



# IMPACT

**Impact** OF A PROMISE

# Impact

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For nearly three decades, Susan G. Komen for the Cure® has sought to fulfill a promise to end breast cancer forever — a promise that began between two sisters and is now the promise of millions. The passage of time lets us reflect on what we have accomplished, and to set our sights on what has yet to be done. By any measure, we’ve come a long way.

Before America championed awareness, we practiced denial. We didn’t talk about breast cancer, didn’t understand it, and did little to find out how to prevent or cure it. This was the world my sister Susan G. Komen lived in when she heard those dreaded words, “You have breast cancer.” When I promised “Suzy” I would do whatever I could to end breast cancer, people thought the disease was contagious. Shockingly few women received an annual mammogram. Doctors too had a poor understanding of the disease, thinking that it was in fact one disease rather than the family of diseases that we know it to be today. Treatment was based on a tumor’s size and whether it had spread.

Thanks to public support for our efforts, including events like the Susan G. Komen Race for the Cure® Series and the Susan G. Komen Breast Cancer 3-Day for the Cure™, we have spent nearly \$1.5 billion in cutting-edge research and community programs. Today we’re the world’s largest private funder of the breast cancer fight. We now have much greater understanding of how breast cancer develops and we’re beginning to understand how it spreads. We have personalized treatments and far better outcomes. And we have better awareness and education. As a result of these advancements, today the five-year survival rate for women in the U.S. with localized breast cancer (cancer that has not spread to lymph nodes or other locations outside the breast) is 98 percent.

We pioneered cause-related marketing, developing partnerships with more than 200 companies. We developed a network of more than 120 Komen Affiliates that today serve the breast health needs of millions. We created education materials, published in multiple languages, which teach people across the globe about breast health care and self awareness. That’s real progress.

In 2008-2009, a period marked by a challenging economic climate, the organization made a significant impact on the lives of men and women from Chicago to Ghana. We spent \$60 million in scientific research, continued our innovative, multi-million dollar Promise Grants that seek to answer the toughest questions by focusing on collaboration across disciplines, spent \$103 million for education and breast health services in communities all across the country, enhanced our international and domestic advocacy efforts by opening a new office in Washington, D.C., and witnessed the Komen Race for the Cure spread across oceans and continents to new places like Tanzania, Egypt and Bosnia-Herzegovina, to name just a few.

And yet, despite the tremendous impact we've made throughout the entire cancer continuum, there is much left to do. We still don't know how to prevent breast cancer. Breast cancer is still a death sentence in too many nations. The world has yet to make cancer the global priority it needs to be. Too many of our friends, neighbors and loved ones don't have access to affordable, quality health care — many have lost their insurance in this recession — and that means that our help is needed now more than ever.

On behalf of the Susan G. Komen for the Cure family, we thank the millions who have joined our promise. As this report shows, the impact of our collective efforts this year is simple. We were once again what we have been since our founding — a beacon of hope during uncertain times.

Sincerely,



Ambassador Nancy G. Brinker  
*Founder and Chief Executive Officer,*  
*Susan G. Komen for the Cure®*



IMAGINE

# Impact BY THE NUMBERS IN 2009\*

<p><b>1</b> PROMISE</p>	 <p><b>2 sisters</b></p>	<p><b>3</b> INTERNATIONAL AFFILIATES</p>	<p><b>12.5</b> Percent of women who will be diagnosed with breast cancer during their lifetimes</p>
<p><b>17</b> Percent reduction in wait time for a biopsy at a major cancer center in Washington D.C. due to a Komen grant</p>	<p><b>30</b> Percentage point increase in mammography screening rates for low-income and uninsured women in Montgomery County, MD generated by a Komen grant</p>	<p><b>50</b> Countries where Komen hosts a Komen Race for the Cure, conducts outreach or funds needed health services</p>	 <p><b>68</b> Number of seconds that pass between each breast cancer death globally</p>
<p><b>122</b> AFFILIATES IN THE U.S.</p>	<p><b>240</b> CORPORATE PARTNERS</p>	<p><b>1,600</b> People enrolled in clinical trials, thanks to a Komen grant</p>	<p><b>1,910</b> Number of men who will be diagnosed with breast cancer this year</p>
<p><b>3,000</b> CALLS AND EMAILS ANSWERED BY OUR BREAST CARE HELPLINE IN JUST THREE MONTHS</p>	<p><b>30,000</b> Participants in the Komen 3-Day for the Cure this year</p> 	<p><b>50,000</b> Circle of Promise Ambassadors helping rewrite the story on African Americans and breast cancer</p>	<p><b>194,280</b> Number of women in the U.S. who will be diagnosed with breast cancer this year</p>
 <p><b>250,000</b> Advocates mobilized by the Komen Advocacy Alliance</p>	<p><b>500,000</b> Breast cancer screenings funded by Komen</p>	<p><b>1.5 MILLION</b> Participate in the Komen Race for the Cure Series annually</p>	<p><b>2.5</b> MILLION SURVIVORS LIVING IN THE U.S.</p>
<p><b>\$60</b> MILLION DOLLARS INVESTED THROUGH OUR NATIONAL RESEARCH GRANTS PROGRAM</p>	<p><b>\$103</b> MILLION Dollars granted to local agencies and programs that provide screening, education and treatment</p>	<p><b>\$900</b> MILLION Dollars invested in community programs through Komen and its Affiliates over the past 27 years</p>	<p><b>\$1.5</b> BILLION DOLLARS KOMEN HAS INVESTED SINCE 1982</p>

\*2008-2009 fiscal year unless otherwise indicated.



