

*Honoring  
the Promise*

**2010  
ANNUAL REPORT**



# Our commitment

## Our Vision

A world without breast cancer.

## Our Promise

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

## Dear Komen Friends,

As you review our annual report, we hope you will be as energized as we are to continue your support and recognize the good work being done right here in Western Washington to end breast cancer forever.

An updated strategic plan prepared us for the challenges that our grantees, donors and breast cancer patients face because of the struggling economy. We committed to raising more money, developing new partnerships, sustaining existing relationships and increasing our voice for underserved women and families in our service area.

We had an unprecedented year for mammography screening. This speaks highly of the outreach we have done to educate women about early detection. However, as screening demand increased, wait lists developed. We were able to award \$1 million to increase screenings through the state Breast, Cervical and Colon Health Program (BCCHP). Grace Notes and other fundraising during the year provided much-needed funds to our grants program, plus we secured support for two new outreach initiatives. Our efforts will continue until all women who qualify for free screening have access; all families who need financial support through treatment have support; and cultural barriers to screening and treatment are removed.

We established new partnerships with the Komen message of ensuring quality care for all. Our Worship in Pink campaign engaged the faith-based community to share the importance of early detection. Our Affiliate was one of six nationwide to receive a La Mujer Hispana Project grant focused on Hispanic outreach and, during October Breast Cancer Awareness Month, we were represented at over 50 community events, reaching over 15,000 people in partnership with our grantees.

Finally, we remain active in bringing a voice to women and breast cancer in Washington. The state budget challenges energized our grassroots advocacy, and we are grateful to all who shared their stories and support to successfully sustain BCCHP screening dollars. We are aware this work takes a committed base of donors and volunteers. This report shows you the impact your donations, time and energy have on breast cancer awareness and treatment.

**Thank you** for believing, trusting and supporting the Komen Puget Sound Affiliate.



A handwritten signature in black ink that reads "Joni Earl".

Joni Earl  
Board President



A handwritten signature in black ink that reads "Cheryl Shaw".

Cheryl Shaw  
Executive Director

## A promise between two sisters.

Nancy G. Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer forever. That promise is now Susan G. Komen for the Cure®, the global leader of the breast cancer movement, having invested more than \$1.9 billion since its inception in 1982. Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists.

*“We believe in the importance of using our relationships and grassroots efforts to ensure that all women in our service area continue to have access to screening.”*

Lisa Wissner-Slivka,  
Komen Puget Sound Affiliate  
board member



## Advocacy

**Ensuring quality care for all.**

The Susan G. Komen for the Cure Advocacy Alliance® serves as a nonpartisan voice for 2.5 million breast cancer survivors and seeks increased funding for research and greater access to screening and treatment.

At the federal level, the Advocacy Alliance helped secure \$5 billion for federal cancer research and more than \$210 million for screening and education funding, while preserving almost \$50 million for state screening programs.

The Puget Sound Affiliate, working with the Advocacy Alliance, helped prevent budget cuts to the Breast, Cervical and Colon Health Program in the Washington state budget to fund mammography screening for underserved women.

## Financials

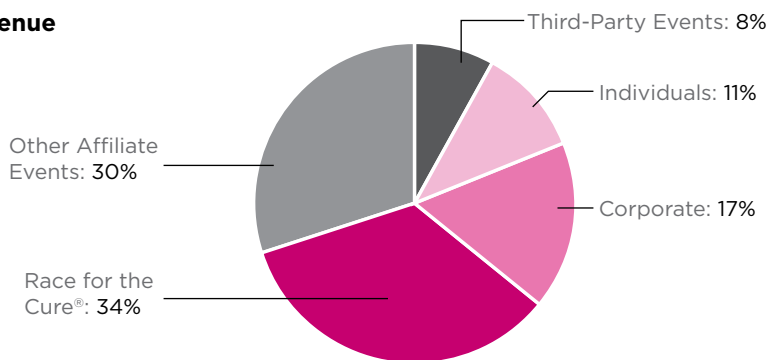
**Effective stewardship of your dollars.**

For fiscal year ending March 31, 2011, the Komen Puget Sound Affiliate had revenue of \$4,409,470 and expenses of \$4,351,458. Of this, \$3,328,519 was invested in mission-related programs and activities that included \$2 million allocated to local community grant programs and \$817,000 dedicated to Komen National Research Fund for global research.

