

## Susan G. Komen for the Cure Advocacy Alliance

### *Making an Impact from the White House to Your State House*

Susan G. Komen for the Cure® has **transformed how the world talks about and treats breast cancer**, and we are proud that our work has led to more screenings, more research and more survivors.

It all began more than 25 years ago when Nancy G. Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer forever. In 1982 that promise became Susan G. Komen for the Cure, and since then the organization has been at the forefront of a global fight against breast cancer. Over our first 25 years, Komen for the Cure invested more than \$1 billion in an effort to raise awareness, educate women on screening and treatment and encourage research into discovering and delivering the cures. Over the next decade, Komen for the Cure will invest another \$2 billion dollars towards this fight.

### **A New Voice for Change**

The money that Komen raises and invests is vitally important for fulfilling our promise of saving lives and ending breast cancer forever. Yet we also realize we are the voice of women and survivors everywhere, and therefore we must engage our elected leaders to share our commitment to discovering the cures and to ensure ALL women have access to adequate screening and treatment.

That is why we created the Susan G. Komen for the Cure Advocacy Alliance, a 501c4 organization that is our voice for change on Capitol Hill, in state legislatures across the country and on the campaign trail. With the help of nearly 200,000 Komen Champions and Komen's network of 122 domestic affiliates, we are aggressively seeking increased funding for research and greater access to screening and treatment.

### **A Growing Record of Success**

Susan G. Komen for the Cure, and now the new Komen Advocacy Alliance, have a history of successful advocacy and significant legislative achievements. For example, thanks to the advocacy of Komen:

- The U.S. Congress added an additional \$150 million for the National Institutes of Health (NIH) this year, including more than \$25 million for the National Cancer Institute (NCI).
- The U.S. Congress reauthorized the National Breast and Cervical Cancer Early Detection Program (NBCCEDP) through 2012, enabling millions of uninsured and underinsured women to have access to important screening and treatment services and saving untold lives.
- The U.S. Congress passed the Breast Cancer and Environmental Research Act into law, which will expand collaborative, multidisciplinary, and multi-institutional research on breast cancer and the environment.
- Gaps in access to screening and treatment were closed, as the Komen Advocacy Alliance "Challenged" more than 20 communities to seek change through a series of symposiums, town hall meetings, rallies and lobby days.
- Komen Champions for the Cure, our grassroots advocacy program, has garnered more than \$72 million in funding for state breast cancer programs.
- Texas passed a ballot initiative to provide \$3 billion over 10 years for cancer research and prevention.

### **Our Needs Are Great**

With your help, the Komen Advocacy Alliance will build upon its successes by advocating at all levels of government for three achievable goals that will save lives and help end breast cancer forever:

- **Research** – increase our nation's investment into research and ensure that discoveries made in the lab make their way to patients as quickly as possible.
- **Screening** – provide underserved, uninsured women with access to early detection.
- **Treatment** – ensure that all women diagnosed with breast cancer have access to high quality treatment.