



BE



MORE



THAN PINK

**\$3.3 million+**  
TOTAL FUNDING SINCE 2008

It's one thing to be aware of breast cancer. It's another to do something about it. **HERE'S TO THE HEROES.** Who are making a difference. Who get out there and take action. Who prove every day that they are so much more than a color. Here's to the people who are more than pink. **JOIN THE VIRGINIA BLUE RIDGE AFFILIATE AND BE**

**MORE  
THAN  
PINK**

## WE ARE IMPACTING LIVES

Komen Virginia Blue Ridge works to change lives by educating our community about breast health, funding screening and diagnostic mammograms, and providing treatment assistance for uninsured and underinsured women and men. Since our founding, Komen Virginia Blue Ridge has contributed more than \$3.3 million in the fight against breast cancer. That includes \$2.5 million to local grants and more than \$869,000 to national breast cancer research.

**\$2.5 million**  
LOCAL GRANTS FUNDED SINCE 2008

**\$869,348**  
LOCAL INVESTMENT  
IN NATIONAL RESEARCH SINCE 2008

**\$106,348**  
VIRGINIA BLUE RIDGE CONTRIBUTION  
TO NATIONAL RESEARCH 2016-17

### Our Current Priorities

#### Access to Care

Increase access to breast cancer screening and diagnostics by reducing financial barriers to help make care accessible for all. Priority populations include low-income, uninsured and underinsured, black, rural and high risk women under 40.

#### Education and Outreach

Create, manage and financially support strong community education, outreach, and navigation programs focused on dispelling myths, reducing fears, and providing breast cancer related support services. This includes navigation and barrier-reduction programs to connect clients to screening services and resources in all communities.

#### Research

Invest in innovative medical breakthroughs to increase survival rates, decrease breast cancer diagnosis and cure the disease forever.

For more information on our funding priorities and community profile, visit [komentablueridge.org](http://komentablueridge.org).

## Working to End Breast Cancer in Our Community

In 2017-18, the Virginia Blue Ridge Affiliate will grant **\$360,715** to seven organizations in our service area.

The Komen grants program strives to increase access to equitable breast health care by promoting the importance of early detection and providing screening, diagnostic services, transportation assistance and mobile mammography for uninsured and under-insured patients.

**\$71,042**

**Carilion Clinic  
Breast Care Center**  
Roanoke, VA

**\$68,200**

**Centra Pearson  
Cancer Center**  
Lynchburg, VA

**\$15,654**

**Cumberland Plateau  
Health District**  
Lebanon, VA

**\$19,871**

**LENOWISCO  
Health District**  
Wise, VA

**\$50,682**

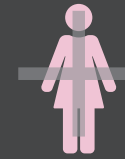
**Martinsville-Henry  
County Coalition  
for Health and Wellness**  
Martinsville, VA

**\$70,007**

**Piedmont Access  
to Health Services, Inc.**  
Danville, VA

**\$65,259**

**Mt. Rogers  
Health District**  
Marion, VA



## Barriers to care

in our region:

- Fear of mammograms and diagnosis
- Lack of transportation
- Unaware of financial support available
- Financial limitations or no health insurance
- Lack of resources in rural areas
- Doctors not asking/encouraging mammograms
- Limited time for accessing preventative health services
- Low health literacy and high distrust of doctors
- Breast cancer is still a taboo subject
- Lack of education/awareness among young women

## Early Detection Saves Lives Right Here in Our Community

**2,097** Total Number of  
Services Provided in 2016-2017

200	Clinical Breast Exams
990	Screening Mammograms
438	Diagnostic Mammograms
368	Diagnostic Ultrasounds
3	Biopsies
35	Patient Navigation
63	Transportation Assistance

**11** Number of Breast  
Cancers Diagnosed from  
Komen Funded Services

2	Stage 0
3	Stage 1
5	Stage 2
0	Stage 3
0	Stage 4
1	Stage unknown

**7,295** Total Number of  
Individuals Educated in 2016-2017

This data confirms we truly are saving lives because we are helping detect the disease earlier.\*91% at Stage 2 or below



