



2011 MEDIA KIT

SUSAN G.
Komen
FOR THE
cure[®]
MID-MICHIGAN



Our Mission is our PROMISE:

To save lives and end breast cancer forever by empowering people, ensuring quality care for all, and energizing science to find the cures.

Our Vision: A world without breast cancer.

WHO WE ARE:

A Global Leader

- Susan G. Komen for the Cure® is the largest source of non-profit funds dedicated to breast cancer research and community-based breast health programs in the world.
- To date, Susan G. Komen for the Cure has invested \$1.9 billion in its promise to end breast cancer.

A Community Resource

- Incorporated in 2001 by a group of dedicated volunteers, the Komen Mid-Michigan Affiliate is one of 122 domestic Affiliates. Michigan is additionally supported by the Komen SW Michigan Affiliate, the Komen West Michigan Affiliate, and the Komen Detroit Race for the Cure.
- The Komen Mid-Michigan Affiliate serves Clinton, Eaton, Ingham, Jackson, Livingston, Shiawassee and Washtenaw counties. Up to 75% of the Affiliates' net profits support community-based grants to non-profit organizations for education, screening, and treatment support programs. A minimum of 25% of net profits support national breast cancer research. No portion of Komen Affiliate resources fund administration at the national level.

WHAT WE DO:

Community Impact

- Komen Affiliates fund local non-profit organizations whose programs fill unmet breast health needs based on a biennial community needs assessment. With the emphasis on reducing mortality and improving quality of life for those who are already living with a breast cancer diagnosis, Affiliate-funded programs work to reach the medically underserved and those at greatest risk.
- The Komen Mid-Michigan Affiliate recently funded a record breaking \$430,000 in community breast health grants, to fill unmet needs including mammograms for women without adequate health insurance.
- The Komen Mid-Michigan Affiliate has funded community-based programs through Michigan State University, Sparrow, MSU Breslin Cancer Center, Shiawassee County Health Department, Mid-Michigan District Health Department, Allen Neighborhood Center, St. Joseph Mercy Health System, Allegiance Women's Health Center, the Cancer Support Community, and more!
- To date, the Affiliate has invested nearly \$3 million in its promise to end breast cancer through both community grants and national breast cancer research.

Premier Fundraising Events

- The Komen Mid-Michigan Race for the Cure® - State Capitol, Lansing – has grown from an event with 1,700 participants and raising \$125,000 in 2003, to a celebration of hope with more than 6,000 registered participants and nearly \$400,000 in revenue in 2011!
- The first annual Komen Mid-Michigan Ride for the Cure® cycling event was held in Ann Arbor on August 7, 2010 in Ann Arbor. With 101 registered riders, the event generated nearly \$100,000 revenue. Registration for the 2011 Ride for the Cure is expected to surpass 150!

WHAT SETS US APART:

Impact and Efficiency

- The Komen Mid-Michigan Affiliate invests more than .84 cents of every dollar in its mission, impacting lives today and providing hope for the future.
- The Komen Race for the Cure Series engages more than 1.6 million walkers and runners and is the largest series of 5K run/walk events in the world.
- In April, 2011, Susan G. Komen for the Cure received its fifth consecutive four-star rating by Charity Navigator, America's premier charity evaluator, a feat accomplished by only 5% of charities.

BREAST CANCER FACTS

- Breast cancer is a random and deadly disease.
- The most significant risk factors for breast cancer are being female and getting older.
- With respect to age, race, religion and socioeconomic status, breast cancer knows no boundaries,
- Breast cancer typically strikes women during their most productive years both professionally and personally.
- Breast cancer affects everyone, not just the person diagnosed. Co-survivors (family, friends and co-workers) feel the effects too.

Breast Cancer Globally

- Breast cancer is the most frequently diagnosed cancer and is the leading cause of cancer death among women worldwide.⁶
- Every 23 seconds, someone in the world is diagnosed with breast cancer.⁷
- Every 69 seconds, somewhere in the world, someone dies from breast cancer.⁶
- Approximately 1.4 million women are diagnosed each year. (At this rate, 34.5 million women will be diagnosed in the next 25 years.)⁷
- Approximately 456,000 women die from the disease each year. (At this rate, 11.4 million women will die from breast cancer during the next 25 years.)⁷
- In the past 25 years, incidence rates have risen approximately 30 percent in westernized countries. This increase may be due to changes in reproductive patterns and increased screening.⁶
- Mortality rates have been stable or decreasing in some countries. This reduction in developed countries is attributed to early detection through mammography and improved treatment.⁶

