SUMMARY

Mission
The Susan G. Komen for the Cure promise: to save lives and end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures.

Contact Information
Primary Address
PO Box 12848
St. Petersburg, FL 33733-

Phone
877 506-6297

Alternate Phone
727 823-0728

Email
gina.kravitz@komensuncoast.org

Website
www.komensuncoast.org

Facebook
KomenSuncoast

Twitter
KomenSuncoast

General Information
Nonprofit
Susan G. Komen Breast Cancer Foundation

Organization Does Business As (DBA)
Florida Suncoast Affiliate of Susan G. Komen for the Cure

Former Names
Greater Tampa Bay Area Affiliate of the Susan G. Komen Breast Cancer Foundation, Inc.

Supported Organization
Florida Suncoast Affiliate of Susan G. Komen for the Cure

Tax Exempt Status
Public Supported Charity

Incorporation Year
1999
<table>
<thead>
<tr>
<th><strong>State Charitable Solicitations Permit</strong></th>
<th>Yes Feb 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>State Registration</strong></td>
<td>No 0</td>
</tr>
</tbody>
</table>
BACKGROUND & NEEDS

Impact Statement

The Florida Suncoast Affiliate has provided $924,000 in funding for breast cancer screening & education programs during the 2013-2014 fiscal year. The Community Health Grants Program is supporting a breast cancer screening program in each county of our Service Area. During the last full grant year, the screening programs provided mammograms to 2492 uninsured, low-income members of our community and diagnosed 40 cases of breast cancer. All 40 clients with breast cancer are receiving treatment at no cost. Since the Affiliate's inception, our community grants have allowed funded programs to provide 40,000 mammograms, 13,500 biopsies, and detection and treatment of 1,200 people for breast cancer -- at no charge to the patients.

The Florida Suncoast Affiliate performs a biennial community needs assessment, the Community Profile, to determine the Affiliate’s goals and priorities. For 2013-2014, the Affiliate’s priorities are to:

1. Assure access to the full continuum of care for uninsured women in the Service Area in order to reduce the breast cancer mortality rate in the Service Area. The Affiliate’s top funding priority is to provide funding for comprehensive breast cancer screening programs for uninsured, low-income people ages 40-49. Our programs will ensure treatment for clients receiving a breast cancer diagnosis and partner with community organizations and the Breast & Cervical Cancer Early Detection Program.

2. Increase mammography utilization among populations in which 5% or more are initially diagnosed with stage III or stage IV breast cancers in order to reduce late stage diagnosis in these communities. The Community Profile identified four target zip codes that have a late-stage breast cancer diagnosis exceeding 5%, an uninsured population exceeding 25%, and an African-American population exceeding 25%.

3. Implement a strategic marketing and communications plan that will reinforce our education messaging, reach target populations, and raise awareness about Affiliate-wide programs and objectives in order to increase healthy lifestyle choices are drive individuals into the continuum of care.

Needs Statement

One of the biggest problems facing women in our Service Area is difficulty accessing and remaining in the continuum of care. Regardless of insurance status, women in our community share similar experiences of frustration and confusion when trying to enter the continuum of care. The Florida Suncoast Affiliate needs help in disseminating information about local resources, eligibility, and accessibility. Additionally, the Florida Suncoast Affiliate needs support to help supplement the Federal Breast & Cervical Cancer Early Detection Program (FBCCEDP). The Community Health Grants Program screening grantees are able to target women between the ages of 40 to 49 because FBCCEDP is able to provide screening for women ages 50-64. However, funding constraints on FBCCEDP mean that the program is only able to serve 7% of potentially eligible women in Florida. Another issue for our Service Area is the disparity between White and African American women. In the Community Profile, 14% of breast cancer diagnoses in African American women were late stage, while 7% of breast cancer diagnoses in White women were late stage. To address this problem, we need funding and support for targeted education programs and comprehensive screening programs.

Background Statement

The local Florida Suncoast Affiliate of Susan G. Komen for the Cure began in 1999 in Pinellas County and has expanded to a six-county area. The Florida Suncoast Affiliate’s service area is: Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota counties.

To date, the Affiliate has raised over $13 million through various fundraising events such as the annual Susan G. Komen Race for the Cure. Up to 75 percent of funds raised are returned to the community through grants to non-profit organizations that are fighting to change the impact of breast cancer upon the women and families of the Florida Suncoast community, and 25 percent of revenue is directed to the national Susan G. Komen for the Cure Grants Program for research. The Florida Suncoast Affiliate awards grants in the local community for non-duplicative breast health services to non-profit organizations to support a variety of programs providing breast health education, clinical breast exams, screening mammography, and diagnostic evaluations for the
Statement from the Board Chair

Statement from the CEO/Executive Director

Areas Served

FL- Hillsborough  
FL- Manatee  
FL-Pinellas  
FL- Sarasota  
FL

The Florida Suncoast Affiliate of Susan G. Komen provides grant funding to non-profit organizations in Pasco, Polk, Pinellas, Hillsborough, Manatee, & Sarasota counties.