## Services needed

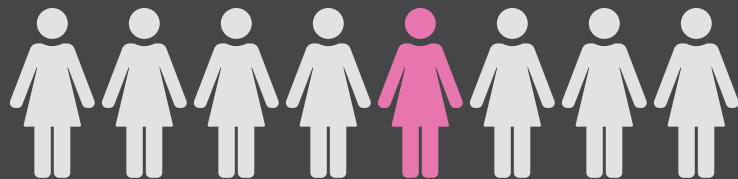
to help women access care:

- Financial assistance and funding
- Transportation
- Education and marketing of resources
- Patient navigation and support resources
- More breast cancer screenings and available physicians
- Greater access to mobile mammography in rural areas

\* Source: Komen VA Blue Ridge 2015-2019 Community Profile

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1 in 8



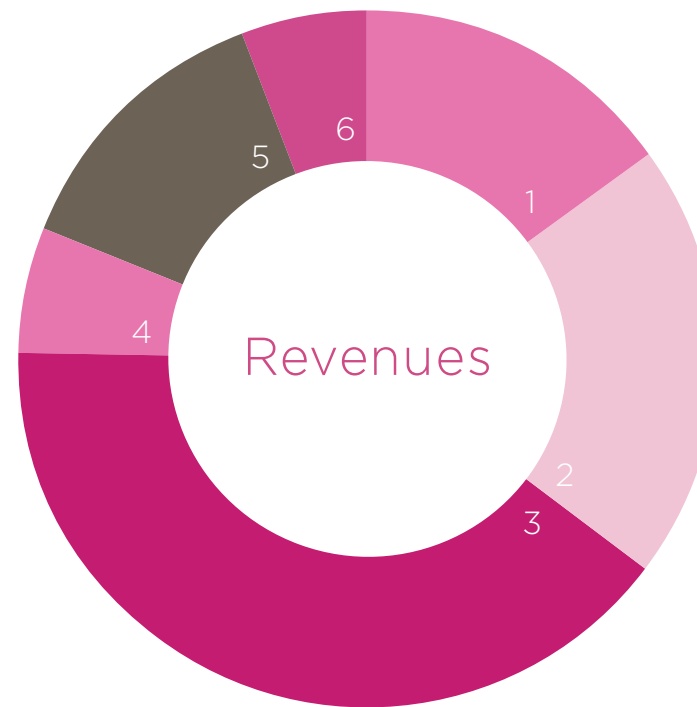
women will be diagnosed with breast cancer in her lifetime

Black women's breast cancer mortality rate is 42% higher than that of white women.

In our region, 20 new cases of breast cancer are diagnosed each week.\*

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2016-17 Komen Virginia Blue Ridge Financials



Revenues

1) 3rd-Party Events	\$ 95,241
2) Contributions/General Fundraising	\$ 127,446
3) Race and Race Fundraising	\$ 251,773
4) Laugh for the Cure	\$ 35,559
5) Pink Promise Luncheon	\$ 81,968
6) Big Wigs Fundraising	\$ 36,034
<b>Total Revenues</b>	<b>\$628,022</b>

