platform where the patient perspective can finally shine,” Sheila said.

Sheila’s story emphasizes the critical importance of collaborative research efforts in combating breast cancer. Through her experiences, she spread a message of hope and resilience, reminding us all of the importance of collective action.

Sheila’s commitment to clinical trials extended beyond her personal experience. She actively encouraged increased participation, particularly among Black women who are often underrepresented in such trials. **“Black women in the U.S. are about 40% more likely to die of breast cancer than white women,” Sheila recounted. Recognizing health care disparities, she advocated for greater inclusivity and representation in clinical research initiatives and believed Komen can play a pivotal role in achieving this goal. Through her dedication to building and strengthening community efforts, she was an ally for so many.**

As a Komen scholar and advocacy leader affiliated with Komen, Sheila championed advancements in breast cancer awareness. Her role on Komen’s AIS steering committee demonstrated her dedication to driving meaningful change in breast cancer research.

In addition to her advocacy work, Sheila’s voice resonated in calls to action regarding MBC. Her legacy underscores the urgency of addressing issues for those facing MBC, advocating for greater awareness, research funding and support for individuals living with it. **“If I can be a part of groundbreaking research to help my daughter and to help people around the world, I’m all for it,” said Sheila.**

Through her multifaceted contributions to breast cancer advocacy and research, Sheila Johnson exemplified resilience, compassion and determination. Her story will forever serve as a beacon of strength, inspiring individuals and communities to unite in the pursuit of a world where preventing and curing breast cancer is possible.

Susan G. Komen’s Patient Care Center (PCC) provides individualized, direct patient care and support across the breast health continuum to ensure no one faces breast cancer alone.

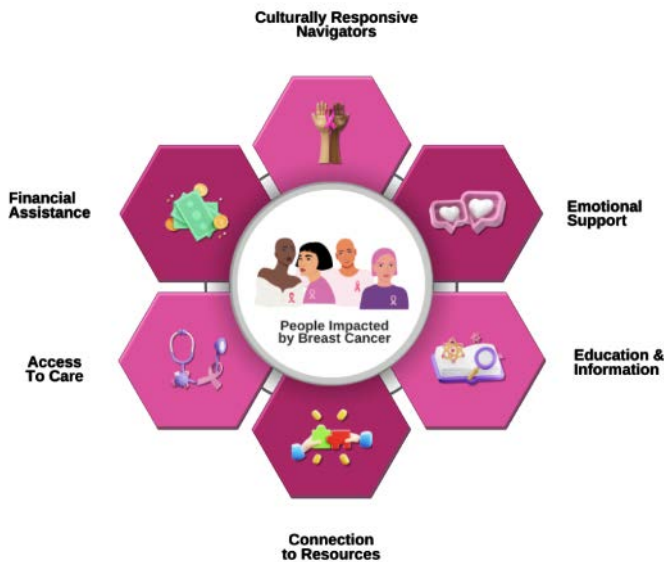
Through just a phone call or email to the Breast Care Helpline, people are immediately connected to a culturally responsive patient navigator who addresses barriers to care by:

- Providing information and educational resources about breast cancer screening and treatment options.
- Helping patients better understand their breast cancer diagnosis.
- Connecting people with resources and financial support.
- Providing emotional support.
- Holding people’s hand every step of the way – for as long as they need.

Breast cancer treatment is extremely expensive. The average treatment can cost up to \$100,000 for an individual, depending on their insurance status and disease type/stage (source). A recent published analysis by the Komen Center for Applied Research illustrates how patients are forced to choose between their treatments and fundamental living expenses.

Patients often delay or avoid care due to these costs and choose to spend their limited financial resources on family needs, like putting food on the table or keeping the house heated. This is likely to get worse with ongoing inflation and economic challenges.

Additional barriers to care include a lack of access to care and information, discrimination in health care, quality of care and experience in the health care system and individual health. Komen’s PCC team understands that breast cancer is not tackled through a one-size-fits-all approach, which is why our services are tailored to the unique needs of each person.



At Komen, we understand ending breast cancer needs care, because individualized care is the only way to ensure the best possible outcomes for everyone.

Meet Colleen.

For many people, financial toxicity can compound the existing emotional stress and anxiety that come with a breast cancer diagnosis. When Colleen Luck-Jones was diagnosed with stage 1 breast cancer, she was working a minimum wage job and living paycheck to paycheck. She also had no work benefits and was covering her medical expenses through Medicaid.

Colleen wasn’t sure she could take time off work for the treatments she needed, especially with her limited finances and with her husband on disability. She faced the decision of either going without food or her telephone or skipping treatment.

Komen’s Financial Assistance program provided Colleen with the financial support she needed to keep her bills paid while allowing her to take time off from work to heal from surgery.

“Without this grant, I would have had to take less time off work to heal from surgery to keep my bills paid,” Colleen said. “I don’t know how I could have afforded to miss work without the help I received.”

Komen’s PCC works to overcome many of the barriers experienced by those living with breast cancer, including financial toxicity.

- The Komen Patient Care Center provided **more than 52,000 services in FY24 (an 18% year-over-year growth from FY23).**
- **Over 27,000 patient navigation services** were provided to almost 20,000 people, helping to address more than 65,000 barriers to care like access to services, financial assistance, emotional health and care management.
- Komen’s Financial Assistance Program continued to grow this year, **serving 19,256 people (20% growth over last year) and providing nearly \$11 million in financial assistance** for the expenses of daily living for people in breast cancer treatment or living with MBC.
- Komen’s screening and diagnostics program provided **access to over 5,600 screening and diagnostic services for more than 4,400 people.**



Patient Navigation Training Program

Komen’s Patient Navigation Training Program is a supportive, interactive learning community that provides patient navigators with high-quality training to help breast cancer patients overcome barriers to care that lead to breast health inequities, as well as a peer network and support system. Komen prioritizes the recruitment of navigator trainees from diverse backgrounds and trains all navigators to assist and remove barriers to care for patients of varying backgrounds, cultures, races and ethnicities living in underserved communities.

Upon completion of the program, participants receive a certificate and are inducted into the Navigation Nation Community, where they stay connected to Komen for continuing education and to each other. This year, more than 1,100 people participated in the training program.

As the marquee event of the training program, the Navigation Nation Summit brings together patient navigators from around the country for a free, virtual half-day summit in September. The summit provides participants the opportunity to share best practices and resources through presentations and interactive panel discussions, all designed to equip navigators with the tools they need to empower patients to overcome barriers to care that cause inequities. The 2023 summit held on September 7th reached more than 512 participants.

