



2011 Annual Report



Our promise is to save lives

and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

Our vision is a world without breast cancer.

Every two years, the Lubbock Area Affiliate conducts a needs assessment to understand the state of breast cancer in its local 16-county service area.

The needs assessment conducted by the Affiliate includes a data collection of both quantitative and qualitative data which guides the Affiliate's future funding, grant-making, education and outreach efforts.

From the quantitative (statistical) analysis, four counties of interest were selected: Cottle, Kent, Motley and Dickens County. Counties of interest were selected based on populations with higher breast cancer incidence and mortality rates. Additionally, the Affiliate collected qualitative data from the four counties of interest. From the qualitative analysis, the Affiliate discovered four major points of interest and developed priorities based on local community needs.

Somewhere in the world, a woman dies from breast cancer every 69 seconds. **Be a part of the cure at komenlubbock.org.**



REVIEW OF FINDINGS

The Community Profile team members not only reviewed statistical data but supplemented data with focus groups and surveys. From the focus groups and surveys the team discovered four key points of interest that the Lubbock Area Affiliate could strengthen. These key findings include: increase information about where to find financial aid information, provide information on where and how to get a mammography screening, create accessible resources for public transportation programs and increase education efforts.

FINANCIAL AID

Accessing financial aid information is daunting and inconvenient for low-income and/or uninsured women. Specifically, knowing who to call, what information to have ready and who qualifies for assistance permits barriers to women wanting information on how to receive financial aid resources for screening mammograms.

MAMMOGRAPHY

The mobile mammography unit is a vital resource for many rural and frontier communities. The mobile mammography unit has made great strides in visiting rural and frontier communities and making their presence known. However, more work needs to be done to ensure women are aware of the financial resources on the mobile unit.

TRANSPORTATION

Transportation barriers come in many diverse forms. Transportation creates problems for single-vehicle families, elderly drivers, drivers who fear the “big city,” time off work to travel, distance and cost of fuel.

STRENGTHENING EDUCATION & AWARENESS

More emphasis needs to be placed on basic breast health education. Different communities learn and receive health information in different manners. When it comes to education, there is not a one-size-fits-all approach.

AFFILIATE PRIORITIES

1 Increase screening of women ages 40 and over, who are uninsured or underinsured, in Cottle, Dickens, Kent and Motley Counties.

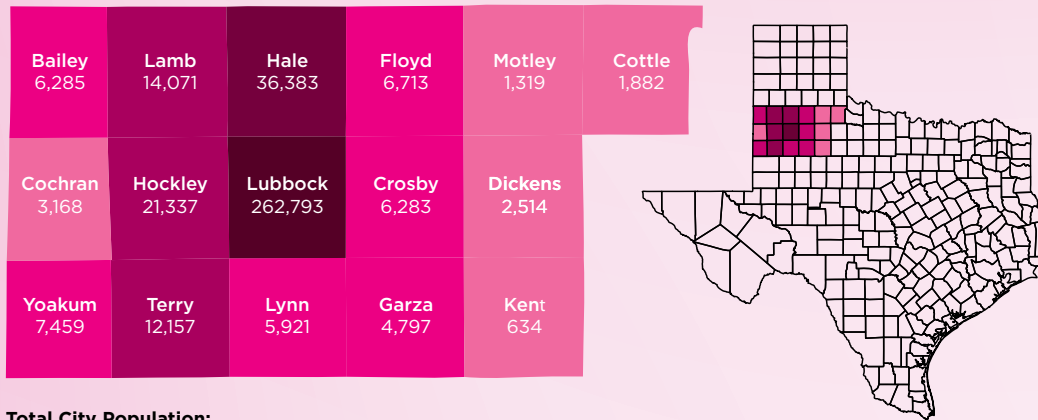
2 Strengthen education efforts in all 11 frontier counties. Frontier counties are defined as having less than 20 people per square mile and are located at great distance from the nearest service market. Frontier communities are presented with numerous challenges when seeking health care needs.

3 Increase breast health awareness campaigns in Cottle, Dickens, Kent and Motley Counties.

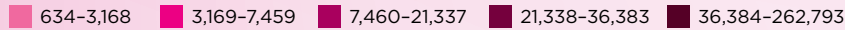
4 Become more strategic with educational messaging.