Expenses

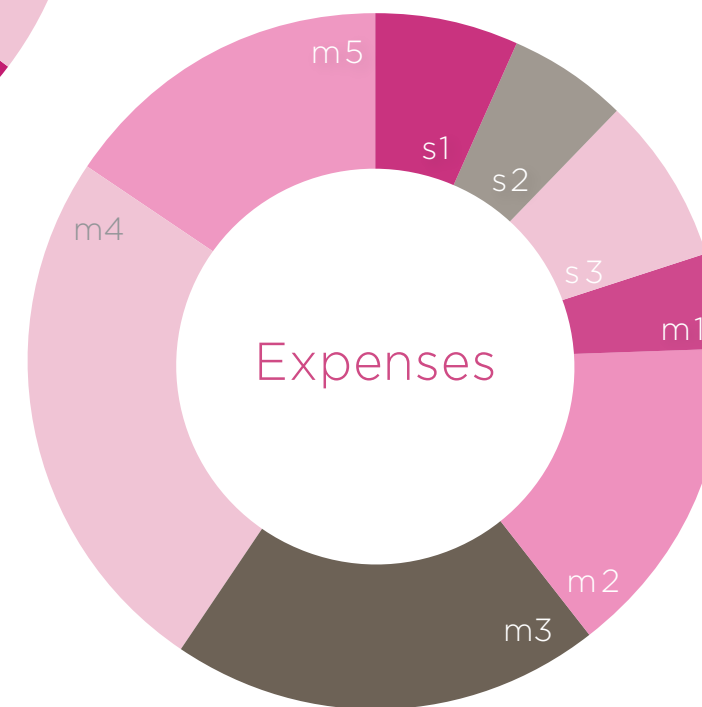
SUPPORT

s1) Administrative	\$ 45,978
s2) Fundraising	\$ 39,193
s3) Race	\$ 53,508

MISSION

m1) Mission Administrative	\$ 31,001
m2) Education	\$ 103,476
m3) Screening	\$ 136,888
m4) Treatment	\$ 172,473
m5) Research	\$ 106,348

Total Expenses \$688,866



Expenses

21.63%  
Expense Ratio

**2016-2017 Donors to the Virginia Blue Ridge Affiliate\*\***

**\$20,000 to \$24,999**

Carilion Clinic

**\$15,000 to \$19,999**

The Branch Group, Inc.

**\$10,000 to \$14,999**

Blue Ridge Cancer Care

Kroger

Perdue

Southern Virginia Ford Dealers

**\$5,000 to \$9,999**

Allstate Insurance Company

Berglund Oak Ridge Toyota

Blacksburg Country Club

Charitable Foundation

Boxley Materials

Centra Health

Dan River High School JROTC

Georgia-Pacific

LewisGale Regional Health System

Lynchburg Hillcat's

Melwood Horticultural Training

Center, Inc.

Star Country Pajama Jam

Stop In Food Stores

Dr. Carol Wray

**\$2,500 to \$4,999**

AREVA, Inc.

Beer, BBQ and Boobs

Belk, Inc.

Berglund Cars

Berglund Center

Dixie Gas & Oil Corporation

Draper Aden Associates, Inc.

Elizabeth Arden, Inc.

Dr. Bill and Connie Fintel

GFWC Virginia

Graham-White Manufacturing Co.

Holiday Inn Valley View

Hutchens Petroleum Corporation

J. Spencer and Joy Frantz Donor

Advised Fund of Foundation

for Roanoke Valley

Lynchburg Hematology Oncology

MemberOne

Kate Parker

Pulaski Country Club Rally

for the Cure

Salem Red Sox

The Medline Foundation

**\$1,500 to \$2,499**

Angelle's Diner

Capps Home Building Center, Inc.

Dave Ross Bidy Bowl

Russ and Heather Ellett

Ford Mays Wealth Management

Kim Lane

Lynchburg Gynecology

Leslie Phillips

Physicians Treatment Center, Inc.

Request Towing and Recovery

Roanoke Rugby Football Club

Lisa Swimm Smith

The VUE @ Liberty Mountain

United Way of Roanoke Valley, Inc.

Walters & Mason Retail, Inc.

White Rock Vinyards and Winery

**\$1,000 to \$1,499**

Appalachian Power

BNC Bank

Bank of the James

Sarah Boxley Beck

Benefit Plan Administrators, Inc.

Steve Boskat

Dr. Heather Brooks

Meg Carter

Celebration Bridal & Formal

Community Health Charities

of Virginia

DoTopia

Jessica Durham

E.C. Pace Company, Inc.

Toby Everett

Heather Ferguson

Cheryl Glose

Grand Home Furnishings

Jeannine Hanson

Hometown Bank

Layman Family Farm

MB Contractors, Inc.

John McConnell

Ronald McFarlane

PlasticsOne

Pulaski Yankees

Rockbridge County High School

Rutherfordord

Southwest Virginia Moving

and Storage

Tacoma, Incorporated

Temple Emanuel Congregation

The Cartledge Foundation, Inc.

Joanne Thornhill

Isabel Thornton

John and Katie Varney

Virginia Lutheran Homes, Inc.

