



**SUSAN G. KOMEN SAN DIEGO**  
**ANNUAL IMPACT REPORT FY18-19**  
APRIL 1, 2018 - MARCH 31, 2019

# YOU ARE MORE

A year of providing access made possible by you

“The obvious abundance of love that goes into this from complete strangers has not gone unnoticed.”

## MISSION STATEMENT

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.

### LEADERSHIP

Shaina Gross, President & CEO  
Linda Amaro, Chair  
Merrilee Neal, Chair-Elect  
Pam Walton, Treasurer  
Razia Richter, Secretary

### BOARD OF DIRECTORS

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Karla Lopez  
Amy Lord  
Gabrielle Murrieta  
McKensy Ryan  
Jocelyn Salas  
Wendy Shurelds  
Lizzie Wittig

# 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 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



## PROGRAMS & SERVICES

5,662 people helped

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.

\$261,000 in research

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

- Adriamycin
- Cytosan
- Flurouracil
- Herceptin
- Methotrexate
- Taxol
- Taxotere
- Xloda
- Femara
- Tamoxifen

**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.

\$151,300 in financial assistance

### MEETING CRITICAL NEEDS

- Transportation **30%**
- Food/Personal Care **25%**
- Rent/Mortgage **20%**
- Medical Bills **10%**
- Utilities **10%**
- Childcare **5%**

4,603 educated

608 received treatment because of law changed

### CHANGES AT THE CAPITAL

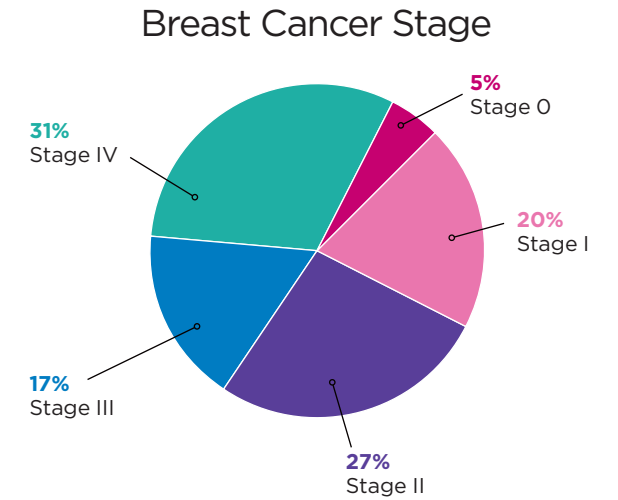
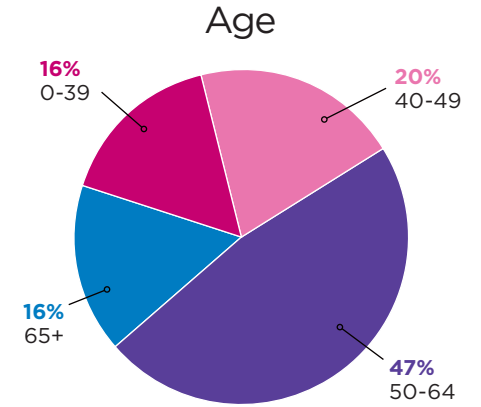
This year, our advocacy efforts made a monumental change in public policy by removing the 18-month treatment cap in the government funded Breast and Cervical Cancer Treatment Program! Thanks to these efforts, from July 2018 (when the law was changed) to January, 2019, 608 breast cancer patients in California, who before would have been cut off from their life-saving treatment, were able to continue treatment!

\$98,700 in screenings & diagnostics

### SERVICES PROVIDED SUCH AS:

- Mammograms
- Breast biopsies
- Ultrasounds
- MRIs

380 received 1:1 assistance navigating the complicated medical system



"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."

# WHEN INSURANCE SUDDENLY ENDS: HILLARY'S STORY



**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.

## 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. We know that early detection saves lives, so by bringing mammograms to places where women work, shop, pray, or learn like churches and grocery parking lots, or eliminating financial barriers, we can ensure regular screenings, especially within at-risk communities, and help save lives.

**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

**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

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

"You may never know what results come of your actions, but if you do nothing, there will be no results." —Ghandi

"Your help during this trying time is appreciated more than I could ever express."