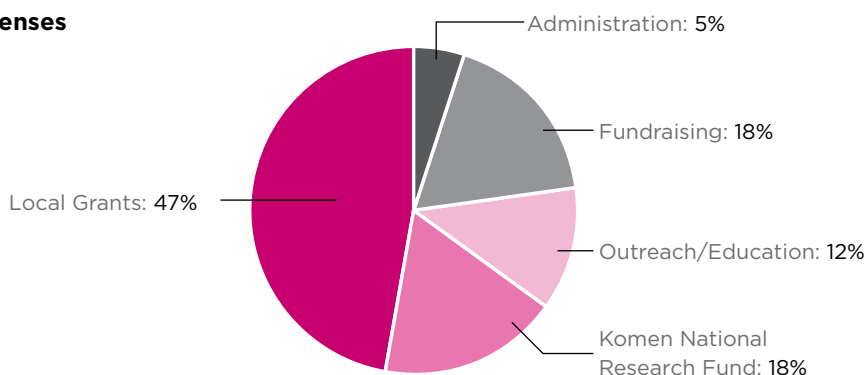
Affiliate-sponsored events such as the Susan G. Komen Puget Sound Race for the Cure®, along with third-party events, continue to represent the majority of the Affiliate’s revenue, although an increased percentage was generated from contributions by individuals, corporations and foundations.

Mission-related expenses represented 77 percent of fiscal year 2011 expenses. The Affiliate’s operating administrative and fundraising expenses were 23 percent, well below the majority of nonprofits nationwide.

### Revenue



### Expenses



### Awarded top Charity Navigator rating

Susan G. Komen for the Cure® received the highly respected 4-star rating for the fifth consecutive year from Charity Navigator, America’s premier independent nonprofit evaluator. Only five percent of the rated charities achieve this feat, a testament to Komen for the Cure’s responsible stewardship of your funds. Harris Interactive ranked Komen as one of the most valuable and trusted nonprofit brands.



# Grants

Closing the gap. Saving lives. \$2 million to local organizations.

As Komen works toward finding the cures, the Puget Sound Affiliate's greatest impact is providing grants to support breast cancer outreach and education, lifesaving screening, patient navigation and treatment support. These grants positively impact the lives of women and men with few resources and those facing language, cultural and medical barriers. The Affiliate's Community Profile Report, which identifies disparities and existing gaps in breast health services within its 16-county service area, serves as the basis for the Affiliate's competitive grantmaking process to local organizations.

## Grant Recipients

### Education/Early Detection

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**\$1,060,000**

#### **Washington State Department of Health Komen Breast Cancer Screening and Diagnostic Program**

Increase screening capacity for the Breast, Cervical and Colon Health Program for uninsured or underinsured women, ages 40 to 64 with incomes at or below 250 percent of the Federal Poverty Level.

**\$123,870**

#### **Franciscan Foundation**

Improve education and access to screening, diagnosis and treatment for Asian, Pacific Islander, African-American, Latina, Native American and sexual minority women in Pierce County.

**\$90,870**

#### **International Community Health Services**

Provide breast health outreach, education and screening to low-income, limited English-speaking Chinese, Filipina, Korean, Mien, Samoan and other Pacific Islander and Vietnamese women in King County.

**\$87,150**

#### **YWCA of Seattle/King County & Snohomish County**

Provide education and mobile screenings for medically underserved African-American, Latina, and sexual minority women and low-income Russian-speaking women, homeless women, and women in rural areas.

**\$83,000**

#### **South Puget Intertribal Planning Agency**

Provide breast health outreach, education, screening and support to women in rural tribal communities in southwest Washington who rarely or never have been screened for breast cancer.

**\$52,500**

#### **Planned Parenthood of the Great Northwest**

Increase outreach, education and access to screening for Native American, Latina, sexual minority women and women living in rural areas of Clallam County.

**\$34,800**

#### **Sea Mar Community Health Centers**

Provide breast health education and outreach to women over age 40 living in rural areas of Grays Harbor County.

**\$33,400**

#### **Senior Services of Seattle-King County**

Provide community outreach and education for senior African-American and other women of color.

**\$30,000**

#### **Seattle Indian Health Board**

Provide breast health outreach, education and screening to urban Native American women in King County.

### Patient Navigation

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**\$58,300**

#### **Mason General Hospital**

Assist breast cancer patients during treatment and provide survivor support, education and screening for low-income Hispanic women and women living in rural areas of Mason County.

