



2013: A New Year, A New Chapter

As we enter the second month of 2013, it still feels like a new year. I'm that person who reads the final chapter of a book first and then goes back to the beginning. "Why?," you ask. Because, my friends, there is something comforting about knowing how the story ends before reading through each chapter. Yes, there are times I wish I could handle the year this way.

In a perfect year, every woman would get the breast health screening she needs and never would there be a phone call saying, "I'm sorry, but it is breast cancer." Every breast cancer detected would be found early, because we know the earlier the diagnosis the better the outcome. Access to care would always be available, since there would be no financial, educational or time barriers. Our Komen St. Louis community partners would have a fleet of mammography vans in every high risk area, from rural counties to the City of St. Louis and southwestern Illinois. And at the end of the year, breast cancer would be CURED right here in St. Louis! WOW... wouldn't that be something? I like that possibility!

Now back to reality... I may not know exactly what is going to happen as we journey through the rest of this year, but here is what you can count on: Komen St. Louis will continue to be **the St. Louis resource for all things breast cancer**. If you need a screening mammogram because you have no insurance or are underinsured, call us (314.569.3900) and we will make sure you are connected to a place to get that done. If you need information about the risk factors for breast cancer or breast self-awareness steps, call and we will talk you through them, or - better yet - get a group together and one of our Komen Ambassadors will present our Breast Cancer 101 program. Knowledge is power, and knowledge is how we can change how this "book" ends.

Please consider joining Komen St. Louis in the fight against breast cancer this year, whether with your time, your talent or with a donation. Be a part of our next chapter.

On a mission to help those in need and find the cures,

Helen Chesnut
Komen St. Louis Executive Director



Komen St. Louis is on a mission to save lives and end breast cancer. And now we're blogging about it. Visit (and follow) us at www.komenstlouis.wordpress.com.

What Komen St. Louis Means to Me

by Kim Naumann, Komen St. Louis Volunteer



Komen St. Louis Volunteer Kim Naumann (left) and her breast cancer survivor mother, Tommie Lewis

I began my Komen involvement by walking in the 2nd Annual Susan G. Komen St. Louis Race for the Cure. I knew I had personal family history with breast cancer. My maternal grandmother passed away due to breast cancer in her 80s, and both my maternal aunts were diagnosed in their 60s and are survivors.

In 2001, I discovered that a dear co-worker, Bonnie, was a breast cancer survivor and walked each year with friends, so I formed a Komen St. Louis Race team in her honor. It made me feel great to celebrate her survival and help raise money to give others a chance to survive. But I wanted to do more.

In 2006, I contacted the Komen St. Louis office and offered to help with the website. I became a volunteer on the Website Committee right away.

When I mentioned to people that I was volunteering for Komen St. Louis, they would open up about their own experiences. I found out that many friends, neighbors and co-workers had battled breast cancer. And then I lost some to the battle. This made me want to

continue offering my skills, to help make sure the Race would go on and raise as much money as possible.

I was then personally touched by what Komen St. Louis grants can do.

One day, I received a call from my mother, who told me my sister, Karen, went to a well-woman exam where they found a lump in her breast. Karen had no insurance and did not know how she would pay for a mammogram. I immediately called the Komen St. Louis office, and within hours I had the name and number of a woman who set up an appointment for the next day for my sister to have her mammogram, fully funded by a Komen St. Louis grant. The lump turned out to be nothing to worry about. I was told if Karen had needed further treatment, her visits and care would have continued to be paid for with Komen St. Louis grant money.

I learned exactly where my donations had been going and knew my Race team's fundraising efforts helped pay for her mammogram! I had a great sense of satisfaction in what I was doing and a need to continue to help.

This past year, my mother called to tell me her mammogram showed an abnormality. There were ultrasounds, biopsies, and appointment after appointment. She opted for lumpectomy, followed by chemotherapy and radiation. Her chance of survival is more than 90 percent. I am my mother's medical advisor, since my father had passed away a few months earlier, and I have been with her every step of the way. Now it is personal. My own risk has increased. It was horrible watching someone go through this process... all for a cancer that was the size of a pea.