“I am honored that this program created an African American Health Initiative so that I as a Black woman, can assist other fellow Black women in receiving adequate cancer care” – Navigation Nation Trainee

“Me being a breast cancer survivor, and working in social services... I really don’t remember having a patient advocate, and if I did, they apparently weren’t very memorable. I won’t make that mistake.” – Navigation Nation Trainee

Education

ABOUT BREAST CANCER (ABC) PAGES

The About Breast Cancer (ABC) pages on Komen.org provide the latest evidence-based information on breast cancer risk factors, screening, diagnosis, treatment, metastatic breast cancer, survivorship and more. These educational resources are developed, adapted and updated according to established processes consistent with public health models to ensure they are written in plain language, are culturally responsive and designed to “speak” to consumers.

WHAT’S NEW IN BREAST CANCER

In addition to our educational web pages, we have created a new section, What’s New in Breast Cancer, that describes recent advances in breast cancer research and treatment, including new investigational treatments and drugs, cutting-edge technologies and new approaches to care to improve patient outcomes.

WORSHIP IN PINK

Research shows educational messaging distributed through faith-based organizations can improve health outcomes by increasing use of mammography, increasing knowledge of disease, improving screening behavior and readiness to change, and reducing the risk associated with disease and disease symptoms. These educational messages are especially crucial for communities of color to ensure timely screening and diagnosis for breast cancer.

Worship in Pink (WIP) is a grassroots effort developed by Komen that opens the lines of communication about breast health within faith-based organizations, particularly those serving Black and Hispanic and Latino congregation members. From 2023-2024, WIP recruited 245 ambassadors and reached more than 70,000 participants at congregations in 31 states and the District of Columbia.

“Worship in Pink is so very important for our communities. We all understand that we are there to support each other and to let each other know we can fight breast cancer together.” – Deborah Branch, Komen Worship in Pink Ambassador.

MBC Impact Series

It is estimated more than 168,000 women in the U.S. are living with MBC, and while they are often grouped with the larger breast cancer population, their needs and experiences are completely different.

Komen’s Metastatic Breast Cancer (MBC) Impact Series is an invaluable resource for those living with MBC and their loved ones. The MBC Impact Series has grown into a robust educational program featuring multiple engagement opportunities, virtually and in person. Every month, attendees can participate in virtual sessions with leading scientific experts, listen to the stories of other speakers who are living with MBC and gather helpful information from wellness experts. The series also highlights recent updates in MBC public policy and patient advocacy and acts as a gateway for the MBC community to become familiar with Komen’s initiatives. For those who cannot attend the live virtual sessions, Komen offers on-demand videos of past events on the MBC Impact Series website.

This year, Komen’s MBC Impact Series Regional Conference took place on November 4th in Philadelphia, PA. This all-day, in-person event brought together 60 attendees and a diverse panel of experts including doctors, patient advocates and other health care professionals who shared valuable information and resources for those living with MBC.

IN FY24, THE MBC IMPACT SERIES PROVIDED THE FOLLOWING:

- **Hosted 13 events (virtual and in person)**
- **Reached local non-profit organizations and built relationships through in-person conferences, leveraging relationships to elevate Komen’s presence in the MBC space.**
- **Utilized programming to highlight Komen initiatives, highlight currently funded research and increase awareness of available resources.**
- **Reached over 13,000 individuals though live attendance, newsletter opens and YouTube views.**
- **Delivered 31,453 newsletters.**
- **Reached 602 live attendees and 2,114 registrants across 11 countries and 45 states.**
- **Registration grew 30% from CY22 to CY23 and number of newsletter subscribers increased by 49% from CY22 to CY23.**

Public Policy and Advocacy Priorities

Komen believes all people need and deserve equitable access to high-quality breast health care no matter their age, race, ethnicity, sexual orientation, gender identity, cancer stage or socio-economic status. As a cornerstone of our mission, Komen’s Center for Public Policy (CPP) believes sound policy and advocacy, coupled with scientific progress and patient support services, will help us overcome barriers to care and end breast cancer deaths.

The CPP ensures the collective voice of breast cancer patients, scientists, health care professionals, caregivers and engaged members of the public will be heard by government regulators on local, state and national levels. Breast cancer needs action, because sound government action is the only way we will make the broad, systemic and lasting changes needed to save lives and end breast cancer forever.

Every two years, the CPP identifies the public policy issues where Komen’s voice can provide the greatest potential for achieving our mission. Despite major public policy wins, inequities in health care remain, from the way patients are treated to breast cancer outcomes.

Komen identified three major areas where action was needed so where you live does not determine if you live, and the most vulnerable populations can get and afford the care they need to save lives.

