Dear friends of Komen Michigan,

I’m excited to share with you a summary of 2017, a year in which we helped over 60,000 residents in Michigan get access to breast cancer education, screening, diagnostic tests and survivorship programs that were not covered by any insurance carrier, other nonprofit organization or government program.

We have been able to do great things this year, yet I’m still frustrated that we haven’t been able to do more. Based on current statewide statistics, we only covered approximately 24% of the population that needs our help the most — uninsured, underinsured, rural and minority populations. This resulted in more late-stage diagnoses and deaths from breast cancer. In fact, 30% of breast cancer diagnoses in Michigan are still considered “late-stage,” when the disease is more difficult and costly to treat, not to mention more deadly. Over 1,400 women may die from breast cancer in Michigan this year, with approximately 450 of them living in the 24 counties we cover. This is not acceptable.

This is what we do:

• We save lives through our own outreach, education and support programs within our community.
• We eliminate barriers to access; be it language, financial, cultural, transportation or location by advocating for those who need a louder voice.
• We fund, support and host breast cancer programs and services in organizations who care for patients and survivors in our service area.
• We invest in the best and brightest breast cancer research in the world.

As an independent 501(c)(3) nonprofit organization with a local board of directors, we are well-positioned to shift and cover breast health gaps in our communities as they arise. If breast cancer has touched your life like it has mine, I hope you’ll take the time to get to know our organization and find a place on our team in our ongoing fight. With your help, we will achieve our goal of reducing the number of breast cancer deaths in Michigan by 50% by 2026, our Bold Goal and commitment to you.

With gratitude and with hope for a future where no one dies from breast cancer,

Chuck Christmas
President, Board Of Directors
Executive Vice President & CFO
Mercantile Bank of Michigan
Our Mission

We save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer. We do this through four pillars:

Care
- Improve access to quality breast health services by funding essential patient navigators
- Provide underserved patients with low- or no-cost screening, diagnosis and treatment
- Eliminate barriers to care by supporting life-changing services like transportation, medication access and child care

Community
- Eliminate disparities in breast cancer care and outcomes by assessing gaps in access and quality
- Provide accurate and balanced information, support and compassion through the Komen Breast Care Helpline: 1-877-GOKOMEN

Action
- Advocate for federal research funding and easier access to affordable, high-quality breast health and cancer care services
- Provide the public and our elected officials with factual, evidence-based breast cancer information

Research
- Better detect, prevent and treat all breast cancers, especially deadly metastatic breast cancer
- Increase access to and participation in innovative clinical trials

Amy Colthrup
Hometown: Grandville, MI  Age: 42

I was diagnosed the first time at age 27, one month after I got married. Due to a strong family history of breast cancer, I had been searching for better screening tools. Through an article in Time magazine and the Parade insert in the newspaper, I learned that MRIs were now an option. The MRI picked up two spots that the mammogram missed. After the lumpectomy for a pea-sized tumor my surgeon felt my breast tissue was too dense and recommended a bilateral mastectomy with immediate reconstruction. This process went well, however, I was diagnosed with a new primary breast cancer five years later while I was pregnant with our second child. I had surgery to remove the tumor, chemo, delivered a healthy baby boy, then finished chemo and radiation. Even though the journey was difficult and survivorship is no joke, with major support from my family, church family and friends, I have learned valuable lessons and have felt honored and loved. I am an occupational therapist and help run a breast cancer rehab program here in town. I have enjoyed attending several Komen events with my favorite being the Stand Up for the Cure paddle boarding event in Muskegon.
There will be approximately 2,155 new cases of breast cancer, 674 late stage diagnoses and 422 breast cancer deaths in the 24 counties served by Komen Michigan each year.

- **2,155** New cases in our service area
- **777** West Michigan (36%)
- **774** Mid-Michigan (36%)
- **604** Southwest Michigan (28%)
- **751** Survivors & patients received support through our grant programs
- **59,991** Individuals were educated about breast health
- **5** Occurrences of breast cancer were detected
- **$157.32** Average cost of one mammogram
- **14,192** Women eligible for screening & diagnostic assistance
- **935** Individual screening, diagnostic & navigational services were provided

Counties served: Allegan, Berrien, Branch, Calhoun, Cass, Clinton, Eaton, Ingham, Jackson, Kalamazoo, Kent, Montcalm, Muskegon, Newaygo, Ottawa, Shiawassee, St. Joseph, Van Buren

Origin of disbursed grant dollars:
- Counties served
- Funded program locations
Quite simply, until we find the cure for breast cancer, there will always be a need for Komen Michigan. The social determinants of health will always put certain groups at a higher risk of dying from breast cancer. By helping remove the stigma and fear of saying “breast cancer” out loud, to paying for screening mammograms and covering insurance deductibles for women under 40, we adapt and evolve to support the changing needs of our community.