I have always wanted to do something for my community. Contacting Komen St. Louis was the best idea I ever had. I don't have a wealth of money to give, but I do have time and skills with software, web design and databases. I have met wonderful, caring people in all the Komen St. Louis activities in which I have had the privilege to participate. I will continue to give all I can to Komen St. Louis as long as I am needed!

My hope is that by the time my daughter is in her 40s, and her risk increases, we'll have a cure. I know we will find the cures!

There are more than 2.9 million breast cancer survivors alive in the U.S. today.

LOCAL DOLLARS ARE MAKING A LOCAL IMPACT

Your donations fight breast cancer every day in our community

In 2012, Komen St. Louis granted **nearly \$3.1 million to 25 local breast health programs** in our 17-county Missouri/Illinois service area. These grants help fund breast health and breast cancer screening, treatment, education and support services for those in our community who otherwise may not have access due to low income, lack of insurance or other barriers.

2012-2013 Komen St. Louis Community Partners

Alton Memorial Hospital

You've Got a Friend: The Breast Health Navigator Program
618.463.7750

Barnes-Jewish Hospital

Breast Health Care for At-Risk Communities
314.454.8466

Barnes-Jewish Hospital

The Daylight Project
314.747.5688

Betty Jean Kerr People's Health Centers

People's Sister Connection
314.367.7848 x1277

The Breakfast Club, Inc.*

E.A.R.S. (Education, Awareness, Resources, Support)
314.972.8883

Cancer Support Community of Greater St. Louis

Staenberg Family Foundation Cancer Services Program
314.238.2000 x222

Christian Hospital*

Protecting and Healing Women
314.953.6766

Community Health-In-Partnership Services (CHIPS)

Early Detection of Breast Cancer in African-American Women
314.652.9231

East Missouri Action Agency, Inc.

Rural Missouri Outreach Program
573.431.5191 x1122

Family Care Health Centers

FCHC Breast Health Screening Access Project
314.531.5444 x3005

Food Outreach, Inc.*

Nutritional Support for Low-Income African-American Breast Cancer Patients
314.314.652.3663 x121

Gateway to Hope

Breast Cancer Treatment Assistance Program
314.569.1113

Grace Hill Health Centers, Inc.

Hearts of Grace
314.814.8552 or 314.814.8600

Jefferson Regional Medical Center*

Breast Health Awareness & Screening Program for Women in Rural Southeastern Missouri
636.933.8073

Madison County Health Department*

Bridging the Screening Gap
618.692.7040 x6087

Mercy Health Foundation of St. Louis*

Breast Cancer Screening and Education Program
314.251.6569

Mercy Hospital Washington*

Breast Health Navigator
636.239.8796

Missouri Baptist Medical Center*

The MBMC Breast HealthCare Center Reaching the Underserved
314.996.7585

Saint Louis University Cancer Center

Bridging the Gap Emergency Breast Cancer Fund
314.268.7093

Saint Louis University Cancer Center*

Educating Women About Hereditary Risk for Developing Breast Cancer
314.577.8854

Saint Louis University Cancer Center

Navigating for the Community
314.268.7038

Southern Illinois Healthcare Foundation

START NOW Breast Cancer Awareness Services
618.332.6130

SSM Health Care*

SSM Breast Care: Empowering and Engaging Women
314.768.8696

St. Clair County Health Department

Wellness for Women
618.233.7703 x4400

Washington University in St. Louis

The Breast Cancer Patient Navigator Project
314.362.3195

For details on these Komen St. Louis-funded programs, visit www.komenstlouis.org/grants_recipients.

***Read more about these grantees at komenstlouis.wordpress.com**

Except for skin cancers, breast cancer is the most common cancer among women in the United States, accounting for nearly 1 in 3 cancers diagnosed among women.

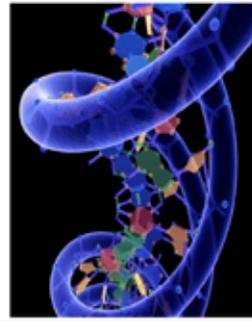
Upcoming Events

Updates in Breast Cancer Genomics: The Breast Cancer Landscape

Monday, Feb. 11 - 6:30-8 pm

Learn about state-of-the-art breast cancer research that's happening right now in St. Louis. Find out how whole-genome sequencing of breast cancer is helping to identify opportunities for precise diagnostics and targeted therapy.