*Nawal Kassem performing a cell culture at Indiana University, recipient of a 2009 Promise Grant. Principal Investigator: Bryan Schneider.*

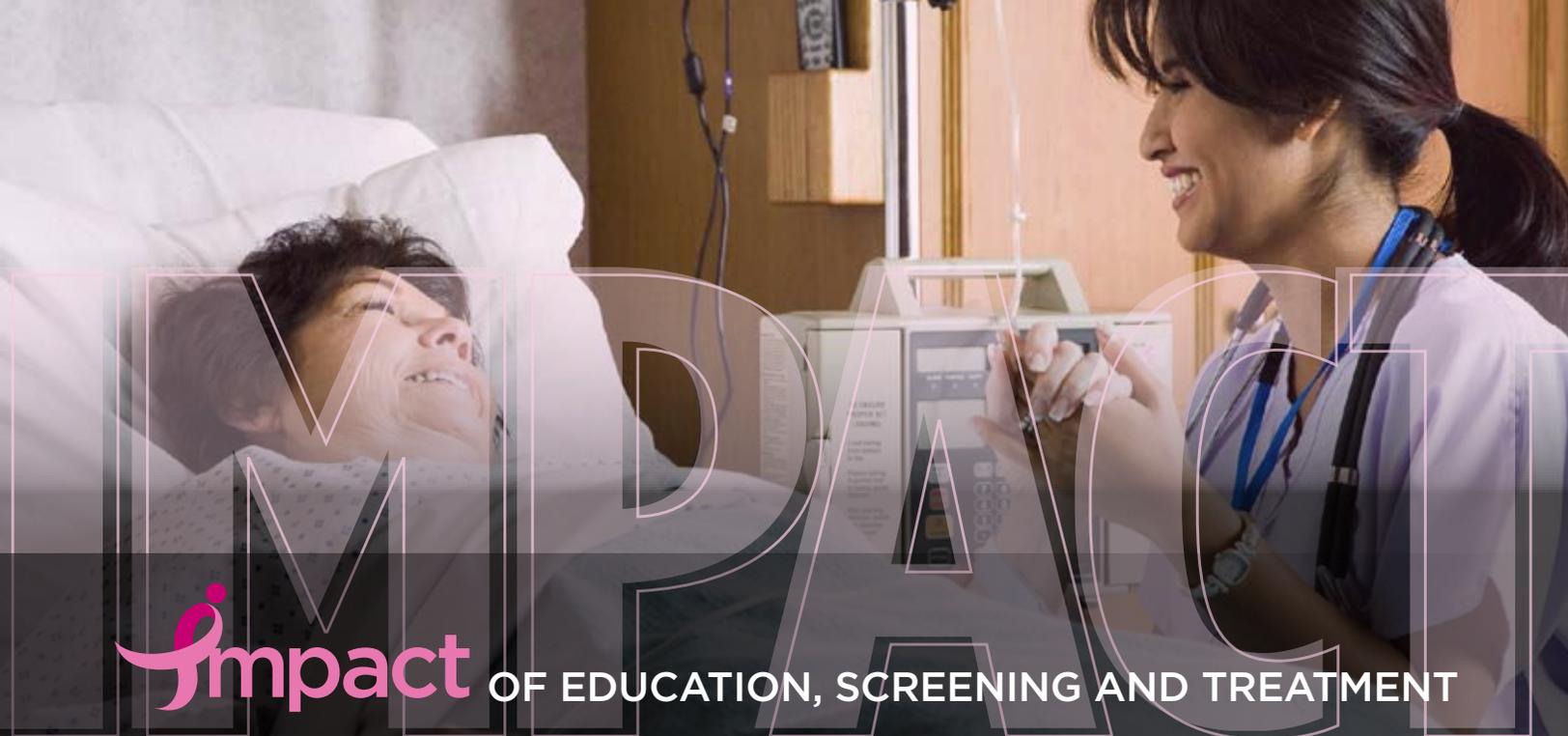
We've known from our first year that to realize our dream of a world without breast cancer, researchers worldwide must be armed with two essential weapons: good theories and money. From our first \$28,000 grant in 1982 to the \$60 million we invested in 2009, Susan G. Komen for the Cure is steadfast in its financial backing of research that helps treat those coping with breast cancer today and rid future generations of the disease.