As the healthcare landscape transforms and socioeconomic conditions change, the needs in a community also shift. Through the 2015 Community Profile, Komen Michigan has determined three priority communities in which to focus: due to unnecessary barriers to care, African-American women are less likely to be diagnosed with breast cancer but more likely to die from it; women living in rural areas of Michigan are more likely to undergo partial or total mastectomy in lieu of breast-sparing procedures (such as radiation therapy) due to treatment barriers; Hispanic/Latina women face several unique challenges to receiving breast care, including language and financial barriers. Many of these barriers prevent access to services, navigation and survivorship programs. Financial burdens, transportation issues, and obstruction of knowledge about available services are among the most common concerns across all populations.
Our Current Priorities

Screening Access
Increase access to breast cancer screening and diagnostics by reducing financial, individual and other barriers to help make care accessible for all. Priority populations include low-income, uninsured and underserved African American, Hispanic/Latina, rural and high-risk women under 40.

Survivorship Programs
Increase availability of programs serving survivors with a focus on social and emotional wellbeing, wellness programs and lifestyle intervention strategies to reduce the risk of breast cancer recurrence.

Advocacy Priorities
• Support for expanded federal funding for all biomedical research, especially breast cancer research at the National Institutes of Health (NIH) and the Department of Defense (DOD).
• Support state and federal funding for the Centers for Disease Control and Prevention’s (CDC) National Breast and Cervical Cancer Early Detection Program (NBCCEDP).
• Advocate for policies to improve insurance coverage of breast cancer treatments and screening, specifically pertaining to increased access to drug therapies and limiting out-of-pocket costs for diagnostic mammography.
• Evaluate state and federal policies to increase awareness, education and access to clinical trials for all patient populations.

Culturally Appropriate Education
Create, manage and financially support strong community education, outreach and navigation programs focused on dispelling myths, reducing fears and providing support services related to breast cancer. This includes navigation and barrier-reduction programs (e.g. co-pays, deductibles, transportation and child care) to connect clients to screening services. Priority populations include African American, Hispanic/Latina, and rural women.

Katie Hess
Hometown: St. Joseph, MI
I was diagnosed at the age of 24 with stage 3 HER2 positive breast cancer. I had no family history and my cancer was very aggressive. To say this was unexpected and unwanted is an understatement. I was only a few months in to a new job and almost two years in a wonderful relationship. I decided that I knew I wanted to live another day. I decided I would fight, and I wouldn’t give up. I faced it with determination and humor. I had to work through my entire treatment, and I was also planning a wedding! My boyfriend proposed before the surgeries and treatments, the ultimate pledge of full support. It was tough, but I made it! We were married exactly one year after my first chemotherapy treatment.
Now 14 years later, we are still together and have three beautiful miracle daughters! They are my reason for becoming involved with organizations that help raise awareness and money for women and men affected by breast cancer. It’s always been very open about my journey in the hopes that it can give another person hope, so they don’t feel they are alone. This is why I wanted the chance to work with Komen and use my journey as a way to make a positive impact. One of the most important things I push is for young people to be more aware of their bodies. No one thinks someone my age would get breast cancer yet cancer doesn’t discriminate. It’s important to know your body so you can see any changes, and it’s also important for family to talk about their health history. It’s my hope that my daughters will never have to live in a world where they are afraid of breast cancer.

Our Local Health Care Partners
Michigan’s healthcare landscape has evolved with the launch of the Affordable Care Act, the Healthy Michigan Plan and the State Innovation Model. Throughout these changes, Susan G. Komen Michigan remains a trusted funding resource for underserved individuals. Federal and state-funded programs will now be able to assist uninsured or underinsured women between the ages of 40 and 64 who have an income at or below 250% of the federal poverty level.
While this represents a large population, women with incomes above the stated guideline but still considered impoverished (including women under 40) will not have access to these funds. Symptomatic women often forego expensive diagnostic services like biopsies, preventing the opportunity to seek treatment and increasing the risk of a later stage, life-threatening diagnosis. To better serve this population of women, Komen Michigan partners with local organizations to provide quality breast health education and services.
Each year, an independent volunteer review committee comprised of local public health constituents selects the most promising applications for funding. The fiscal year 2017 enabled Komen Michigan to invest $169,001 in major grants for community programs and $99,413 in small grants.

