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LEADERSHIP

BOARD OF DIRECTORS

Richard Winston, Jr.
President

Alix Kumer
Vice President

Jennifer Kenyon
Secretary

Allison Swaters, CPA
Treasurer

Kristin Cargin, CPA
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Board Member

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STAFF MEMBERS

Erica Terry
Chief Executive Officer +
Executive Director

Carol Bush
Director of Impact
& Innovation

Robyn Burky
Director of Development
& Operations

Corey Goodburn
Marketing Manager
“The only limit to the height of your achievements is the reach of your dreams and your willingness to work for them.” In essence, this quote exemplifies the mantra we have followed the past two years at Susan G. Komen Kansas + Western Missouri. I had the pleasure of joining on as CEO and Executive Director in April 2019 – a crucial moment for the organization. Our community was eager for leadership, and for a clear and focused vision to End Breast Cancer Forever.

I am exceptionally proud to say that we achieved more than I could have dreamed. Impact – is measured not just in dollars granted out, but engagement on the most important issues. We have inserted ourselves into important discussions, served as conveyers, and as catalysts for change to ensure we maximize our return on investment. By doing this, we’ve achieved more and have fostered change that will benefit generations to come. Our successes are outlined in this Legacy Report.

In particular, I am most proud of the work we’ve done to redefine our voice and show people that we are much more than a one-day event. We embarked on unconventional partnerships, looked to the experts for guidance, asked the hard questions to foster much needed progress on the biggest issues impacting the Breast Cancer community.

Our service in this region will continue to carry on even though the future might look different. Thanks to the many donors, advocates, Community Partners, volunteers and friends throughout Kansas and Missouri – our legacy will be felt for years to come. I’m so proud of the work we accomplished and the difference we’ve made together.

I hope you enjoy reading the Susan G. Komen Kansas + Western Missouri Legacy Report. We outline our achievements – big and small; measurable and priceless and acknowledge all those who have played a role. The achievements in this report are only made possible because of your support. For that – I am so thankful.

Sincerely,

Erica Terry
Chief Executive Officer + Executive Director
STRATEGIC FOCUS
We are focused on Impact. Impact to save lives by creating lasting partnerships to address our region’s most critical needs. Our work and our focus day-in and day-out is on “intentionally going out of business” because we’ve achieved our mission to End Breast Cancer Forever.

ASPIRATIONS
All women are screened  
Find a cure  
All women know their risk

PRIORITIES
Empower people to take action  
Create care + solutions collaboratives  
Provide + increase access

CORE VALUES
Evidence-based  
Impactful  
People-centered

STRENGTHS
Collaboration  
Innovation  
Impact-focused
2020

- **December** - Final community investment
- **October** - Breast Cancer ACTION Month launched
- **August** - Solutions Collaborative launched in targeted communities
- **June** - Virtual Internship Program launched
- **May** - Monthly Town Hall series begins
- **April** - Komen Action Day in Topeka
- **March** - COVID-19 response plan
- **February** - Cancer Action Day in Topeka
- **January** - Board of Directors established new strategic direction

2019

- **December** - Breast Cancer Health Equity Task Force launched
- **October to December** - Listening Tour conducted with Masonic Cancer Alliance
- **October** - Carol Bush, RN, leads Komen KSWMO’s impact and innovation
- **August** - Robyn Burky joins team as Director of Development & Operations
- **April** - Erica Terry selected to be Komen KSWMO’s first Chief Executive Officer

2018

- **October** - Susan G. Komen Kansas and Greater Kansas City affiliates merged to form Susan G. Komen Kansas + Western Missouri (KSWMO)
FINANCIALS

**FY 20 Revenue**
April 2019 - March 2020

- **Individual**: 35%
- **Events**: 24.1%
- **Corporate**: 13.7%
- **Third Party**: 12.8%
- **Other**: 11%
- **Foundations/Grants**: 3.4%

**Total**: $1,070,499

*This revenue reflects gifts through December 31, 2020.*

**FY 21 Revenue**
April 2020 - December 2020

- **Foundations/Grants**: 31.6%
- **Events**: 1.3%
- **Third Party**: 5.7%
- **Individual**: 29.9%
- **Corporate**: 19.8%
- **Other**: 11.8%

**Total**: $424,601
WE CAN'T ACHIEVE OUR MISSION WITHOUT FIRST ADDRESSING HEALTH EQUITY.
Black Women are 40% more likely to die from breast cancer than any other race or ethnicity. We established the Breast Health Equity Task Force to address these inequities in Kansas + Western Missouri. Targeted counties in Kansas + Missouri where mortality rates are highest for black women - served as the focus for the Taskforce.

