



 **Imagine**
life without breast cancer.™

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Founder's Letter



Imagine what life would be like if breast cancer did not exist — I do, every single day. It was only 25 years ago that I dared to dream about a life where no other person had to suffer like my sister Susan G. Komen; a life where no other family would experience the tragic loss of a mother, sister, or friend. As I reflect on the years that have passed since I founded Susan G. Komen for the Cure® in her honor, I am amazed at our accomplishments and awed by our victories. We began the global breast cancer movement. We started the Komen Race for the Cure®, the most successful awareness and fundraising event for breast cancer ever created. We pioneered cause-related marketing and developed a network of more than 120 Komen Affiliates who today

serve the breast health needs of millions. We created education materials that teach people in more than 200 countries about breast health care. Today, we are the largest source of private funds for breast cancer research and community outreach programs, with more than \$1 billion invested in programs and services since inception.

We're proud of the fact that we stay engaged with those we serve. We create activists — one person, one community, one state, one nation at a time — to help solve the number one health concern of women. With the help of our volunteers and activists, corporate partners, individual donors, and Komen staff, we've saved millions of lives and have significantly contributed to making the 2.5 million breast cancer survivors the largest group of cancer survivors in America today.

The sad reality is that even with all our accomplishments, there is still tremendous work to be done. Each year, more than one million women around the world get the same chilling news my sister Suzy received: You have breast cancer. They learn of their diagnoses in a multitude of languages, but the sobs are universally understood. We hear them clear across the oceans and we have a responsibility to share our resources and respond.

In 2007, we launched an unprecedented global outreach initiative to help remedy those disparities. It's far from our first international effort, but it's our first big step in moving beyond grant-making into playing an active role in the global fight. We are expanding our network and leading a collaborative effort with international non-governmental organizations and advocates to catalyze global health diplomacy and to facilitate sustainable change in developing countries where breast cancer-related mortality rates are highest.

As I promised my sister Suzy, we will continue fighting until the day comes when women do not have to fear that they will be the one in eight diagnosed with this deadly disease. Thank you for making my promise, your promise. We could not be successful without the passion and dedication of our supporters. Every dollar donated, every volunteer hour committed, and every step taken in our Race for the Cure keeps us on course to end breast cancer once and for all.

Thank you for imagining life without breast cancer, and for trusting in us to make that vision a reality.

A handwritten signature in black ink that reads "Nancy Brinker". The signature is written in a cursive, flowing style.

Nancy G. Brinker
Founder
Susan G. Komen for the Cure



The promise began when two sisters dared to **imagine.**

As Susan G. Komen was losing her battle with breast cancer at the young age of 33, she and her sister Nancy G. Brinker imagined life without breast cancer. Nancy promised her sister she would do everything in her power to turn that vision into a reality. Today, that promise, whispered between two sisters, is a rallying cry heard around the world.

Our mission

No one has our story, our spirit, our record or our network. We are unique in our mission: to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

From old to bold

The organization, born out of the promise, turned 25 years old in 2007. We marked the occasion with several changes to move from old to bold, including a change as profound as our very name: The Susan G. Komen Breast Cancer Foundation became Susan G. Komen for the Cure. And our promise to discover and deliver the cures was embraced with renewed commitment as we unveiled our own unique pink ribbon to let the world know that we are serious about escalating this fight.

Imagine fueling scientific innovation.

What we did not know 25 years ago is that breast cancer can take many different forms — it's not one disease, it's many. Thanks to the contribution of Komen-funded research grants, more people are surviving breast cancer today than ever before. We have made breakthroughs in genetics, chemistry and molecular biology, providing doctors with better tools and treatments for what was once a "one-treatment-fits-all" disease.

