The event name has changed, but the mission is the same – to save lives and end breast cancer. We’ve set our sights high.

**Our Bold Goal, to reduce the number of breast cancer deaths by 50% in the U.S. by 2026, is within our grasp. But to get there, we need you!**

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**Funding Cutting Edge Research**

Since 1997, Komen San Antonio has invested over $4.8 million in local breast cancer research programs.

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**Getting Patients the Care They Need**

Over $14.7 million in community grant funding has been provided to serve local patients with breast cancer services.

Last year, almost 10,000 services were provided to over 5,000 local patients including screening, treatment assistance, wigs, transportation, and prosthetics.

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**Embracing Action to Drive Change**

Komen worked in the 2019 Texas Legislative Session to pass HB 170, which requires insurance companies to cover diagnostic mammograms with no out of pocket costs for patients, and HB 1584 which prohibits insurance companies from using step therapy protocols for advanced cancer patients.

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**Listening to Our Community**

We conduct a local Community Profile which helps us listen to the community and identify the zip codes with the most vulnerable residents at higher risk for late-stage breast cancer and death.
HI EVERYONE!

As Team Captain for the University Health System Team, I want to welcome you to the 1st MORE THAN PINK Walk™. I have been involved in almost every Race for the Cure since the beginning. My mom passed away from breast cancer when she was 45 years old.

After she was diagnosed, she taught me to cook for the family and showed my older sister how to pay the bills. When she died, she left behind my dad to raise six children by himself. I was the second oldest and 16 years old at the time. We suddenly had different roles to play other than being high school teenagers. I wasn't ready to be an adult - to do the grocery shopping for seven people, cook dinner after school, learn to do laundry and help clean the house. I missed out on having a mom there to talk about make-up and clothes, boys and homework. I would have loved to have her at my graduation or to help plan my wedding or introduce her to her grandkids. My life had changed forever.

In 2007, my dreaded nightmare became a reality when I too was diagnosed with breast cancer. I was lucky as it was found early and I can now say “I’m a Survivor!” We come from all walks of life with one goal in our hearts...to find a cure! Let's grow our teams, let's work hard on our fundraising...Let's Do This, for my mom, your mom, our sisters, our daughters, our aunts, our grandmothers and our friends! My wish is that we find a cure for this horrible disease during my lifetime. Let’s celebrate life, celebrate fighters and survivors, celebrate Mother’s Day! Celebrate being one step closer to finding the cure. Thank you for all you do. Thank you for making a difference. I look forward to meeting you at the Walk!

ADEL B. HERNÁNDEZ
Team University Health System, Team Captain
Komen San Antonio Volunteer
• **Fiesta Medals** – Direct your friends, family and co-workers to our website to purchase Fiesta Medals. Remind them to recognize you or your team in the designated section for credit towards your fundraising goal.

• **Matching Gifts** - Ask your company about matching gifts. Many companies will match whatever amount each employee raises on his or her own.

• **Bake Sale** – Become Julia Child (and ask your friends to do the same) and host a bake sale.

• **Fundraising dinner at your local favorite restaurant** – Ask your favorite local restaurant to host a fundraising dinner for you.

• **Theme Party/Dinner** – Hold a theme party for 10 (or more) of your friends. Donation: $50 per person. Spend no more than $20 per person on the food and you’ll have $300 (or more) by the end of the night.

• **Office Fundraising Challenge** – Speak with everyone in your office and get them to challenge each other to raise the highest amount. Give the “winner” a prize. Maybe some movie passes? Gift certificate to dinner?

• **Auction** - Find a local artist or ask a creative friend if they would donate a piece of art or some jewelry that you can auction off.

• **Game Night** – Get out those board games and start playing! Break into teams and let the fun begin.

• **Bowling Night** – Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling and you can collect that money and count it towards your fundraising goal.

• **Dress Down Day** – Ask your company to allow an official Race for the Cure Dress Down Day. For the privilege of dressing down, employees donate $20.

• **Team Fiesta Medals** – Design your own 2020 Fiesta Medals and sell them to raise funds. Don’t forget to tell everyone that the proceeds go towards Komen San Antonio!

• **Pink Ribbon Distribution** – Create small pink ribbons to bring awareness to our fight to end breast cancer. Sell them to your friends, family members, etc.
WHO WE ARE

Susan G. Komen® San Antonio is a San Antonio-based nonprofit committed to saving lives.

Komen San Antonio is the only local breast cancer organization attacking the disease on all fronts:

- Education
- Screening
- Treatment
- Follow-up care
- Survivor support
- Advocacy
- Research

1 in 8 WOMEN WILL BE DIAGNOSED WITH BREAST CANCER IN HER LIFETIME

WHAT WE DO

Our Bold Goal: to reduce the breast cancer death rate in the U.S. by 50% by 2026.

