



2011

THE NORTHEAST OHIO AFFILIATE OF SUSAN G. KOMEN FOR THE CURE

Annual Report

There were many “firsts” for Komen Northeast Ohio in 2011. Some were exciting and promising, like the announcement of a new Race for the Cure in Akron and the development of a new strategic plan for the Affiliate. Other “firsts” provided challenges, including the first ever decline in total grant funding.

As the nation continued on an economic downturn, Komen Northeast Ohio faced difficult decisions—like how to direct limited resources in the face of growing need for breast health services. With informed discipline, the Affiliate focused its efforts on programs proven to reduce the burden of breast cancer.

Komen Northeast Ohio’s Community Profile (CP) report provides a guidepost for this sometimes challenging journey. The CP helps identify communities and populations where efforts are most needed—right down to specific zip codes! It documents where mortality rates are highest, where lack of insurance is an issue, and where race, age and late-stage diagnosis present obstacles to quality of life and survival.

The most recent CP, released in the summer of 2011, garnered widespread attention, prompted politicians to call for action, and reinforced the role of Komen in galvanizing public support for breast health programs. It shed light on a harsh reality: Ohio ranks #4 in the nation in breast cancer mortality and some communities with *rich* health care resources are *poor* in providing access to all women in need.

The CP also provided direction for a new strategic plan that will help Komen Northeast Ohio determine funding priorities and direct its work through 2020. More than 70 volunteers, staff and Board members are engaged in an arduous process to develop the plan, asking what can be done differently to increase access to care, reduce mortality rates, and strengthen the impact of funding dollars. Soon Komen hopes to engage partners, donors, volunteers and other stakeholders in the implementation phase so the goal of saving more lives can be achieved.

- 33,747** Number of women and men educated throughout Northeast Ohio
- 14,518** Number of women screened throughout Northeast Ohio
- 253** Number of women and men receiving financial support services throughout Northeast Ohio
- 109** Number of cancers detected

In 2011, Komen Northeast Ohio awarded nearly \$1.2 million in funding to 14 organizations providing breast health services across 22 counties. Funded programs provide education, screening, and financial assistance to help women overcome barriers to care. The level of collaboration among grantee programs this year was noteworthy, as hospitals partnered with grassroots groups and patient navigators led women through the complex maze of healthcare options. The kind of partnerships that helps dollars stretch further.

A powerful collaboration announced this year—between Susan G. Komen and KeyBank Foundation—promises to have impact for years to come. Through a \$1 million grant to Susan G. Komen National, KeyBank is spearheading an effort to train thousands of “lay health advisors” in cities across the nation to educate women about breast health, encourage screening, and tackle barriers to treatment. The program will be piloted in Northeast Ohio in early 2012.

Komen Northeast Ohio remains the most visible authority on breast cancer in the region. The annual Race for the Cure is an impressive display of hope and commitment to the promise Nancy Brinker made to her dying sister Susan G. Komen --a promise to end the suffering caused by breast cancer.

And now, as we move from 2011 to 2012, the promise first made nearly 30 years ago remains strong.

In Gratitude,

Sophie Sureau
Executive Director



Photos donated by:

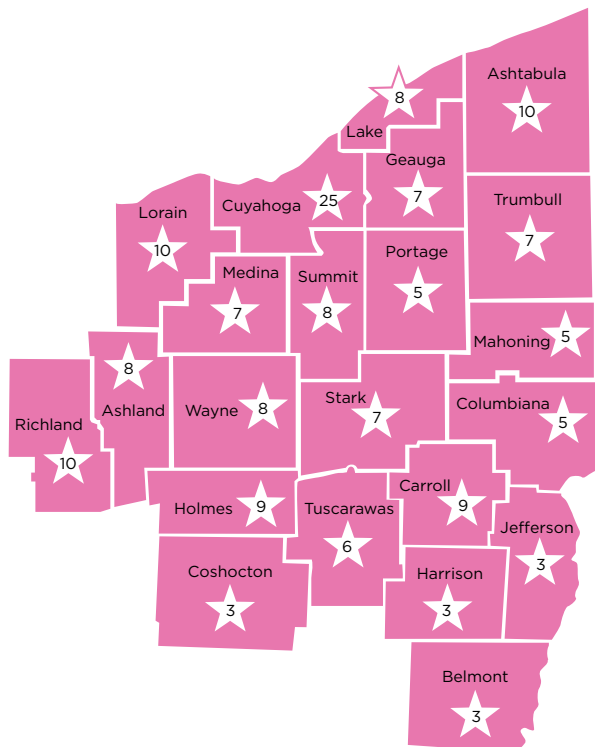


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GRANTS FUNDED IN FISCAL 2011



• Stars on the map indicate the number of Komen funded breast cancer resources in that county.