Invested in
Major Grants
$169,001
63%

Invested in
Small Grants
$99,413
37%
Each year, Komen Michigan requests applications from potential grantees, with the goal of funneling grant dollars to programs which support the most in-need communities as determined by the Community Profile. Applications are accepted for programs that range from $10,000 to $75,000. These applications are meticulously reviewed by an independent volunteer review committee, and presented to the Board of Directors for approval. The number of programs funded is dependent on how much funding has been approved by the Board of Directors. Small Grant applications are accepted throughout the year for programs up to $10,000. These too were reviewed independently by volunteer reviewers, and are presented to the Board of Directors for approval.

### SMALL GRANTS

**Awarded:** 2017  
**Total:** $99,413

- **Lily Missions Center Loves Pink**  
  Lily Missions Center ($10,000)
- **Strong Women of Faith Annual Spring Health Symposium**  
  Strong Women of Faith Breast Cancer Support Group ($4,350)
- **Healing Meals for Healthy Communities**  
  Revive and Thrive Project ($10,000)
- **Lymphedema Program—Offering a Full Continuum of Breast Cancer Treatment through Survivorship**  
  Spectrum Health ($9,997)
- **Support and Nutrition for Breast Cancer**  
  Cancer Support Community of Greater Ann Arbor Legacy ($5,615)
- **BCS Peer to Peer Community Network**  
  Grass Lake Sanctuary ($10,000)
- **Healthy Lifestyles Program**  
  YMCA of Metropolitan Lansing ($10,000)
- **Count Me In**  
  Catherine’s Health Center ($10,000)
- **Equipping Future Health Care Providers in West Michigan to Promote Breast Health**  
  Grand Valley State University ($5,410)

### SMALL GRANTS

**Awarded:** 2017  
**Total:** $169,001

- **Rock the Runway**  
  One Church Empowerment Center ($5,000)
- **Casting for Recovery**  
  Casting for Recovery – Michigan ($8,000)
- **Migrant and Latina Breast Health and Breast Cancer Outreach and Education**  
  Michigan Migrant Legal Assistance Project, Inc. ($10,000)

### COMMUNITY GRANTS

**Awarded:** 2017  
**Total:** $22,883

- **Michigan State University (MSU)**  
  Pink Impact: Breast Care Services at MSU’s overall goal is to build trusting relationships within our Mid-Michigan community, to reach the medically underserved through deliberate community engagement, connecting those in need through patient navigation, direct provision of care, education and survivorship resources. ($57,776)
- **Kalamazoo County Health and Community Services Department**  
  Spectrum Health Foundation ($22,883)
- **West Michigan Cancer Center**  
  Communities Ensuring Comprehensive Breast Care Services increases access to breast care services by reducing barriers and providing culturally appropriate patient and community navigation, education, diagnostic testing and mobile screening services for residents of Kent, Montcalm, Newaygo, Ottawa, Berrien, Van Buren and Muskegon counties who are uninsured or underinsured and do not qualify for other government assistance. ($66,041)

### COMMUNITY GRANT REVIEW COMMITTEE

- Emma Powell  
- Sharmaine Jackson  
- Cheryl Hed  
- Lynne Tall  
- Dana Ashlock  
- Betsy Knechauf  
- Cathy Wortham  
- Rosemary Lucker  
- Rhonna Russell  
- Elizabeth Schultzess  
- Dea Basel  
- Becky Oliver  
- Jennifer Prosper-Sullivan  
- Sue VanDuren  
- Dolan Legate  
- Melissa Hayden

### COMMUNITY GRANTS

**West Michigan Cancer Center**

Survivorcise is a free exercise program for breast cancer survivors in Van Buren and Cass counties. It’s designed to meet the challenges of cancer survivorship and physical activity while seamlessly integrating them into survivorship care/WMCC’s Family Centered Continuum of Care. ($32,883)

**Spectrum Health Foundation**

Community Partners Ensuring Comprehensive Breast Care Services increases access to breast care services by reducing barriers and providing culturally appropriate patient and community navigation, education, diagnostic testing and mobile screening services for residents of Kent, Montcalm, Newaygo, Ottawa, Berrien, Van Buren and Muskegon counties who are uninsured or underinsured and do not qualify for other government assistance. ($66,041)

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**Kristen St. Marie**

**Hometown:** Lansing, MI

I was diagnosed with breast cancer the week of my 50th birthday—ductal carcinoma, Stage 0. I was the first person in my family to ever be diagnosed with cancer. They found my cancer through my annual mammogram—there was no lump, my mammogram showed a mass of calcium deposits on my chest, so they brought me back for a biopsy. I thought it would come back as non-cancerous, but I got the call that it was Stage 0 breast cancer.

