A year of providing access made possible by you
A LETTER TO OUR FRIENDS

Dear Friends:

Upon reflection of the past year and the impact we have made, one thing is certain: Susan G. Komen San Diego is only as strong as its supporters, champions, advocates and fighters. In the last year, you helped us reach milestones, foster innovation and create change. In a time when the world is cheering on the voices and experiences of women, your support of Komen ensured local San Diegan’s breast health remained a priority.

Because of you, steps have been taken toward our bold goal of reducing the number of breast cancer deaths by 50 percent by 2026, and exemplified our mission of saving lives by meeting the most critical needs of breast cancer patients every day.

Your generosity allowed thousands of women and men who had nowhere else to turn find a place where their voices could be heard and receive support during their most critical time of need. Across San Diego County, you supported the most critical needs in at-risk communities to increase access to early detection, education and quality treatment. Your donation paid for mammograms, biopsies, ultrasounds and MRIs. And, you helped cover the cost of rent, utilities, transportation, lymphedema sleeves and meals—the critical parts of successfully completing treatment that aren’t covered by insurance.

The culmination of three long years’ worth of advocacy efforts has established significant changes across the state producing five monumental policy changes! Together we’ve literally changed the rules that we play by in California—expanding coverage to men, individuals under 40, people experiencing a recurrence of breast cancer, those who need treatment longer than 18 months and those using oral chemotherapies. It isn’t every day that we can say we changed a law, and this year we were able to celebrate multiple times!

Each day, the work that you support, makes fighting or living with breast cancer just a little more manageable and fills us all with unwavering hope for the future. Thank you!

In Partnership,

Shaina Gross
President & CEO

MISSION
Save lives by meeting the most critical needs in San Diego County and investing in breakthrough research to prevent and cure breast cancer.

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

OUR BOLD GOAL
Reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026.

“\nThe obvious abundance of love that goes into this from complete strangers has not gone unnoticed.\n“A LETTER TO OUR FRIENDS

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This year, our advocacy efforts made a monumental change in public policy by removing the 18-month treatment cap in the government funded Breast and Cervical Cancer Treatment Program!

Thanks to these efforts, from July 2018 (when the law was changed) to January, 2019, 608 breast cancer patients in California, who before would have been cut off from their life-saving treatment, were able to continue treatment!

5,662 people helped

$261,000 in research

$151,300 in financial assistance

4,603 educated

608 received treatment because of law changed

$98,700 in screenings & diagnostics

380 received 1:1 assistance navigating the complicated medical system

MEETING CRITICAL NEEDS

Transportation 20%
Food/Personal Care 25%
Rent/Mortgage 20%
Medical Bills 10%
Utilities 10%
Childcare 5%

CHANGES AT THE CAPITAL

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SOME OF THE BIGGEST DRUG BREAKTHROUGHS IN BREAST CANCER TREATMENT HAVE BEEN FUNDED BY KOMEN

Adriamycin
Cytoxan
Flurouracil
Herceptin
Methotrexate
Taxol
Taxotere
Xoloda
Femara
Tamofan

But Stage IV needs more. We raised $261,000 this year for research, contributing to a $26 million worldwide investment for aggressive and metastatic breast cancers.

“I cannot tell you how much I appreciate your continued assistance during this tough time. I’ve been so depleted mentally, physically and emotionally. Your kindness always comes at the perfect time. Thanks so much once again for all your help, your understanding and your friendship.”

Susan G. Komen San Diego and our community partners provided 5,662 men and women with life-saving breast health services, including outreach, education, care coordination, screening, diagnostic, financial and support services.

50-64
5%
Stage 0
31%
Stage IV
17%
Stage III
27%
Stage II
20%
Stage I

Age

0-39
20%
40-49
16%
65+
16%

DEMOGRAPHICS

Breast Cancer Stage

IMPACT

PROGRAMS & SERVICES
ONE WEEK AFTER being laid off from her job as a paralegal, Hillary Condon, 36, was in an unimaginable position: her insurance would be terminated at the end of the month, and she had to figure out how she would pay for her $1,300 biopsy that would determine if she had breast cancer or not.

“I was freaking out. I was told that once I was diagnosed I could start Medi-Cal, which would help pay for my treatment, but I couldn’t get diagnosed until I got that biopsy,” said Hillary.

Komen San Diego stepped in and paid for Hillary’s biopsy. “I was unemployed and there’s no way I could have afforded that. Plus if I waited any longer, my diagnosis could have been worse. Komen was a huge help.”

For some patients it is imperative that treatment begin right away before their breast cancer advances. It is estimated that the average breast cancer tumor will progress to the next stage within 90 to 120 days, and for more aggressive tumors it may be even quicker than that. Hillary’s doctors believe that without immediate treatment, her cancer could have been fatal.

WHEN INSURANCE SUDDENLY ENDS: HILLARY’S STORY

DONOR PROFILE: MARSHA FRIEND BERKSON

Why Komen San Diego? Why have you donated countless hours, energy, and your personal hard-earned money to support this cause?

I lost my mother to breast cancer in 2003. As a mom to three children, she was simply too busy to get tested and put off her mammogram. This is a tragic way to lose a loved one, and I never want it to be true for anyone else.

Komen San Diego has funded more than 8,000 screenings over the past five years, raised over two million dollars towards research, and decreased mortality rates by 38%. That’s the kind of change that’s possible when we all get involved.

On a local level, Komen San Diego educates women about breast health and provides access to breast health services. Women like my mother who lead busy lives, have multiple jobs or don’t have the time to get checked shouldn’t be exempt from life-changing help and information.