PRIORITY: HEALTH EQUITY

GOAL:
To reduce breast cancer mortality rates for black women in Clay & Jackson counties (Missouri) and Wyandotte, Johnson and Sedgwick counties (Kansas).

KEY FOCUS:

01 Implementing/Expanding Evidence-Based Strategies in targeted communities to reach more women, create trust and establish proactive healthy behaviors to improve long term health outcomes.

Evidence-based Strategies include: Patient Navigation, Community Health Worker/Educators, Expanding Medicaid, Mobile Mammography Screenings.

02 Changing systems that perpetuate systemic racism by seeking to understand and dismantle systems of power and racial injustice.

Strategies include: Policy and Political, Medical School training for the next workforce, unconscious bias training and identification, structure changes to housing, education, and transportation.
The Breast Health Equity Task Force includes: leaders, community members, survivors, executives, researchers, practitioners, and pharma industry members from across the region. All members are committed to implementing practice changes within their own networks and in the broader community.
We convene the right people around the table to address gaps in care, barriers, and work together to address the high breast cancer mortality rates in our region. This practice became incredibly valuable especially during a global pandemic. We launched Solutions Collaboratives to co-create equitable care throughout our service region with trusted partners.

Utilizing the Komen produced Community Report, data from the CDC and KDHE, along with gathering qualitative data through our Listening Tour across the region we used this to guide our investments, and to focus on the communities that have the greatest need in our region.
COMMUNITY SOLUTION #1: INCREASE SCREENINGS AMONGST UNDERSERVED POPULATIONS

Alongside our partners, we focused our coordinated interventions through healthcare systems by increasing community demand, increasing access, and increasing provider delivery.

Our community needs innovative programs to respond to patients and eliminate barriers to care.

Screenings in the Kansas City area were generously funded by the Health Forward Foundation and Louetta M. Cowden Foundation, Bank of America, N.A., Trustee. Sedgwick County screening funding was generously provided by Cypress Imaging.

WHY A SOLUTIONS COLLABORATIVE?
- To leverage relationships and lessons learned from past Komen KSWMO community investments.

GOAL OF THE SOLUTIONS COLLABORATIVE:
- Build on previous success of regional screening initiatives, leverage collaboration & build a Community of Practice.

TARGET POPULATION:
- Uninsured women age 40 & above (or at high risk) who are not eligible for state-funded programs.

KEY OUTCOMES:
- Health History & Risk Stratification by clinical team
- Point of Service 1:1 tailored breast health education
- Screening for eligibility in state program, with onsite enrollment available in Kansas sites
- Interpretation by radiologist & results notification by phone, patient portal or mail per client selection
- Women with abnormal screening mammograms were connected with a trained health navigator for appointment assistance, care coordination & resolution of abnormal finding within 60 days.
COMMUNITY SOLUTION #2:
EXPAND COMMUNITY IMPACT AT BREAST CANCER FOCUSED ORGANIZATIONS

<table>
<thead>
<tr>
<th>Partner Organization</th>
<th>Project</th>
<th>Strategic Alignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer Action</td>
<td>Financial assistance after diagnosis</td>
<td>Health Equity, Access to Care</td>
</tr>
<tr>
<td>Diagnostic Imaging Centers</td>
<td>Mobile mammography for uninsured</td>
<td>Health Equity, Screenings, Prevention, Access to care</td>
</tr>
<tr>
<td>Early Detection Works</td>
<td>Screenings and diagnostics for uninsured</td>
<td>Health Equity, Screenings, Prevention, Access to Care</td>
</tr>
<tr>
<td>El Centro</td>
<td>Community health worker support</td>
<td>Health Equity, Access to Care</td>
</tr>
<tr>
<td>HaysMed Breast Center</td>
<td>Patient navigation, transportation assistance</td>
<td>Health Equity, Access to Care</td>
</tr>
<tr>
<td>Healthy Living Kansas</td>
<td>Community health worker support</td>
<td>Health Equity, Prevention, Access to care</td>
</tr>
<tr>
<td>Liberty Hospital Imaging</td>
<td>Patient navigation</td>
<td>Access to Care</td>
</tr>
<tr>
<td>Samuel U. Rodgers Health Center</td>
<td>Screenings and diagnostics for uninsured</td>
<td>Health Equity, Screenings, Prevention, Access to Care</td>
</tr>
<tr>
<td>Truman Medical Center</td>
<td>Patient navigation</td>
<td>Health Equity, Access to Care</td>
</tr>
</tbody>
</table>
TOTAL COMMUNITY SOLUTION IMPACT