Accelerate Research

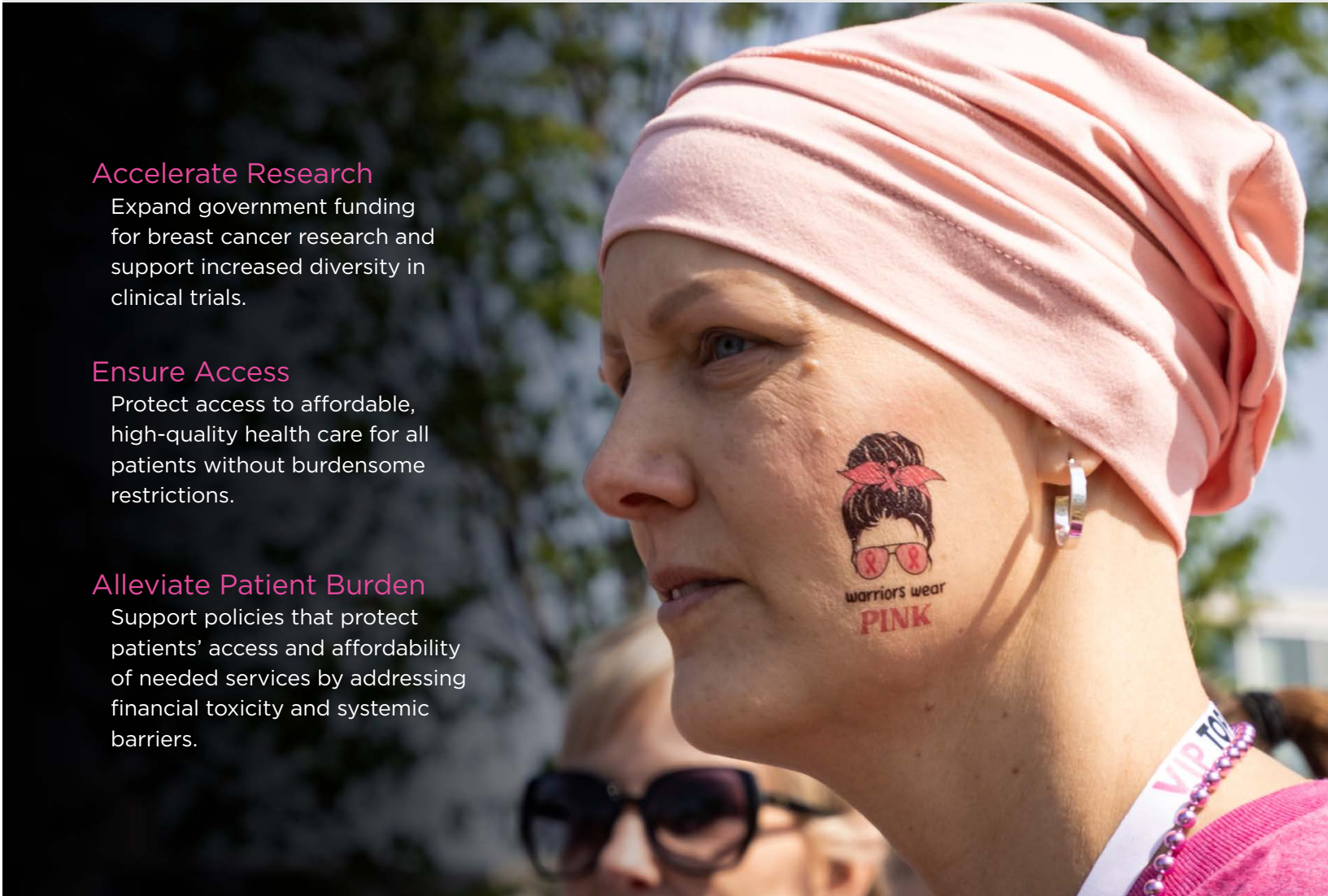
Expand government funding for breast cancer research and support increased diversity in clinical trials.

Ensure Access

Protect access to affordable, high-quality health care for all patients without burdensome restrictions.

Alleviate Patient Burden

Support policies that protect patients’ access and affordability of needed services by addressing financial toxicity and systemic barriers.



Federal Policy and Advocacy

The start of 2023 marked the start of the new 118th Congress. Komen’s federal legislative work focused on the reintroduction of our priorities and education of new and old members on our issues.

With the start of the new 118th Congress, the CPP supported nearly 30 pieces of legislation in 2023 while leading efforts on three key pieces of legislation.

- **Access to Breast Cancer Diagnosis (ABCD) Act:** The Affordable Care Act (ACA) provided millions of women across the country with access to no-cost screening mammography. While screening mammograms can help find breast irregularities in women at average risk, they alone cannot diagnose breast cancer. If the results of a screening mammogram lead to a recommendation for follow-up imaging, like a diagnostic mammogram, breast ultrasound and/or breast MRI, patients will likely face hundreds to thousands of dollars in out-of-pocket costs – all before they are even diagnosed. Aside from follow-up testing, supplemental imaging is often recommended as primary breast imaging for many individuals at high risk of breast cancer and for those who have a previous breast cancer diagnosis. The Access to Breast Cancer Diagnosis Act would address the financial barriers that prevent people from accessing vitally important diagnostic and supplemental breast imaging by eliminating patient out-of-pocket costs for needed breast imaging.
- **Screenings for Communities to Receive Early and Equitable Needed Services (SCREENS) for Cancer Act:** For more than 30 years, the National Breast and Cervical Cancer Early Detection Program (NBCCEDP) has provided lifesaving breast cancer screening and diagnostic services to low-income, uninsured and underinsured women. The Screening for Communities to Receive Early and Equitable Needed Services (SCREENS) for Cancer Act is bipartisan, bicameral legislation that reauthorizes the NBCCEDP for an additional five years and modernizes the program’s ability to meet the unique needs of communities today. This bill will allow for expanded access to breast and cervical cancer services in underresourced communities, leading to more people being screened, more cancers being diagnosed at earlier stages and, ultimately, better outcomes for people and lower costs for our health care system.
- **Metastatic Breast Cancer (MBC) Access to Care Act:** Under current law, MBC patients are subject to a five-month waiting period for Social Security and Disability Insurance (SSDI) and an additional 24-month waiting period for Medicare benefits. The MBC Access to Care Act would waive these waiting periods, improving access to care and quality of life for MBC patients.

In addition to our legislative efforts, we advocated for breast cancer research and safety-net programs to remain a national priority and receive needed funding in the annual budget. Congress was unable to pass the FY24 budget before the end of 2023, but our work will continue as we ask them to:

- **Invest at least \$51 billion in the National Institutes of Health to make biomedical research an unwavering national priority;**
- **Support innovative breast cancer research conducted at the Department of Defense by funding the Breast Cancer Research Program at \$160 million; and**
- **Expand the reach of the NBCCEDP by increasing annual funding to \$230 million.**



To support our legislative and funding priorities, the CPP held more than 430 meetings with Congressional offices in 2023. We also held two Congressional Briefings to educate staff on prioritizing diversity in clinical trials and the impact the SCREENS for Cancer Act would have on access to screening and diagnostic services for uninsured and underinsured populations.

In 2023, the CPP deepened our federal regulatory and administrative efforts, increasing our engagement with federal agencies and expanding our work on the implementation of passed legislation. Over the year, we submitted over 20 comment letters to regulatory agencies on issues impacting the breast cancer community. We also signed on to nearly 100 comment letters on issues affecting the broader patient community.

Komen brought the patient perspective to staff at the Centers for Medicare and Medicaid Services (CMS) on the implementation of the Lymphedema Treatment Act. The Lymphedema Treatment Act was a legislative priority of Komen for more than a decade when it was finally signed into law in December 2022. The bill created a new benefit category in Medicare for custom-fitted lymphedema compression garments and other approved items prescribed by a doctor or other health care providers. As a result of this advocacy, CMS included some of our suggestions in the final rule guiding implementation of the law that went into effect on January 1, 2024.

The CPP has been working with the Food and Drug Administration (FDA) for over five years on implementing standard breast density notification language on mammography reports. In March 2023, the FDA released their final rule requiring providers to inform women about their breast density and the potential need for additional imaging beyond a mammogram. While we celebrated this long-awaited change, it also highlighted the need for affordable supplemental breast imaging.