Mission Impact

The Reason Behind Our Ribbon

In today's economic climate, people are more and more selective about where they donate their time and money. Donors investigate charities and ask such questions as, "Where does my money actually go?"

Few realize that once the Race for the Cure participants have gone home, tents have been packed away, and trash has been picked up, the Northeast Ohio Affiliate of Susan G. Komen is just getting started. At least 75% of the monies raised at the Race and through other events are distributed across the Affiliate's 22 county service area through a community grants program. Komen Northeast Ohio's grants fund innovative projects providing breast health education, outreach, screening and diagnosis, and survivorship services not otherwise available to medically underserved populations in Northeast Ohio.

To ensure projects funded through Komen's grants reach those most in-need, the grant process begins with the Community Profile (CP). The CP is a needs assessment conducted by the Affiliate every two years to identify inadequate or insufficient breast health services and existing barriers to care. The CP empowers Komen Northeast Ohio to be the local expert on breast health needs in the community. Grant funding priorities are created based on the identified needs and provide the basis for the Request for Proposals (RFP), the guiding document for all prospective grantees.

Grant applications received by the Affiliate are approved, or denied, by a diverse panel of independent, volunteer reviewers. The Review Committee represents a broad cross-section from the community and includes survivors, co-survivors, medical professionals, educators, program specialists, and other related subject-matter experts. Reviewers attend in-depth training and take great consideration with the geographic and cultural diversity of each application. A sophisticated, data driven process is utilized to review and rank all of the applicants fairly and meritoriously. This grant review process has been recognized at the National level and many other Affiliates look to Komen Northeast Ohio for "best practices."

Once applications are approved, grants are overseen by the Affiliate. Grant oversight provides an additional level of accountability, ensures priority populations are served and program goals are met. This oversight is the key to ensuring monies donated to Komen Northeast Ohio achieve their intended purpose.

When people ask why you donate to Komen Northeast Ohio you can tell them, with great confidence, a donation to Komen translates to the most lives saved for your investment.

2011 Grant Recipients

Akron General Medical Center
Canton Community Clinic, Inc.
Columbiana County Health Department
Cuyahoga County Board of Health
JD Breast Cancer Foundation
The Karen P. Nakon Breast Cancer Foundation
Mercy Medical Center

The MetroHealth Foundation
NorthEast Ohio Neighborhood Health Services, Inc.
Project Hoffnung/Gateway Fellowship Church
South Pointe Hospital
Trinity Health System
University Hospitals Geneva Medical Center
University Hospitals of Cleveland



PROMISE

Susan G. Komen for the Cure's 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.

Partnerships Power Progress

Benjamin Franklin once said, "Energy and persistence conquers all things." That can certainly be said about Komen Founder Nancy Brinker as well as the many local volunteers and survivors fighting breast cancer. The passion and energy focused on the disease has brought the breast cancer movement a long way in the past 30 years. One part of the equation Mr. Franklin missed, however, is that the combined energies of partnership can conquer all things – a lot faster.

Susan G. Komen is often credited for developing the corporate philanthropic mechanism called cause-related marketing. Partners like Ford, Yoplait and New Balance have donated millions of dollars to the cause because it makes sense, from a business perspective, to give to charities your customers feel passionate about. These organizations provide not only financial support, but time and talents to the fight against breast cancer.

Here in Northeast Ohio, we have many excellent corporate citizens who have stepped up to support the cause. University Hospitals, Giant Eagle, the Cleveland Clinic, Dominion, MetroHealth, the IX Center, Northwestern Mutual and Mercy Medical Center are examples of long-standing partners who have invested heavily in Komen's promise to end breast cancer.