- 9+ Breast Cancer initiatives funded to local organizations
- 129+ Gas Cards/Transportation
- 3589+ Navigation Sessions
- 772+ Mammograms
- 10+ Hotel Vouchers
Dr. Danny Welch received a Komen Promise Grant to fund research focused on why and how breast cancer cells become metastatic. New targets were identified to guide treatment decisions in metastatic breast cancer patients. Dr. Welch is one of the very first researchers that focused on metastatic breast cancer. He pursued a study that looks at racial disparities, such as why Black women are more likely to develop metastatic breast cancer than Caucasian women.

Dr. Carol Fabian, a pioneer in breast cancer prevention and early detection, is a longtime Komen-funded researcher. A local promise grant was granted to Dr. Carol Fabian’s research to determine if a plant lignin found in high concentration in flaxseed is likely to prevent premenopausal breast cancer.
In clear and uncompromising terms, we are laser-focused on the work needed to save lives and to challenge people and organizations across our community to join us. Through participation in coalitions, strategic partnerships and serving on national panel discussions - we’ve taken ACTION through our participation in the below initiatives to move closer to achieving our mission.

<table>
<thead>
<tr>
<th>ORGANIZATION</th>
<th>COLLABORATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alliance For A Healthy Kansas</td>
<td>• Participating member of the alliance to achieve Medicaid Expansion in Kansas.</td>
</tr>
<tr>
<td>Johnson Center for Cancer Research -</td>
<td>• Co-Sponsor of the Pink Power Luncheon for 11 years. Partnership in Manhattan, KS to discuss innovative Breast Cancer topics.</td>
</tr>
<tr>
<td>Kansas State University</td>
<td></td>
</tr>
</tbody>
</table>
| Kansas Cancer Partnership             | • Erica Terry, CEO serves as co-chair of statewide partnership working to control and prevent cancer.  
                                         • Led #GetBack2Health movement for partnership post COVID.       |
| Masonic Cancer Alliance               | • Conducted a state-wide Listening Tour in Wichita, Hays, Salina, Topeka, Garden City, Pittsburg and Kansas City.  
                                         ○ Discovered vast inequities in access to care, transportation, and trusted resources. |
| Missouri Cancer Consortium            | • Erica Terry, CEO leads the Breast Cancer Workgroup and serves as the Consortium’s Secretary. |
| Total Health Conferencing             | • Served as a Panelist and/or a Content Expert on Webinars:  
                                         ○ What Changes Monday Morning?  
                                         ○ How COVID-19 Transformed Clinical Care  
                                         ○ Social Media & Medicine  
                                         ○ Advocacy & Public Policy |
| Yes on Amendment 2                    | • Advocated and promoted Medicaid Expansion in Missouri in 2020. |
The evolution of the 30+ year annual event has focused on engagement and being responsive to the times. From Race for the Cure to MORE THAN PINK Walk to MORE THAN PINK Experience – this yearly celebration has evolved over the years.

During these unprecedented times, we created an impactful and responsible experience for our most committed supporters. We have always been more than a walk and much more than one day. From July to October, we encouraged participants to exercise daily, schedule their mammograms, vote, and fundraise. To celebrate everyone’s efforts, we produced a MORE THAN PINK Broadcast Celebration in October.

BREAST CANCER ACTION MONTH

During the month of October, we focused on ACTION because we know that raising awareness is not enough. We focused on:

1. #GetBack2Health
   We encouraged women to schedule their annual mammogram.

2. Vote
   We asked everyone to register to vote and then vote in the general election this past November. We know Public Policy has the biggest ROI on achieving our mission to End Breast Cancer Forever.

3. Get Active
   We asked everyone to get active and increase their physical activity to improve health outcomes.

2020 OUTCOMES

- Transitioned to a month-long experience vs. a one day event.
- Increased peer-to-peer fundraising (47% for 2020, up from 23% affiliate-wide in 2019).
- Hosted a More Than Pink Virtual Celebration that streamed online for participants in our region to see inspirational stories, messages from key community leaders and an ask of everyone to schedule their annual screening.
The global pandemic impacted every aspect of every business and organization. The breast cancer community was not immune to the effects, and we quickly created a COVID-19 response to ensure we offered solutions during this unprecedented time.

