

What is Susan G. Komen for the Cure®?

The Promise that Changed the World

In 1980, Nancy G. Brinker watched helplessly as her sister, Susan G. Komen, lost her three-year battle with breast cancer. Before Suzy died, Nancy made a promise that would change the world: to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure®, which, over the last 27 years, has become the global leader of the breast cancer movement, creating the world's largest grassroots network of cancer survivors and activists, funding hundreds of millions of dollars of research, education, screening and treatment and encouraging governments everywhere to make cancer a top priority.

The Global Breast Cancer Crisis:

- A case of breast cancer is diagnosed every 29 seconds
- A woman dies from breast cancer every 75 seconds
- Over the Next 25 years:
 - Another 25 million people are expected to be diagnosed
 - Another 10 million people will die

In the United States Alone:

- A case of breast cancer is diagnosed every 3 minutes
- A woman dies from breast cancer every 13 minutes
- This year 40,170 women and 440 men will die from breast cancer
- 1 in 8 women will be diagnosed with breast cancer in her lifetime
- With 2.5 million survivors, breast cancer has the largest group of cancer survivors in the U.S.

Our Vision - A World Without Breast Cancer:

- Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists
- Our promise is to save lives and end breast cancer forever
- \$1.2 billion invested to date - \$2 billion pledged over the next 10 years
- \$100 million granted in research in 2008, our largest single year investment



Susan G. Komen and Nancy Brinker



The SC Mountains to Midlands Affiliate:

Susan G. Komen for the Cure is truly a grassroots organization. It was built out of the dedication and support of breast cancer survivors, co-survivors, supporters and volunteers. In 1995, the Upstate of South Carolina hosted it's first Race for the Cure. At this early point, Susan G. Komen only existed in the Upstate as a Race. Due to the commitment and hard work of many volunteers an Affiliate was formed in 2000. In 2009, our Affiliate expanded to include the Midlands area of South Carolina. The SC Mountains to Midlands Affiliate has invested \$3.8 million to fund breast cancer research, education programs, and screening and treatment programs.

Fiscal Responsibility:

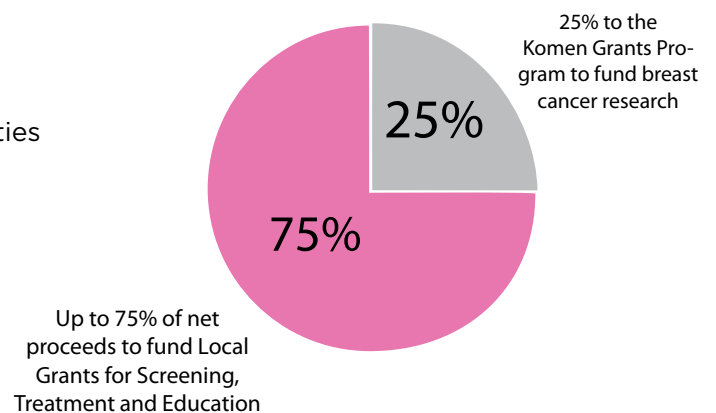
We take the management of funds that are entrusted to us very seriously. We earned a Four-Star rating (the highest rating possible) by Charity Navigator, the nation's largest independent evaluator of charities. Before deciding on any charitable giving program, research how your funds will be used at www.charitynavigator.org.

How will your donation be used?

75% of net proceeds remain in our service area to fund local breast cancer education, screening and treatment.

Since 1995, the SC Mountains to Midlands Affiliate of Susan G. Komen for the Cure has invested more than \$3 million in South Carolina! Every March, the Affiliate awards grants to local non-profits, to implement breast health education programs, breast cancer support for those diagnosed and their families, transportation services, breast screening services, biopsies, and more. In March of 2009, \$493,574 worth of Grants was awarded to the following organizations:

- Anderson Free Clinic
- AnMed Health
- Bon Secours St. Francis Health Systems
- Cancer Association of Anderson
- Cancer Association of Spartanburg and Cherokee Counties
- Cancer Society of Greenville County
- Greenville Free Medical Clinic
- Greenville Hospital Cancer Center
- Palmetto Health Baptist Easley
- ReGenesis Healthcare
- Self Regional Healthcare System
- Spartanburg Regional Healthcare System
- Wallace Thomson Hospital



25% of the remaining proceeds is used to fund local and national breast cancer research.

