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*Our vision: a world without breast **cancer***

## PRESIDENT'S DECEMBER 2009 NEWSLETTER

It is hard to believe that 2009 is fast coming to an end; and, what a year it has been for the Susan G. Komen for the Cure Louisville Affiliate! At this time of year, it is customary to reflect back on all the accomplishments of the past year, as we prepare for the challenges and opportunities that await us in 2010.

First of all, we are closer to the CURE. That PROMISE is being fulfilled by our volunteers, sponsors, donors and partners who have through their individual and collective efforts made this the most successful year in the Affiliate's life. We have raised more awareness, educated more people, supported more deliver's of services through our grants than ever before. And this does not just happen, it happens because of the passion of all that believe in our Cause and then become engaged in the work of Komen.

Second, we have fostered the alliance's we have forged over the years with our friends and partners to strengthen their knowledge of the work that Komen does in our eight county service area of Kentuckiana, where seventy five (75%) of our net revenues stay to fund programs for our stakeholders, who are those in search of personal information, screening, medical services, recovery services and survivor support.

Third, we have increased our visibility in the community, with the wonderful Closer to the Cure where Komen's Chief Scientific Officer addressed the survivors, volunteers and 2009 Grant Awardees on the advances in breast cancer research across the globe; with having Komen's founder, Ambassador Nancy Brinker lead our Ladies in Pink in the Kentucky Derby Festival's Pegasus Parade; with the Parade of Pink at Churchill Down's on Oak's Day, prior to the 135<sup>th</sup> running of the Oaks; with the hit of the fall social season in the Parisian Pink Tie Ball, and new Pink Lounge; all leading up to and our marquee event which proved to be the most successful Race in our history measured by race registrations and pledge/sponsor/donor revenue in excess of \$689,000, supported by the great work of our volunteers at the Komen Store at Oxmoor Center. What a scorecard for 2009!

Fourth, we built a strong office staff around our new Affiliate Coordinator, Amanda Caffee, who came to us from the Farmington Historic Home Museum, and embarked on a transformational and transitional campaign to position our Affiliate to achieve our five year vision to double our Race registrations and double our gross revenues so as to fund more programs for more people throughout Kentuckiana.

Fifth, we developed our Community Profile-2009, which has set our priorities for grants for the next several years, which are (1) to increase knowledge about breast cancer, regular self exams and mammograms for those over 40 and who have a higher risk of breast cancer, (2) to extend services to the

*One in eight women will be diagnosed with breast cancer in their lifetime.*

underinsured and the uninsured, by resourcing services that target homeless populations, economically challenged zip codes in the 8-county service area, and migrant workers, (3) to increase screening, treatment and support services to low income women that include the use of outreach and mobile units in each county of our service area, (4) to increase screening, treatment and support services to reach Black and Hispanic women in rural and urban areas, specifically Shelby County, Kentucky, (5) to ensure the expansion of patient navigation services to provide services to women for who English is not their first language, by partnering with the various school systems to identify need, (6) to ensure that education programs enhance the awareness of increased breast cancer in women between 25 and 40, as well as male breast cancer in all eight counties of the service area. This set's our impact objectives as an Affiliate so as to really make a difference.

Sixth, we have made a commitment to the Promise of a world without Breast Cancer. When we gathered at the Race at the Waterfront in Louisville in October and celebrated the survivor's fight against breast cancer with the collective hugs, the tears, the stories of Victory and the spiritual energy of HOPE it was terrifically uplifting and a sterling reaffirmation that together we will WIN!

There is much work still to be done. There are those who see the costs of screening as unrelated to increasing survival, but we see education, awareness, screening and treatment as having increased survival rates from in the 70 percentile to in the 90 percentile today. Each of those survivors is a person, not a statistic. We are WINNING!

So as we go into 2010 let us remain a united team, committed to the PROMISE and energized by HOPE that the CURE is closer than ever. **Happy Holidays to All from the Board of Directors and Staff of your Louisville Affiliate.**

Team Komen,

Bob Silverthorn, Jr.  
President