What inspires you to give to Komen San Diego and how can others find their own inspiration to give?

There’s an amazing sense of sisterhood at Komen San Diego’s events, and it’s an immense source of inspiration to be part of and spread the cause. When women get together, we’re capable of creating powerful communities based on love, support, and trust and it’s that magic that has fueled all of our incredible work.

Even if breast cancer hasn’t touched your life personally, there is such a small degree of separation to someone who has been impacted, so this truly is an issue that affects all women. We need to be at the forefront of any life factors that affect women’s health and keep our voices and efforts strong so that women’s health is always a priority on a personal and public level. Women are caretakers, yet too often those efforts go toward taking care of the family and not ourselves, when in reality, taking care of ourselves leads to a healthier family and lifestyle. What’s a more worthwhile reason to join this cause than that?

In 2017, Marsha made a donation in memory of her mother, May Friend. Since then, her generosity not only provided 86 women with mammograms through our mobile outreach, but also provided 20 MRIs for patients needing further diagnostic testing.
COMMUNITY PROFILE: THE STATE OF BREAST CANCER IN SAN DIEGO COUNTY

**Late Stage Incidence Rates**
- 51.6% African American Women
- 48.2% Caucasian Women
- 42.6% Latina Women
- 30% Asian Pacific Islander Women

**NORTH COUNTY INLAND**
- 32.4% have less than a high school education
- 28.5% of adults 40-64 lack health insurance
- 19.9% are living in poverty
- 31.9% are foreign born

**DOWNTOWN/CENTRAL SAN DIEGO**
- 13.2% are African American
- **HIGHEST** poverty rates in SD
- 33.3% of adults 40-64 lack health insurance
- 74.8% are considered medically underserved

**SOUTHWEST & EAST SAN DIEGO**
- 19.2% are African American
- 23.4% are living in poverty
- 29.1% of adults 40-64 lack health insurance
- 43.9% are considered medically underserved

**SOUTH BAY**
- 32.4% have less than a high school education
- 29.3% of adults 40-64 lack health insurance
- 24.3% are living in poverty
- 33.8% are considered medically underserved

“Your help during this trying time is appreciated more than I could ever express.” —Ghandi

Elizabeth, a mother to a preschooler is diagnosed with Stage II breast cancer.

Brenda, a local San Diegan is invited by a friend and signs up to walk in Susan G. Komen San Diego’s Race for the Cure and donates $500—about the cost of one MRI.

Brenda attends the More Than Pink Annual Dinner and brings nine of her friends to hear about the local work being done on behalf of men, women, and families affected by breast cancer.

Brenda applies for a match from her employer.

Elizabeth is having a hard time keeping up with her rent due to medical bills and reduced income and applies for Komen San Diego’s Financial Assistance Fund to help pay her rent payment.

Brenda shares her race team on her social media platforms and raises another $1,000—enough to help one breast cancer patient with rent or bills.

Elizabeth receives help with her rent to alleviate some of the burdens she is feeling and can focus on her treatment and raising her preschooler.

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Elizabeth finishes treatment and is in remission.

Elizabeth has to take medical leave from her employer and tries to make ends meet on state disability.

Brenda walks the 5K Race for the Cure with her team and hears from some of the people being helped at Komen San Diego—like Elizabeth. The team of 25 people raise $5,000—the cost to help nearly 35 women receive mammograms.

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I was very fortunate to receive help from Komen San Diego and was able to stay in treatment when I lost medical coverage.
LILY GRILL would have to drive 90 miles roundtrip to get to one appointment. After her surgeries, Lily’s treatment plan required her to have SAVI radiation twice a day and rest in-between, for a week. Komen paid for her to stay in a hotel room during treatment so she could take care of herself and not worry about driving back and forth.

“I wouldn’t have made it without their support. I went to the hotel room right after each session, completely wiped out and fell right to sleep until it was time to go back,” said Lily. “I’m so grateful.”

Like so many women with breast cancer, Lily was still faced with the difficult choice of missing work and losing income to survive, or keep working and forego treatment. Lily chose to fight for her life, which resulted in not being able to pay her mortgage. Susan G. Komen® San Diego stepped in with help through the Financial Assistance Fund so she wouldn’t lose her home and provided gas cards, so she could concentrate on getting better instead of worrying about her finances.

Revenue

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<tr>
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<td>Individuals</td>
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<td>Grants &amp; Foundations</td>
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<td>In-kind Education and Awareness</td>
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<td>Total Revenue</td>
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Expenses

<table>
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<td>Total Expenses</td>
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</tbody>
</table>

THE COST OF TREATMENT: LILY’S STORY

“Susan G. Komen San Diego’s program helped me so much and I want to give back and help in the future.”
WHERE THE EN D OF BREAST CANCER BEGINS

SUSAN G. KOMEN SAN DIEGO
4699 Murphy Canyon Road, Suite 102, San Diego, CA 92123
(858) 573-2760 KomenSanDiego.org
@KomenSanDiego /KomenSanDiego @KomenSanDiego #KomenSD

SAVE THE DATE
10.17.2019  Dine Out for the Cure
10.27.2019  Row for the Cure
11.03.2019  Race for the Cure
12.07.2019  Health Equity Luncheon
01.25.2020  Metastatic Breast Cancer Conference
05.29.2020  More Than Pink Annual Dinner

ON THE COVER:
2018 HONORARY SURVIVOR,
LILIAN VANVIELDT-GRAY

SPECIAL RECOGNITION TO OUR TOP CORPORATE PARTNERS
$35,000+

SUSAN G. KOMEN SAN DIEGO