Now is the time to ensure **YOUR** commitment to a world without breast cancer

Susan G. Komen Kansas & Western Missouri (KSWMO) is working to improve the lives of those facing breast cancer in their local communities.

Through signature events, programs, and campaigns like the **More Than Pink Walk®**, BigWigs, Mobile Mammography Coach, and Breast Cancer Awareness Month, we have invested more than $28.3 million in breast health programs in our 112-county Kansas and Missouri service area and have helped contribute to the more than $988 million invested globally in research.

Your support of these efforts saves lives every day!
OUR GOAL:
Reduce the number of breast cancer deaths by 50% in the U.S. by 2026.
Find breakthroughs for breast cancers that kill.
Help people and communities most at risk.

Research
- Understand, prevent and treat metastatic breast cancer.
- Discover new treatments and technologies to improve outcomes for all patients.
- Increase access to and participation in clinical trials.

Care
- Address gaps in access to and utilization of affordable, quality of care.
- Provide access to screening diagnosis and treatment.
- Help with transportation, childcare, and more so patients can focus on treatment.

Community
- Provide people with opportunities to share their passion for the movement and compassion for each other.
- Support survivors, caregivers and those living with MBC.
- Provide information and guidance to help navigate the care journey.

Action
- Advocate for more research funding and protections for patients.
- Educate healthcare providers, policymakers, opinion leaders and the public on the burden of breast cancer.
- Empower patients and the public to take charge of their breast health.
YOUR SUPPORT AT WORK
Komen Kansas & Western Missouri has invested more than $22.1 million in community breast cancer screening, breast health education and patient treatment services and nearly $6.2 million in breast cancer research since 1999.

OUR REACH
Despite advances in detection and treatment, breast cancer continues to affect thousands of people each year.

Consider this data from our service area:

• 5 women are diagnosed with breast cancer EVERY DAY
• 17 women lose their lives to breast cancer EVERY WEEK
• 30% of women diagnosed with early-stage breast cancer will develop metastatic disease.
• 550 women lost their lives to breast cancer in our service area LAST YEAR

LARGER FOOTPRINT; INCREASED IMPACT
We’re proud to support 105 Kansas & 7 Missouri counties as part of our newly merged affiliate service area.

komenkswmo.org
What we do: MORE THAN PINK WALK®
(formerly Race for the Cure®)

A REIMAGINED CELEBRATION TELLING OUR STORY THROUGH THE WORK WE DO FEATURING THOSE WE SUPPORT IN THE FIGHT!

Event Day Attendance: 5,000+ participants, volunteers, vendors & fans. Reach: Social Media (20K), Emails (67K), Web traffic (3K+/month), TV (125+ spots), and radio (350+ spots). Total digital impressions (750K).

Average Participant: 44-year-old woman, maintains activity on 4 social networks, 2/3 are married w/children, has an affinity for healthy living, fashion and premium brands with a household income of $125K+. 
Susan G. Komen is looking for a few good women and men to continue working towards a world without breast cancer by stepping up and serving as part of our 2nd Annual BigWigs Class of 2020!

Coming off of a successful Year 1 raising nearly $40,000, the new cohort of BigWigs will lead the charge in the fight against breast cancer. Each BigWig commits to raise funds for the affiliate and the BigWig that raises the most is crowned the Biggest BigWig.

Promotional Reach via: Social Media (20K), Email database (67K), Web traffic (2.5K+/month), combined digital impressions (250K), TV, radio & print too via on-air segments, PSA’s, etc..
Statistics are figures reported by Susan G. Komen, its grantees and the states of Kansas & Missouri. Mobile Mammography Coach statistics are based on cumulative support since the program began in 2017.
REQUEST FOR SUPPORT

SUSAN G. KOMEN KSWMO OFFERS THE FOLLOWING CORPORATE CHAMPIONS OR EVENT/CAMPAIGN-SPECIFIC OPPORTUNITIES

- Investment opportunities range from $2,500 to $35,000 for event-based partnerships thru $5,000 to $100,000 for Corporate Champions recognition (annual giving to support the mission of Susan G. Komen with specific annual and event recognition).

- Current events include: More Than Pink Walk®, BigWigs, Breast Cancer Awareness Day at The “K”, etc.

- Recognition via social media (Facebook, Twitter, Instagram, LinkedIn, YouTube) and all of Susan G. Komen’s digital platforms (Website, Blog, email and/or text messaging) is based on your level of investment in our mission.

- Recognition via TV, Radio or print media is based on investments at the $20,000 level and up per event, campaign or annual commitment to the cause.

- Joint investments (Greater Kansas City, Wichita, The State of Kansas, etc.) are available for added exposure and recognition as well. Just ask one of our team to provide you with a custom proposal.
THANK YOU FOR YOUR CONSIDERATION

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Susan G. Komen KSWMO  
2019 Annual Partnership Proposal

Susan G. Komen  
Kansas + Western Missouri