Breast Cancer in the United States

- One in eight women in the U.S. will be diagnosed with breast cancer in her lifetime.⁵
- Breast cancer is the leading cause of cancer death among women in the U.S. ages 40-59.⁴
- Breast cancer is second only to lung cancer in cancer deaths among women in the U.S.¹
- The five-year survival rate for breast cancer, when caught early before it spreads beyond the breast, is now 98 percent¹ in the U.S. (compared to 74 percent in 1982).
- An estimated 207,090 women and 1,970 men will be diagnosed with invasive breast cancer in the U.S. in 2010.¹
- An estimated 39,840 women and 390 men will die from breast cancer in the U.S. in 2010.¹
- A woman is diagnosed with breast cancer every three minutes, and a woman dies of breast cancer every 13 minutes in the U.S.
- There are about 2.5 million breast cancer survivors alive in the U.S. today, the largest group of cancer survivors in the country.³
- Approximately 5 to 10 percent of breast cancers in the U.S. are due to inherited mutations in the BRCA1 or BRCA2 breast cancer genes (less than 1 percent of the general population).¹
- Approximately 95 percent of all breast cancers in the U.S. occur in women 40 years of age and older.⁵
- Recent studies suggest that many women are not following recommended guidelines for mammography screening by having their first screening later than recommended, not having one at recommended intervals or not receiving follow-up of positive screening results. This may lead to more advanced tumor size and stage at diagnosis.²

¹American Cancer Society's Cancer Facts & Figures 2010

²American Cancer Society's Cancer Prevention and Early Detection Facts and Figures 2010

³www.cancer.org/docroot/CRI/content/CRI_2_4_IX_What_are_the_key_statistics_for_breast_cancer_5.asp?sitearea

⁴caonline.amcancersoc.org/cgi/content/full/58/2/71

⁵American Cancer Society's Breast Cancer Facts & Figures 2009-2010

⁶American Cancer Society's Global Cancer Facts & Figures 2007

⁷International Agency for Research on Cancer's Globocan 2008 Breast Cancer Fact Sheet

Mid-Michigan Affiliate of Susan G. Komen for the Cure® 2010-2011 Community Grants

**Thanks to the generous support of donors, the Komen Mid-Michigan
Affiliate invested more than \$430,000 in local
breast health programs in 2010-2011**

Allegiance Women's Health Center, \$56,605

The Importance of One, One Clinical Breast Exam, One Mammogram program increases breast exams and screening for early cancer identification and treatment for Jackson County uninsured, underinsured, and low-income women age 40-49.

Allen Neighborhood Center, \$20,580

The Breast Health Continuum: Women Moving from Awareness to Access to Action program will identify and link uninsured and underinsured low-to mid-income women to breast health education and health care access in order to mitigate the barriers that prevent them from entering or completing the continuum of care.

Eastern Michigan University, \$66,892

The Healthy Asian Americans Project will reduce the health disparity for the underserved and uninsured Asian American population in Washtenaw County and the Greater Lansing area. Asian American women have the lowest breast cancer screening rates and much higher mortality rates due to late detection compared to all other ethnic groups.

Grass Lake Sanctuary, \$39,810

The Women's Wellness Leaders program will inspire a community of breast cancer survivor leaders that nurture and support a culture of wellness in Mid-Michigan. Participants will experience building connections with nature, healthy relationships, food for health, creativity and integrative therapies.

MSU Breslin Cancer Center, \$32,215

The Changing Tomorrows Breast Cancer Survivors program reduces mortality and improves the quality of life among women with a history of breast cancer. The program addresses the long term and late effects from treatment of breast cancer and determines care goals.

MSU Department of Surgery Comprehensive Breast Health Clinic, \$39,382

The purpose of the Breast Care for Women of Mid-Michigan is to provide breast health screening with diagnostic services for women less than 40 years of age who are underinsured and underserved in the counties of Clinton, Eaton, Jackson and Ingham. Women who qualify to receive services have breast health concerns including breast pain, breast lump, and nipple discharge or have high risk family history.



Saint Joseph Mercy Health System, \$60,305

Saint Joseph Mercy Health System, through a program Breast Friends Forever=Life, will provide free mammograms and breast screenings for up to 200 low-income, uninsured or underinsured women aged 40-49 in Washtenaw and Livingston Counties. Women in the targeted group, who have an abnormal screening, will receive additional diagnostic tests. Any woman diagnosed with breast cancer will be linked with a Breast Health Navigator within our cancer program for ongoing treatment and support.

Shiawassee County Health Department, \$13,316

The Foundations for Breast Health Program of the Shiawassee County Health Department is looking to increase access to risk appropriate breast health services, with an emphasis on maintaining the continuum of care. SCHD would like to increase access to screening and diagnostic workup, along with breast health education to uninsured, underinsured, and low income women 39 years of age and younger in Shiawassee County.