Judicial Advocacy

Court decisions can have a major impact on the breast cancer community. In 2023, Komen expanded our advocacy work by engaging in court cases affecting access to healthcare. Our judicial advocacy efforts were centered around amicus curiae brief submissions that provide information on the case focused on critical patient protections and contribute to the public record on the case.

Komen filed an amicus curiae brief in the Fifth Circuit Court of Appeals regarding the Braidwood v. Becerra case, which threatens the coverage of preventive services recommended by the U.S. Preventative Services Task Force (USPSTF) that currently come at no cost to individuals. In its brief, Komen aimed to assist the Court in understanding the importance of the Affordable Care Act's requirement that insurers cover breast cancer-related preventive measures, as recommended by the USPSTF, such as breast screenings, genetic testing and counseling, and medications that can lower one's risk of developing breast cancer.

Alongside other public health partners, Komen signed two additional amicus curiae briefs regarding discrimination of LGBTQ+ Americans in health care and access to health care for immigrant populations.

State Policy and Advocacy

The CPP continued to increase our engagement at the state level over the past year and these investments allowed for unparalleled success in 2023. Komen held more than 1,100 meetings with state policymakers to garner support for policies to alleviate patient burdens and to ensure access to affordable, high-quality care for all patients. Due to these successful meetings, there was a 93% increase in the introduction of Komen-led legislation over 2022.

During the 2023 state legislative sessions, 29 states had legislation introduced addressing at least one of our priority issues, with 17 bills signed into law, including:

- **Twenty-four states introduced diagnostic and supplemental breast imaging legislation**, which would eliminate the out-of-pocket costs for medically necessary diagnostic and supplemental imaging, of which 12 states were signed into law.
- **Two states introduced metastatic step therapy legislation**, which would prohibit step therapy, or “fail-first,” protocols for the treatment of metastatic breast cancer, with one bill signed into law.
- **Three states worked to increase appropriations for the state’s Breast & Cervical Cancer Programs**, providing low-income, uninsured or underinsured women with access to free breast cancer screening and diagnostic services.
- **One state introduced legislation that would eliminate patient cost sharing** for multi-gene genetic testing for an inherited mutation associated with an increased risk of cancer.

Komen worked in collaboration with other patient organizations in 30 states on legislation to expand Medicaid coverage, ban copay accumulator programs and provide coverage for biomarker testing and fertility preservations services, of which 19 bills were signed into law.

Grassroots Advocacy

In the past year, Komen significantly broadened its grassroots network, engaging nearly 120,000 Advocacy Insiders spanning every state in the nation. The addition of more than 18,000 new advocates marked a notable growth, collectively sending close to 21,000 emails to legislators throughout 2023.

At the heart of our work lies the belief in the transformative power of policy work and advocacy. The support for Komen’s policy and advocacy work shows that this idea resonates with individuals across the country. By expanding grassroots engagement, cultivating storytelling initiatives, and empowering advocates through education and training, we’ve established a formidable foundation for influencing policymakers. It is through these collaborative efforts that we not only amplify voices but also demonstrate the unified strength behind the call for change.

SHARING STORIES FROM OUR COMMUNITY

In our ongoing commitment to drive impactful change, we strategically expanded our efforts in story banking and story sharing, recognizing the profound impact personal narratives can have on shaping policy decisions. By cultivating a rich reservoir of authentic stories that underscore the real-world implications of our priority policy issues, we aim to create a compelling narrative that resonates with policymakers. Through a concerted effort to grow our story bank, we have amplified the diversity of voices, but also deepened the emotional connection between our advocacy efforts and the lived experiences of those affected.

As our work and reach have expanded, so have the stories collected. In 2023, we heard stories from nearly 200 advocates. By training these advocates to harness the power of their stories and hold effective meetings with lawmakers, we amplified their voices to drive change.

Renee Williams White is a perfect example of an advocate who made a significant contribution to our policy work this year through her story sharing. After paying nearly \$2,000 for diagnostic imaging to confirm a breast cancer diagnosis, she wondered, what happens to a woman who doesn’t have the money to pay \$1,800 or \$2,000 out-of-pocket before they even start their treatment?

Renee decided she wanted to help other women overcome this barrier, and she attended Komen’s Maryland Advocacy Forum and Day of Action in Annapolis as an Advocacy Ambassador. By advocating with representatives from the CPP and testifying in support of legislation before state committees, Renee helped pass legislation in Maryland that eliminates out-of-pocket costs for individuals requiring diagnostic or supplemental breast imaging. This legislation brings promise to women in her community that face financial barriers for these services, removing a key financial barrier to earlier detection of breast cancer.

Our approach involves collecting, curating and disseminating stories that vividly illustrate the challenges and triumphs related to our priority policy issues. These narratives, drawn from the firsthand accounts of individuals within our community, serve as powerful tools in influencing policymakers’ perspectives and fostering a deeper understanding of the human impact of the decisions they make.

ADVOCATE TRAINING & EDUCATION

By offering a spectrum of educational opportunities, the CPP aims to enhance our advocates’ understanding of key issues, refine advocacy techniques, and foster a community of engaged and well-informed advocates. Through various training series and events, we strived to create an environment that not only educates but inspires and mobilizes advocates for meaningful action.

2023 ADVOCACY SUMMIT

For the first time since 2019, we brought together close to 200 advocates from across the country to Washington, D.C. for the Susan G. Komen® Center for Public Policy Advocacy Summit. Hosted June 12-14, this pivotal event brought together members of the breast cancer community for educational programming and a day of action on Capitol Hill.

Advocates led meetings and spoke to the three legislative priorities as they relate to their own personal stories. By the end of our Hill Day, Komen advocates had hosted more than 200 meetings with members of Congress and their offices. Additionally, we saw a massive outpouring of grassroots support and a substantial social media presence. Nearly 3,000 emails were sent to Congress asking them to make Komen’s priorities their priorities.

Grassroots advocates also took to social media and shared hundreds of tweets calling on friends and family to join them in acting and discussing the importance of our issues. On the Virtual Day of Action, the #KomenAdvocacy hashtag had more than 1.5 million impressions. The 2023 Advocacy Summit marked an incredible outpouring of support from breast cancer advocates everywhere.