LUBBOCK AREA AFFILIATE 2011 COMMUNITY PROFILE SNAPSHOT



Total City Population:



BREAST CANCER AND CERVICAL CANCER SERVICE (BCCCS)

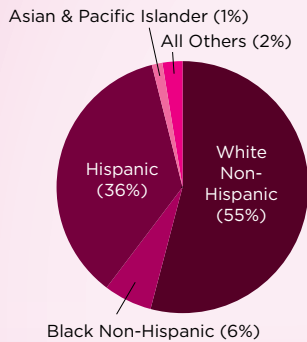
The BCCCS program provides women, who meet eligibility requirements, with mammography screening at little or no cost. Eligibility for BCCCS in Texas:

- * Between the ages of 18-64 years of age
- * Family income at or below 250% of the federal poverty level
- * Medically uninsured
- * Men do not qualify for the BCCCS program

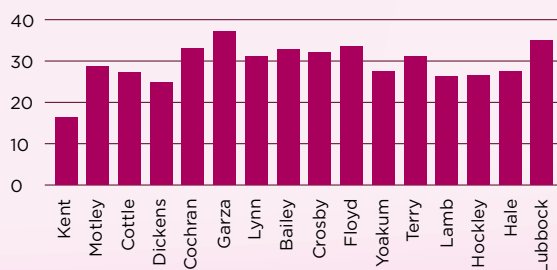
Of the 33,490 women seen during the 2009-2010 program year, 15,315 breast screenings were provided through the BCCCS program contractors, with a total of 423 breast cancers detected, leaving 18,175 unscreened. Only 3.5% of eligible women are served with BCCCS funds.

LUBBOCK AREA DEMOGRAPHICS

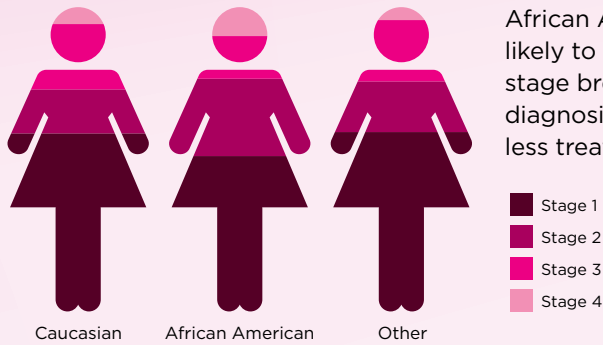
Female Population	Female Population (w/o Insurance)	Total Population
198,757	65,005	393,716



Percent of Uninsured Females by County



STAGE OF DIAGNOSIS



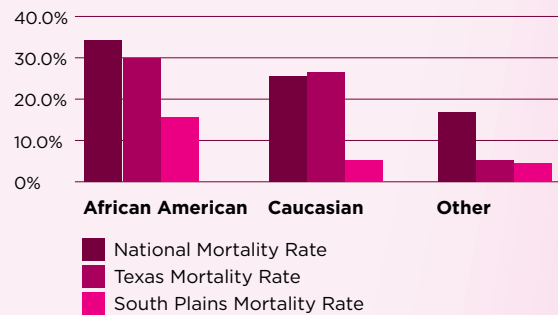
STATE MORTALITY RATES

- Breast cancer mortality rates among females in Texas are at 22.6 women (per 100,000 population)
- Texas ranks 31st nationwide in mortality rates and 13 of the 16 counties in the Lubbock Area Affiliate service area exceed this rate
- Breast cancer incidence rates among females in Texas are at 111.3 women (per 100,000 population) and 14 of the 16 counties in the Lubbock Area Affiliate's service area exceeded the state's rate

Kent, Cottle and Motley Counties have the most striking mortality rates in comparison to other counties in Affiliate's service area.

References: US Census Bureau, Healthcare business of Thompson Reuters ©2009 and the National Cancer Institute

Mortality Rates



Breast Self-Awareness

Komen recommends that women practice breast self-awareness: monthly breast self-exams, clinical breast exams and annual mammography when recommended by your doctor.

