



THIS IS OUR DEFINING DECADE

Because of critical needs in Wisconsin and others around the globe that Susan G. Komen has set a bold goal to decrease breast cancer mortality by 50% by 2026. It's aggressive. But, frankly, we can't afford to not be.

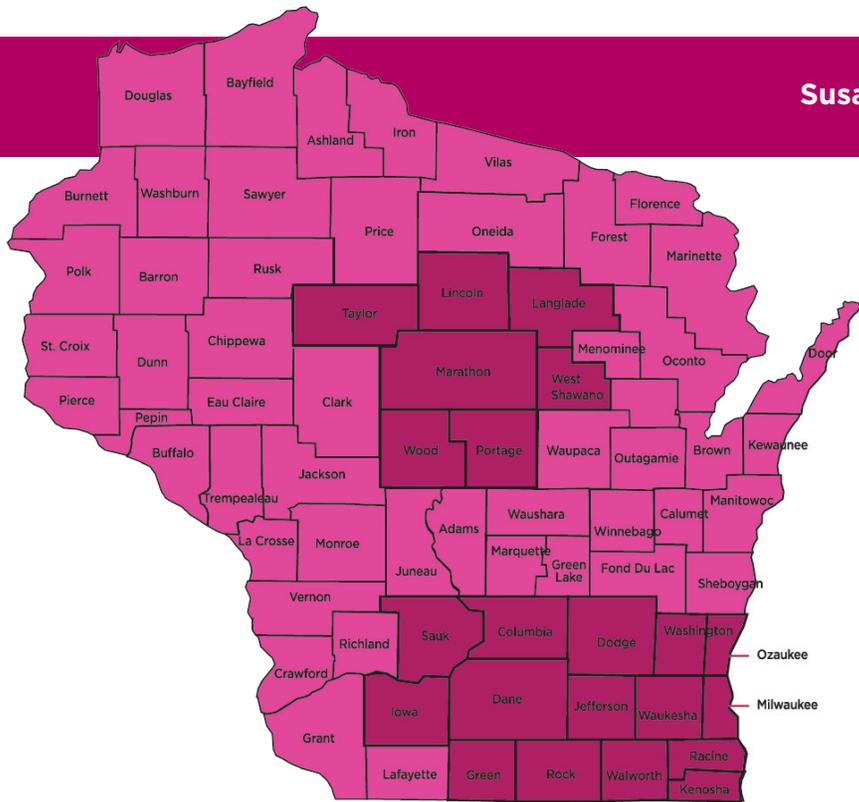
Susan G. Komen® National Organization

Susan G. Komen was founded in 1982, as a promise between sisters to end breast cancer forever. Since that time, we've transformed how the world treats and talks about this disease and have helped turn millions of breast cancer patients into breast cancer survivors. Komen has led a pink movement resulting in the five year survival rate for breast cancers detected in early stages, increasing from 74% to 99%. But, we are more than just a color and we do more than create awareness. **Komen is the largest private funder of breast cancer research in the world**, and we work aggressively to find the cures.

Despite Komen's investment of more than \$920 million in breast cancer research since 1982, people continue to die. This is the reason Komen continues to fund cutting edge research to understand the causes and cures of all types of breast cancer. This year, Komen is investing more than \$33 million in 86 research projects, 44% of which are focused on metastatic research to understand and ultimately prevent the breast cancer that kills. Moreover, **with current technology, 30% of breast cancer deaths can be prevented simply by providing individuals better access to breast health services.**



Susan G. Komen Wisconsin ~ Right here at home



Susan G. Komen funding has spurred great gains in the past decades, decreasing the number of breast cancer deaths and developing new treatments for people with breast cancer. **Komen Wisconsin has been part of this work investing nearly \$18 million into local breast cancer programs and over \$6 million to cutting-edge national research since 1999.** But there is more to do. This year, more than 4,700 Wisconsinites are expected to be diagnosed with breast cancer. And, especially heart breaking, more than 700 local families will lose a loved one to this insidious disease in the coming year.

With your help, Komen Wisconsin will continue working with community partners to educate local women about breast health and helping them overcome fears and other barriers that prevent them from seeking screenings, diagnostic testing, and even treatment. Donors and sponsors make it possible to meet the most critical needs in our community, giving everyone the ability to access quality local breast cancer services regardless of their ability to pay. **Your support empowers Komen Wisconsin to provide the robust funding, advocacy and outreach necessary to meet the bold new goal of significantly reducing the number of local breast cancer deaths and will give hope to our Wisconsin families.**

We are proud of pink; it fostered a breast cancer movement that has saved hundreds of thousands of lives. But we are far More than Pink. **We are a strong community of people inspired by one sister's promise, and we are dedicated to ending breast cancer forever** We are Susan G. Komen Wisconsin and we invite you to join us in being *More than Pink.*

■ The 22 counties where we have granted out nearly \$18 million for breast cancer education and prevention programs

■ Support for people facing breast cancer throughout all of Wisconsin includes:

- Komen national Treatment Assistance Program
- Komen's toll-free Breast Care Helpline
- Komen's toll-free Clinical Trials Helpline
- Komen.org
- National research
- Public policy advocacy



Susan G. Komen Wisconsin provided **41,050** lifesaving services to Wisconsinites in 2016/2017