Over the past 25 years, Komen-funded research has touched every major advance in the fight against breast cancer, including:

- pioneer work in diagnosing HER 2-positive breast cancer and using Herceptin to treat it
- tumor growth and blood supply studies, resulting in treatments such as Avastin
- work with tamoxifen as a hormonal breast cancer treatment
- discovery of aromatase inhibitors to prevent cancer recurrence
- first use of magnetic imaging (MRI) to discover cancer
- first use of molecular breast imaging (MBI), a more cost-effective and preferred method of detecting breast cancers that mammography and MRIs may miss.

Grant review process sets the standard

To ensure that our dollars were granted solely on the merit of the proposals, research grant applications were reviewed through a blind, peer-review process — meaning the reviewers did not know the name of the applicant nor his or her institution. Our research grant review panel, which consisted of both scientists and advocate reviewers, funded only those projects that received a superior rating based on the following criteria:

- Novelty and Innovation
- Strength of Hypothesis
- Methods
- Potential to Impact Breast Cancer

In 2007 our focus was to build on our existing breakthroughs in the areas of Basic, Clinical and Translational Research, Post Doctoral Fellowships and Disparities Research. Our goal was to fast-track laboratory discoveries into help for breast cancer patients whose lives are hanging in the balance today.



Imagine leading your community in a grassroots movement.

While our national research program funds the search for big-picture solutions, Komen Affiliates take our fight to the streets, working to empower every neighbor with access to quality care. Our grassroots network of 122 Komen Affiliates serves communities both large and small with offices in 48 states. Working in tandem with local medical experts and public leaders, each Affiliate conducts a comprehensive assessment to ensure that the money they raise addresses the most urgent, unmet breast health needs in their service area.

The following are a few examples of the more than 1,600 grassroots initiatives funded by Komen Affiliates in 2007:

- An education event for Native Americans in the Puget Sound region of Washington taught 187 women how to conduct a breast self-exam and provided many of them with much-needed mammograms.
- A project for low-income breast cancer patients in North Carolina offered breast prostheses, wigs, prescriptions and transportation to and from treatment centers.
- A Washington, D.C.-area program provided African communities with breast cancer education, breast self-examination instruction, screening referrals and two full-time “navigators” to guide women through the intricacies of the health care system.
- A door-to-door campaign in Central Texas distributed bilingual breast self-examination instruction cards and invited community members to education sessions at community centers and health fairs.



Imagine breast cancer as a national priority.

Komen's pink ribbon activism is a powerful grassroots effort that helps increase access to quality health care, research and information. In the next 25 years, five million Americans could be diagnosed with breast cancer. Because there are gaps in our health system, this diagnosis will be deadlier for some than for others, an injustice that must be addressed.

At Susan G. Komen for the Cure, we use the power of our activism to cultivate and maintain strong relationships with policy makers at the federal and state levels to encourage active engagement and support of the breast cancer movement.

The following are a few of our national and local advocacy accomplishments for 2007:

- For more than four years, thousands of breast cancer activists and Komen volunteers rallied across the nation, wrote letters, and visited with members of Congress expressing a sense of urgency to respond to the breast cancer crisis. March 2007 testified to the power of the Komen network voice as the National Breast and Cervical Cancer Early Detection Program was reauthorized by Congress. This significant public policy triumph translates to high quality breast and cervical screenings for thousands of low-income women who might have otherwise gone without.
- In Kansas, Komen lobbied to remove Medicaid's restrictions on breast cancer care, enabling MaryAnne Foxx and hundreds like her to get the life-saving treatment they needed. "If Komen hadn't lobbied [to extend coverage under Kansas law], I probably wouldn't be here," says Foxx.
- The advocacy efforts of the Missouri Affiliate coalition helped increase the State of Missouri's breast screening program budget from \$700,000 to \$1 million.
- Komen released the first State of Breast Cancer Report that provides information on advancements and explores cultural, social, educational and financial barriers and disparities that prevent many people from receiving screening and treatment.



Imagine investing in the cures.