Service Categories

<table>
<thead>
<tr>
<th>Primary Organization Type</th>
<th>Medical Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary Organization Type</td>
<td>Diseases Disorders &amp; Medical Disciplines</td>
</tr>
<tr>
<td>Tertiary Organization Type</td>
<td>Medical Research</td>
</tr>
</tbody>
</table>
### Community Health Grants Program

**Description**
The Community Health Grants Program provides funding for breast cancer screening, treatment, and education programs run by non-profit organizations in our six-county Service Area. The number one priority of the Community Health Grants Program is to fund at least one breast cancer screening program for low-income, uninsured women ages 40-49 in each of our six counties: Pasco, Polk, Pinellas, Hillsborough, Manatee, and Sarasota. Screening program grantees are required to have a mechanism for the treatment of breast cancer for any client who receives a diagnosis. Screening programs also partner with the Florida Breast & Cervical Cancer Early Detection Program, which serves uninsured, low-income women ages 50-64, to ensure that clients are properly enrolled and resources are maximized. In addition, the grant program will accept proposals from evidenced-based breast health education programs and treatment navigation and support programs.

**Budget**
$16,000.00

**Category**
Health Care, General/Other Health Diagnostic, Intervention & Treatment Services

**Program Linked to Organizational Strategy**
Yes

**Population Served**
Females Poor, Economically Disadvantaged, Indigent At-Risk Populations

**Short Term Success**
The Community Health Grants Program funds a breast cancer screening program in each county of our Service Area for uninsured, low-income women and men. Any client screened in the program with an abnormal mammography screening will receive diagnostic follow-up at no cost, and any client diagnosed with breast cancer will receive treatment at no cost.

**Long Term Success**
The Community Health Grants Program will provide a comprehensive breast cancer screening, diagnosis, and treatment program for uninsured, low-income members of our Service Area. 80% of women over the age of 40 in our six-county service area will seek annual mammography screening. The rate of late stage diagnosis of breast cancer in African American women will drop from 14% to 7%. Barriers to breast cancer screening, like ability to pay for screening services, transportation to a screening clinic, and fear surrounding breast cancer screening and treatment, will be diminished as a result of our grantee’s work in the community. Patients diagnosed with breast cancer will receive support through the treatment process from grantees to ensure that quality of life is maintained and that it is possible for the patient to receive all the treatment they need.
Program Success Monitoring

All grantees are required to submit quarterly reports detailing their progress towards the goals and objectives stated in their proposal. All grantees are required to track the race, ethnicity, age, insurance status, and zip code of residence for all clients enrolled in the program. They must also submit a budget report that outlines the amount of grant money spent towards the total requested in their proposal. The budget audit is broken down into personnel costs, patient care costs, educational materials, and office supplies.

Screening program grantees submit the number of screening and diagnostic services they have provided. The treatment status of any client diagnosed with breast cancer is also reported. Education program grantees track the types of educational events they perform, as well as number of people who attend. Treatment navigation grantees track the number of clients they serve and the type of support the program provides.

Program Success Examples

During the 2010-2011 grant cycle, 3,905 people received mammograms from screening program grantees, and 42 cases of breast cancer were diagnosed. Education grantees used evidence-based practices to communicate breast health practices to over 7,000 people in communities with a high-risk for breast cancer or a late stage breast cancer diagnosis. Treatment navigation grantees served 480 breast cancer patients with information about breast cancer, treatment options, and psychosocial support.
### Urban Minority Breast Health Advisory Council

#### Description
The Urban Minority Breast Health Advisory Council is a collaborative partnership between the Florida Suncoast Affiliate, the Witness Project of Tampa Bay, and Sistah's Surviving Breast Cancer. The mission of UMBHAC is to empower urban communities through education and training to reduce breast health disparities. Four zip codes with an increased level of late stage breast cancer diagnosis, a large uninsured population, and a large African American population were identified by the biennial community needs assessment performed by the Florida Suncoast Affiliate. UMBHAC will target their education initiative to these four zip codes: 33705 in South St. Petersburg, 33605 in Ybor City, 33815 in Lakeland, and 34243 in Newtown. UMBHAC will collect data from surveys and focus groups to determine the barriers to breast cancer screening in each community. Then UMBHAC will implement an evidence-based, community-specific education program to address the identified barriers.

#### Budget
$10,000.00

#### Category
Health Care, General/Other Public Health

#### Program Linked to Organizational Strategy
Yes

#### Population Served
Blacks, African Heritage Females Poor, Economically Disadvantaged, Indigent

#### Short Term Success
Women who have participated in the Urban Minority Breast Health Advisory Council’s education program will show a 10-point increase in breast health knowledge as determined by pre- and post-program testing. 85% of women who participate in the UMBHAC education initiative will report feeling more empowered to talk to their doctor about breast cancer screening and will demonstrate awareness of local resources for breast cancer screening.