Sparrow Foundation, \$17,771

The Sparrow Foundation is offering the Healthy Steps program, based on the nationally acclaimed Lebed Method exercise program for breast cancer patients and survivors. Classes are held at the Hannah Community Center in East Lansing, Letts Community Center in Lansing, and at Clinton Memorial Hospital.

The Cancer Support Community of Greater Ann Arbor, \$16,422

To address the psychological, social and spiritual needs of breast cancer survivors, with an emphasis on low income, underserved women, the Cancer Support Community of Greater Ann Arbor is offering two unique programs for survivors. Quarterly cooking classes led by a registered oncology dietician titled "Cooking for Wellness: Focus on Breast Cancer" and a series of classes based on Healthy Steps are offered in the Ann Arbor area.

YMCA of Metropolitan Lansing, \$67,502

The YMCA of Lansing's is partnering with the Jackson YMCA to offer the Turning Point Program in Ingham, Eaton, Clinton, and Jackson counties. This program is a health, fitness, and educational enrichment program that targets breast cancer patients and survivors with physical and emotional support.



Mid-Michigan Affiliate of Susan G. Komen for the Cure®

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Susan G. Komen Mid-Michigan Race for the Cure® 2011 FACT SHEET

- NAME OF EVENT:** Susan G. Komen Mid-Michigan Race for the Cure® - 9th Annual, presented nationally by Yoplait
- DATE OF EVENT:** **Sunday, April 17, 2011**
- LENGTH OF RACE:** 5K (3.1 miles) run/fitness walk
1 Mile Fun Run/Walk
Kids for the Cure Sprint and 1 Mile
- COURSE LOCATION:** **State Capitol, Lansing, MI**
Start / Finish – Capitol Ave. at Michigan Ave.
- HONORARY CHAIRS:** Mark and Becky Dantonio – MSU Head Football Coach
- ENTRANTS:** More than 6,000 registered runners and walkers
Race certified by USA Track & Field
- IMPACT:** **More than \$380,000 (and still counting) to aid in the fight against breast cancer!**
- BENEFICIARY:** **75 percent of net proceeds from the Race will remain in the Mid-Michigan area** to fund community projects related to breast health education and breast cancer screening and treatment. The remaining 25 percent will support national breast cancer research.
- NATIONAL PRESENTING SPONSOR:** **Yoplait**
- NATIONAL SPONSORS:** American Airlines, Ask.com, Bank of America, Ford Division, New Balance, RE/MAX International and Self Magazine.
- NATIONAL SURVIVOR RECOGNITION SPONSOR:** Zeta Tau Alpha Fraternity
- NATIONAL VOLUNTEER RECOGNITION SPONSOR:** Quilted Northern Ultra
- LOCAL SPONSORS** **Local Presenting Partner – Meijer**
2011 PARTNERS: Absopure, Douglas J, Lake Trust Credit Union, Mid-Michigan Physicians, Sparrow Health System, Playmakers, Panera Bread, Sunbelt Snacks and Cereals, Trumpie Photography and more.



RIDE FOR THE CURE®

Susan G. Komen Mid-Michigan Ride for the Cure® 2011 FACT SHEET

- NAME OF EVENT:** Susan G. Komen Mid-Michigan Ride for the Cure® - 2nd annual.
- DATE OF EVENT:** **Saturday, August 6, 2011**
7:00 a.m. – 100 mile start
9:00 a.m. – 60 mile start
11:00 a.m. – 30 mile start
3:00 p.m. – Finish line celebration
- LENGTH OF RACE:** 30, 60 and 100 Mile rides – The Ride is non competitive with all loops beginning and ending in Ann Arbor.
- COURSE LOCATION:** **Ann Arbor, MI**

Start / Finish – Forsythe Middle School.
- HONORARY CHAIRS:** TBD
- ENTRANTS:** The 2010 inaugural Ride had over 100 riders, we expect at least 150 riders in 2011.
- ENTRY FORMS:** Entry forms at local sponsor locations, and area cycling and fitness stores.
- BENEFICIARY:** **75 percent of net proceeds from the Ride will remain in the Mid-Michigan area** to fund community projects related to breast health education and breast cancer screening and treatment. The remaining 25 percent will support national breast cancer research.
- PLATINUM SPONSOR:** **Lake Trust Credit Union**
- LOCAL SPONSORS:** Absopure, Accelerated Rehabilitation Centers, Daiichi Sankyo, Inc., Douglas J, Huron Valley Ambulance, Jennifer Leigh Photography, Primal Wear, Sheraton Ann Arbor and more.
- MORE INFORMATION:** www.komenmidmichigan.org