My treatment was very straightforward—a lumpectomy, followed by three and a half weeks of radiation, then I took the drug tamoxifen for five years. My risk of recurrence is very low and I’m following the good advice of my doctors.

I was lucky—they found my cancer at the earliest stage possible, thus treatable! My message to everyone is get your annual mammogram—early detection is key!
My mother, Sandy, was diagnosed with breast cancer at 45 years of age. She battled it bravely for 16 years until she died from it in 2009. Because of my mom’s history, I began having mammograms at age 30. When I was 38, I was diagnosed with Stage 1 triple negative, invasive ductal breast cancer. I am extremely fortunate that after a lumpectomy, chemotherapy and radiation I have been cancer free for the last 15 years. I continue to be diligent with breast self-exams, annual mammograms, and MRIs. I want to continue to be an active and involved mom, and I am looking forward to retirement to enjoy time with my husband of 26 years.

My daughters and I have been fundraising and participating in the Susan G. Komen Race for the Cure since my diagnosis. I am hopeful that the research being funded by the Susan G. Komen Foundation will save Sara and Emily from ever having to battle this terrible disease.
Supporting Research
Susan G. Komen is the largest non-government source of breast cancer research in the world. Komen is focused on efforts to stem metastatic and aggressive disease, find scientifically sound preventative strategies, and investigate environmental links to breast cancer. In Michigan, there have been 84 research grants totaling more than $28,250,000. Currently, there are six active grants totaling $3,780,000, including three brand new grants in 2018.

Culturally Appropriate Education
Our community health worker training program. Language and cultural barriers prevent many women from accessing the services they need. We are creating an education outreach and training program to connect African American and Hispanic women with breast health services in their communities, and to support their diagnosis and treatment through our large healthcare systems.

Pink in the Pews
Our faith-based education program. Many cultures are hesitant to seek preventative health measures as they feel it conflicts with their faith. Blue Cross Blue Shield of Michigan is helping us reach African American and Hispanic women in the places they worship. Pink in the Pews uses a biblical basis to present breast health to congregations.

Mission Initiatives
Susan G. Komen Michigan remains committed to empowering and educating our community through ongoing process improvements to the patient care continuum, from direct support of patients with breast cancer to changes that improve access to screening and treatment at the local level. Our goal is to increase the number of men and women impacted by 10% through our four pillars: Care, Community, Research, and Action; allowing us to reach over 66,200 people in 2018. As always, Komen Michigan will continue to fund programs that matter, save lives, locally and eliminate barriers which normally impede access to care.

Crystal Flash Outreach
Our rural outreach and screening initiative. For rural women, transportation can be a major barrier. Crystal Flash and other great companies are helping us reach women in rural Michigan. With every propane delivery, we’re bringing breast health education and the chance to sign up for a mammogram at local community centers.

Supportive Oncology Phoenix Initiative (SOPI)
Susan G. Komen Michigan and Henry Ford Cancer Institute are partnering with the Michigan Breast and Cervical Cancer Control Navigation Program (BCCCP), Crystal Flash and three other community-based agencies to launch a first-of-its-kind, comprehensive cancer program to support underserved Michigan residents. This new initiative, launching in Fall 2018 in Jackson, focuses on cancer detection and navigation for populations impacted by health inequalities. The program will open entry points into the healthcare system, connecting patients to available resources and ease issues related to awareness, education, system access, language barriers, and transportation.

“The Navigator in the Supportive Oncology Phoenix Initiative will be the direct line for patients and their families to what’s happening and what to expect, advocating for medical rights, helping with decision making related to testing, procedures and side effects, as well as connecting patients with psychological and social support resources.”

Danielle Nelson
Director, Supportive Oncology Services
Henry Ford Cancer Institute
2018–2019 Events

Race for the Cure West Michigan
SEPT 15, 2018

More Than Pink Rally
OCT 06, 2018

Powerfully Pink Luncheon
DEC 06, 2018

Winter Blast Half Marathon / 10K / 5K
FEB 24, 2019

Mid-Michigan Race for the Cure
APR 28, 2019

Register and learn more at:
KomenMichigan.org
facebook.com/KomenMichigan
@komenmichigan
@komenmichigan