



Why Komen?

The reason behind our ribbon.

Komen is special, though much of the public believes that all pink ribbons are the same. **Why Komen?** explains how Komen is a unique organization and how all donations of time, talents and dollars are a worthwhile investment in our community and the promise to end breast cancer forever.

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Our Promise

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.

As the global leader of the breast cancer movement, we're dedicated to one thing only – breast cancer. 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.

At the Oregon and SW Washington Affiliate of Susan G. Komen for the Cure[®], 75% of the net revenue raised stays in Oregon and SW Washington for local breast health education and breast cancer screening programs. The remaining 25% is directed to Komen Headquarters and, without administrative overhead, is restricted to fund the most promising breast cancer research across the globe.

Accomplishments & Programs

- The Oregon and SW Washington Affiliate of Susan G. Komen for the Cure[®] is proud to be known as the trusted, local organization for accurate information and resources regarding all aspects of our promise to end breast cancer forever.
- In 2010, Komen Oregon helped to fund mammograms for 8,200 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/or 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. The conference addresses topics by well known local and national authorities on breast cancer risk reduction, survivorship and treatment options. Breast cancer survivors, family members, health professionals and community partners all attend.

- 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.
- 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.
- Komen Oregon funds partnerships throughout Oregon and SW Washington to ensure all women, despite geographic, cultural and financial barriers, have access to breast health services. For a list of our current grantees, please visit our [grants page](#).
- Every two years, our Affiliate conducts a local needs assessment called the **Komen Community Profile**. The Profile identifies gaps in services so we identify populations most in need and improve breast health services. The Profile also establishes our funding priorities as well as the development of new programs and media attention. For additional information, please review our complete [Community Profile](#).

Recent Awards & Recognition

- For the fifth 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 evaluating financial health, organizational efficiency, and organizational capacity.
- We are the only breast cancer charity on the [Cone 100 Power Brand List](#). Cone is a major brand research company that determines the value of a nonprofit's brand and consumer perception of it.
- The 2010 rankings of nonprofit organizations from global market research firm Harris Interactive ranked Komen for the Cure as the number one most valuable nonprofit brand and the charity people are most likely to donate to. Komen also ranked second among the most trusted nonprofit organizations in America (behind St. Jude Research Hospital). The rankings examined 1,151 organizations.
- In Spring 2009, Christine M. McDonald, Chief Executive Officer of Susan G. Komen for the Cure®, was named an Orchid Award recipient for outstanding executive female leadership by the Portland Business Journal.
- In Fall 2010, the Oregon and SW Washington Affiliate was named The Top Large Nonprofit to work for in Oregon for the second year in a row among 200 organizations by [Oregon Business Magazine](#).
- The Affiliate received its first two foundation grants from Meyer Memorial Trust and the Oregon Community Foundation. Meyer Memorial Trust is funding a program to build a Major Giving program as well as general fundraising capacity, and the Oregon Community Foundation grant launches the Affiliate's Planned Giving Program.
- The Oregon and SW Washington Affiliate is one of the Top Eight Affiliates in the Komen network of 122 affiliates (based on total fundraising).

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 \$1.9 billion invested to date, Komen for the Cure is moving ahead with its commitment to invest \$2 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 28 years.