**\$32,900**

#### **UW Medicine | School of Medicine**

Provide patient navigation services to low-income breast cancer patients at Harborview Medical Center and the University of Washington Breast Health Cancer Program at Seattle Cancer Care Alliance.

### Patient Assistance

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**\$313,160**

#### **Cancer Lifeline**

Administer the Komen Patient Assistance Fund to provide assistance and support for low-income patients while they are in treatment for breast cancer.

### Small Grants

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Komen Puget Sound Affiliate also awarded more than \$36,000 to 23 organizations through its small grants program, primarily providing support for mobile mammography screenings in rural areas.

*“Komen’s funding allows us to provide health advocates who help women with cultural and language barriers navigate the medical system. Without this support, these women would not get mammograms.”*

Veronica Kim,  
International Community  
Health Services



**Washington**  
*state has one of the highest incidence rates of breast cancer in the U.S.*

**16 COUNTIES SERVED:** Clallam, Grays Harbor, Island, Jefferson, King, Kitsap, Lewis, Mason, Pacific, Pierce, San Juan, Snohomish, Skagit, Thurston, Wahkiakum and Whatcom.

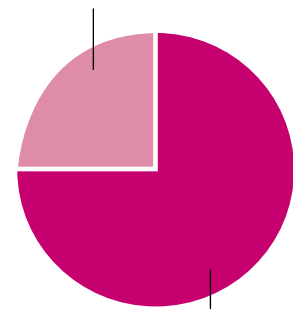
## Research **Energizing science to find the cures.**

**Komen Puget Sound Affiliate dedicated \$817,000 to national research in 2010**

For the past 30 years, Susan G. Komen for the Cure® has played a critical role in every major advance in the fight against breast cancer. Komen for the Cure invested \$55 million in national research grants this year through funds generated from the 122 U.S. Komen Affiliates.

From developing genetic interventions that target the immune system to creating personalized cancer vaccines, Komen awarded over 80 innovative research grants. A portion of this grant funding came back to research facilities in our community. Fred Hutchinson Cancer Research Center/UW Medicine received a Komen national research grant of nearly \$600,000 to study using blood biomarkers to detect breast cancer.

25% of Affiliate net income funds scientific global research



75% of Affiliate net income stays local and funds breast health education, screening and treatment support

# Events

Empowering people through education. Raising money through awareness.

Every Komen event brings us one step closer to living in a world without breast cancer. Events celebrate survivorship, honor those who have lost their battle and, most importantly, raise awareness and money to help us find the cures. Whether it's running or walking a 5K, reaching new audiences through a third-party fundraiser, or participating in a community outreach event, we are fighting breast cancer the best way we know how—together.

## **Race for the Cure®**

June 6, 2010

This is the Affiliate's largest awareness and fundraising event with more than 13,000 participants who raised \$1.5 million. It took place at the Seattle Center.

## **Annual Survivor Celebration**

September 12, 2010

Breast cancer survivors enjoyed lunch, an inspirational program and entertainment aboard the Holland America Line ms Oosterdam.

## **Lunch for the Cure®**

October 14, 2010

Supporters in Pierce County gathered to raise \$250,000 at the Greater Tacoma Convention Center.

## **Power of a Promise®**

October 28, 2010

Seattle and Eastside benefactors raised \$170,000 at the annual luncheon at The Westin Bellevue.



## **An Evening to Honor the Promise**

November 21, 2010

Guests met with Nancy G. Brinker, founder of Susan G. Komen for the Cure® to celebrate 30 years since Nancy promised her sister that she would find the cures for breast cancer.

## **Grace Notes**

March 12, 2011

This extraordinary evening for the cure raised \$830,000 at The Fairmont Olympic Hotel and honored the Dunham and Blair families of Dunham Cellars.

## **Worship in Pink**

October 2010

Over 23 faith-based organizations reached 10,000 congregation and community members, educating them about breast health, while celebrating survivorship and honoring loved ones lost.

## **Mammopalooza**

October 2010

In partnership with our grantees and local breast health leaders, Komen promoted the importance of early detection. Mobile mammogram events for underserved women were held at Gene Juarez Spa and Salons, at US Bank with support from Univision, and at the Mobile Chowdown at Qwest Field.



