



# MORE THAN PINK



## Our Story

In 1980, Nancy G. Brinker promised her dying sister, Susan, that she would do everything in her power to end breast cancer forever. In 1982, that promise became the Susan G. Komen® organization and the beginning of a global movement. What started with \$200 and a shoebox full of potential donor names has now grown into the largest nonprofit funder of breast cancer research outside of the U.S. government.

To date, we've invested more than \$2.6 billion in groundbreaking research, community health outreach, advocacy and programs in more than 60 countries. Our efforts helped reduce death rates from breast cancer by 37 percent between 1990-2013.

**Despite tremendous progress against this disease, more than 40,000 women and men still die of breast cancer every year in the U.S.**

**We can do better.**

## Our Bold Goal

Reduce the current number of breast cancer deaths by 50 percent in the U.S. within the next decade.

## Getting to Half

**We save lives by funding:**

- Education about breast cancer and breast health
- Free or low-cost screening, diagnostic and treatment services
- Short-term financial assistance and psychosocial support for those diagnosed with cancer
- Research to find better treatments and, ultimately, the cures



# TOGETHER WE ARE MORE THAN PINK<sup>®</sup>

To help us achieve our Bold Goal, we are now rallying supporters to take the extra step – make a bigger, bolder impact and be More Than Pink™. Your support enables us to help women and families in our community facing breast cancer today and fund breakthroughs for a better tomorrow.

**25%**  
cancer  
research

Researchers have been funded in NE and SD as part of Komen's \$920M research portfolio



**75%** local health programs

- Education
- Mammograms
- Treatment Support
- Transportation Assistance
- Patient Navigation
- Survivorship Support



1 in 8 women will be diagnosed with breast cancer in her lifetime



Every two minutes, one case of breast cancer is diagnosed in the U.S.



Over 40,000 women and men die of breast cancer every year in the U.S.

**Act. Donate. Get Involved.**

# Susan G. Komen®



## GREAT PLAINS

*Serving Nebraska & the Dakotas*

In 2017, Susan G. Komen® Nebraska and Susan G. Komen® South Dakota joined forces to make a bigger impact in the local fight against breast cancer.

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



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To learn more about Komen or to discuss sponsor opportunities, contact:

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