Virginia Select Auto

Wells Fargo Community

Support Campaign

Woods Rogers PLC

**\$500 to \$999**

Blown Away Mobile Spray Tanning

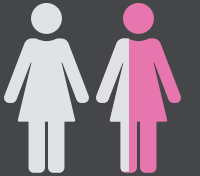
Blue Ridge Ear, Nose, Throat

& Plastic Surgery

Pamella Brown

*Continued on page 9*

**Less than half of women**



age 40-44 have had a mammogram within the past 2 years

There are more than **51,000 underinsured and uninsured women in Virginia**, who will be unable to access services due to lack of funding availability.\*

**BE MORE THAN PINK** 



every **13 minutes**

A WOMAN IN THE UNITED STATES  
LOSES HER LIFE TO BREAST CANCER

For breast cancer diagnosed early and confined to the breast,  
the 5-year survival rate is 99%.

4 women and men die each week from breast cancer in our region.\*

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*\$500 to \$999 continued from page 6*

Carter Bank & Trust  
Kathy Cohen  
Chipotle Mexican Grill  
CVS Health Foundation  
Davis Heating & Air Conditioning  
Dixon, Hubard, Feinour,  
& Brown, Inc.  
First Team Auto Mall  
Rebecca Galbreath  
Kristin Garland  
Quinn Graeff  
Hart Motor Company  
Tracy Helmer  
Highland High School  
Hypergen, Inc.  
Susannah Jones  
Bonnie Kenyon  
Decca Knight  
Kroger Community Rewards  
Sally Lake  
Claiborne Lange  
Laurence Losh  
Luther Memorial Lutheran Church  
McClintic Media, Inc.  
Teresa Merricks  
Denise Mignogna  
Forrest Moore  
Cindy Moore  
Lauren Owen  
Honor Parnell  
Pink Cadillac Diner  
Brian Powell  
Ellie Proctor  
River and Rail  
Roanoke Country Club  
Rally for the Cure

Ronald Payne, Inc.  
Janet Scheid  
Toni Schneider  
Walter Shields  
Garnett Smith  
Elaine Stephenson  
Mary Taylor  
The Benevity Community  
Impact Fund  
The Roanoke Chapter  
of the Links, Inc.  
Virginia Neurospine PC  
Wacoal  
Melanie Wheeler  
Woltz & Associates  
WWE  
Marian Ziemba

**In Kind Contributions**

**\$60,000 and Above**  
LewisGale Regional Health System

**\$30,000 to \$35,000**  
Fink's Jewelers

**\$10,000 to \$19,999**  
Chick fil A  
Mel Wheeler, Inc.  
WSLS 10

**\$5,000 to \$9,999**  
101.5 the mountain  
Bella Magazine  
Belk  
Frankl Creative, Inc.  
RunAbout Sports  
Tresca on 8th

**\$1,000 to \$4,999**  
Sherri Barrett  
Coca-Cola Bottling Co. Consolidated  
Hotel Roanoke  
Isabella's Italian Trattoria  
Scott Kitts  
Kroger  
Sandy Lear  
RSP Entertainment  
Robertson Marketing  
Rutledge  
Salem Red Sox  
Southwest Virginia Moving  
and Storage

*\*\* We appreciate all contributions  
to the Virginia Blue Ridge  
Affiliate. Only donations of  
\$500 or more from April 1, 2016  
- March 31, 2017 are listed in  
this annual report.*

*\* Local statistics from Komen VA Blue Ridge 2015-2019 Community Profile*

# BE MORE THAN PINK

## ACT

1 in 8 women in the U.S. will be diagnosed with breast cancer in her lifetime.

## DONATE

Our mission to help save lives and end breast cancer is made possible by your support.

## GET INVOLVED

Every step, every dollar, and every voice matters. Join us in the fight against breast cancer.

To find out how, visit [komenvablueridge.org/morethanpink](http://komenvablueridge.org/morethanpink)

42 Virginia Blue Ridge covers a city/county service area WITH EDUCATION AND LOCAL GRANT FUNDING.

Our vision is to **end breast cancer forever.**



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