SPEAK TRUTH TO POWER

Speak Truth to Power was developed by the CPP to provide an opportunity to engage community leaders and advocates to learn about the role of policy in addressing the alarming breast cancer disparities experienced by Black women across the country. Speak Truth to Power includes two programs: Advocating to Achieve Health Equity, focused on opportunities at the federal level, and Stand Up, Speak Up, which explores state policy solutions.

SPEAK TRUTH TO POWER: ADVOCATING TO ACHIEVE HEALTH EQUITY

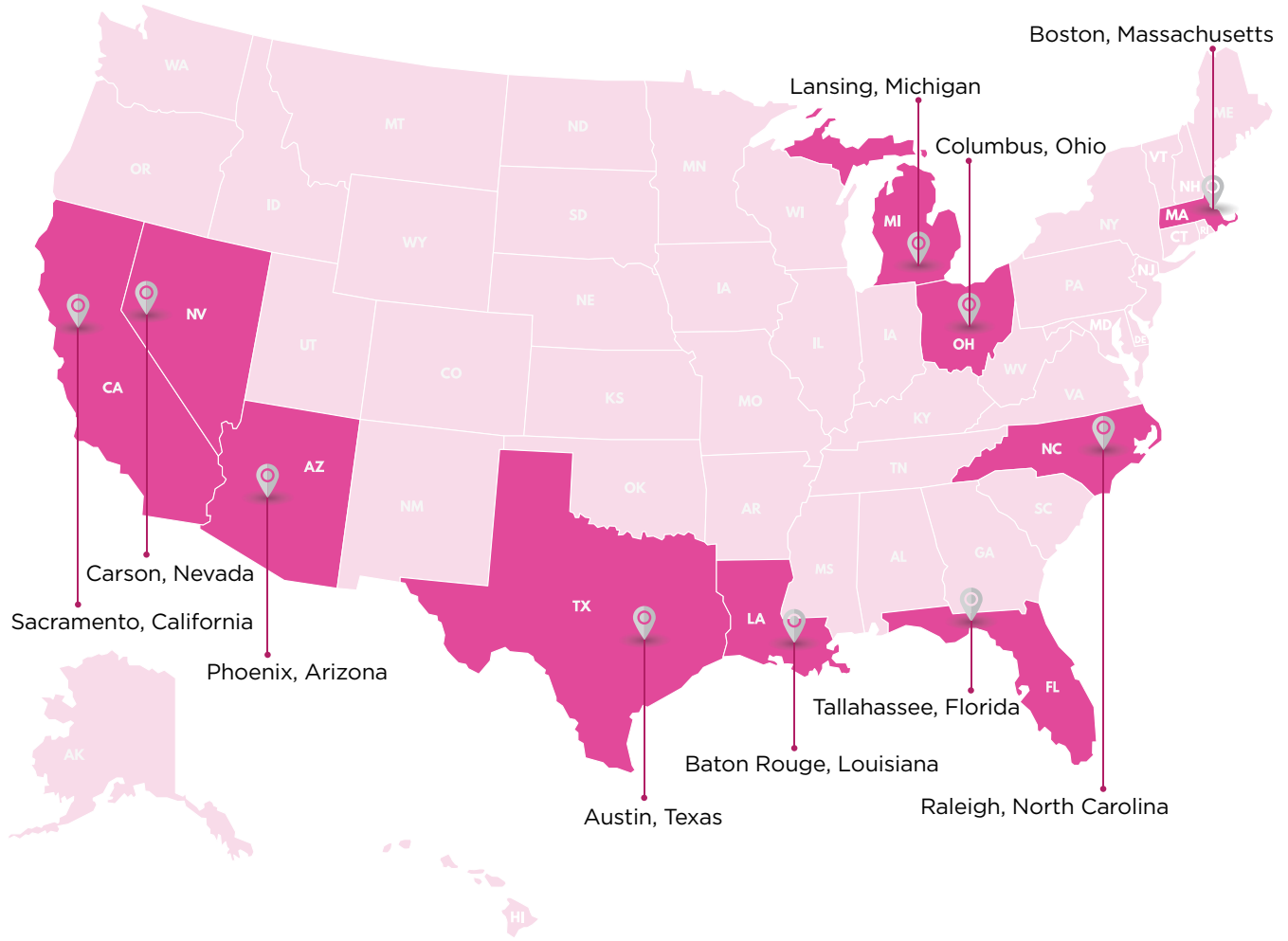
As part of the 2023 Advocacy Summit, we convened more than 40 participants for Speak Truth to Power: Advocating to Achieve Health Equity as part of our pre-conference activities. We examined the contributing factors to health disparities in our country and had the opportunity to hear from changemakers on how we all can create the long-lasting, systemic changes required to achieve health equity and save lives.

SPEAK TRUTH TO POWER: STAND UP, SPEAK UP

In October, we convened health advocates from across Missouri to learn about the role of state-based public policy and advocacy in reducing breast cancer disparities in the Black community and the importance of engaging in these efforts. Over the day-and-a-half training, participants were provided an opportunity to examine the manifestation of health equity issues and social determinants of health in Missouri and ways they could design solutions to address inequities. Participants proposed solutions that could make the most impact in addressing health disparities for Black women in Missouri.

STATE LOBBY DAYS

The CPP organizes events across the country that provide breast cancer advocates with opportunities to interact with lawmakers and their staff regarding critical state policy priorities. These gatherings equip our advocates with a thorough understanding of the most urgent breast cancer-related policy issues, ensuring their readiness for effective outreach and education efforts with legislators. In 2023, we held events in 10 states.



ADVOCACY AMBASSADOR PROGRAM

The Advocacy Ambassador Program (AAP) provides grassroots advocates with an opportunity to become more engaged with Komen’s public policy and advocacy efforts. Advocacy Ambassadors serve as key advocacy leaders, responding to requests for state and federal action while 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. In 2023, the AAP grew to more than 300 advocates, representing nearly half of all congressional districts.



Breast cancer impacts everyone, **everywhere.**



There is someone in every state, every county, every city, every community who needs help because of breast cancer. Komen believes that ending breast cancer needs community, because it is only when we come together and unite as one that we can make a greater impact in ending breast cancer. Through our community connections, collaborations, partnerships and our dedicated volunteers, we are driving this critical work forward.

This year, more than 7,000 volunteers joined us in partnership to provide inclusive leadership and influence in communities, educate the broader community about Komen’s breast health and breast cancer programs and resources, organize our signature events, and host and execute our most significant and moving fundraisers.