Earlier this year, Komen for the Cure congratulated the 2009 Nobel Prize in Medicine winner Elizabeth Blackburn, Ph.D., a molecular biologist at the University of California, San Francisco. Twice this decade Komen partially funded Blackburn's work as part of our research portfolio totaling \$482 million since 1982.

Komen-funded research highlights include:

- The discovery of a single gene that appears to play a crucial role in aggressive breast cancers.
- Nearly \$26 million earmarked for Komen's unique Promise Grants — multi-year, multi-million-dollar grants to investigators from various disciplines and sometimes different institutions, working as one team to solve difficult challenges in breast cancer.
- A \$180,000 grant that is helping genetic researchers in separate labs in Egypt and Michigan collaborate who otherwise could not. "I believe that this type of international scientific team is critical in making progress against health disparities among underserved populations," said Bodour Salhia, M.D., a Komen grantee from the collaboration.
- Support for scientists at 54 universities and hospitals in 26 states and one foreign country.
- A \$15 million to \$20 million investment in prevention research in 2010. Over the past 27 years, about 10 percent of Komen's \$482 million research investment has gone into prevention research, as we seek to discover the role of lifestyle and environmental factors in breast cancer, and to pursue vaccines and other very early detection protocols.

Komen's scientific advisory board, led by chief scientific advisor Eric P. Winer, M.D., set forward another ambitious slate of research funding specifically designed to reach clinicians and patients as quickly as possible. The board is composed of Melissa Bondy, Ph.D., Powel Brown, M.D., Ph.D., H. Kim Lyerly, M.D., Amelie Ramirez, Dr.P.H., George Sledge, Jr., M.D., Sara Sukumar, Ph.D., Chris Tannous and Dr. Winer.



As we work toward finding the cures, what greater impact can Susan G. Komen for the Cure have than caring for people and being able to advise, educate and fund life-saving screenings and treatments.

Just one example of how we're working to improve treatment is through support of the American Society of Clinical Oncologists' Diversity in Oncology Initiative. This initiative aims to recruit individuals from under-represented populations in medicine to careers in cancer care, as well as keep those already involved in the field. Beginning this year, Komen will fund three programs offered to those interested in or currently practicing oncology, including a loan repayment program, a medical student rotation plan and a resident travel award.

In myriad ways, Komen packed 2009 with new and innovative avenues to reach people in ways they needed it the most. The numbers are staggering:

- Komen provided funds for 500,000 breast screenings this year alone.
- More than 3 million print and audio-visual educational materials with life-saving messages were distributed to Affiliates, grantees and the general public in 2009.
- In the first quarter of the year, our breast health messages reached 4 million people through Anuncio, a service providing patient education in English and Spanish in doctors' offices, malls and in most HEB pharmacies in south Texas communities near Houston, College Station and Austin. This year, they've expanded their reach to include Atlanta markets.
- Our Breast Care Helpline staff answered about 3,000 calls and 300 emails during just one quarter of 2009.
- In less than six months, more than 80,000 fact sheets have been downloaded from the Understanding Breast Cancer section of our Web site, [komen.org](http://komen.org).
- Susan G. Komen for the Cure® created the Circle of Promise (COP) program to mobilize communities and dispel myths that prevent African American women from getting access to life-saving care. There are now 50,000 Circle of Promise Ambassadors working in communities across the U.S. The COP also partners with a variety of national leaders and organizations such as The Links, Inc., a professional organization for women of color.



Because of the dedication and work of more than 75,000 volunteers who donate their time and passion for the cause with the Affiliates of Susan G. Komen for the Cure, low-income, uninsured and underinsured women around the world benefit from breast cancer education, screening and treatment services they might otherwise never have received. It is on the front lines of each Komen Affiliate where so much of our impact is evident every day...especially Race day! This year the Susan G. Komen Race for the Cure® Series saw more than 1.5 million people walk and run to raise \$171 million.

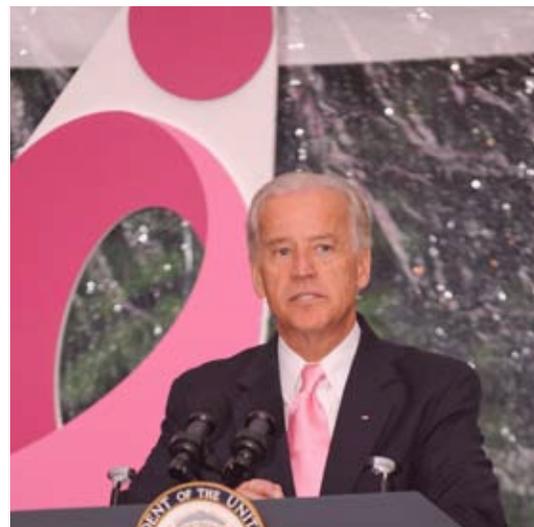
As a result of Affiliate, Komen Race for the Cure and community grant support:

