

Susan G. Komen for the Cure® was established in 1982 by Nancy Goodman Brinker to honor the memory of her sister, Susan Goodman Komen, who died from breast cancer at the age of 36. Today, Komen for the Cure is an international organization with a network of 75,000 active volunteers working through local Affiliates and events like Susan G. Komen Race for the Cure® to eradicate breast cancer as a life-threatening disease. A global leader in the fight against breast cancer, Komen fulfills its mission through support of innovative breast cancer research grants, meritorious awards, educational and scientific conferences and community-based outreach programs around the world.

Where We've Been

- 1982** Komen holds its first fundraising event, a women's polo tournament and lawn party, and awards its first grants totaling \$30,000 to M.D. Anderson in Houston and Baylor University Medical Center in Dallas.

- 1983** The first Susan G. Komen Race for the Cure® is held in Dallas, with 800 participants.

- 1989** Komen expands its grassroots approach by adding its first "chapter" outside of the Dallas area in San Francisco. Chapters are renamed Affiliates six years later.

- 1989** 1-800 I'M AWARE®, Komen's National Toll-Free Breast Care Helpline, is established to provide callers response to questions, local resources and moral support.

- 1990** The first community grants are awarded by Komen Affiliates.

Where We Are Now

- 2006** Through fiscal year 2005, Komen, together with its Affiliate Network, corporate partners and generous donors, has invested \$630 million in breast cancer research, education, screening and treatment programs. More than 80 cents of every dollar spent by Komen supports mission programs and services.

- 2006** The Susan G. Komen Race for the Cure® Series, the largest series of 5K runs/fitness walks in the world, includes more than 100 Races in the U.S. and three international Races. This year, more than 1 million people are expected to participate in Komen's signature fundraising and education event.

- 2006** Komen has more than 75,000 active volunteers working through a network of more than 100 U.S. and international Affiliates in more than 15,000 communities, making it one of the most progressive grassroots organizations in breast cancer.

- 2006** The 1.800 I'M AWARE® Helpline is answered by trained, caring volunteers whose lives have been personally touched by breast cancer. In 2005 alone, more than 53,000 patients and their loved ones received information on breast health and breast cancer issues in both English and Spanish.

- 2006** Komen Affiliates across the country fund a variety of community-based breast health education and breast cancer screening and treatment projects for the medically underserved. In 2005 alone, Komen Affiliates funded more than 1,200 such grants totaling more than \$41 million.

Where We've Been

- 1992** The organization plays a key role in getting the Mammography Quality Standards Act passed. The act creates a national standard for breast cancer screening.
- 1994** Komen supported the early career of Mary Claire-King, M.D., whose work focused on the BRCA1 gene and the sequencing of one of its mutations, an important indicator for inherited forms of breast cancer. Komen has also provided funding for V. Craig Jordan, Ph.D., who discovered tamoxifen, and Leland H. Hartwell, Ph.D., who won the 2001 Nobel Prize in Physiology or Medicine for his work in cancer research.
- 1995** As an early pioneer of corporate partnerships, twenty companies join forces with Komen to help educate consumers about breast cancer through cause-marketing initiatives such as sponsorship of the Susan G. Komen Race for the Cure® Series.
- 1997** The first Komen websites are launched to provide the latest breast health and breast cancer information, as well as Komen news and activities.
- 2001** *Worth Magazine* names Komen one of "America's 100 Best Charities" out of more than 819,000 charities in the U.S. Of the 27 health organizations named to the "100 Best" list, Komen was one of only two solely focused on women's health.

Where We Are Now

- 2006** More than 40 Komen Affiliates participate in Champions for the Cure™, a grassroots program designed to educate Congress, the president and other policymakers about breast cancer. More than 100,000 Americans have become Komen eChampions by visiting ActNowEndBreastCancer.org, a virtual advocacy forum aimed at influencing the government on crucial breast cancer issues.
- 2006** The Komen Award and Research Grant Program has awarded more than 1,100 research grants valued at more than \$190 million.
- 2006** Komen welcomes more than 100 cause-related marketing partners, many of whom have been partners for more than 10 years. Last year, the cause related marketing efforts from Komen's corporate partners resulted in more than \$30 million in revenue that was instrumental in the organization's ability to advance research, screening, treatment and education efforts.
- 2006** Komen's website, www.komen.org, provides up-to-the-minute information about research findings, clinical trials, local outreach programs, volunteer opportunities, events and Komen programs and partners. More than 2.5 million individuals from 198 countries visit [komen.org](http://www.komen.org) each year.
- 2006** Komen celebrates nearly 25 years of patient advocacy, building awareness and raising funds for breast cancer research and community outreach programs. In order to achieve our mission, we believe that scientific progress must be complemented by sound public policy.