BOTTOM LINE

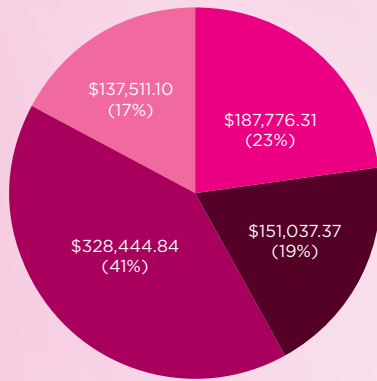
WE SAVE LIVES

It has been another year of progress and challenge for Susan G. Komen for the Cure, as we built on our mission to end breast cancer forever against the backdrop of an uncertain economy. Thanks to the generosity of people on the South Plains, we were able to offer help when needed most, funding more than 613 breast cancer screening mammograms for women who couldn't afford them; providing things from a hot meal to a gas voucher to 348 breast cancer patients and their families; investing \$137,511 in breast cancer research to help support the Komen Research Grant Portfolio which is working to ultimately find the cures, and fighting for access to breast cancer screening

and treatment in the halls of congress and state legislatures alike.

We did this work in a difficult economy that tested (and continues to test) our ability to fund the community programs and research that are so vital to our mission. To meet these challenges, we remain committed to innovative strategies and partnerships in all that we do. We continue to build and hone our community needs assessment to ensure the funds we work so hard to raise are being directed to the services and programs that women need most.

MORE DOLLARS RAISED = MORE LIVES SAVED



Total Revenue: \$826,690.10
77 cents of every dollar raised is dedicated to the mission

- Event, Fundraising and General and Administrative Expensive
- Mission Expenses
- Local Grants Awarded
- Research Funded

Total Expenses: \$804,769.62

Total Revenue	\$826,690.10
Event, Fundraising and General and Adminstrative Expenses	\$187,776.31
Mission Expenses	\$151,037.37
Local Grants Awarded	\$328,444.84
Research Funded	\$137,511.10
Total Expenses	\$804,769.62

RACE FOR THE CURE	
Revenue	\$562,354.35
Expenses	\$64,505.43
Net Income	\$497,848.92

Thirty years ago, Nancy Brinker’s promise to her sister Susan G. Komen, launched the movement that literally changed the world, and her vision continues to be a source of inspiration to millions.

Our challenges, however, remain daunting: 1.3 million women will be diagnosed with breast cancer in 2011; 12,790 in Texas; almost half a million will die around the world, 4,062 lives will be lost to this disease in Texas alone. We face threats to women’s health as more state legislatures threaten to cut screening and treatment programs for the poor and uninsured. We also face a greater need for awareness and education so that all women are vigilant about their breast health, particularly women in diverse population groups.

As you read these pages, take pride in the work that’s being accomplished and mindful of the work still ahead. Breast cancer is still the most commonly diagnosed cancer in women. Our work to end it is essential and it cannot be done without you.





ONE IN EIGHT

WOMEN IN AMERICA WILL BE DIAGNOSED WITH BREAST CANCER IN HER LIFETIME



Screening

We paid for more than 829 breast cancer mammograms and diagnostic screenings last year.

Assistance

Komen supporters gave more than 348 women and their families assistance last year for food, transportation and utilities.

Education

More than 10,055 people received shower cards and breast cancer education materials.

Support

Komen survivor volunteers hand-delivered 59 Survivor Bags to newly-diagnosed survivors. These bags contained imperative info, including local breast cancer resources, questions to ask the doctor, and stories of hope.

DOLLARS TODAY = CURES FOR TOMORROW

The generation that will be born into a world without breast cancer won't know they have you to thank. BUT WE DO!

That day will be the legacy of the volunteers who give their time, the donors who fund access to treatment and screening, the advocates who give breast cancer a voice in the halls of congress, the walkers and racers, the passionate wearers of pink, the researchers who unlock the answers, the sponsors and partners who share their profits and the survivors who lend us inspiration.

Thank you on behalf of those whose lives you have saved. And the ones who won't need saving tomorrow.



DID YOU KNOW?

75%

25%

75% of every dollar raised by the Lubbock Affiliate of Susan G. Komen for the Cure® stays in the 16-county service area to fund vital breast cancer screening and treatment programs.

25% is contributed to the Susan G. Komen for the Cure® National Award and Research Grant Program to fund ground-breaking breast cancer research.