- Women in Montgomery County, Maryland, facing cuts in local breast and cervical cancer programs, actually saw the average wait time from a clinic referral to getting a screening mammogram slashed from 100 days to only five — thanks to a Komen-funded community grant.
- Vulnerable and underserved women in Illinois, Indiana and Nebraska now have additional access to life-saving care thanks to the advocacy efforts of Komen Affiliates. In Illinois, the Reducing Breast Cancer Disparities Act marked an historic move to comprehensively fight breast cancer disparities. Indiana expanded access to breast and cervical cancer treatment programs, while Nebraska increased the budget for its Every Woman Matters screening program by \$200,000.
- Chicago-area African American women could see their survival rates from breast cancer improve as a result of a \$1 million community grant to establish the Chicago Breast Cancer Quality Consortium.
- Newly-diagnosed women in West Virginia, one of the poorest states in the U.S., will receive better support and gain access to clinical trials through the development of a statewide network.
- In all, Komen Affiliates invested \$98 million in community grants as well as contributed more than \$31 million for national and international research programs in 2009.
- More than 200 patient navigation programs were funded, bringing patients together with trained personnel who help them “navigate” through the health care system. Patient navigators increase adherence to treatment regimens, decrease health care costs, and reduce anxiety and stress for patients and their families.



Over the years Komen has built the nation's largest network of breast cancer activists: more than 250,000 strong at the local, state and national level. And thanks to the efforts of this network, the federal government's investment in breast cancer research has grown 30-fold since our founding — up from \$30 million in 1982 to nearly \$900 million in 2007.

Building on this record of success, in 2007 we established a sister 501(c)(4) advocacy organization — the Susan G. Komen for the Cure® Advocacy Alliance — to serve as the non-partisan voice for the 2.5 million breast cancer survivors and the people who love them. The Komen Advocacy Alliance quickly made its mark on Capitol Hill by aggressively pushing to reignite the war against cancer and highlighting gaps in access across the country.