Our objective is not to be the biggest breast cancer organization, but the most effective. As part of our commitment to discovering and delivering the cures, we are consistently mindful of our expenses. We invest as much of every dollar into our promise as possible by keeping expenses low and relying on our passionate network of volunteers. In our last fiscal year, we decreased our overhead costs and for every dollar spent, we invested 85 cents in programs that our team of experts believes will have a direct impact on saving lives affected by breast cancer.

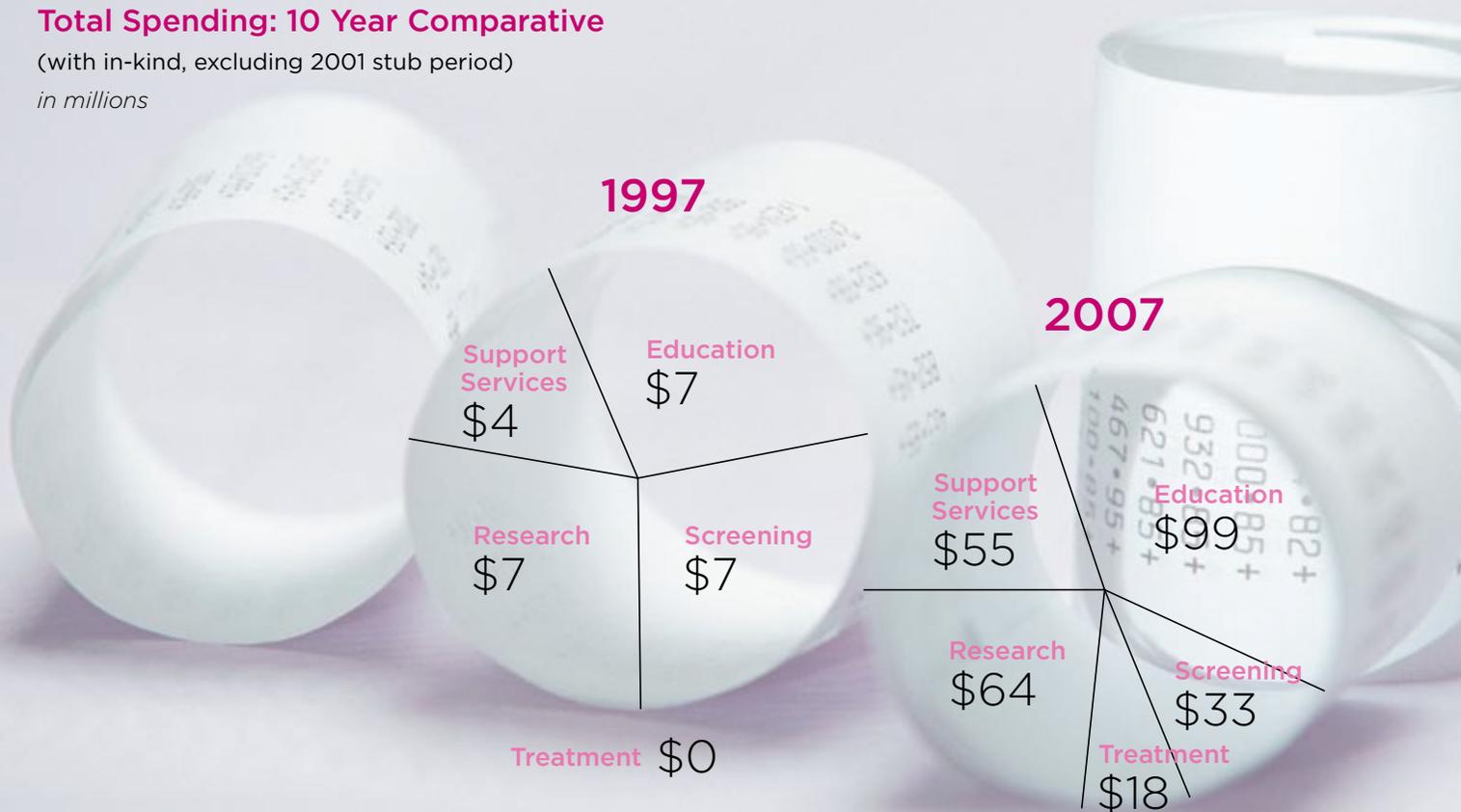
In fact, responsible stewardship of funds earned Susan G. Komen for the Cure a Charity Navigator four-star rating in 2007. In the past five years, we've more than doubled our gross revenue to \$333,949,000 in 2007. (More than one-third of that total came from the Komen Race for the Cure Series.) During the same five-year period, we also doubled our investments in research, education, screening and treatment to \$214,357,000. In 2007, Komen marked its largest single-year research slate, granting \$64 million to support the best minds in cancer science so they can build on our incredible breakthroughs and find new treatments for the rarest and most aggressive forms of breast cancer.

