Every ribbon tells a story.
OUR AREAS OF FOCUS

The work of Susan G. Komen Greater Pennsylvania is a continual effort to meet the breast health needs of the affiliate’s 53-county service area across Pennsylvania, with 75% of all funds raised staying in the community and supporting breast cancer education, screening, and treatment initiatives, while the remaining 25% of all funds raised support Komen’s National Grants Program that funds research programs throughout the country. Through its year-round efforts, Komen Greater PA is proud to have invested over $25 million back into our service area through programs that enhance the quality of life for women and men living with breast cancer, as well as having invested nearly $10 million for breast cancer research.

MISSION | Save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

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

OUR VISION | A world without breast cancer.

EDUCATION | Providing education regarding mammography recommendations, evidence-based knowledge of breast cancer treatment and survivorship, as well as breast health.

AWARENESS | Improving awareness of and access to timely breast health care in underserved and hard to reach groups of women.

PATIENT SERVICES | Patient Service Programs focused on the support of women living with metastatic breast cancer and other programs to improve quality of life of breast cancer survivors.

RESEARCH | Through its year-round efforts, Komen Greater PA is proud to have invested nearly $10 million for breast cancer research.
ABOUT SUSAN G. KOMEN  |  In 1980, Nancy G. Brinker promised her dying sister, Susan, that she would do everything in her power to end breast cancer forever. In 1982, that promise became the Susan G. Komen® organization and the beginning of a global movement. What started with $200 and a shoebox full of potential donor names has now grown into the world's largest nonprofit source of funding for the fight against breast cancer. To date, Susan G. Komen has invested more than $2.9 billion in groundbreaking research, community health outreach, advocacy, and programs in more than 60 countries. Our efforts helped reduce deaths from breast cancer by 38 percent between 1989-2014 and we will not stop until our promise is fulfilled.

Susan G. Komen is the ONLY organization that addresses breast cancer on multiple fronts such as research, community health, global outreach, and public policy initiatives in order to make the biggest impact against this disease.

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<thead>
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<th>research</th>
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<td>● Better detect, prevent and treat all breast cancers, especially deadly metastatic breast cancer</td>
<td>● Improve access to quality breast health services by funding patient navigators</td>
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<td>● Increase access to and participation in innovative clinical trials</td>
<td>● Provide underserved patients with low- or no-cost screening, diagnosis and treatment</td>
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<td>● Fund the next generation of breast cancer researchers</td>
<td>● Eliminate barriers to quality care by supporting lifesaving services like transportation, medication access and child care</td>
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<td>● Eliminate disparities in breast cancer care and outcomes by addressing gaps in access and quality</td>
<td>● Advocate for research funding and access to affordable, high-quality breast health and cancer care services</td>
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<td>● Offer volunteer opportunities so that individuals and communities can match passion with movement.</td>
<td>● Provide the public and elected officials with accurate, widely accepted breast cancer information</td>
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<td>● Provide scientifically accurate information, support and compassion through the Komen Breast Care Helpline</td>
<td>● Gather survivors, those living with metastatic breast cancer, co-survivors and their communities together to honor, support and celebrate</td>
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**BREAST CANCER STATISTICS**

Breast cancer discriminates against no one. Breast cancer is the most common cancer among women in the U.S., accounting for 30 percent of newly diagnosed cancers.

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<th>One in 8 women in the United States will be diagnosed with breast cancer during her lifetime.</th>
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<td>A woman is diagnosed with breast cancer every two minutes in the United States, with a woman dying from the disease every 13 minutes.</td>
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<td>From 1989-2016 (most recent data available), breast cancer mortality decreased by 40% due to improved breast cancer treatment and early detection. Since 1989, up to 614,500 breast cancer deaths have been avoided.</td>
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<td>In the past five years, Komen Greater PA has provided over 20,000 mammograms as well as services to nearly 450,000 individuals.</td>
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<td>For localized breast cancer, the 5-year relative survival rate is 99%. For regionalized breast cancer, the 5-year relative survival rate is 86%</td>
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<td>The reality remains that in 2020, in the U.S., an estimated 268,600 new cases of invasive breast cancer will be diagnosed in women, and 2,670 new cases in men.</td>
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<td>In 2020, more than 42,000 women and men in the U.S. are expected to die from breast cancer.</td>
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<tr>
<td>Today, there are more than 3.5 million breast cancer survivors in the U.S.</td>
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<tr>
<td>It is estimated that over 154,000 people in the U.S. have metastatic breast cancer.</td>
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1 in 8 women who live to be age 70 will develop breast cancer in her lifetime. Who is your one?
CORPORATE ENGAGEMENT

VOLUNTEER
The success of our events depends on the support of our volunteers. Komen Greater Pennsylvania offers volunteer opportunities throughout the year, but especially for the Pittsburgh Race for the Cure and Northeastern Pennsylvania Race for the Cure, for both individuals and groups. For more information on volunteering please contact Erin at eroth@komengreaterpa.org. Typically groups of 15-50 employees is ideal, although larger groups are welcome.