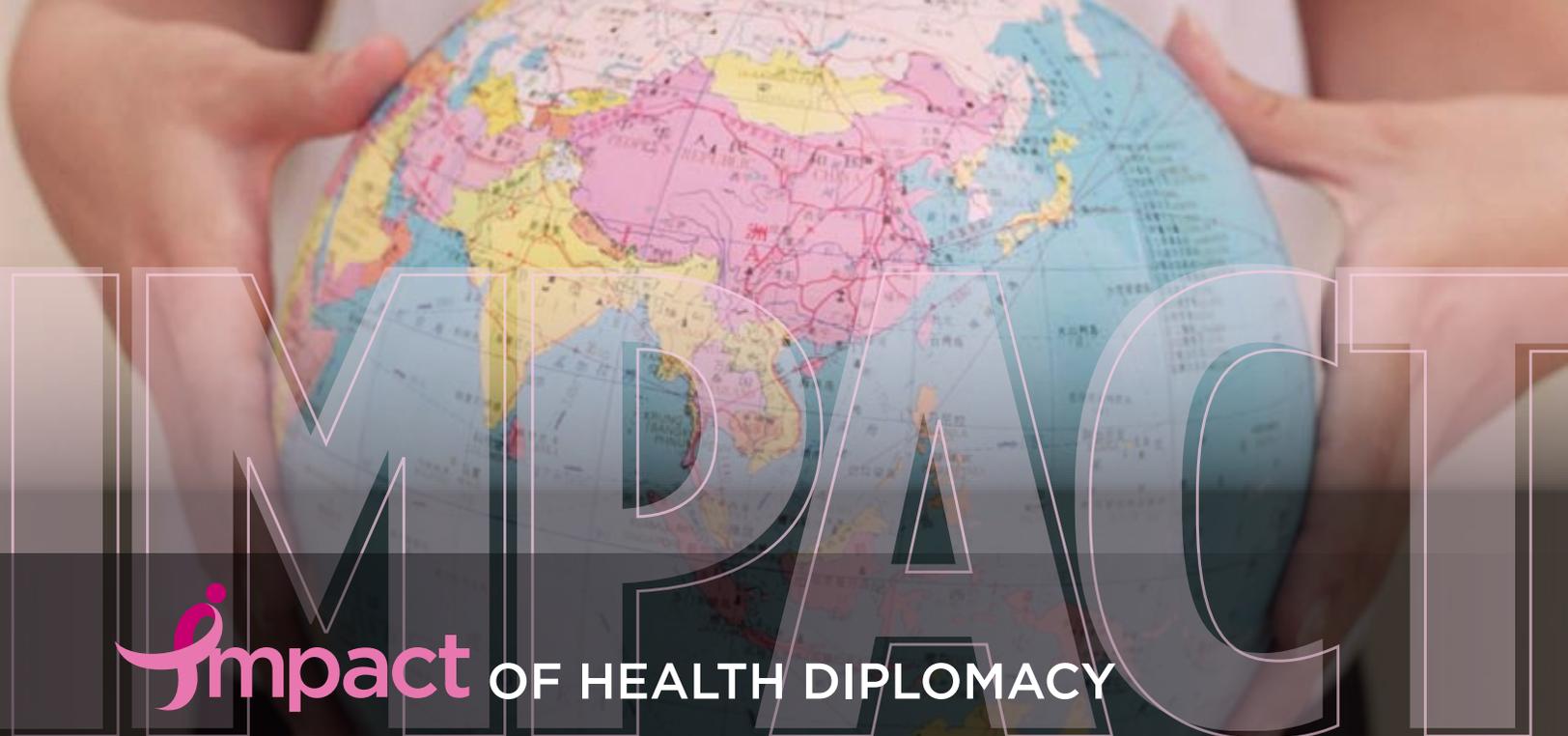
*U.S. Vice President Joe Biden*

Throughout the 2008 election year, the Advocacy Alliance sought to ensure that candidates for state and national office included breast cancer issues on their agendas. Hundreds of thousands of people across the country signed the Advocacy Alliance's I Vote for the Cure® petition and responded to its issue surveys. Thousands of others provided personal stories about their experiences with the U.S. health care system.

In 2009, from our new office in Washington, D.C., the Komen Advocacy Alliance sought to ensure that the Obama Administration and Congressional leaders considered the needs of cancer patients and survivors as they debated ways to help stimulate the economy and reform the nation's health care system. The Advocacy Alliance testified before Congress, hosted briefings for congressional staff and brought hundreds of advocates from around the country to meet with their representatives. It worked to strengthen our nation's investment in research and cancer care programs, and to bring important information about risk factors and breast health to younger populations.



- To date, Komen Affiliates garnered more than \$72 million in new state funding and prevented millions in cuts to breast health programs in many states.
- More than 300 advocates from 88 Affiliates and 40 states visited over 400 Congressional offices during our 2009 National Lobby Day in Washington, D.C.
- In 2009, Congress added \$150 million for the National Institutes of Health (NIH), including more than \$25 million for the National Cancer Institute, in emergency supplemental funding. Congress also included \$10 billion for biomedical research at NIH in the American Recovery and Reinvestment Act of 2009 with urging from Komen advocates.
- The Komen Advocacy Alliance worked with the late Senator Edward Kennedy and Senator Kay Bailey Hutchison on “The 21st Century Cancer ALERT Act” (S. 717), legislation which would speed up the cancer research process by encouraging collaboration and improving access to clinical trials, among other important changes.
- The Advocacy Alliance worked to include important cancer patient protections in health care reform such as better access to cancer screening and treatment; protecting patients from excessive out-of-pocket costs and other harmful insurance practices; patient navigation and other improvements in patient care; and ensuring access to affordable, high-quality health insurance for all.
- The Advocacy Alliance worked with Congresswoman Debbie Wasserman Schultz, a breast cancer survivor, and Senator Amy Klobuchar to develop and build support for the Breast Cancer Education and Awareness Requires Learning Young (EARLY) Act (H.R. 1740 / S. 994), which will educate young women about the risks of breast cancer and empower them to establish good lifelong breast health habits. It will also educate providers about breast cancer in young women.
- The Advocacy Alliance won a \$5 million increase in the National Breast and Cervical Cancer Early Detection Program — the first increase after years of flat funding — improving access to life-saving screening and treatment services across the country.



Each year, more than one million people around the world hear the same devastating news: “You have breast cancer.” But while the diagnosis may be the same, what happens next varies. In some parts of the world, breast cancer awareness, early detection and access to treatment combine to improve the odds of survival. In other places, the exact opposite is true.

At Susan G. Komen for the Cure, we believe that where a woman lives should not determine whether she lives. That’s why we’re working around the globe to share knowledge and experience; to sow the seeds of grassroots activism; to bridge cultural gaps with understanding and sensitivity; to fund research, education, screening and treatment programs; and to raise the funds that will sustain and expand our global efforts.



*First Komen Race event in Cairo, Egypt*

Below is a sampling of some of the ways we are making an impact in the breast cancer movement around the globe:

- Komen grants have provided more than \$8 million to international community education and outreach programs.
- Ambassador Brinker gave a keynote speech in November at Harvard during a Komen-funded international conference called Breast Cancer in the Developing World. This and other appearances by Ambassador Brinker served as a call-to-action to put cancer on the global health agenda.
- The Komen Race for the Cure is no longer exclusive to the U.S. Race events have taken place in Germany, Italy, Puerto Rico, Georgia, Switzerland, Greece, Belgium, Bosnia and Herzegovina, Egypt and Tanzania.



2009 Susan G. Komen Global Race for the Cure, Washington, D.C.



Inaugural Race event in Bosnia and Herzegovina.