By happy coincidence, 2007 was both our 25th anniversary and the year we reached \$1 billion invested in research and community outreach since inception. From an organization founded on merely \$200 and a list of names, we have made exceptional progress thanks to our generous donors, corporate and community partners, and our network of volunteers and survivors.

Total Spending: 10 Year Comparative

(with in-kind, excluding 2001 stub period)

in millions



Consolidated Statement of Financial Position

	2003	2004	2005	2006	2007
ASSETS					
Cash and Investments	89,296	109,793	148,069	195,423	255,671
Receivables	15,418	24,249	31,407	37,495	56,759
Net property, plant and equipment	2,704	4,350	2,810	2,705	2,235
Other assets	1,884	2,071	3,556	2,529	2,214
Total Assets	109,302	140,463	185,842	238,152	316,879
LIABILITIES					
Accounts payable and accrued expenses	4,315	8,787	9,876	7,725	11,741
Grants payable	53,971	75,219	110,764	140,525	176,707
Total Liabilities	58,286	84,006	120,640	148,250	188,448
Total Net Assets	51,016	56,457	65,202	89,902	128,431
TOTAL LIABILITIES AND NET ASSETS	109,302	140,463	185,842	238,152	316,879

Consolidated Statement of Activities *with In-Kind*

	2006	2007	<i>In-Kind</i>	<i>Year Ending March 31, 2007</i>
PUBLIC SUPPORT AND REVENUE				
Contributions	128,767	175,785		
Komen Race for the Cure	124,101	142,897		
Other Public Revenue	14,667	15,267		
Total Gross Revenue	267,535	333,949	52,622	281,327
Less Komen Race for the Cure Direct Costs	(24,916)	(26,552)	(14,994)	(11,558)
Net Public Support and Revenue	242,619	307,397	37,628	269,769
PROGRAM SERVICES				
Research	60,617	64,403		
Education	70,581	98,599		
Screening	27,127	33,114		
Treatment	13,457	18,241		
Total Program Services	171,782	214,357	18,880	195,477
SUPPORTING SERVICES				
General Administration	20,935	27,485	8,502	
Fundraising Costs	25,206	27,026	11,096	
Total Supporting Services	46,141	54,511	19,598	34,913
Total Expenses	217,923	268,868	38,478	230,390
Change in Net Assets	24,696	38,529	(850)	39,379
Net Assets at the Beginning of the Year	65,202	89,902		
NET ASSETS AT THE END OF THE YEAR	89,898	128,431		

Ernst & Young, LLP performed the 2006-2007 consolidated audits for Komen.
To review our audited financial statements and IRS Forms 990, please visit www.komen.org.

Total Spending 2006-2007

**without value of contributed goods and services*



Percentage of Dollars Spent on Our Mission

85%

Leading a Movement of Change

The leadership of Susan G. Komen for the Cure provides guidance and support in our efforts to create a world without breast cancer.

Susan G. Komen for the Cure Board of Directors:

LaSalle D. Leffall, Jr., M.D.

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Lisa Schneider

Affiliate Network Representative

Ken Bentsen

Norman Brinker

Linda Custard

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Nancy Byrd

Vice President, Domestic Affiliate Network

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