



# The Susan G. Komen Difference

Susan G. Komen® is the breast cancer organization of choice for organizations and individuals looking to make a significant impact in the fight against breast cancer. Komen's unmatched national infrastructure and global, grassroots footprint enables us to provide innovative and impactful solutions quickly at scale.

Our unique combination of breast cancer expertise, compassionate support and advocacy has cemented us as the most respected and invaluable partner in the fight against breast cancer among patients and their families, researchers, health care providers and policy makers.

**Why Susan G. Komen?** Susan G. Komen's reach, leadership and comprehensive approach to fighting this disease is unmatched. While other breast cancer organizations focus on a narrow aspect of the fight, we stand alone in the breadth of our work and our ability to impact millions of people annually.

## We do this by:

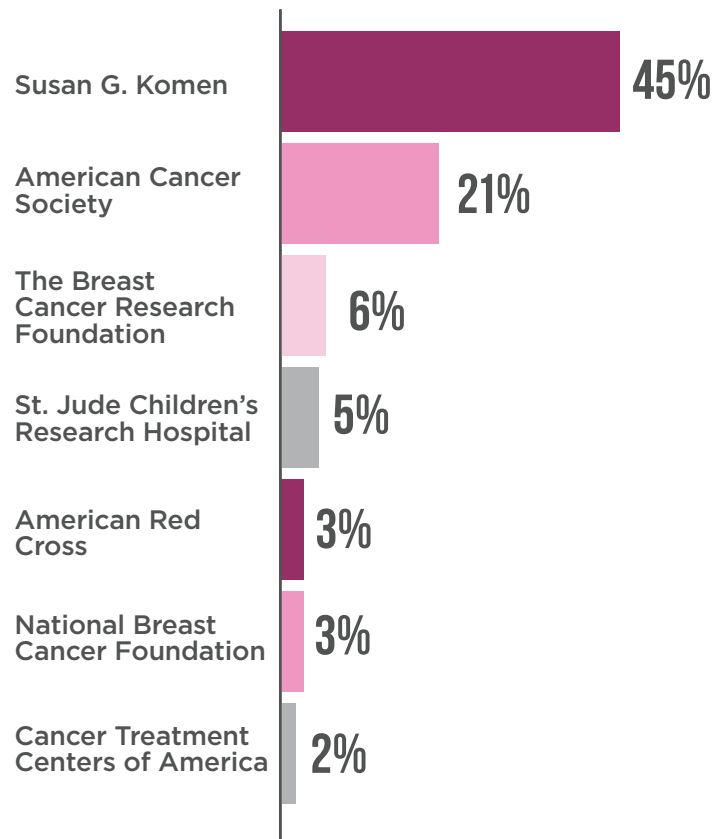
- Empowering patients and their families with trustworthy information to help them make informed health decisions.
- Helping patients navigate a fragmented and confusing health system, while overcoming barriers to receiving timely, high-quality health care.
- Collaborating with key stakeholders across the health care system to break down barriers and improve the quality of care.
- Mobilizing devoted public policy and patient advocates to ensure the needs of patients are heard by government policy makers, regulators and health care industry decision makers.
- Investing in today's innovators and tomorrow's leaders in breast cancer research.

## Komen's scientific and community leadership guides and supports our cause

53 ◀ TOP SCIENTIFIC LEADERS IN BREAST CANCER RESEARCH

200 ◀ TRAINED PATIENT ADVOCATES

## Susan G. Komen has the highest unaided awareness



\*Susan G. Komen is the most mentioned non-profit supporting breast cancer.  
Source: Equitrends Report, 2019



# Saving Lives:

## Susan G. Komen's comprehensive approach



### **Delivering Needed Care – Ensuring Everyone Benefits from Innovations and Quality Care** **Supporting people in every community in the U.S., Komen**

- Enables patients to access and control their health data.
- Supports patients throughout the continuum of care through connected and personalized services, including easy access to emotional support and financial assistance.
- Collaborates to bring high-quality, affordable care to people where they are.
- Overcomes inequities in care, dismantling systemic racism and bias.



### **Action through Advocacy – Mobilizing 370,000 advocates for lasting change** **Through the Center for Public Policy, Komen:**

- Is the voice of the 3.8 million breast cancer survivors and people living with the disease.
- Mobilizes diverse breast cancer voices into a powerful platform for systemic, lasting change at all levels of government.
- Influences decisions within political, economic and social institutions; advocating for timely access to quality care, compassionate patient services, and research funding.
- Empowers people to advocate for their health and the health of others.



### **Discovering Breakthroughs through Research – NIH recognized peer review process** **Komen is leading the way to:**

- Accelerate breakthrough discoveries by leveraging the power of technology and shared data.
- Understand and address the drivers of disparities in breast cancer outcomes, and ensure diversity in clinical trials and data collection.
- Discover the causes and prevent recurrence.
- Develop better treatments for metastatic and aggressive breast cancers.



### **Komen Community by the numbers**

**30 MILLION**

- ▶ 30 million engaged with the Susan G. Komen brand annually

**2.7 MILLION**

- ▶ 2.7 million followers across social media channels

**1 MILLION**

- ▶ 1 million people participate/support fundraising walks

**5 MILLION**

- ▶ Komen.org receives more than 5 million visits each year

**15,000**

- ▶ 15,000 people receive support annually from Komen Helpline

**1,000**

- ▶ 1,000 community partners to deliver patient support