SUSAN G. KOMEN 3-DAY

The Komen 3-Day took place in Boston, Chicago, Denver, Dallas and San Diego in 2023. More than 5,000 walkers and crew raised more than \$13.5 million.

MORE THAN PINK WALK AND KOMEN RACE FOR THE CURE

The Race for the Cure and MORE THAN PINK Walk series raised over \$18 million this year, with more than 10,600 teams, 132,000 registered participants and 7,000 volunteers through 51 events. In its third year, Komen’s nationwide MORE THAN PINK Walk Where You Are program raised over \$530,000, with 6,400 participants across all 50 of the U.S. and the world.

“Our participation in the National Teams program has been a natural extension of our strong partnership with Susan G. Komen. Each year, thousands of Bank of America employees participate in Komen events as volunteers and as fundraisers. I hear from many employees that they are proud to work at a company that supports the breast cancer community and allows them to get involved locally. We’re proud that Bank of America’s National Team has raised more than \$1 million since 2009. We are excited to see this level of engagement growing year after year.” - Bank of America

NATIONAL TEAMS

This year, 31 national corporate teams totaling more than 8,000 participants took part in 50 events in Komen’s Race/Walk series, all 5 3-Day events and our DIY program. The program generated more than \$1.4 million. Three national teams raised more than \$50,000: Crash Champions, Insight Global and Walgreens. Five National Teams raised more than \$100,000: Bank of America, Lord Abbett, PepsiCo, Susan G. Komen and symplr.

EMPLOYEE ENGAGEMENT

Our Employee Engagement program gives companies access to trusted, evidence-based education and information, allowing them to support healthy and thriving workforces. Our workplace education offerings deliver Komen’s core breast health messages of Know your Risk, Get Screened, Know What is Normal for You and Make Healthy Lifestyle Choices.

DIY FUNDRAISING

Komen’s DIY Fundraising allows participants to decide where, when and how they fundraise. More than 1,500 participants joined us to do what they love while raising more than \$2 million. There’s no limit to what you can do as we work together to end breast cancer forever.

AMBASSADOR FUNDRAISING

More than 200 passionate leaders across the country committed to participating as a Susan G. Komen BigWig or Pink Tie Guy, raising more than \$775,000, while engaging in friendly competition with other leaders in their communities.

GO PINK FOR THE CURE AND PLAY FOR A PURPOSE!

Our new Go Pink for the Cure program encourages individuals to harness the passion and power of sports and community to take breast cancer out of play. Supporters can activate student sports and clubs to “Go Pink” and turn their enthusiasm for pickleball into a force for good or rally their community for a golf or tennis fundraiser. With Go Pink for the Cure, community members can team up with Komen to play for a purpose, because ending breast cancer needs all of us.

The Power of Partnership

Whether inspiring customers to give, engaging employees or leveraging their expertise and resources, our partners are passionate about their involvement with Susan G. Komen. Through the collective power of our partnerships, Komen funds life-changing research, ensures breast cancer patients have access to high-quality care, and advocates at the federal and state levels on behalf of the breast cancer community.

Ending breast cancer needs partners who will stand shoulder-to-shoulder with us, making our mission a part of their missions.

ASTRAZENECA PHARMACEUTICALS LP – AstraZeneca and Komen have partnered for over 10 years across multiple programs focused on making a meaningful impact for breast cancer patients. Through our long-standing partnership, we are collaborating on educational initiatives, embedding the patient voice in clinical development processes, ensuring access to high-quality care and addressing health disparities in breast cancer.



BANK OF AMERICA – Bank of America has raised more than \$12.2 million since 2009 for Komen through its Pink Ribbon Banking Affinity products, helping customers support Komen through their everyday purchases. Bank of America also serves as the National Presenting sponsor of the Komen 3-Day, Race for the Cure and MORE THAN PINK Walk events, engaging thousands of employees to support the breast cancer community by volunteering at these events across the U.S. In 2023, Bank of America employees celebrated raising more than \$1 million since 2009 through their participation in these events.



WALGREENS – As part of their commitment to customers, patients and teammates, Walgreens raised more than \$2.7 million in 2023 through the “Care in Your Corner” point of sale campaign. Throughout our multi-year partnership, Walgreens and its customers have contributed over \$18 million to Komen, helping to ensure access to high-quality care for all people. More than 1,800 Walgreens team members also gathered in their communities this year to honor, celebrate and remember those who have been impacted by breast cancer at their local Race for the Cure and MORE THAN PINK Walk events.



AVIS BUDGET GROUP – For more than five years, Avis Budget Group has partnered with Komen in its commitment to end breast cancer. Avis and Budget offer exclusive rental discounts to customers with a percentage donated directly back to Komen. We have raised over \$1.1 million from Avis Budget Group to support critical outreach for the breast cancer community through research, advocacy and patient care.



CHARITABLE ADULTS RIDES & SERVICES (CARS) – Over the past six years, CARS has provided an innovative way for vehicle owners and homeowners to make a difference in the lives of breast cancer patients. More than \$1.1 million has been raised through CARS’ turnkey vehicle and real estate donations. Together, we’ve accelerated positive change and driven impactful outcomes in our mission to end breast cancer.



CERTAINTEED – CertainTeed has been a steadfast supporter of Komen and the breast cancer community since 2020. Donating over \$500,000, CertainTeed’s commitment to their mission of making the world a better home includes helping find cures for breast cancer. They donate a portion of revenue generated from their co-branded GlasRoc Exterior Sheathing gypsum boards to Komen. This critical funding promotes further awareness of breast cancer, drives research and provides support to those affected by this disease.



GUARDANT HEALTH - Guardant Health is dedicated to helping patients in all stages of breast cancer live longer and healthier lives. Guardant Health’s partnership with Komen supports patient advocacy, ensuring the patient’s voice is included in research and clinical trials, creating better outcomes for breast cancer patients.



MOHAWK – Since 2001, Mohawk has supported Komen on behalf of the company’s community of employees, architects, designers and retailers, many of whom have been impacted by breast cancer. Through Mohawk’s Specify for a Cure and Decorate for the Cure programs, eligible products benefit Komen. This year, the collections raised more than \$1 million for Komen. Mohawk is also the Official Flooring Sponsor of the Susan G. Komen 3-Day®, providing walkers with in-kind donations and comfort that supports them on their 60-mile journey.