Komen San Antonio runs a responsive grants program ensuring breast cancer screening, treatment, aftercare, and education services are accessible to underserved patients in San Antonio.

100% of net funds stay local and primarily help uninsured and underinsured patients afford preventive, treatment, and pain relief care.
WHY KOMEN?

Last year, Komen funded over 10,000 services for local patients

- 2,000 RIDES TO TREATMENT
- 1,643 PATIENT NAVIGATION SESSIONS
- 1,461 RECEIVED TREATMENT SUPPORT
- 413 CLINICAL BREAST EXAMS
- 495 PEOPLE RECEIVED DIAGNOSTIC TESTING
- 2,070 EDUCATED ABOUT BREAST CANCER
- 1,311 PROVIDED WITH COUNSELING SERVICES
- 607 MAMMOGRAM SCREENINGS

THE NEED

Our community is disproportionately affected by breast cancer.

Komen San Antonio conducted a community profile survey to understand the most pressing breast cancer issues facing Bexar County. We identified 34 zip codes as areas needing the most support.

The Bexar County uninsured rate is 20%, and over 1,169 are expected to be diagnosed with breast cancer this year.

OUR MISSION

Our mission is to save lives by meeting the most critical needs in our communities, and investing in breakthrough research to prevent and cure breast cancer.
# TIMELINE

<table>
<thead>
<tr>
<th>Date</th>
<th>More Than Pink Walk Timeline</th>
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<tbody>
<tr>
<td>September 11, 2019</td>
<td><strong>Team Captain Sneak Peek</strong>&lt;br&gt;Registration soft launch/early bird discount for team captains</td>
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<tr>
<td>October 10, 2019</td>
<td><strong>Registration Opens</strong>&lt;br&gt;$15 for all participants until January 31, 2020</td>
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<tr>
<td>December 13, 2019</td>
<td><strong>Registration Price Changes</strong>&lt;br&gt;• Adult $25&lt;br&gt;• Survivor/Living with Metastatic Breast Cancer $20&lt;br&gt;• Youth (3-17yrs) $10&lt;br&gt;• Virtual Walker $25</td>
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<tr>
<td>February 1, 2020 - February 14, 2020</td>
<td><strong>Sweetheart Match</strong>&lt;br&gt;The first 2 teams that raise $1,000 from February 1 - February 14, will receive a $1,000 MATCH from Komen San Antonio staff toward their team’s fundraising goal</td>
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<td>January 31, 2020</td>
<td><strong>Pink the Rink - San Antonio Rampage Game</strong></td>
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<td>March 28, 2020</td>
<td><strong>Deadline for Event Recognition and Team Captain Fundraising Email Program</strong>&lt;br&gt;• Blinking necklace – participants who register and raise at least $100 five weeks before the event&lt;br&gt;• Komen hat – team captains whose teams raise at least $1000 five weeks before the event</td>
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<tr>
<td>May 8, 2020</td>
<td><strong>Fundraising Deadline for VIP Village</strong></td>
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<tr>
<td>May 9, 2020</td>
<td><strong>More Than Pink Walk</strong>&lt;br&gt;$10 increase on all participant types</td>
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<tr>
<td>June 9, 2020</td>
<td><strong>Fundraising Prize Deadline</strong></td>
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NEW TEAM RESOURCES & VIP VILLAGE

NEW Team Planning Materials
Team Poster
Social Graphics
Team Prizes
Email Templates
Presentation Deck
Goal Setting Posters
Thank You Cards
Taco Cabana Benefit night information

All located on our easy to access Google Drive!

NEW Team VIP Village
• Premier location at the center of the event
• Reserved Team table with seating ($5,000 and above)
• VIP Village team toast
• Team photo opportunity
• Close to Yanaguana Garden
• Concierge Team T-Shirt pick-up
• VIP Team signage throughout MORE THAN PINK Walk™
2019-2020 Recognition Program

$100 Double Wall Cup with Lid

$250 Popsocket

$500 Raglan Shirt
Available in Men’s and Ladies sizes

$750 Jammie Pants
Available in Men’s and Ladies sizes

$1,000 Packable Pullover
Available in Unisex Sizes

$1,500 Earbuds

$2,500 Puffer Jacket
Available in Men’s and Ladies sizes

$5,000 Rain Jacket
Available in Men’s and Ladies sizes

Susan G. Komen MORE THAN PINK Walk® participants at the fundraising levels above will be eligible to redeem one item at or below the level achieved. Fundraising recognition items are not cumulative, limit one item per earner. Redemption certificates must be redeemed within 4 weeks of receipt.
KOMEN CONTACTS

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