Komen St. Louis and Cancer Support Community of Greater St. Louis are hosting the event in collaboration with Washington University researchers and St. Luke's Hospital. Featured speaker Dr. Matthew Ellis, of Washington University and Siteman Cancer Center, is a Komen Promise Grant recipient. He'll be joined by Dr. Chris Maher of the Genome Institute at Washington University. Register online at www.cancersupportstl.org or call 314.238.2000.



Updates in Breast Cancer Genomics: The Breast Cancer Landscape

Monday, February 11

6:30 – 8:00 pm

St. Luke's Hospital, Emerson Auditorium
St. Luke's Institute for Health Education
232 S. Woods Mill Rd., Chesterfield, MO 63017

SIUE Women's Basketball

PINK ZONE

Saturday, Feb. 16



SIUE COUGARS

WOMEN'S BASKETBALL

vs. Austin Peay

4 p.m. | Vadalabene Center

**Men's basketball game to follow*

-  Join SIUE Basketball in the fight against breast cancer and wear PINK
-  Purchase t-shirts for \$5 at the SIUE basketball game
-  Take the Coaches Challenge and donate to the cause
-  Cancer Survivor recognition at halftime and free tickets are available to survivors.
Email EddietheCougar@siue.edu to register

COACH BUSCHER'S CHALLENGE - RAFFLE - DONATE

Join SIUE Women's Basketball in the fight against breast cancer. The Feb. 16 game will honor breast cancer survivors and raise funds benefiting Komen St. Louis. Breast cancer survivors will be admitted for free; contact EddietheCougar@siue.edu.

The Truth About Love & Lightning Fundraiser

Thursday, Feb. 21 - 6-8 pm

St. Louis author and Komen St. Louis' 2012 Breast Cancer Survivor of the Year Susan McBride speaks about her latest novel, *The Truth About Love & Lightning*, at this event hosted by Saks Fifth Avenue.

Join us for a special

*The Truth About
Love & Lightning*

fundraiser to benefit



Saks Fifth Avenue

Plaza Frontenac

February 21, 2013

6 to 8 pm

hosted by



\$10 donation online in advance at www.komenstlouis.org or at the door

St. Louis author and breast cancer survivor Susan McBride will speak about her latest novel, *The Truth About Love & Lightning*, and sign copies sold by Left Bank Books, with 10% of book sales benefiting the Komen St. Louis Affiliate.

St. James Winery is providing wine for the event.



Since 1999, Komen St. Louis has awarded more than \$19 million in grants to local organizations that deliver life-saving breast health services to individuals in need.

Upcoming Events & Ongoing Initiatives



6th Annual Pink at the Rink Friday, March 1 - 7 pm

Hockey is back! Cheer on the St. Louis Blues as they take on the Edmonton Oilers at this special Breast Cancer Awareness Night.

The Blues 14 Fund will hold a silent auction and sell autographed pink merchandise to benefit the St. Louis Affiliate of Susan G. Komen for the Cure. A special ticket offer includes a commemorative T-shirt, with a portion of the ticket price donated to Komen St. Louis.

For more information and to order tickets, visit www.stlouisblues.com/pinkattherink.

Monster High Doll Breast Cancer Awareness Handmade Outfits

Ongoing

Tammy Davis sells handmade Monster High Doll outfits, featuring a pink ribbon, on etsy.com. For every item sold in the "Breast Cancer Awareness" section of Ms. Davis's shop, 10% will be donated to the Komen St. Louis Affiliate. For more information, visit <http://etsy.me/SN7VzG>.

SweetTpieS Dessert Studio "Pink-a-licious" Cupcake for the Cure

Ongoing

SweetTpieS Dessert Studio will donate 75% of all "Pink-a-licious" cupcake sales to the Komen St. Louis Affiliate. The "Pink-a-licious" Cupcake is a jumbo pink velvet cupcake stuffed with chocolate ganache with strawberry and white chocolate buttercream and a pink fondant ribbon. For more information, visit: www.sweettpies.com.