Since 1995, the SC Mountains to Midlands Affiliate of Susan G. Komen for the Cure has invested \$1 million in local and national breast cancer research.

Nationally:

Cumulatively, all Komen Affiliates and Komen Headquarters invested \$1.2 billion to date in breast cancer research. In fact, a Susan G. Komen for the Cure grant has touched every major breast cancer breakthrough of the past 25 years – including the basic discoveries in genetics and biology that have evolved into less invasive, personalized treatments for what was once a “one-treatment-fits-all” approach. Komen-funded research and programs have

Locally:

Since 2004, local research grants totaling \$680,000 have been awarded in the Upstate. In 2004 and 2006, two separate grants of \$250,000 each were awarded to Dr. Wen Chen of the Oncology Research Institute of Greenville Hospital System University Medical Center and Clemson University to fund research on new treatments for Her2nu expressed breast cancer. In 2008, Dr. Ya-Ping Sun of Clemson University received a \$180,000 research grant to fund cutting-edge imaging technologies. We are proud to support this important research being done right here in South Carolina!

Look at all that just \$1,000 of donated funds can pay for

\$1,000 pays for 14 mammograms for uninsured women in South Carolina

\$1,000 pays for 12 ultrasounds and transportation fees for women in rural Cherokee County

\$1,000 pays for 34 doctors' visits for women in Greenville County who suspect they have breast cancer

\$1,000 pays for outreach to 650 women and men in Oconee County

\$1,000 pays for 4,347 Breast Self-Exam cards for women in Lexington County

2009 Breast Cancer Facts

- Breast cancer is the leading cause of cancer deaths among women between the ages of 40 and 59.
- Breast cancer is a devastating and deadly disease that has struck nearly 2.5 million American women in the past decade. One in eight women will suffer from the disease in her lifetime.
- All women are at risk for developing breast cancer, and one's risk increases with advancing age. Eighty-five percent of women who develop breast cancer have no known risk factors or family history.
- In 2009, it is estimated that 192,370 American women will be diagnosed with breast cancer. That is one every three minutes.
- In the same period of time, an estimated 40,170 will die of the disease—one every 13 minutes.
- In 2009, it is estimated that 1,910 men will develop breast cancer and 440 will die. Men suffer a higher mortality rate than women because they are unaware that they're at risk and discover the cancer at more advanced stages.
- Cancer in pre-menopausal women is more aggressive than in post-menopausal women, thereby making early detection and treatment even more critical.
- The probability of survival is 98 percent—but only for women who get early detection and treatment.
- There is no known cure for advanced breast cancer.
- According to the National Health Interview Survey, mammography rates in women 40 and older in the U.S. decreased from 70.1 percent in 2000 to 66.5 percent in 2005.
- Only 51.2 percent of women 40 and older in the U.S. reported having a mammogram in the last year.
- Recent studies suggest that many women in the U.S. are getting their first mammogram later than recommended, not having mammograms at recommended intervals or not receiving appropriate and timely follow-up of positive screening results. This may lead to more advanced tumor size and stage at diagnosis.



Among Women of Color



- While mortality rates continue to decline in Caucasian women due to improvements in early detection and treatment, 32 percent more African American women die of breast cancer despite a 13 percent lower incidence rate.
- African American women are more likely to be diagnosed with later stage breast cancer, thereby underscoring the importance of awareness and early detection in saving lives.
- Compared to Caucasian women whose disease has spread, African American women have a significantly lower five-year survival rate.
- African American women show a higher incidence of breast cancer among younger women, when it is more aggressive, than Caucasian women.