AUGUST

**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.

SEPTEMBER

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

**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** 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.

OCTOBER

**Brenda** applies for a match from her employer.

NOVEMBER

**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.

**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.

APRIL

**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.

**Elizabeth** finishes treatment and is in remission.



# THANK YOU TO OUR PARTNERS, INVESTORS, DONORS, VOLUNTEERS, FRIENDS, AND YOU!

## FOUNDATIONS & INDIVIDUAL INVESTORS

Donors are at the heart of everything we do because, simply put, we couldn't do any of it without you. This list represents gifts made between April 1, 2018 and March 31, 2019. Your contribution not only pays tribute to your loved ones, but it inspires those around you to keep fighting—you are **MORE THAN PINK!**

### \$50,000+

James Hervey Johnson Charitable Educational Trust  
Kenneth T. & Eileen L. Norris Foundation

### \$20,000+

The David C. Copley Foundation  
Brad Norris

### \$10,000+

Marsha Friend Berkson  
The Farrell Family Foundation  
Merrilee & Mike Neal  
The Warren Family Foundation

### \$5,000+

Anonymous Donor  
Stacy Cady  
Jacqueline Cardona  
Debra & Kirk Crawford  
Aaron Davis  
Kelly Doan  
Sue & Jaimie Halliday  
Carol & Henry F. Hunte Fund at the San Diego Foundation  
The Eva L. McKenzie Memorial Fund  
Trisha Millican  
Varanya Vichit-Vadakan

### \$1,000+

Andrew Abrams  
Sherry & Kevin Ahern  
Michael Allan  
Jill W. Badger  
Cathy Bencivengo  
Robert Mark Berman  
Amy Blum

Bruce W. Brooks & Yvette Hernandez  
Olga P. Cardona  
Sally Chand  
Melissa Chapman  
Thomas Corbett  
Beatrice & Andrea Cubitt  
Lolly Daskal  
Larry Davis  
Mark Davis  
Edwards Family Trust  
Susan DesCombes  
Norm Dinnsen  
Troy D. Franzen and Ms. Suzanne M. Franzen  
Erin Funderburk  
James Fujiwara  
The Bobbie & Jon Gilbert Family Foundation of the Jewish Community Foundation  
Shaina Gross & Brian Burr  
Brenna Hampton  
Ryan Hasvold  
Karla Hertzog  
Bette D. Hoffman  
Mike Ibe  
Greg Jacobi  
Ellie Jones  
Barbara Kanneman  
Diana Kiehl  
Olivia Kolchinsky  
Kenneth Joseph Kurtz  
Colleen Livingston  
Bruce Lowder  
Charles Miyahira  
Diane Mitchell  
Anise Morrow  
Sheila E. Moss  
Oleg Nodelman  
Dr. Marilyn Norton  
Razia Richter  
Romeo C. Rivard  
Gabriela Romero  
Steve Robbins  
Christine Trimble  
Laura Farmer Sherman  
Susie Sue  
Cissy Wolfe  
Roderick Wong  
Mary Margaret Wells  
Lilian Vanvieldt-Gray & Douglas Gray

## CORPORATE & 3RD-PARTY PARTNERS

### \$50,000+

News 8 - CBS & CW ♥  
Plaza Home Mortgage  
Sunny 98.1 ♥

### \$35,000+

Hologic  
InnoVision Marketing Group ♥  
Kickin' It Challenge  
Sycuan Casino Resort ♥

### \$25,000+

Anderson Plumbing, Heating & Air ♥  
Anthem Blue Cross Foundation  
Hilton San Diego Bayfront ♥  
KFM BFM and 760 AM ♥  
Lyft ♥  
Mission Federal Credit Union ♥  
Mor Furniture for Less ♥  
Northgate González Market ♥  
Pfizer, Inc.  
Raindrop Brand & Advertising ♥  
Ralphs / Food 4 Less ♥  
Viejas Casino

### \$10,000+

Alliant Insurance  
AMN Healthcare ♥  
Bank of America  
Broken Yolk Café  
Cox Communications ♥  
Cubic Corporation  
Diego 99.3 ♥  
Eli Lilly  
Ellen Miller Short Game Tournament / Pauma Valley Country Club  
GEICO  
Genentech, Inc.  
Genomic Health  
Green Flash Brewery  
Hornblower Cruises & Events ♥  
Jamul Casino  
Manpower ♥  
Mighty 1090 ♥  
Moores Cancer Center at UC San Diego Health  
Padres Foundation ♥  
Radio Latina 104.FM ♥

San Diego Community Enhancement Grant Program  
San Diego Gulls  
Scatena Daniels Communications ♥  
Sharp and Children's MRI Center ♥  
Soapy Joe's ♥  
Torrey Pines Bank  
UC San Diego Rowing ♥  
Wawanesa Insurance  
Yelp ♥  
ZLAC Rowing Club