MO Kettle Corn

Ongoing

MO Kettle Corn will donate 20% of net sales from their Pink Kettle Corn bags to the Komen St. Louis Affiliate. For more information, go to www.mokettlecorn.com.

Cruisin USA

Ongoing

Cruisin USA will donate 15% of the retail price of shirts sold to the Komen St. Louis Affiliate, to customers that use their business to make shirts for a Komen St. Louis Affiliate event. For more information, visit www.bowlingshirt.com.

BREAST SELF-AWARENESS

Susan G. Komen for the Cure® recommends:

- Ask your doctor which screening tests are right for you if you are at a higher risk.
- Have a mammogram every year starting at age 40 if you are at average risk.
- Have a clinical breast exam at least every 3 years starting at age 20, and every year starting at age 40.

1. Know your risk.

- Talk to your family to learn about your family health history
- Talk to your health care provider about your own risk of breast cancer

2. Get screened.

- Ask your doctor which screening tests are right for you
- Have a mammogram every year starting at age 40 if you are at average risk
- Have a clinical breast exam at least every 3 years starting at age 20, and every year starting at 40

3. Know what is normal for you.

- See your health care provider right away if you notice any of these breast changes:
- Lump, hard knot or thickening
 - Swelling, warmth, redness or darkening
 - Change in size or shape of the breast
 - Dimpling or puckering of the skin
 - Itchy, scaly sore or rash on the nipple
 - Pulling in of your nipple or other parts of the breast
 - Nipple discharge that starts suddenly
 - New pain in one spot that doesn't go away

4. Make healthy lifestyle choices.

- Maintain a healthy weight
- Add exercise to your routine
- Limit alcohol intake
- Limit postmenopausal hormone use
- Breastfeed, if you can

75% of the net funds raised by the Komen St. Louis Affiliate stays in our local community;
25% funds groundbreaking breast cancer research in St. Louis and beyond.



Power of a Promise Sunday, April 21, 2013

St. Louis' 4th Annual
Power of a Promise luncheon,
sponsored by Peabody Energy,
will be held on
Sunday, April 21.

The afternoon of celebration,
entertainment and education includes
a silent auction, an expo, luncheon, the grant-
men St. Louis' community
awards luncheon for 2013-14, raffle
and a special candlelight
ceremony to remember those
who have lost their battle with
breast cancer and honor those
still fighting.

Tickets are on sale soon at
komenstlouis.org.



Dine Out for the Cure® 2013

Take action in the local fight against breast cancer by dining out for breakfast, lunch and/or dinner on **Thursday, June 13**. Restaurants participating in our 5th Annual Dine Out for the Cure® agree to donate a portion of the day's proceeds to Komen St. Louis in support of local breast health/breast cancer programs and breast cancer research.

Interested in sponsoring or participating in the event? Email dineoutfortheCure@komenstlouis.org. Find out more at www.komenstlouis.org/DineOut.



Caliente for the Cure® 2013

Join hundreds of others who will be "Shakin' it for a Cure" during our 5th Annual Caliente for the Cure®, a two-hour Zumba® Fitness class fundraiser on **Friday, June 14**. One hundred percent of the net proceeds benefit Komen St. Louis-funded breast health/breast cancer programs and breast cancer research.

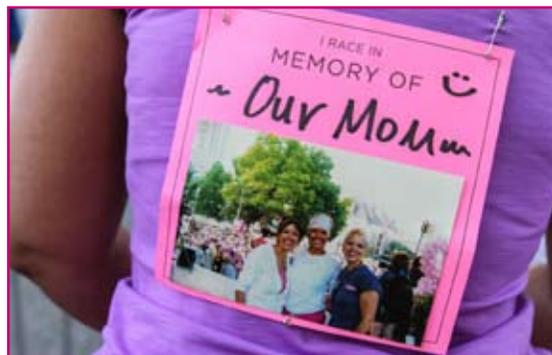
Zumba® is an "exhilarating, effective, easy-to-follow, Latin-inspired, calorie-burning dance fitness-party™." Registration opens soon!