*“The Komen team puts so much effort into raising awareness for the fight against breast cancer, promoting early detection, celebrating our survivors, and honoring those we have lost. As long as there is a need, QFC will be there to support Komen Puget Sound Affiliate and the great things they make possible.”*

Donna Giordano,  
QFC president

**Every  
69 seconds,  
a life is lost  
to breast  
cancer.**



### **Third-Party Fundraising Events**

Komen Puget Sound Affiliate is the beneficiary of third-party events that engage new audiences, expand educational outreach and raise vital funds to find the cures.

All Saints Lutheran Church of Auburn Auction  
Delphi Ladies Golf Club Tournament  
Gold Mountain Golf Course Rally for the Cure  
Harbour Pointe Golf Club Women's Invitational  
Kitsap Golf & Country Club Rally for the Cure  
Massage Envy Massage for the Cure  
McCormick Woods Golf Course Rally for the Cure  
Mill Creek Country Club Rally for the Cure  
MulvannyG2 Architecture Swing for the Cure  
Port Ludlow Golf Course Rally for the Cure  
Row for the Cure®  
Save the Girls Bra Fashion Show  
Scramble for the Cure hosted by Brian Stafford  
Sigma Alpha Epsilon Jail & Bail  
Snoqualmie Casino Imagine a Cure  
Tacoma Rainiers Baseball Club Pink Day at the Park  
Tubbs Romp to Stomp Snowshoe Series  
Vashon Island Golf & Country Club Rally for the Cure  
Washington Stealth Pink in the Rink

### **Paint it Pink**

Inspired by the power of Pink, these groups each raised more than \$2,500\* through our Paint Puget Sound Pink and Passionately Pink for the Cure® campaigns.

Ann's Hair Razors at Overlake Terrace  
Arthur Murray Dance Studios, Pink and White Ball  
Channel Marker Breast Cancer Awareness Month Auction  
Double Cup Golf Tournament  
Dragon Fish Asian Cafe Girlfriends Night Out  
Drink Pink Party, Jill Mounsey  
Gene Juarez Salon Paint It Pink  
Seattle Mortgage Planners, Jim Hoge  
MES Solutions Paint It Pink  
Pacific Northwest Football Officials Association Give Back  
Wyman Pink Party, Kerry Wyman

\* At time of publication



## Circle of Grace

The Puget Sound Affiliate honors its most influential donors with the Circle of Grace designation. These members, making annual gifts of \$10,000 or more, are shaping the breast cancer movement and accelerating its progress. We celebrate their extraordinary passion and generosity with exclusive benefits including the custom-designed Circle of Grace pin.

Chap and Eve Alvord  
Ed and Teri Andrews  
Julie Burnett  
Bill Butler  
Chris and Janet Campton  
Charlie and Kathy Cho  
Vince Claudio  
Gene Colin and Susan Janus  
Eric and Cindy Engstrom  
Phil and Laurie Erickson  
Dave and Ann Fister  
Rob and Marla Hensel  
Felix and Elizabeth Huang  
Miles Jackson  
Dan and Risa Kemnitz  
Jerry and Charlene Lee  
Omar and Christine Lee

William Lindberg  
Christine McCaffrey  
Ali and Lisa Moayeri  
Garret Mullen  
Dave and Barbara Nevens  
John Novak  
Cal and Deborah Roberts  
Randy and Diana Robinson  
Ben Slivka and Lisa Wissner-Slivka  
Craig and Nicole Ueland  
Bill and Sue Vitioe  
Dilip Wagle and Darshana Shanbhag  
Tom and Jeanne Walker  
Tim and Tiffany Wissner  
Anonymous  
Anonymous

*“Many of us have been affected by this life-threatening disease—some more deeply than others. Nearly every person knows someone, or knows of someone, whose life has been affected by breast cancer. We are proud to support Komen, so they can continue the search for a cure.”*

Jerry Quinn Lee,  
Circle of Grace founding member



# Thank you!

Achieving our vision through partnerships.

We thank these corporations and organizations for their generosity. With their partnership, we are one step closer to achieving a world without breast cancer.

## 2010 Promise Partners

Promise Partners are companies and organizations that donate significant unrestricted resources over the course of a year through corporate contributions, multiple event sponsorships, third-party fundraising or in-kind contributions.