- One of our most effective global tools is Course for the Cure™, a curriculum we use to share best practices and resources with local activists who in turn go on to teach others how to spread awareness, raise funds, assess community needs and apply for grants, including those offered through Komen.
- We developed key partnerships with like-minded groups, such as the Breast Health Global Initiative, a program that develops global solutions for breast health and cancer control.
- Thanks to the Susan G. Komen for the Cure® Global Promise Fund, we are able to foster active community engagement and support local breast cancer efforts in more than two dozen other nations.
- We continued to extend our outreach worldwide by adding breast self-awareness (BSA) content to our Web site in Turkish, translating selected materials into Portuguese, providing our materials in Arabic for use in Abu Dhabi and providing breast cancer content for use in Tehran and Romania.

# IMPROVE



*Marissa Weber and Hannah Grow*

Our donors remain a driving force behind the impact we are making in the war against breast cancer. Their passion, commitment and support provide the hope needed to accomplish our goal of defeating this disease once and for all. And despite difficult economic times, our donors have made it clear they will continue to support our efforts in funding the best science and community outreach programs available. Here are just a few of the unique ways our donors have impacted the fight against breast cancer in 2009:

**Annual Donation:** In 1997, Rita Goldfarb started the Ribbon of Life Fund in honor of her mother's memory and her own survivorship. Rita, otherwise known as "The Ribbon Lady," has sold millions of embroidered ribbons to further the fight against breast cancer, donating a portion of all proceeds to Susan G. Komen for the Cure each year. Twelve years and millions of ribbons later, Rita has donated more than \$50,000 to Komen, making her a true advocate for the cause.

**Program Development:** In 2001, Dave and Marty Leavenworth established the Komen for the Cure College Scholarship Program to help students who lost a parent to breast cancer and cannot afford to attend college without accruing a significant financial burden. The award is a generous scholarship of \$10,000 a year for up to four years to attend a state university in pursuit of a baccalaureate degree. This year the Leavenworths fulfilled their commitment to the program with more than \$600,000 invested in more than 50 Komen Collegiate Ambassadors.

**Online Fundraising:** Racing in the Missouri River 340, the world's longest non-stop river race, 12-year-old Marissa Weber and 14-year-old Hannah Grow raised \$10,595 through online donations by creating a Personal Fundraising Page on [komen.org](http://komen.org). The young girls raised funds in honor of Marissa's mother's battle with breast cancer. Not only were they the youngest girls to ever compete in the Missouri 340, but they raised awareness and much-needed funds for the fight against breast cancer. Personal Fundraising Pages on [komen.org](http://komen.org) enable individuals to raise funds to support our mission in memory or in honor of a loved one through activities, events and other types of fundraisers.

**Employee Giving:** MBIA, a financial services company, had casual Fridays this year in exchange for a weekly \$10 employee contribution to Susan G. Komen for the Cure. The employees raised more than \$23,000 for the fight against breast cancer. In support of their generosity, MBIA Foundation matched the campaign contribution, granting \$45,970 toward Komen Research Programs.



*Dave and Marty Leavenworth with Komen College Scholarship recipients Samantha Muilenberg, Asmina Trigonas and Heather Zurek*



*Mara Galaty*

**Investing in our Global Efforts:** Losing her daughter, Mara, to breast cancer in 2007, Carol Galaty established the Mara Fund to provide a continuation of Mara's efforts to support activities in countries where shame is the major obstacle to early detection and treatment of breast cancer. The Mara Fund was designed to provide a new, sharper focus on under-privileged communities in less-developed countries — the type of place where Mara was active. To date, the Mara Fund has been a top supporter of Susan G. Komen for the Cure's Global Promise Fund, donating nearly \$90,000 to breast cancer awareness, networking, outreach and services in less-developed countries.

**Supporting our Infrastructure:** The Hoblitzelle Foundation, James M. Cox Foundation, and Violet M. Johnson Foundation provided fundamental financial support for a Komen-wide integrated accounting system that will sustain our growth and increase our financial effectiveness and efficiency. The Dodge Jones Foundation also helped fund a new community profile system, our core tool for strategic grant-making decisions in the 18,000 communities across the nation that are served by our 122 Komen Affiliates. These vital improvements to our systems enable Komen to maximize our organizational capacity and ensure our work is translating into lives saved.

**Estate Planning:** Ruby Nelson, through the living trust established by her during her lifetime, made history by bequeathing to Komen the largest planned gift ever received by the organization — a gift valued at more than \$1.4 million. Ruby lost her daughter, Charlotte, to complications with breast and colon cancer in 1999. Ruby later passed away in February 2008. This past year it was decided that Ruby's posthumous gift would fund three career catalyst research grants aimed at addressing breast cancer treatment disparities for minority women and discovering new therapies for the disease.

