

VIPink™

susan g. komen®



Are You Up for the Susan G. Komen VIPink Challenge?

Through early detection and effective treatments, Komen has helped reduce the breast cancer mortality rate in the U.S. by 43% since 1989. We've achieved this by investing in breakthrough research to discover new ways to prevent, diagnose and better treat breast cancer while investing in community health programs to ensure people get the help they need to understand the disease, access screening and diagnostic exams, remove barriers to care and receive critical support.

Yet despite all of our momentum -

- Worldwide, **breast cancer is still the most common cancer** in women and the leading cause of cancer death among women.
- About every **two minutes**, somewhere in the U.S., a woman is diagnosed with breast cancer.
- Nearly **44,000 people** in the U.S. are expected to die from breast cancer this year alone.
- Black women in the U.S. are about **40% more likely to die** of breast cancer than white women.



The Komen VIPink Challenge

Ending breast cancer needs research, compassion and care.
Ending breast cancer needs YOU.

\$50,000 Level

- Could allow Komen's Speak Truth to Power: Stand Up, Speak Up program to expand to additional cities, **ensuring the needs of Black breast cancer patients in the community are prioritized** by policy makers.
- Could provide **financial support for 65 people living with metastatic breast cancer** (the most advanced stage of the disease) who needs help paying the costs of daily living, such as rent, transportation or groceries.

\$25,000 Level

- Could provide **financial support for 50 patients in treatment** who need help paying the costs of daily living, such as rent, transportation or groceries.
- Could support an oncologist for a month as they run a clinical trial in an effort to **provide new treatments and care strategies to breast cancer patients**.

\$10,000 Level

- Could provide **patient navigation for 15 patients for one year**, providing them with support navigating the health care system, communicating with health care providers, understanding treatment options and accessing support services.
- Could support an early career scientist for a month as they **develop breakthroughs** for the most aggressive and deadly breast cancers.

\$5,000 Level

- Could provide emotional support, breast health and breast cancer information, and access to resources for **50 people** through the Komen Breast Care Helpline.
- Could provide **breast health education** to a faith-based organization through the Komen Worship in Pink program.