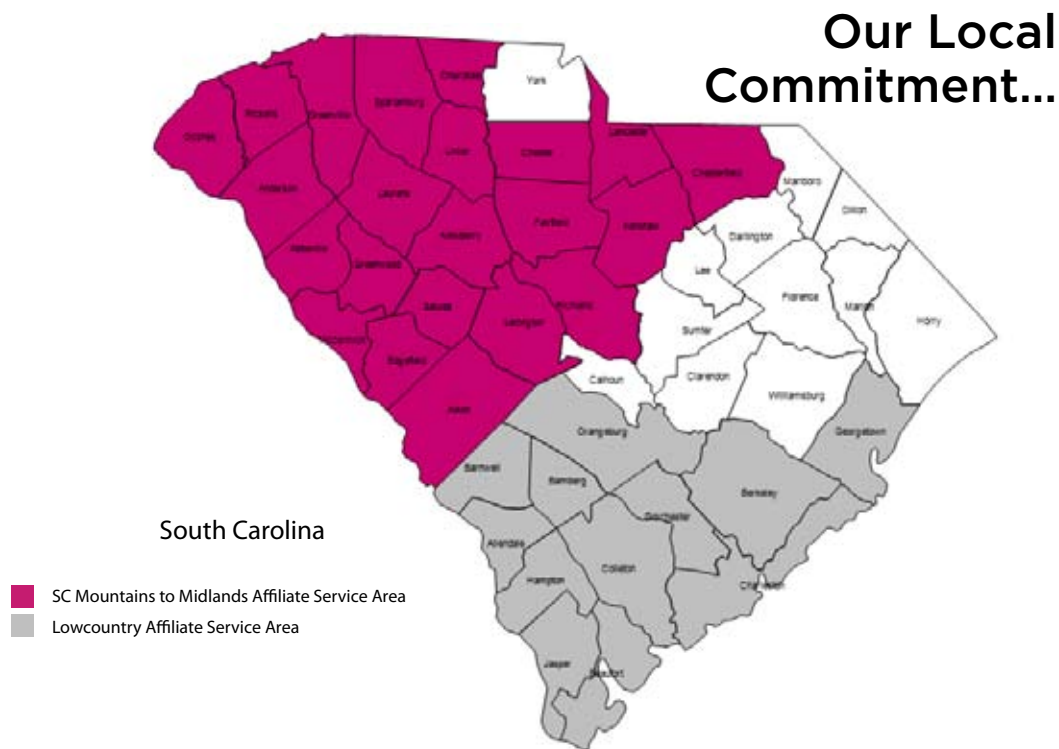
Susan G. Komen for the Cure® is the Leader... ...In the SC Mountains to Midlands

Since 1995, the SC Mountains to Midlands Affiliate of Susan G. Komen for the Cure has invested \$3.8 million in grants.

Of that amount, 147 grants worth \$2.8 million have been awarded in our service area to fund breast education, screening and treatment programs.

The SC Mountains to Midlands Affiliate services the following 22 counties: Abbeville, Aiken, Anderson, Cherokee, Chester, Chesterfield, Edgefield, Fairfield, Greenville, Greenwood, Kershaw, Lancaster, Laurens, Lexington, McCormick, Newberry, Oconee, Pickens, Richland, Saluda, Spartanburg and Union counties. Every year, the Affiliate awards grants to Upstate non-profit organizations to implement breast health education programs, breast cancer support for those diagnosed and their families, transportation services, breast screening services, biopsies and more in the 22 service counties.

In 2008 alone, our funding has allowed South Carolina women to receive over 53,000 educational pamphlets, 1,603 screening mammograms, 252 diagnostic mammograms, 233 ultrasounds, 142 bras, 46 wigs and 39 biopsies. Funds provided for early detection allowed more than 20 women to be diagnosed with early stage breast cancer.