KeyBank became a partner of Susan G. Komen for the Cure Northeast Ohio in 2010 and immediately activated many best practices to maximize their partnership. Their involvement began with a corporate sponsorship of the annual Race for the Cure. This commitment struck a chord among their employees and a committee quickly formed to plan fundraisers and rally a team to support the Race. Nearly 400 employees participated and collectively raised over \$100,000 for Komen Northeast Ohio.

In 2011, KeyBank greatly expanded their investment. First, they partnered with WKYC to promote outreach in underserved communities and to underwrite the cost of Race registration for those unable to pay themselves. They ramped up employee engagement by



hosting a nationwide conference call to ensure their team understood the importance of early detection in the fight against breast cancer.

KeyBank also increased its investment in the cause through a Key Foundation grant to Susan G. Komen National. The grant will help build a network of trained lay health advisors who will share information about early detection in areas where proactive healthcare is not prevalent. The advisors' goal is to remove fear and empower women to take responsibility for their own health. The program, being piloted by Komen Northeast Ohio, will expand to reach a total of 17 communities where Key has a presence. This \$1 million investment hopes to reach nearly 110,000 women across the country over the next three years.

"We want to stress the caring connection between corporation and community," says Margot James Copeland, chair and CEO of KeyBank Foundation. "A healthy community makes a great place for us all to live and work."

KeyBank is a great example a partner's innovative approach to support a cause as well as a business plan. If more companies and civic organizations collaborated on important community issues like high breast cancer death rates, imagine the progress that could be made in the next 30 years.

"The need is growing, the funding is not. We have a fight on our hands, and it's a fight for human life. So, please, think about what you can do—individually or corporately—to join the fight for the cure and share Ambassador Brinker's vision of a cancer-free world."

Beth Mooney, *Chairman and Chief Executive Officer, KeyBank*



OUR PARTNERS IN THE PROMISE

Komen Ambassador \$5000 +

Diana Fretwell
Pamela Mascio and
Peter Herbruck
Raymond and Roseann Park
Tom and Kori Smith
Joseph and Cynthia Weinstein

President's Circle \$2500 +

Josh Adkins
James Boland
Jennifer Boland
Sonya Bosinger
David Braddix
Mic and Hallie London

"I give to Komen Northeast Ohio because I have seen, firsthand, the direct affect my donations have on people most in need of screening and support services. Komen invests in research and community programs with painstaking deliberation so that every dollar is leveraged for maximum impact."

Pamela Mascio
*Past President,
Advocacy Chair*

Circle of Hope \$1000 +

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Joseph and Cynthia Adams
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Lynn Armbruster
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Every Donor Counts

Thank you to our donors for joining us in our promise. Every effort has been made to list all donors accurately for the 2011 fiscal year from April 1, 2010 to March 31, 2011. Please call the Komen Northeast Ohio office at 216.292.2873 if you notice any errors or omissions. To see an expanded list of donors, please visit www.komenneohio.org



OUR PARTNERS IN THE PROMISE

Circle of Caring \$250 +

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Helen Lisac
Thomas Litwiler
Diane Lockard
Molly Loney

“Through my local health department and Susan G. Komen, I was able to get my mammogram and ultrasound done, which identified my cancer and saved my life. I couldn’t have done it without them.”

Jayne B., breast cancer survivor, served through a Komen Northeast Ohio grant to the Columbiana County Board of Health

Kathryn Benesh
Ronald and Mary Benko
Rick and Teresa Bertram
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Irene Blakemore
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Jacqueline Moheisen
Craig and Corrine Moore
J. Morris
Laurie Mueller
Margaret Mullen
Pamela Mullen
Colleen Mussell
Kimberly Myers



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June Nagel
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Stacy Okuley
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Alicia Wozniak
Margaret Wright
Richard Zak
Jim Zalar
Paul Zamecnik
Stuart Zastrow
Cynthia Zelis

“Komen is truly a leader in the field of awareness and access to care. They are truly patient focused and abide by the mission of Nancy Brinker. It is a privilege to work with this superb organization.”

2011 Komen Northeast Ohio Grantee

Petrina Patterson
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Jean Perron
Laura Pikul
James and Peggy Pilny
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100% GIVING

Komen Northeast Ohio is proud to report that in fiscal year 2011, each and every member of our board and staff contributed to our Annual Fund campaign.

In 2011, **Susan G. Komen for the Cure®** was named the cancer non-profit making the biggest impact in cancer advocacy and outreach by independent charity evaluator Guide Star.