## Media



## 2010 Event Sponsors

- Athena
- Carol Milgard Breast Center
- Chevron
- CMSE Tech
- Ferguson Construction
- FUZE & Honest Tea
- Jackson Dean Construction
- JCPenney
- Ledcor Construction
- Nintendo
- Novak Construction
- Prep Sportswear
- RMC Constructors
- Road Runner Sports
- Robinson Construction
- Seattle Cancer Care Alliance
- Stanley Steemer International
- The UPS Store
- Town and Country Markets
- Ueland Family Foundation
- UPS
- Van Houtte Coffee
- Virginia Mason Medical Center
- W.L. Butler Construction
- Wells Fargo

- BECU
- Belladonna Breast Imaging
- Car Toys
- Diagnostic Imaging Northwest
- Evergreen Hospital Medical Center
- Everson's Econovac
- Franciscan Health System
- Frito-Lay
- Go Girl Energy Drink
- Good Wishes
- Gregg's Cycle
- LUNA Bar
- Muckleshoot Indian Tribe
- MultiCare Health System
- Northwest Medical Specialties
- Overlake Hospital Medical Center
- PricewaterhouseCoopers LLP
- Puget Sound Energy
- Puyallup Tribe of Indians
- Simpson
- Sound Transit
- Span Construction
- Tacoma News Tribune
- Tacoma/Valley Radiation Oncology Centers
- The Bamford Foundation
- The Finest Accessories, Inc.
- The Whiting-Turner Contracting Company
- Waggner Edstrom Worldwide
- WELLESE



# Volunteers

We can because of you.

Komen Puget Sound Affiliate was founded by volunteers and continues to benefit from their work at every level of the organization. Volunteers can be found at meetings, events, fundraisers and working in the office. From the board room to grassroots community activities, Komen volunteers are the heart of our organization and the reason we have the impact that we do. It takes the concerted effort and expertise of hundreds of volunteers working thousands of hours to fulfill our mission.

- 136 volunteers staffed awareness and outreach events, including employee giving campaigns
- Over 500 volunteers supported the 2010 Race for the Cure®
- 165 volunteers served on Affiliate and outreach committees

*“Being a volunteer enriches the individual, enhances the network of experience and outreach and creates a sense of teamwork and camaraderie not easily found elsewhere.”*

Hannah Kimball,  
Affiliate volunteer



## Event Chairs

### **Race for the Cure®**

Jeri Worklan-Eubanks and  
Brenda Glasgow

### **Lunch for the Cure®**

Julie Wurst and Tracy Tedesco

### **Power of a Promise®**

Elizabeth Huang and Kerry Wyman

### **Grace Notes**

Lisa Dawson, Albert Shen,  
Laura and Ian MacNeil



# Leadership

Successfully guiding the organization forward.

## 2010-2011 Board of Directors

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Sound Transit

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Safeco Insurance

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**Lisa Wissner-Slivka**

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**Patricia Dawson, M.D.**

Swedish Cancer Institute

**Julie Gralow, M.D.**

Seattle Cancer Care Alliance

UW Medicine

**Michael Hunter, M.D.**

Evergreen Hospital Medical Center

**Dan Labriola, M.D.**

Northwest Natural Health

**Chris Li, M.D.**

Fred Hutchinson Cancer Research Center

**Kathi Malone, Ph.D**

Fred Hutchinson Cancer Research Center

**Ann Pittier, M.D.**

Tacoma/Valley Radiation Oncology Centers

**Frank Senecal, M.D.**

Northwest Medical Specialties

**Khai Tran, M.D.**

Tacoma Radiology

Carol Milgard Breast Center

**Lynne Clark, M.D.**

St. Joseph Medical Center

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Becky Bogard

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Mary Clarfeld

Richard Clarfeld, M.D.

Lisa Dawson

Robert Day, M.D., Ph.D

Jean Enersen

Maxine Hayes, M.D., MPH

Kathy Holmgren

Liz Huebner

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Mark Yuhasz, M.D.

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**Mai Nguyen**

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**Elisa Del Rosario**

Grants Program Manager

**Sharon Ducey**

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**Jamie Newbold**

Race for the Cure Manager

**Heidi Rogers**

Special Events Manager

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**Taylor Storslee**

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Database Administrator

**Jennifer Teeler**

Volunteer Coordinator

*Choose to be part  
of the cure.*

*Whether you join us by  
donating, participating,  
volunteering or advocating,  
your support is vital.*

Learn more at  
[www.komenpugetsound.org](http://www.komenpugetsound.org)

