



WHY SUPPORT THE KOMEN RACE FOR THE CURE®?

WHAT DOES SUSAN G. KOMEN FOR THE CURE SUPPORT WITH MONIES RAISED THROUGH THE KOMEN RACE FOR THE CURE?

Up to 75% of the money raised in north central Alabama stays in north central Alabama to fund education, treatment and screening programs. At least 25% goes to the Susan G. Komen for the Cure Research Grant Program. Since 2003, the University of Alabama - Birmingham (UAB) has received nearly \$14 Million in funding for breast cancer research from Susan G. Komen for the Cure and nearly \$2.5 Million has been granted to local breast health programs and services.

2009 Komen North Central Alabama Community Grants:

- Alabama Breast and Cervical Cancer Early Detection Program – Free Mammogram Program \$322,000.
- UAB –Deep South Network for Cancer Control – Community Health Advisors for Minority Breast Cancer Outreach and Education - \$70,000
- American Cancer Society – Hope Lodge - \$40,000
- UAB & American Cancer Society – Patient Navigator Program - \$30,000
- DCH Breast Health Initiative – DCH Foundation - \$20,000
- Sowing the Seeds – Latina Lunches for Health – St. Vincent’s Health System - \$6,000
- Aquatic Exercise for Breast Cancer Survivors with Athralgia or Myalgia – Lakeshore Foundation - \$20,000
- UAB School of Public Health – Sing for the Cure – Sisters Celebrate Survivorship - \$40,000
- The Because Campaign & VIRTUE Release '09 – VIRTUE, Inc. - \$17,500

HOW DOES MY COMPANY BENEFIT?

- Honor and memorialize the survivors of breast cancer.
- Participation can create visibility for you, demonstrating to your community that you care about the issues affecting them.
- Volunteering fosters teamwork, creativity, and leadership.
- Consumers are more likely to buy from companies perceived as good corporate citizens.
- Integrated partnership: benefits customers, community & employees at the same time.

WHY SUPPORT SUSAN G. KOMEN FOR THE CURE?

- Without a cure, 1 in 8 women in the U.S. will continue to be diagnosed with breast cancer - a devastating disease with physical, emotional, psychological and financial pain that can last a lifetime.
- Without a cure, an estimated 5 million Americans will be diagnosed with breast cancer - and more than 1 million could die - over the next 25 years.
- Without a cure, an estimated 25 million women around the world will be diagnosed with breast cancer - and 10 million could die - over the next 25 years.
- For the past 25 years, Komen for the Cure has played a critical role in every major advance in the fight against breast cancer - transforming how the world talks about and treats this disease and helping to turn millions of breast cancer patients into breast cancer survivors.
- Susan G. Komen for the Cure has been named the top-rated charity by Charity Navigator, America’s largest independent evaluator of charities.