OUR PARTNERS IN THE PROMISE

Corporate and Community Partners \$1000 +

Akron General Medical Center
Akron Springfield High School
Austintown Fitch High School
Avon High School
Avon Lake High School
Baker & Hostetler
Beary Merry Christmas Show
Ben Venue Laboratories
Berkshire High School
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BP Foundation, Inc.
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Cleveland Clinic
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Cleveland Indians
Cleveland Magazine
Cleveland State University
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Arts and Sciences
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Diebold Inc.
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Discover Financial Services
Dominion East Ohio
Doner
Dots, LLC
East Liverpool High School
Volleyball Boosters
Elyria Firefighters Local 474
Elyria High School
Euclid High School
Fairless High School
Feld Entertainment
Field High School
First Merit Bank
Forest City Enterprises
GE Foundation
Geneva High School
Giant Eagle, Inc.
Gilbane Building Company
Global Impact

Granville High School
Hathaway Brown School
Herbruck, Alder & Company
Holy Name High School
Hospice of the Western Reserve
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Howland High School
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PODS Enterprises
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Pymatuning Valley Schools
Revere All-Sports Booster
Club - Volleyball
River View High School
Riverside High School
Saints John and Paul
Catholic School
Schwebel Baking Company
The Sherwin-Williams Company
Southeast High School
Southwest General Health Center
Sparx City Hop
Specialized Bicycle
Springfield Local School

St. Jude School
Stow-Monroe Falls High School
Strasburg-Franklin High School
Streets of Manhattan
Struthers High School
Summa Health System
Swagelok Company
Target Stores
Ten Point O Gymnastics and
Fitness Center
TGI Friday's - Brooklyn
Touchstone Merchandise Group
Tower City Center
Trincher Estates
Tuslaw High School
University Hospital
Geneva Medical Center
University Hospitals Seidman
Cancer Center
UPS
USW Local 1104
V & M Star
Visintainer Middle School
Vita-Mix Corporation
Wadsworth High School
Waikem Subaru
Warren G. Harding High School
WDOK Soft Rock 102.1
Weathersfield Local
School District
Weaver Leather
Weiss Motors
Wells Fargo Community
Support Campaign
Western Reserve
Farm Cooperative
WGAR
Windham High School
Winston Products
WKYC TV3
Women's Journal





FINANCIAL STATEMENT FISCAL YEAR 2011 (UNAUDITED)

Fiscal Year Ending 3/31/11

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as of 11/1/2011

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Board Member Emeritus

Pamela Mascio
Past President

Executive Director

Sophie Sureau

REVENUE

Race for the Cure	\$1,667,627
Other Revenue (Contributions and other events)	\$985,110
TOTAL REVENUE	\$2,652,737

EXPENSES

Race for the Cure	\$200,098
Administrative/Other Events	\$374,744
TOTAL EXPENSES	\$574,842

FUNDS AVAILABLE FOR MISSION SERVICES \$2,077,895

Research and Awards	\$454,940
Education	\$571,987
Screening and Treatment	\$624,919
Mission Support	\$250,177
TOTAL MISSION SERVICES	\$1,902,023

Funds Granted in Excess of Total Revenue	\$175,872
Net Assets, beginning of year	\$542,653
Net Assets, end of year	\$718,524*

* Without in kind of \$74,174



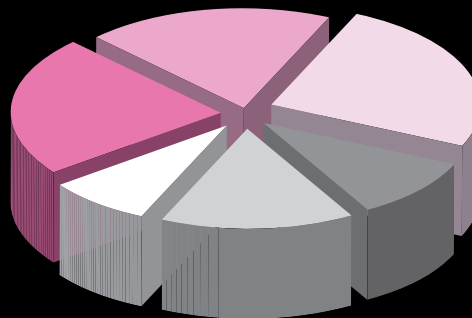
Contact Information

26210 Emery Rd., Suite 307
Cleveland, Ohio 44128

216.292.CURE (2873)

info@komenneohio.org
www.komenneohio.org

Fund Allocation



Mission Investment	77%
Administrative	15%
Race for the Cure	8%

- 23% - Education
- 19% - Research and Awards
- 25% - Screening and Treatment
- 10% - Mission Support
- 15% - Administrative / Other
- 8% - Race