**ENCOURAGE CONTINUED SCREENINGS**

We hosted weekly Facebook conversations with health care professionals to discuss topics including safety precautions and measures put into place. Screening rates took a sharp decline and we know that we needed to be a leader during this time to encourage others to get back into the clinic and continue with preventive and early detection practices.

**COVID-19 IMPACT**

Our Facebook conversations touched upon timely topics for the breast cancer community and how COVID is impacting our progress to End Breast Cancer Forever.

<table>
<thead>
<tr>
<th>Town Hall Discussion</th>
<th>Date</th>
<th>Speakers</th>
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<tbody>
<tr>
<td>Get Back to Health</td>
<td>July 2020</td>
<td>Kamran Ali, MD, Ryan Hallenbeck, Amy Patel, MD</td>
</tr>
<tr>
<td>Keeping the Pace of Innovation</td>
<td>August 2020</td>
<td>Tammy Ham, RN, Peggy Johnson, Jennifer Klemp, PhD, Danny Welch, PhD</td>
</tr>
<tr>
<td>Telehealth Trends &amp; Breast Care Access</td>
<td>September 2020</td>
<td>Heather Wright-Renick, RN, Ryan Spaulding, Shawna Wright, Ph., LP</td>
</tr>
<tr>
<td>Health Equity</td>
<td>October 2020</td>
<td>Sarah Chavez, PhD, Hope Krebill, MSW, BSN, RN, Crystal Lumpkins, PhD, Natabhona Mabachi, PhD, MPH</td>
</tr>
<tr>
<td>Public Policy</td>
<td>December 2020</td>
<td>Molly Guthrie, April Holman, Peggy Johnson, Katie Manga</td>
</tr>
</tbody>
</table>
In response to stay-at-home orders, we launched a progressive and impactful virtual internship program that leveraged talents from across the United States. College students who had a connection to the Kansas and Missouri area were recruited to fill gaps of skill sets we needed to harness creative power for this year.

Interns worked on, created and curated projects including: the More Than Pink Broadcast Celebration, Year-End Appeal, Social Media Content, Blog Writing and Fundraising Toolkit design.

**SUMMER 2020 INTERNS**

Corey Goodburn  
University of Kansas

Dawsyn Long  
Wichita State University

Kendall Lanier  
Howard University

**FALL 2020 INTERNS**

Maria Gnoza  
Drake University

William Wise  
University of Central Missouri

Erin McGowan  
Ringling College of Art & Design

Renae Whissel  
University of Missouri
COMMUNITY INVESTMENT

The Susan G. Komen Kansas + Western Missouri Board of Directors approved the below community investments made in alignment with our strategic focus. This investment leaves a lasting legacy and will continue the impact started by our organization in this region.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Dollar Amount</th>
<th>Focus</th>
<th>Strategic Alignment</th>
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<tr>
<td>Early Detection Works</td>
<td>$25,500</td>
<td>Screening mammograms targeting women (and men) who do not qualify for state programs. $20,000 to be spent in Johnson &amp; Wyandotte Counties (KS). $5,500 to be spent in Sedgwick County (KS).</td>
<td>Screenings, Access to Care</td>
</tr>
<tr>
<td>Swope Health Foundation</td>
<td>$30,000</td>
<td>Screening mammograms targeting women (and men) who live in Jackson &amp; Clay Counties and who do not qualify for state programs.</td>
<td>Screenings, Access to Care</td>
</tr>
<tr>
<td>KU Endowment</td>
<td>$100,000</td>
<td>Establishing the Masonic Cancer Alliance Community Health Worker, focused on health equity and outreach for underserved populations to improve breast cancer screening rates.</td>
<td>Health Equity, Screenings</td>
</tr>
<tr>
<td>KU Endowment</td>
<td>$200,000</td>
<td>Funding provided to longtime Komen funded scholar and breast cancer prevention pioneer, Dr. Carol Fabian. Funding will allow for recruitment of a Breast Cancer Prevention researcher in this region.</td>
<td>Prevention</td>
</tr>
<tr>
<td>The University of Kansas Health System</td>
<td>$26,000</td>
<td>Funds to cover Interoperative Radiation Therapy (IORT) for women who can’t afford it. IORT radiations treatment is delivered during surgery and decreases time in treatment for patients with breast cancer.</td>
<td>Access</td>
</tr>
<tr>
<td>KUMC Research Institute</td>
<td>$100,000</td>
<td>Project BRA will increase Primary Care Provider knowledge on personalized Breast Cancer Risk Assessment and culturally sensitive delivery of risk education to increase screenings, and remove barriers for underserved women.</td>
<td>Access, Screening Prevention, and Health Equity</td>
</tr>
</tbody>
</table>
Thank you to the many individuals, companies, and foundations for their support.