The remaining \$1 million have been awarded to fund breast cancer research through the Komen for the Cure Grants Program.

See following page for further details.

Susan G. Komen for the Cure® is the Leader...

...In Life-Saving Research

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

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



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

LOCALLY

Since 2004, local research grants totaling \$680,000 have been awarded in South Carolina. In 2004 and 2006, two separate grants of \$250,000 each, have been awarded to Dr. Wen Chen of the Oncology Research Institute of Greenville Hospital System University Medical Center and Clemson University to fund research on new treatments for Her2nu expressed breast cancer. In 2008, Dr. Ya-Ping Sun of Clemson University received a \$180,000 research grant to fund cutting-edge imaging technologies.

Susan G. Komen for the Cure® is the Leader...

...In Awareness and Education

Education and awareness are key weapons in the fight against breast cancer. Today, early detection and effective treatment remain the best tools to surviving the disease. Here, too, Komen has had a significant impact. Komen's breast cancer contribution of \$1.3 billion since our inception includes funds from our Affiliates that provide local resources, community health programs and breast health awareness materials. These programs empower women to seek early detection, to understand the risk factors that may affect their health and to ask about the latest treatment options.

Education and outreach are accomplished nationally through a website, a national toll-free helpline (1-877-GO KOMEN), newsletters, conferences, trainings, Komen on the Go mobile bus, print and audio visual educational materials and partnerships. Komen's website, www.komen.org is one of the most comprehensive breast cancer resources online today.



LOCALLY

In 2008 alone, the SC Mountains to Midlands Affiliate handed out 53,000 educational pamphlets to SC men and women. In addition, I AM THE CURE.® is a program designed specifically to reach the 5,500 men and women who attend the Upstate Race for the Cure on the importance of early detection. The SC Mountains to Midlands Affiliate of Susan G. Komen for the Cure has spread breast cancer awareness and breast health education to thousands of South Carolina men and women.

These education and awareness programs pay off:

- Survival rates are higher. With early detection and appropriate treatment, most women go on to live long and healthy lives following a breast cancer diagnosis.
- Mortality from breast cancer is down. Between 1995 and 2005, deaths from breast cancer fell by 22 percent.
- More than 2.5 million people in the U.S. are breast cancer survivors, the largest group of cancer survivors in America.

Susan G. Komen for the Cure® is the Leader...

...In Advocacy

When Nancy G. Brinker founded Komen in 1982, the U.S. government invested a mere \$30 million in breast cancer research. That number has increased 30-fold to \$900 million in 2007, the result of grassroots activism and lobbying. Komen has built the nation's largest network of breast cancer advocates, nearly 200,000 strong at the local, state and national level, with good reason: more than 90 percent of the nation's voters want the government to pay more attention to breast cancer research and treatment.

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

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

In South Carolina



- In 2005 the SC Mountains to Midlands Affiliate led a successful advocacy effort to secure \$1 million in the state budget to treat hundreds of uninsured South Carolina women with breast and cervical cancer. The state funding was matched with \$3.76 million in federal money. South Carolina became one of only 12 other states who have adopted this expanded coverage.
- Next, the Komen SC Mountains to Midlands Affiliate successfully led an advocacy effort to secure the first ever state funding of \$2 million for the Breast and Cervical Cancer Early Detection Program, resulting in a doubling of the program and 9,000 more women being screened since July 1, 2008.
- In 2009, the SC Mountains to Midlands and Lowcountry SC Affiliates were awarded the State Policy Collaborative of the Year Award during the Susan G. Komen for the Cure Advocacy Alliance Lobby Day in Washington, D.C. This award was given in recognition of the exceptional work done in South Carolina to increase state funding for breast cancer screening and treatment and applauds the strong collaborative relationships cultivated between the two Affiliates.

Susan G. Komen for the Cure® is the Leader...

...In Economic Impact

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

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