NATURE’S BOUNTY – Nature’s Bounty is Shining Brighter for the Cure with specialty marked hair, skin and nails gummy vitamins benefiting Komen, raising more than \$175,000 through this campaign in 2023. Additionally, Nature’s Bounty is a sponsor of the Greater New York City Race for the Cure and a National Series Sponsor for the Komen 3-Day. Our partnership supports the breast cancer community by engaging retailers and consumers across the country with critical breast health information.



NOVARTIS – Novartis joined Komen as a national partner in 2023. Our partnership extends across multiple initiatives from sponsoring Breast Cancer Breakthroughs, which brings new discoveries to the breast cancer community, to supporting the education and training of patient navigators. As a National Race and Walk Series Sponsor, Novartis is also helping raise breast cancer awareness while amplifying the voices of survivors, thrivers and advocates alike.



PARTY CITY – In their first year of partnership, Party City and Halloween City raised funds for the breast cancer community during the Halloween season through a customer round-up campaign and sale of a variety of festive pink products. Through this campaign, Party City raised over \$276,000 helping fund life-saving research, treatment, education and community health programs.



UNITED STATES BOWLING CONGRESS – Since 2000, the United States Bowling Congress (USBC) has hosted Bowl for the Cure, a year-round fundraising initiative that engages USBC Associations, Leagues and individuals through bowling events with fun formats to raise funds in support the breast cancer community. Through their fundraising events and branded merchandise, Bowl for the Cure has raised over \$13.5 million in support of breast cancer research and ensuring all patients have access to the care they need.



Major Gift Spotlights

MAXIMIZE YOUR IMPACT WITH DONOR-ADVISED FUNDS!

Looking for a smart way to give back? Consider a Donor-Advised Fund (DAF)! We are excited to announce a partnership with Chariot. Join other supporters who are simplifying their charitable giving and maximizing their tax benefits through DAFs. Your funds support 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.

Giving through a DAF also allows you to make a charitable contribution, receive an immediate tax deduction and then recommend grants from the fund over time. You'll join a community of thoughtful givers who, like you, understand the power of strategic philanthropy. Look for DAFpay on Komen fundraiser donation forms, including MORE THAN PINK Walk, Big Wigs, Pink Tie Guys, DIY, or [Komen.org/daf](https://www.komen.org/daf).

NEXT GENERATION OF RESEARCH LEADERS FUND

In 2023, Komen established a Next Generation of Research Leaders Fund, with all donations to this fund going to support early-career breast cancer investigators. This fund will ensure early-career researchers can tackle the toughest challenges presented by deadly metastatic and aggressive breast cancers, advance precision medicine, and address disparities in breast cancer care and outcomes to achieve health equity. As a part of our ongoing commitment to support these investigators, we want to continue to provide this level of career-altering support to more early career scientists and hear more from those who have already contributed:

“As a Chief Scientific Advisor for Susan G. Komen, I am proud to invest in the Next Generation of Research Leaders Fund. **Komen’s unwavering commitment to nurturing talent is not just an investment in individual researchers but a foundation for building a more creative, diverse, and innovative scientific community.** By sustaining a pipeline of researchers, we are ensuring a continuous flow of new ideas and perspectives, essential for tackling the complexity of breast cancer. I encourage everyone to contribute to this worthy cause, as our collective support can make a significant difference in the next generation of breast cancer investigators.”
-Jennifer Pietenpol, Ph.D., Vanderbilt University Medical Center

“It is imperative that we support the next generation of scientists and clinical researchers to improve our understanding of biology through the patient experience of breast cancer. Only through such critical research will we be able to continue to dramatically improve patient outcomes.”
- Ann Partridge, M.D., M.P.H., Dana-Farber Cancer Institute

Thank you to our Scientific Advisory Board for making the initial investment to establish the fund!
For more information, please contact Trish Ellis, VP, Major Gifts & Planned Giving at tellis@komen.org.



National Corporate and Foundation Partners

Agendia Inc. USA	Fund II Foundation	McDermott Will & Emery
Allied Van Lines	Fujifilm	Menarini Group - Stemline Therapeutics
Amgen, Inc.	Genentech	Merck & Co., Inc.
AstraZeneca Pharmaceuticals LP	GE Healthcare	Mohawk Industries, Inc.
Avis Budget Group	Gibson Dunn & Crutcher LLP	Natera
Avocados from Mexico	Gilead Sciences	Nature’s Bounty Optimal Solutions
Bank of America	GRAIL	Novartis Pharmaceuticals Corporation
CertainTeed	Greensource Brand Apparel, Inc.	Party City
Charitable Adult Rides & Services, Inc. “CARS”	Guardant Health	Pfizer
Charles Komar and Sons, Inc.	Hologic, Inc.	Ready™
Corinnis Partners LLC	ImpediMed	Simon Property Group, LP
Costco Wholesale	Insight Global	Simplify Asset Management
Cure Strategic Alliance	Jackson Lewis, PC	Sugarbear
Daiichi Sankyo, Inc.	Janssen	United States Bowling Congress
Deluxe Corporation	JOANN	Wacoal America
DLA Piper	Kars-R-Us	Walgreens
Eli Lilly and Company	Kent	XPO
Exact Sciences Corp.	Kirkland & Ellis LLP	Zenith
Expedia Group	Lori’s Gifts	
FITCRUNCH	Major League Baseball	
Ford Motor Company		

Komen Leadership

Komen’s diverse Board of Directors, in conjunction with the Executive Leadership Team, work tirelessly to establish partnerships, serve as advocates and thought leaders and collaborate with allies to ensure that Komen fulfills its commitment to health equity. A passionate community of influencers and advocates, Komen’s leaders offer subject matter expertise and guidance to help Komen amplify resources and support for anyone going through their own breast cancer experience. They work to connect patients to care, promote lifesaving research, advocate for equitable policies and are instrumental in driving donations that support critical health equity programs.