In 2012, the Komen St. Louis Affiliate awarded nearly \$3.1 million in local grants to 25 community partners for breast health/breast cancer screening, treatment, education and support programs.



15th Annual Komen St. Louis Race for the Cure | June 15, 2013
Join us for the 15th on the 15th!

15 YEARS OF
HOPE | INSPIRATION | IMPACT



15 Years!

On June 15, race with a mission to save lives and end breast cancer at the 15th Annual Komen St. Louis Race for the Cure®. We're celebrating our 15th Race on June 15th!

Register Today

Register as an individual. Form a team. Join a team. Try the timed 5K run/walk. Or choose to Sleep in for the Cure®. Register online now: www.komenstlouis.org

Try a Team

Race Teams contribute a great sense of community spirit to the Race while helping to raise funds for life-saving, local breast health programs and breast cancer research. Form a team with your family, friends and/or coworkers. Motivate and inspire each other for the cause.

Take the Power of 10 Fundraising Challenge

Once you've registered for the Race, there's much more you can do to help raise needed funds for the local fight against breast cancer. We challenge each Race participant to achieve the Power of 10 by raising \$100 beyond the registration fee. Just ask 10 friends to donate \$10. That's \$100, enough to pay for a screening mammogram for a woman in our community who otherwise could not afford it.

Train for the 5K Run/Walk

Breast cancer knows no boundaries and neither should you! We're proud to offer the FLEET FEET No Boundaries 5K Training Program in preparation for the 2013 Komen St. Louis 5K race. Learn more and sign up online here:

<http://www.fleetfeetstlouis.com/training/no-boundaries-beginner-walk-run>

Share Your Story

Why do you Race? Send us your story: promise@komenstlouis.org

Since our inaugural Komen St. Louis Race in 1999, more than 715,000 participants have supported our mission to save lives and end breast cancer forever.



COMMUNITY PARTNER

Local Dollars Making a Local Impact

Jefferson Regional Medical Center's Breast Health Awareness and Screening Program for Women in Rural Southeastern Missouri



Anita McEntire, breast cancer survivor and Breast Health Navigator at Jefferson Regional Medical Center

Helping underserved women gain access to mammograms and, if necessary, treatment for breast cancer hits close to home for Anita McEntire. She is a Breast Health Navigator at Jefferson Regional Medical Center who also has had to navigate through the journey of breast cancer in her own life.

"I'm a five-year breast cancer survivor myself," says Anita. **"I was an uninsured mother of three, and it was a struggle. I wouldn't want anyone to go through what I've been through."**

Anita uses her personal experience to guide her as the Program Director of the Breast Health Awareness and Screening Program at Jefferson Regional. To promote breast health awareness and the early detection of breast cancer, this program provides comprehensive breast health education, screening and support for underserved, uninsured women in rural Jefferson, Perry, Ste. Genevieve and Washington counties.

"We provide clinical breast exams, diagnostic testing, imaging services, breast ultrasounds and biopsies for our patients," says Anita.

Funding from Komen St. Louis makes these services available for women in need. This is the ninth year of Komen St. Louis funding for this program.

In just the last six months, the program has served more than 100 women. This accomplishment is evidence that women are in need of such a support system, to help with everything from screening mammograms, which aid in the early detection of breast cancer, to treatment after a breast cancer diagnosis. The program's resources, combined with her own breast cancer experience, assist Anita in reaching women in rural southeastern Missouri.

"Our mission is in alignment with Komen's mission," says Anita. **"We make sure women have access to breast health services."**

In 2012, Komen St. Louis granted nearly \$3.1 million to 25 local breast health programs in our 17-county Missouri/Illinois service area, including Jefferson Regional Medical Center's Breast Health Awareness and Screening Program for Women in Rural Southeastern Missouri. These grants help fund breast health and breast cancer screening, treatment, education and support services for those in our community who otherwise may not have access due to low income, lack of insurance or other barriers.

Komen is the only breast cancer organization attacking the disease on all fronts: in research, community outreach, education, advocacy and global work.

We Salute our Creative, Caring Community!