$50,000+

Bob Page
Drink Pink/Joe’s Kansas City BBQ Inc.

$25,000 - $49,999

Dillon’s
Edelman & Thompson
Health Forward Foundation
Louetta M. Cowden Foundation, Bank of America, N.A., Trustee
Midwest Ford Dealers
SS&C
The University of Kansas Health System
Wesley Healthcare

$10,000 - $24,999

Alpha Graphics
B Kendrick
Blue Cross & Blue Shield of Kansas City
Burns & McDonnell Foundation
Cypress Imaging
Diagnostic Imaging Centers
Dick’s Sporting Goods
Marva Morrison
Parkhurst Oktoberfest
Rusty Eck Ford
Shook, Hardy & Bacon
Saint Luke’s Health System

$5,000 - $9,999

Associates in Women’s Health
Compass Minerals
Deloitte
Fike Corporation
Jump Start Stores
Sean & Alix Kumer
LearJet Employees Care Fund
Palmer Physical Therapy
Parker & Lynch
Royals Charities
Jane Weber
$1,000 - $4,999
Associated Wholesale Grocers
Authentication
Jon Ball
Barstow School
David Blackburn
Blue Valley Northwest High School
Russ & Cindy Briggs
Carol Bush
Kristin Cargin
Cerner
Brian Clarke
Shonda Clasby
Classy Nails & Spa
Sherry Cook
Dig Pink
Nema Frye
GEHA
Goddard High School
Donald Greenwood
Leah Hageman
John Harding
Heartland Coca-Cola Bottling Company
Max Hetherington
Shawn Holland
Jacob Holman
Joseph Infranca
Intouch Group, LLC
Isle of Capri Casino
Jackson County Parks & Recreation
Jared Coones Pumpkin Run
Peggy Johnson
Jeremy Keen
Kirby Smith Machinery
Jessica Kruse
Labconco Corporation
Jane Liebert
Littler Mendelson Law Firm
Mirvin Lottering
Cherie Mock
North KC Hospital
Tyler & Leigh Nottberg
Marc Oken
Amy Peterson
Linda Poston
Erin Rahim
J.R. Reilly
Jerome Reilly
Rhino Roofing
RSVP MedSpa
Debbie Rushfelt
Nancy Scott
Seaboard Corporation
Andrew Seibolt
Shawnee Mission Medical Center
John & Marny Sherman
Martha Sinovic
Jon & Megan Stephens
Kay Stillman
Sunmer Academy
Allison Swaters
Tannin Wine Bar
Todd Vonlintel
Pam Tracy
Truman Medical Center
JoLinda Vega
Charlene Wallace
Wichita Medical Research & Education Foundation
Richard & Bernie Winston
Kevin Zimmermann
Jason Zoller

$500 - $999
Hamendra Bhakta
Susan Bogan
Patricia Decensi
Johna Dial
Deborah Smith Douglas
Francie Ekengren
Morgan Gabrielson
Henry Gjersdal
Bryson Groat
Linda Moss Graham
Jonathon & Molly Guthrie
Hamburger Mary’s
Jennifer Kenyon
Karen Milligan
Agnes Otto
Brian Patton
Howard & Barb Redburn
Charles Robinson
Gini Steele
Cathy Tivol
Janel Wait
Since 1997, Rusty Eck Ford has been a valuable partner of Susan G. Komen KSWMO. Owner and President, Les Eck says, “Breast cancer struck home because it affects primarily women. To be able to help someone’s mother or help someone that has given so much to us through motherhood -- it’s a cause that hit home.”
Our work has only been made possible by the incredible dedication, commitment and lifelong support of those who have stuck with us through many changes. We sincerely thank you for your ongoing support of our mission to End Breast Cancer Forever.

Acknowledgements

We’re incredibly fortunate to have worked alongside passionate community members who volunteered their time, resources and sweat equity to provide operational support for us.

Marylee Battaglia
Bria Berry
Gretchen Bixler
Melanie Bowman
Teresa Carter
Brandi Clarke
Wayne Donner
Nema Frye
Alix Kumer
Marva Morrison
Jessica Peak – The University of Kansas Health System
Stephanie Scott
Ben West
NCL – Heart of Kansas City Chapter
Crystal Denner & Jude Roth – Black & Veatch