



the
GIVING
circle
CAMPAIGN

IMPACTING THE FUTURE



HEATHER'S STORY

As a 26-year old graduate student at Portland State University, Heather never imagined the lump she detected would be breast cancer, but it was. With no job, no insurance, and no family in town, she says “Komen saved my life. I was scared and alone, not exactly sure where to start, literally to fight for my life.” Heather qualified for Komen’s free screening program—the Breast and Cervical Cancer Program—and because she was diagnosed through the program, she qualified for Medicaid and all of her treatment, surgery, chemotherapy, and radiation were covered.



Today, three years later, Heather has a beautiful baby girl named Leona and continues to be a voice for breast cancer awareness; proud to have won the fight for her life with the help of Komen’s life-saving resources.

WHO will you impact?



OUR PROMISE

To save lives and end breast cancer forever by empowering people, ensuring quality care for all, and energizing science to discover the cures.

Our volunteers and staff are united and passionate because breast cancer has touched their lives. Komen is comprised of the world’s largest grassroots network of breast cancer survivors and activists, and remains the largest source of nonprofit funds dedicated to the fight against breast cancer across the globe.



ACCOMPLISHMENTS & PROGRAMS

- The Oregon and SW Washington Affiliate of Susan G. Komen for the Cure® is proud to be known as a trusted, local organization for accurate information and resources regarding all aspects of breast health.
- In 2009, **the Affiliate helped to fund mammograms for 6,500 uninsured women** throughout Oregon and SW Washington.
- Komen collaborates with the American Cancer Society by **funding a transportation program for hundreds of women across our entire service area. This program specifically addresses rural and low-income women, removing barriers to screening and treatment.**
- Komen's Breast Cancer Issues™ Conference is the **signature breast health conference in the Pacific Northwest**, addressing breast cancer risk reduction, survivorship and treatment options.
- The Komen Portland Race for the Cure® is consistently the **largest Race for the Cure® event on the West Coast**, and among the top in participation across the nation. This year the Affiliate will hold the first annual Komen Eugene Race for the Cure.
- Komen-funded research has laid the groundwork for many promising treatments —**Tamoxifen, Arimidex, and Herceptin**—as well as the **discovery of the gene indicators BRCA1 and BRCA2** for inherited forms of breast cancer and the **use of MRI as a screening tool.**

RECENT AWARDS & RECOGNITION

- For the fourth year in a row, Susan G. Komen for the Cure® has been awarded a **four-star rating from Charity Navigator**, the premier independent charity evaluator that rates charities by assessing financial health, organizational efficiency, and organizational capacity.
- In Fall 2009, our Affiliate was **named The Top Large Nonprofit to work for in Oregon** among 200 organizations by **Oregon Business Magazine.**
- The 2010 rankings of nonprofit organizations from global market research firm Harris Interactive ranked Komen for the Cure as the charity to which people are most likely to donate. Komen also ranked second among the most trusted nonprofit organizations in America (behind St. Jude Research Hospital). The rankings examined 1,151 organizations.

Life without breast cancer will happen. How quickly depends on us.

COMMITMENT TO DISCOVERING THE CURES

- Globally, Susan G. Komen for the Cure® is the world's **largest private funder of breast cancer research and community health programs** with more than \$1.3 billion invested to date and a commitment to invest another \$1 billion by the year 2017.
- **Every major advance** in the fight against breast cancer has been touched by Susan G. Komen for the Cure® research.
- Globally, Susan G. Komen for the Cure® has helped train more than 400 breast cancer researchers and funded more than 1,800 research projects over the past 26 years.

MAJOR GIVING OPPORTUNITIES

TWO WAYS TO MAKE AN IMPACT WITH YOUR DONATION

UNRESTRICTED

Up to 75% of your contribution will stay in Oregon and SW Washington in support of our local programs of education, early detection, treatment and survivor support. The remaining 25% will go to the Susan G. Komen for the Cure national grant program to fund crucial research and will be invested without any administrative overhead—every dollar going directly to research.