Pinking the Rink

The **St. Louis Frontenacs Junior Hockey League** team promoted breast cancer awareness and raised money for Komen St. Louis-funded local breast health programs.



Buzz Cut!

What would you do to fight breast cancer? **Cecily Kruse** shaved her head! In honor of the 2nd anniversary of her mom's breast cancer survivorship, Cecily announced to friends and family she'd go from long hair to a buzz cut if she raised \$500 for Komen St. Louis. She presented us with a check for \$667! Thank you, Cecily!



Hats of Hope!

Employees at **Ralcorp Holdings** came together in support of their coworker, Amy, a breast cancer survivor. Through their "Hats of Hope" days and other activities, the Ralcorp team raised \$1,250 to benefit Komen St. Louis and the local fight against breast cancer. Thank you!



Komen St. Louis has contributed nearly \$8 million to breast cancer research since 1999. At the same time, more than \$20 million raised here and nationwide has come back to St. Louis research facilities.

THANK YOU!

No matter the size of the check, every donation is a big deal for Komen St. Louis!

We appreciate the support of the individuals, students, coworkers and community members who raise funds to benefit the local fight against breast cancer.

Pink on the Rink - \$1,974



13-year-old Hawks hockey goalie Naomi made 184 saves this fall. For each save, she raised money for Komen St. Louis.

Paint New Town Pink - \$2,351.80



Thanks to everyone who helped "Paint New Town Pink" in October, Komen St. Louis received a generous donation.

ProRehab - \$453.32



PROrehab employees collected donations from family members and patients through bracelet sales in their clinics.

Parkway Central HS Play for Pink - \$2,100



Parkway Central sports teams and student organizations sold pink ribbons and T-shirts; athletes wore pink for "Play for Pink" games.

Red Bud HS Volley for the Cure - \$1,663



Red Bud High School's Volley for the Cure event raised funds for local breast cancer programs and breast cancer research.

In the United States, a woman has a 1 in 8 lifetime risk of developing breast cancer.

Ladue Fire Department - \$1,994.50



The Ladue Fire Department sold special T-shirts to raise awareness and dollars for the local fight against breast cancer.

Ozarks Federal Savings - \$5,041.97



Ozarks Federal Savings & Loan employees support the local fight against breast cancer through bake sales, jeans days other activities.

Industry for a Cure - \$9,901



Industry for a Cure organizers, workers and supporters raised much-needed funds for local breast health and breast cancer programs.

WingHaven Country Club - \$21,472.82



WingHaven Country Club's "Course for the Cure" raised funds for local breast health programs and breast cancer research.

University City Schnucks - \$450



Alicia Foster (middle) coordinated the University City Schnucks store's sales of pink ribbons during October.

Carnahan High School - \$100+



Students at Carnahan High School of the Future raised enough money to fund one mammogram for a local woman in need.

Susan G. Komen for the Cure has changed how the world talks about and treats breast cancer. In 1982, people wouldn't even say the words "breast cancer" aloud.



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Race "In the Pink": inthepink@komenstlouis.org
Race Volunteers: volunteers@komenstlouis.org
Race Website: website@komenstlouis.org

OUR PROMISE

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

WHERE THE MONEY GOES

Seventy-five percent of net funds raised by the Komen St. Louis Affiliate stays in the St. Louis area to fund screening, treatment, education and support programs. The remaining 25 percent goes toward groundbreaking global breast cancer research, including research being done in St. Louis.

LOCAL DOLLARS MAKING A LOCAL IMPACT

We are fortunate and proud that more than 100 percent of the funds raised by Komen St. Louis since 1999 has come back to St. Louis. Every dollar is making a difference every day in our community.

THE POWER OF ONE

Call us today at 314.569.3900 or email info@komenstlouis.org to learn how you can make an impact in the fight against breast cancer.

CONNECT WITH KOMEN ST. LOUIS

Blog: www.komenstlouis.wordpress.com
Facebook: facebook.com/KomenStLouis
Instagram: KomenSTL
LinkedIn: Susan G. Komen for the Cure St. Louis Affiliate
Twitter: twitter.com/KomenSTL