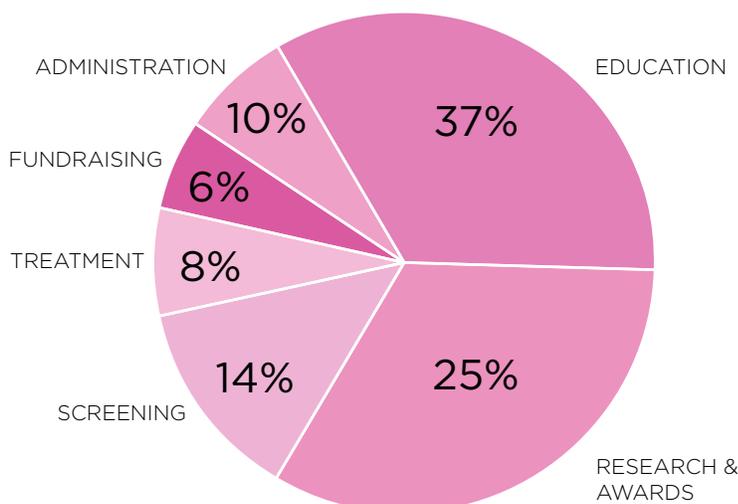
**Passionately Pink for the Cure®:** Last year, millions were raised as thousands of individuals, schools, teams, families, congregations, co-workers and friends came together as part of Passionately Pink for the Cure, a fundraising program that supports Komen. From bake sales to casual day at the office, Passionately Pink takes a variety of forms. The only requirements: have fun and raise money to end breast cancer. Thank you to everyone who went Passionately Pink in 2008 and 2009 – your contributions are helping save lives and end breast cancer.



You only need to read the daily headlines to grasp the depth of the economic challenges that faced our world over the past 12 months. Despite the tough economy and the ever-changing economic landscape, Susan G. Komen for the Cure remains financially strong.

Our net assets held steady in fiscal year 2009 over fiscal year 2008 with more than \$122 million at year's end. Net revenues came in at \$327 million with the Susan G. Komen Race for the Cure® Series leading the way with a net of \$171 million. As a result, we were able to remain true to our mission of ending breast cancer. As such, 84 cents of every dollar spent went toward our mission and helped fund life-saving research, education, screening and and treatment programs in the U.S. and around the world.

Also in 2009, for the third time in as many years, we once again earned the highly respected Charity Navigator four-star rating.



Percentage of dollars spent on our mission

**84%\***

\*INCLUDING IN-KIND

## CONSOLIDATED STATEMENT OF FINANCIAL POSITION

DOLLARS IN THOUSANDS

AS OF MARCH 31	2005	2006	2007	2008	2009
<b>ASSETS</b>					
Cash and Investments	\$ 148,069	\$ 195,423	\$ 255,671	\$ 319,229	\$ 316,046
Receivables	31,407	37,495	56,759	65,090	57,046
Net property, plant and equipment	2,810	2,705	2,235	2,800	5,922
Other assets	<u>3,556</u>	<u>2,529</u>	<u>2,214</u>	<u>3,048</u>	<u>3,495</u>
<b>Total Assets</b>	<b>\$ 185,842</b>	<b>\$ 238,152</b>	<b>\$ 316,879</b>	<b>\$ 390,167</b>	<b>\$ 382,509</b>
<b>LIABILITIES</b>					
Accounts payable and accrued expenses	\$ 9,876	\$ 7,725	\$ 11,741	\$ 15,004	\$ 13,099
Grants payable	<u>110,764</u>	<u>140,525</u>	<u>176,707</u>	<u>245,455</u>	<u>247,125</u>
<b>Total Liabilities</b>	<b>120,640</b>	<b>148,250</b>	<b>188,448</b>	<b>260,459</b>	<b>260,224</b>
Total Net Assets	<u>65,202</u>	<u>89,902</u>	<u>128,431</u>	<u>129,708</u>	<u>122,285</u>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 185,842</b>	<b>\$ 238,152</b>	<b>\$ 316,879</b>	<b>\$ 390,167</b>	<b>\$ 382,509</b>

## CONSOLIDATED STATEMENT OF ACTIVITIES

YEARS ENDED MARCH 31	2008	2009
<b>PUBLIC SUPPORT AND REVENUE</b>		
Contributions	\$ 190,623	\$ 189,306
Komen Race for the Cure	158,958	170,756
Other Public Revenue	<u>19,059</u>	<u>(13,217)</u>
<b>Total Gross Revenue</b>	<b>368,640</b>	<b>346,845</b>
Less Komen Race for the Cure Direct Costs	<u>(19,505)</u>	<u>(19,965)</u>
<b>Net Public Support and Revenue</b>	<b>349,135</b>	<b>326,880</b>
<b>PROGRAM SERVICES</b>		
Research	98,548	70,147
Education	134,195	135,529
Screening	37,804	39,653
Treatment	<u>22,024</u>	<u>22,330</u>
<b>Total Program Services</b>	<b>292,571</b>	<b>267,659</b>
<b>SUPPORTING SERVICES</b>		
General Administration	27,499	37,148
Fundraising Costs	<u>27,788</u>	<u>29,496</u>
<b>Total Supporting Services</b>	<b>55,287</b>	<b>66,644</b>
Total Expenses	347,858	334,303
Change in Net Assets	1,277	(7,423)
Net Assets at the Beginning of the Year	<u>128,431</u>	<u>129,708</u>
<b>NET ASSETS AT THE END OF THE YEAR</b>	<b>\$ 129,708</b>	<b>\$ 122,285</b>

Ernst & Young, LLP performed the 2005-2009 consolidated audits for Komen. To review our audited financial statements and IRS Forms 990, please visit [komen.org](http://komen.org).