### \$5,000+

AmWINS Group Inc.  
Business Complete Solutions  
California Protons Cancer Therapy Center  
Celgene  
EDCO ♥  
EventAVision ♥  
Hyatt Regency La Jolla At Aventine ♥  
In Motion Events  
Manchester Grand Hyatt / Sally's Fish House & Bar  
Mossy Ford  
Moxie Creative ♥  
Panera Bread ♥  
Parker Hannifin Corporation  
PSAV ♥  
Qualcomm Incorporated  
Ranch & Coast Magazine ♥  
San Diego County Credit Union ♥  
Scientist.com ♥  
Sharp Healthcare  
Solar Tech San Diego  
Sunroad Automotive  
The SUP Connection / West Coast Paddle Sports ♥  
Supershuttle ♥  
Swinerton Renewable Energy  
TD Ameritrade  
Tri-City Medical Center

**\$1,000+**  
264 Fresco Restaurant  
Alexandra Clancy ♥  
All of Us Research / San Diego Blood Bank  
Allegra Marketing, Print & Mail ♥  
Ambient Management Services LP  
American Medical Response (AMR) ♥

Bastyr University  
Biggs Harley-Davidson  
Borrego Health  
Boxer Capital  
Cal State University San Marcos Police Department  
Cancer Center Oncology Medical Group  
Chula Vista Medical Oncology  
Cocktails for the Cure  
Disneyland Resort ♥  
Donovan's Steakhouse  
Encore Capital Group  
Estancia La Jolla Hotel & Spa  
Evans Hotels / Oceana Coastal Kitchen  
Farb Middle School  
Fashion Valley  
The Franchise Maker  
Fusco and Orsini Insurance Services  
Gorjana Jewelry ♥  
Hero Nutritionals  
Impact Canopy ♥  
Kaiser Permanente  
Kappa Sigma Fraternity - SDSU  
Klarinet Solutions  
La Jolla Country Day School  
La Jolla Beach & Tennis Club  
Littler Mendelson P.C.  
Lolita's Mexican Food  
MGP Caliper Covers  
MJ Medical  
Moneytree  
Noniko Natural Skincare ♥  
Olive Café  
Persephone Biome, Inc.  
PGC-PCI San Diego LLC ♥  
Poway Import Auto Experts Inc  
PPD  
Puma Biotech  
Rancho Bernardo Inn  
RXBAR  
San Diego Convention Center  
San Diego Rowing Club  
Scripps Health Foundation  
SDG&E  
Sexy Bitches Motorcycle Ride  
St. Mark Women's Golf Club  
Teague Insurance Agency Inc. ♥  
True Food Kitchen  
Tulip Medical Products  
University of San Diego Rowing  
Urbane Café

USE Credit Union  
Walter Wilson Studios Inc. ♥  
Watkins Landmark Construction  
Wells Fargo  
X-Ray Medical Group

## TOP 50 RACE TEAMS

Thanks to 2018 Race for the Cure fundraisers and participants, Komen San Diego is able to reach the hearts and homes of San Diego County. Thank you for joining us to end breast cancer forever.

Energizer Bunny  
Team Lilian  
Boxer Capital  
55 @ 5  
Pink da Point  
Torrey Pines Bank  
#LINDASTRONG  
DiDi's Angels  
Zodiac Pink P.A.T.H.  
Energy for Life  
Team AKJ  
Lump in the Road  
Team Lopez  
Karen's Kruisers  
Aloha Warriors  
Team Hologic  
Pretty in Pink  
Safeco Strides for the Cure  
Richter Cares  
Ralphs  
Team Previvors  
Official San Diego Bank of America Team  
Cheryl & Karen's Crew  
Team Caresse  
Team Ursula  
Jan's Jaywalkers  
Team Mission Possible  
FOR THE GIRLS  
Babes for Boobs  
United States Postal Service #PostalProud  
Orchids & Hummingbirds  
Mujeres con Poder  
Josie and the Pussycats  
Loving you through it & SRE Cares  
Boomer Bosom Buddies  
Charlie's Pink Posse  
Cocktails For The Cure

Las Divas de San Diego vs Cancer  
Team Breast Breast & Krieger  
Titty Patrol  
Rockin The Rack  
Team Rose SD  
The Treasured Chests  
Many Shades of Pink  
The Gang  
Cobham Breast Friends  
Hoofers with Hooters  
Dawn's Warriors  
UC San Diego HR Team

## TOP RACE FUNDRAISERS

### \$1,000+

Jacquelyn Martin  
Lilian Vanvieldt-Gray  
Merrilee Neal  
Stacy Cady  
Chris Fuglesang  
Nykia Wilson  
Arden Davis  
Linda Welby  
Charlie Zieky  
Christine Trimble  
Larry Davis  
Aaron Davis  
Karen McDonald  
Bette Hoffman  
Cheryl Ann Cooke  
Jill Rafia  
Razia Richter  
Steve Robbins  
Chantal Breyfogle  
Linda Amaro  
Laura Farmer Sherman  
Vicky Krugman-Mendel  
Kate Corridan  
Douglas Gray  
Gina Lopez Durazo  
Madison Davis  
Gabriela Romero  
Christine Zito  
Jessica Gaines  
Annie Alwine  
Ann Texas  
Shari Anici  
Susan Blumenfeld  
Susan Halliday  
Lisa Perlmutter  
Brenna Hampton