FORM A RACE TEAM
Forming a corporate team for the Race is an extremely effective way to create comradery, support a co-worker who has been diagnosed, or endorse a charitable cause that effects so many. Encourage friendly competition by seeing which department or floor can form the largest team or raise the most funds. A Team is about creating a memorable opportunity to join co-workers in the fight against breast cancer. We give public recognition to the largest company team both in fundraising dollars and number of team members.

Remains in our local communities

Your generosity and support will help to save lives right here in our local communities by funding breast cancer screening and treatment services, breast health education programs, and breast cancer research.

25%
Supports Komen breast cancer research initiatives

LUNCH & LEARN
Komen Greater PA offers a 30-60 minute Lunch & Learn Breast Cancer 101 presentation to companies and corporations who wish to educate and bring awareness of breast cancer to their employees. Hosting a Lunch & Learn is an easy way to bring employees together to learn more about the diagnosis, treatment, and prevention of breast cancer. In addition, we also support company “Healthy Happy Hours” and Health Fairs. For more information, please contact Ruth at ruth@komengreaterpa.org.

WORKPLACE FUNDRAISING
Peer-to-peer fundraising is currently the fastest growing fundraising platform in the industry and we are honored to be contacted so often by passionate members of our community wanting to organize an event or promotion benefiting breast cancer awareness and research. Companies can create a culture of philanthropy by hosting a luncheon, bake sale, donation drive, Jeans Day, Pink Day, or other simple fundraiser. For more information, please contact Meg at mdluhos@komengreaterpa.org.
28th Annual Pittsburgh Race for the Cure® | May 10, 2020
Held annually on Mother’s Day in Schenley Park, the Pittsburgh Race draws an incredible 15,000+ participants from all over Pennsylvania and surrounding states. One of Pittsburgh’s largest 5K races, the Pittsburgh Race for the Cure offers a 5K competitive, timed-run, 5K walk, and one-mile fun walk among many activities for the entire family throughout the morning. The highlight of the morning is the breast cancer survivor and Forever Fighter recognition and remembrance of all those who have lost their lives to breast cancer.

30th Annual Northeastern Pennsylvania Race for the Cure® | September 26, 2020
The Northeastern PA Race for the Cure has won the region’s heart and welcomes approximately 2,500 participants each year. The NEPA Race for the Cure celebrates breast cancer survivors and Forever Fighters, as well as hosts activities for young and old. Featuring a 5K competitive, timed-run and 5K walk through beautiful downtown Scranton, the Northeastern Pennsylvania Race for the Cure is a great way to honor those affected by breast cancer in your life.

Komen Greater Pennsylvania’s Races welcome the community - family, friends, co-workers - to join together in the fight against breast cancer. Our Race for the Cure series are must-see events with new and exciting opportunities each year for both participants and sponsors.

Sponsorship opportunities are available for both the Pittsburgh Race for the Cure and the Northeastern PA Race for the Cure. For more information, please contact: Meg Dluhos, Development Director mdluhos@komengreaterpa.org or 412-342-0500
KOMEN GPA
EVENT DESCRIPITIONS

**SKI FOR THE CURE**
**JANUARY 2020**
Our inaugural Ski for the Cure will be held at Seven Springs Mountain Resort, in conjunction with WTAE’s Winterfest. Join us for this exciting winter event that features a breast cancer dedication run, ski-a-thon, timed-race gates, prizes, drawings, and a ton of winter fun packed into a day on the slopes! A new, must-see tradition, Ski for the Cure is a day for the entire family!

**PROMISE PARTY**
**MARCH 19, 2020**
Komen Greater PA’s Promise Party Fundraising Affair is dedicated to supporting our community breast health programs. This enjoyable evening includes entertainment, delicious food, charitable gaming, auctions, and more. Guests unite in their shared passion for helping women and men at every stage of their breast cancer journey and making a positive impact in our local communities through their support.

**SWING FOR THE CURE**
**MAY 19, 2020**
Komen Greater PA is thrilled to host the Swing for the Cure Golf Classic to potential sponsors and constituents. This new golf event will feature a 4-person scramble, hole prizes, contests, mulligan packages, raffles and drawings, as well as a Par-Tee cocktail dinner and awards ceremony, following the day on the course. Businesses and individuals are welcome to register for this wonderful golf experience on the championship course at Longue Vue Club.

**TICKLED PINK**
In recognition of our community of breast cancer survivors and forever fighters, Komen Greater PA hosts the Tickled Pink Survivor & Forever Fighter brunch in both Scranton (spring) and Pittsburgh (fall) for breast cancer survivors and their guests. Tickled Pink provides an opportunity for survivors to meet, mingle, and enjoy celebrating survivorship. This event also offers a variety of additional activities including speaker, boutique shopping, purse bash, make-overs, fashion show & more!