RESTRICTED

Here are samples of life-saving programs you can choose to impact:

Screening & Early Detection

The need for mammograms among **underserved, uninsured and low-income** populations far exceeds the supply. We are able to fund approximately 6,000 women through the Oregon Breast & Cervical Cancer program, but the need is estimated to be 57,000.



Access to Care & Transportation

Transportation to mammograms and cancer treatments is a **significant problem throughout Oregon**. We need additional funding for our service-area-wide transportation and lodging program. We have been able to fund annual assistance to less than 300 women in rural communities.

Grants and Mini-Grants

Grants are awarded each year throughout Oregon and SW Washington for programs in **breast cancer awareness, outreach, treatment support and survivorship**. Mini-grants can provide up to \$2,000 for **any single special event or project** like a survivor tea in a rural community or an education day with a tribal group.

Patient Assistance

This new program, still under development, will address the overwhelming needs of low-income women who are in treatment for breast cancer. A special Task Force is currently creating the guidelines for this program and reviewing potential funding sources.

Breast Cancer Issues Conference™

This annual conference is unique in the Pacific Northwest and provides the most **up-to-date and science-based information on breast cancer** risk reduction, treatment options, survivor issues, and research advances.

Survivor & Co-Survivorship

With **2.5 million breast cancer survivors** in the U.S., there is a critical need for information and support through treatment and beyond. We must also provide help for those family and friends who are caregivers, travelling the cancer journey along with a loved one.

Research

Susan G. Komen for the Cure funds cutting-edge research for the cures and has been involved in **every major breast cancer advance** in the past quarter century—including basic scientific breakthroughs in biology and genetics, which are the basis for many of today's individualized treatment protocols.



Chris McDonald presents the Survivor of the Year Award to Dr. Devon Webster, MD, of Northwest Cancer Specialists.

We are able to fund approximately 6,000 underserved, uninsured and low-income women through the Oregon Breast & Cervical Cancer program, but the need is estimated to be 57,000.

THE GIVING CIRCLE

At the heart of all our efforts at Susan G. Komen for the Cure is the Giving Circle, an extraordinary group whose significant financial support makes a difference in the lives of families today and in the future.



At each giving level, our Ambassadors are invited to participate in recognition opportunities and special events.

NAMED FUNDS

Do you want to honor a family member or loved one and, at the same time, provide much needed assistance to our work in Oregon and SW Washington? A Named Fund, for example, can be established for a \$50,000 Regional Ambassador donation or a pledge of \$10,000 a year for five years. You can create this fund, for example, for screening grants, education and awareness projects, treatment support, patient emergency assistance, survivor activities or Breast Cancer Issue scholarships, etc.—anything in support of our mission.

LEGACY AMBASSADORS: PLANNED GIVING

One of the greatest gifts we can leave our children is a world without breast cancer. To make a gift of any kind to Susan G. Komen for the Cure is an act of generosity. To make a long-term gift through planned giving— possible from the work of a lifetime—is to make a commitment beyond measure.

Through a planned gift, you can make a more significant gift than you ever thought possible, while maximizing the financial and tax benefits to you, your estate, and your family.

People who have notified us of their intention to make a planned gift are invited to join our Legacy Ambassadors. As a Legacy Ambassador, you will be invited to special events and activities—a way to keep you connected to the legacy that you are instrumental in helping us create.

We often receive bequests from people whom we have never had the opportunity to thank. If you include Susan G. Komen for the Cure in your estate plans, please let us know. We value the opportunity to express our gratitude to you in person.

If you wish to remain anonymous, of course, we respect your preference. Please know that your gift is greatly appreciated now and for the future generations of people who will have a world without breast cancer.

IMPACT THE FUTURE.

CREATE YOUR CHARITABLE IMPACT BY:

A Bequest in your Will or Trust

Gifts of Real Estate or Securities

Gifts and Beneficiary Designations of Life Insurance

Beneficiary Designation in a Retirement Plan

For more information on making a planned gift, please contact:

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