This report represents Susan G. Komen Oregon and SW Washington's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

Susan G. Komen Oregon and SW Washington
1500 SW 1st Avenue Suite 270,
Portland, OR
97201
503 -5529160
www.komenoregon.org

Mission:
Save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.
The content of this Charting Impact Report is the sole product and responsibility of Susan G. Komen Oregon and SW Washington. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance’s Standards for Charity Accountability. For more information on Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?
To eradicate breast cancer as a life threatening disease through advancing research, education, screening and treatment. The Susan G. Komen Breast Cancer Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer at the age of 36. A global leader in the fight against breast cancer, the Foundation fulfills its mission through a network of volunteers to support innovative breast cancer research, public education efforts and community-based outreach programs.

2. What are our strategies for making this happen?
1. Educate and motivate women to get screening and treatment. 2. Ensure women have access to early detection and treatment. 3. Offer additional breast health resources to providers 4. Provide women the support to successfully navigate the treatment process 5. Provide funding to support unified, strategic research related to breast cancer and breast health. 6. Provide support and resources for women with breast cancer during treatment through all stages of the disease. 7. Empower survivors to transition from patient to thriving survivors. 8. Build relationships that influence policy makers. 9. Advocate directly for changes to public policies. 10. Engage people with diverse backgrounds and a passion for our mission. 11. Create systems and infrastructure that support organizational effectiveness. 12. Host events that build awareness and support. 13. Encourage individual investment in our goals. 14. Cultivate corporate and foundation partnerships in support of our mission. 15. Develop an integrated approach to guide all outreach, public relations and marketing efforts. 16. Solicit grants to grow capacity and fund special projects.

3. What are our organization's capabilities for doing this?
The Susan G. Komen foundation Oregon and SW Washington affiliate has a long history of serving the regional community. Over the years we have cultivated generous support locally. Further, we have a strong reciprocal relationship with the national offices in Texas. Our annual events are consistently well attended and always successful. We have strong recognition within the community and our staff, board, interns, and volunteers have extensive networks in the region. All of this speaks to our past success and promises continued growth and greater achievements in the future.

4. How will we know if we're making progress?
The Susan G. Komen Foundation, Oregon and SW Washington affiliate measures success in a few simple ways. Increased screening/early detection of breast cancer, increased survival rates, and the efficacy of new drugs and treatments from research that we have supported.

5. What have and haven't we accomplished so far?
Since 1982, Komen has made significant progress — the number of women being screened annually has doubled, death rates have plummeted 33%, and survival rates have increased from 74% to 99%.