BOARD OF DIRECTORS

- Renee Baker, Head of Advisor Inclusion Networks, Raymond James
- Traci Otey Blunt, Founder & Principal, Blunt Group Strategies
- Michelle Bottomley, Founder & CEO, Modern Growth Exchange
- Peter Brundage, Senior Managing Director, Evercore
- Ed Dandridge – Executive Vice President and Chief Marketing & Communications Officer, AIG
- Boris Dolgonos, Partner, Gibson, Dunn & Crutcher
- Julie Gruber, Chief Legal & Compliance Officer, Gap, Inc.
- Julia Harris, President, Ronin Holdings
- Gail Heimann, President, Weber Shandwick
- LaQuenta Jacobs, VP, Global Vice President of Inclusion, Kimberly-Clark
- Jerri Johnson, Board Vice Chair, VP Workforce Management Technology, Sony Pictures Entertainment
- Kristen Maple, Partner & Chief Impact Officer, Lord Abbett
- Christina Minnis, Global Head of Acquisition Finance, Goldman Sachs

- Valerie Rainey, Chief Financial Officer, iCIMS
- Luke Sauter, CPA
- BJ Schaknowski, CEO, Symplr
- Robyn Shepherd, Partner & Head of Institutional Business Development, Bridgewater Associates
- Sean Slovenski, CEO, BioIQ
- Lydia The, Ph.D., Vice President, Strategy & Growth Corporate Business Development, Eli Lilly & Company

EXECUTIVE LEADERSHIP TEAM

- Paula Schneider, President & CEO
- Eunice Nakamura, General Counsel & Corporate Secretary
- Catherine Olivieri, SVP, Human Resources
- Ria Williams, Chief Financial & Operations Officer
- Victoria Wolodzko Smart, SVP, Mission

KOMEN LEADERSHIP COUNCILS

A group of 303 leaders in their communities have provided critical funds toward realizing our vision of a world without breast cancer and supporting our research, advocacy and patient care programs. Komen has 29 Komen Leadership Councils across the nation in our five regions: Midwest, Northeast, South Central, Southeast and West.

These leaders represent Komen in their communities as brand and mission ambassadors, sharing the impact of our work; the advancements of our life-saving research; the change we can all make together as advocates in matters of policy; and connecting communities to our Patient Care Center, breaking down barriers in access to care.

MBC STEERING COMMITTEE

A group of MBC patients inform and guide Komen’s MBC programming, including selecting topics and participating in speaking engagements. The Committee members are appointed for two-year terms.

- Maren Coffman, Ph.D., R.N., CNE
- Ashley Fernandez
- Idalia Guzmán
- Nancy Herard-Marshall
- Julia Hughes
- Pam Kohl
- Missy Van Lokeren
- Mayra Rivera
- Carlee Dixon
- Mary Randall

PUBLIC POLICY ADVISORY BOARD

These individuals provide subject matter expertise, strategic input and guidance to Susan G. Komen’s Center for Public Policy and help set the priorities and strategies to meet Komen’s mission. Additionally, they provide input on emerging breast health and breast cancer policy and regulatory issues at the state and federal levels.

- Jennifer Nelson Carney, J.D., Managing Partner, Epstein, Becker & Green
- Shonta Chambers, M.S.W., EVP of Health Equity Initiative & Community Engagement, Patient Advocate Foundation
- Lisa Chan-Sawin, M.H.A., CEO, Transform Health
- Alpha Lillstrom Cheng, M.A., J.D., President, Lillstrom Cheng Strategies
- Mary Grealy, J.D., President, Healthcare Leadership Council
- LaTasha Lee, Ph.D., M.P.H., Adjunct Professor, The George Washington University School of Medicine and Health Sciences
- David Lofye, J.D., Founder & Principal, David Lofye Consulting
- Beth Porreca, Senior Director of Development, USA Football
- Kathryn Schubert, M.P.P., President & CEO, Society for Women’s Health Research

SCIENTIFIC ADVISORY BOARD

Jennifer A. Pietenpol, Ph.D.,
Chief Scientific Advisor

Ann H. Partridge, M.D., M.P.H.,
Chief Scientific Advisor

Alan Ashworth, Ph.D., F.R.S.

Lisa A. Carey, M.D.

Sandra Finestone, Psy.D.,
Advocates in Science

Adrian V. Lee, Ph.D.

Lisa A. Newman, M.D., M.P.H.,
FACS, FASCO

Kornelia Polyak, M.D., Ph.D.

KOMEN SCHOLARS

Carlos Arteaga, M.D.

Sunil S. Badve, M.D.,
FCRPath

Regina Barzilay, Ph.D.

Tracy Battaglia, M.D., M.P.H.

Abenaa M. Brewster, M.D.,
M.H.S.

Myles Brown, M.D.

Thelma Brown, Advocates in
Science

Tomika Bryant, Advocates in
Science

Mariana Chavez MacGregor,
M.D., M.Sc., FASCO

Lisa M. Coussens, Ph.D.

Christina Curtis, Ph.D., M.Sc.,

Angela M. DeMichele, M.D., MSCE

Susan Domchek, M.D.

Dawn L. Hershman, M.D., M.S.

Reshma Jagsi, M.D., D.Phil.

Cheryl L. Jernigan, CPA, FACHE,
Advocates in Science

Sheila Johnson, Advocates in
Science

Yibin Kang, Ph.D.

Keith L. Knutson, Ph.D.

Allison W. Kurian, M.D., M.Sc.

Jennifer A. Ligibel, M.D., FASCO

Nancy U. Lin, M.D.

Cynthia X. Ma, M.D., Ph.D.

David Mankoff, M.D., Ph.D.

Donald P. McDonnell, Ph.D.

Michelle McGree, Advocates in
Science

Kathy Miller, M.D.

Elizabeth A. Mittendorf, M.D.,
Ph.D., MHCM

Elizabeth A. Morris, M.D., FACR

Harikrishna Nakshatri, BVSc,
Ph.D.

Steffi Oesterreich, Ph.D.

Olufunmilayo I. Olopade, M.D.,
FACP

Tuya Pal, M.D.

Julie R. Palmer, Sc.D., M.P.H.

Ben Ho Park, M.D., Ph.D.

Charles M. Perou, Ph.D.

Lajos Pusztai, M.D., D.Phil.

Jeffrey Rosen, Ph.D.

Bryan Schneider, M.D.

Barbara Segarra-Vazquez, MT,
D.H.Sc., Advocates in Science

Sohrab P. Shah, Ph.D.

Rulla M. Tammi, Sc.D.

Sara Tolaney, M.D., M.P.H.

Melissa A. Troester, Ph.D.

Meryl R. Weinreb, M.A.,
Advocates in Science

Alana L. Welm, Ph.D.

Antonio Wolff, M.D., FACP,
FASCO

**Our entire organization and the breast cancer community
thank you for the impact you made this year.**

Komen knows connecting with an organization's mission is just the start. We value each of our Board members, partners, supporters and volunteers who help create a world where everyone has a just opportunity of surviving breast cancer.

Care
Research
Community
Action
Hope

Ending breast cancer needs

All of Us.

Partnership
Love
Family
Commitment
Teamwork
Health Equity
Leadership