Wendy Shurelds  
Dina Nagib  
Michael Allan  
Laurie Adam  
Catherine Blair  
Shaina Gross  
Angelica Aguilar  
Jan Nikolai-Knox  
Robert Mikulski  
Colin Corridan  
Michael Paul  
Susan Paul  
Karla Veronica Lopez  
Joanne Garcia  
Heidi Amato  
Meredith Hall-Chand  
Susie Sue

**THANK YOU TO OUR MAJOR GIVING PARTNERS WHO HAVE COMMITTED TO BE A CIRCLE OF INFLUENCE IN THE SAN DIEGO COMMUNITY.**

Marsha Berkson  
Catherine Blair  
Chantal Breyfogle  
Claudia Ehrlich  
Patricia Elwood  
Laura Farmer Sherman  
Chris & Frank de Francesco  
Bobbie Gilbert  
Carol & Henry Hunte  
Jacquelyn Martin  
Trisha Millican  
Merrilee Neal  
Chantal Breyfogle  
Irene Oberbauer  
Cindy Olmstead  
Carl Pinkard  
Evelyn Rady  
Robin Rady  
Jodi Smith

*Every effort has been made to ensure the accuracy of this list. If an error has been made, please accept our sincerest apologies and contact us so that we can update your information.*

# THE COST OF TREATMENT: LILY'S STORY

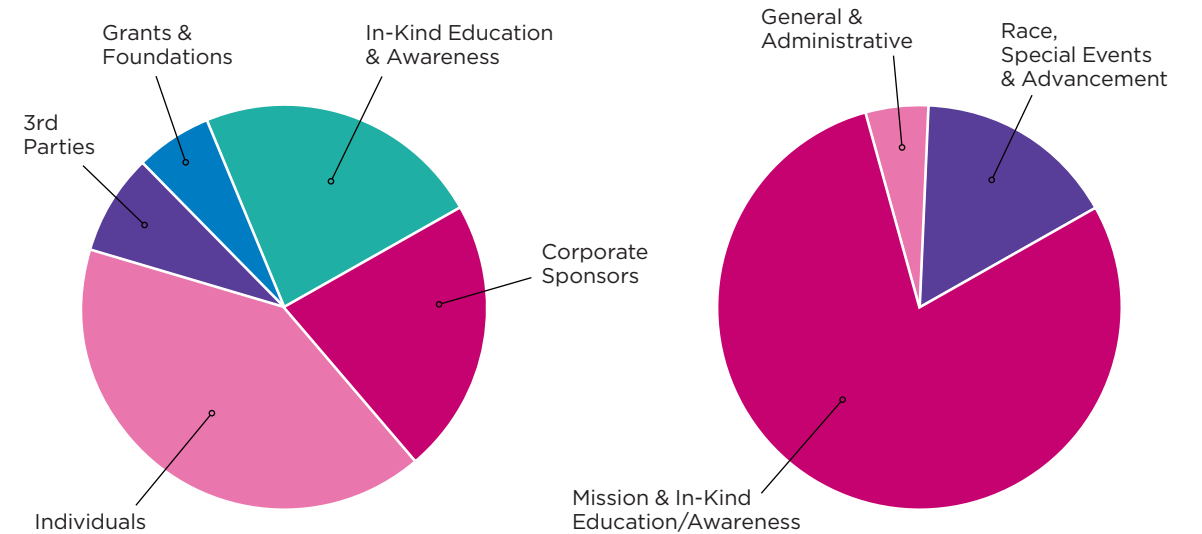


**LILY GRILL** would have to drive 90 miles roundtrip to get to one appointment. After her surgeries, Lily's treatment plan required her to have SAVI radiation twice a day and rest in-between, for a week. Komen paid for her to stay in a hotel room during treatment so she could take care of herself and 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.

# FINANCIALS



## Revenue

Corporate Sponsors	\$531,073
Individuals	\$972,808
3rd Parties	\$195,383
Grants & Foundations	\$147,706
In-kind Education and Awareness	\$539,595
<b>Total Revenue</b>	<b>\$2,386,565</b>

## Expenses

Mission	\$1,339,279
General & Administrative	\$117,372
Race, Special Events & Advancement	\$390,319
In-kind Education and Awareness	\$539,959
<b>Total Expenses</b>	<b>\$2,386,565</b>

"Susan G. Komen San Diego's program helped me so much and I want to give back and help in the future."



## 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	Healthy Equity Luncheon
01.25.2020	Metastatic Breast Cancer Conference
05.29.2020	More Than Pink Annual Dinner

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



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