# Impact OF OUR PARTNERS

We are proud to call 240 of the world's most successful and well-known companies and brands our corporate partners. Their steadfast commitment to raising critical funds and awareness for the breast cancer movement enabled us to invest an additional \$50 million in groundbreaking research and community programs in 2009. From aircraft to automobiles; athletic shoes to banking products; cereal, snacks and yogurt to cruising, bowling, golfing and more, our corporate partners provide fun and engaging ways for consumers to take part in our life-saving Promise.

#### Corporate Partner Highlights:

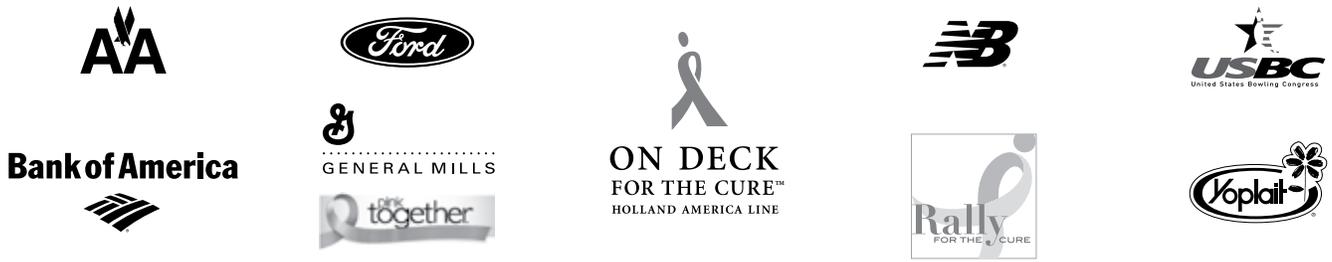
- Through Rally for the Cure and Conde Nast publications, more than 200,000 men and women participated in 3,500 golf, tennis and dining events across the country in 2009, raising more than \$8 million for mission.
- American Airlines' Miles for the Cure program, launched in 2008, continued with great success, offering supporters the opportunity to receive valuable AAdvantage miles in return for donations to the cause.
- In June 2009, Bank of America launched the Pink Ribbon Banking program in support of Komen for the Cure. With more than 100,000 new accounts, the program is the most successful of its kind in the industry.
- Despite unprecedented economic challenges, Ford maintained its long-term commitment to Komen for the Cure, returning as a National Series Sponsor of the Susan G. Komen Race for the Cure® and committing more than \$1 million in additional funding.
- General Mills' PinkTogether and Save Lids to Save Lives programs tapped into the power of social media in 2009 in an effort to reach out to survivors and supporters via PinkTogether.com, as well young women through Yoplait's innovative Know Your Girls campaign on Facebook.
- New Balance celebrated 20 years of partnership in 2009, producing a commemorative, customizable shoe (in pink suede!) and a highly engaging documentary, "Running on Hope," that captured the true essence of corporate partnership and garnered more than 53 million impressions on YouTube in October 2009.
- Holland America Lines and the United States Bowling Congress continued their successful programs, On Deck for the Cure and Bowl for the Cure, respectively. These programs raised more than \$2 million in 2009.



Rally for the Cure® event, Saticoy Country Club, Somis, CA

## MILLION DOLLAR COUNCIL ELITE

This special group of partners invest \$1 million or more annually in our work. We thank them for the leadership role they play in achieving our shared vision for a world without breast cancer. Collectively, this group has raised nearly \$200 million over the past 27 years.



## MILLION DOLLAR COUNCIL

With deepest appreciation, we recognize the Komen Million Dollar Council. Each of these companies, brands or organizations has invested at least \$1 million in our mission to end breast cancer over the lifetime of their partnership with Susan G. Komen for the Cure.





Creating a world without breast cancer requires strong leadership at all levels — from a world-class board of directors to a team of dedicated senior leaders on the ground. Thanks to their insight, experience and unique vision, Susan G. Komen for the Cure remains focused and steadfast in our mission to end breast cancer.

**BOARD OF DIRECTORS**



Alexine Clement Jackson  
*Board Chair*



Brenda Lauderback



Dorothy Paterson  
*Affiliate Network Representative*



Eric Brinker



Linda Law



Ambassador  
Nancy G. Brinker



Connie O'Neill



Norman Brinker  
*June 3, 1931 — June 9, 2009*



Linda Custard



Robert Taylor

**IN TRIBUTE**

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