#### Long Term Success
Late stage breast cancer diagnoses among African American women in our Service Area will decrease from 14% to 7%. Screening mammography rates for women in our Service Area will increase from 63% to 75%.

#### Program Success Monitoring
The success of the Urban Minority Breast Health Advisory Council education initiative will be monitored by the use of pre- and post-tests for participants. These tests will ask the participants questions about breast health, breast cancer screening, and local resources. Participants will also be asked for their personal view on breast cancer screening, breast cancer treatment, and clinical trials to determine if the initiative has impacted their view positively or negatively.

#### Program Success Examples
The Urban Minority Breast Health Advisory Council is a very new initiative, and is currently developing evaluation methods and an action plan for gathering community data in the target zip codes. UMBHAC is developing strategic partnerships with organizations in the target zip codes to collect data and disseminate education information.
MANAGEMENT

CEO/Executive Director

CEO/Executive Director
Ms. Gina Kravitz
CEO Term Start
Apr 2010
CEO Email
gina.kravitz@komensuncoast.org

Former CEOs/Executive Directors

Lynn Rasys
Apr 2002 - Jan 2010

Staff & Volunteer Statistics

Full Time Staff 2
Part Time Staff 0
Staff Retention Rate % 100
Professional Development Yes
Contractors 1
Volunteers 600
Management Reports to Board Yes
CEO/Executive Director Formal Evaluation Yes
Senior Management Formal Evaluation N/A
NonManagement Formal Evaluation N/A

Collaborations

Federal Breast and Cervical Cancer Screening Program - Florida
Moffitt Cancer Center
St. Joseph's Women's Hospital
BayCare Health Systems
Pasco County Health Department
We Care of Polk County
Manatee County Health Department
Sarasota Memorial Hospital
**GOVERNANCE**

**Board Chair**

**Board Chair**  
Gail Clark  
**Company Affiliation**  
Tower Radiology Centers  
**Board Term**  
Apr 2014 to Mar 2016  
**Board Chair Email**  
gclark@ommi.net

**Board Co-Chair**

**Board Co-Chair**  
Teresa Honeycutt  
**Company Affiliation**  
DRS  
**Board Term**  
Apr 2014 to Mar 2016  
**Board Co-Chair Email**  
tahoneycutt013@gmail.com

**Board Members**

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
<th>Status</th>
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</thead>
<tbody>
<tr>
<td>Ms. DeLana Anderson</td>
<td>Community Volunteer</td>
<td>Voting</td>
</tr>
<tr>
<td>Ms. Gail Clark</td>
<td>Tower Diagnostic Center</td>
<td>Voting</td>
</tr>
<tr>
<td>Dr. Lalitha Degala M.D.</td>
<td>Price Hoffman Stone</td>
<td>Voting</td>
</tr>
<tr>
<td>Ms. Anne Hochsprung</td>
<td>Suncoast Hospice</td>
<td>Voting</td>
</tr>
<tr>
<td>Ms. Teresa Honeycutt</td>
<td>Community Volunteer</td>
<td>Voting</td>
</tr>
<tr>
<td>Dr. John Kiluk</td>
<td>Moffitt Cancer Center</td>
<td>Voting</td>
</tr>
<tr>
<td>Mr. Wayne Lewis</td>
<td>Community Volunteer</td>
<td>Voting</td>
</tr>
<tr>
<td>Mrs. Cindi Samaha</td>
<td>professor at local colleges</td>
<td>Voting</td>
</tr>
</tbody>
</table>

**Board Demographics - Ethnicity**

- African American/Black: 0  
- Asian American/Pacific Islander: 0  
- Caucasian: 7  
- Hispanic/Latino: 0  
- Native American/American Indian: 0  
- Other: 1 Eastern Indian

**Board Demographics - Gender**

- Male: 2  
- Female: 6  
- Not Specified: 0

**Governance**
| **Board Term Lengths** | 3 |
| **Board Term Limits** | 2 |
| **Board Orientation** | Yes |
| **Number of Full Board Meetings Annually** | 9 |
| **Board Meeting Attendance %** | 82 |
| **Board Self-Evaluation** | Yes |
| **Written Board Selection Criteria** | No |
| **Percentage of Board Making Monetary Contributions** | 100 |
| **Percentage of Board Making In-Kind Contributions** | 60 |
| **Constituency Includes Client Representation** | No |

**Standing Committees**

- Special Events (Golf Tournament, Walk / Run, Silent Auction, Dinner / Gala)
- Board Development / Board Orientation
- Education
- Executive

**Comments**

**Governance Comments by Organization**

Our Board of Directors is in a building phase right now. We completed an assessment and are actively recruiting Board members at this time.
FINANCIALS

Current Financial Info

Fiscal Year Begins 2015
Fiscal Year Ends 2016
Projected Revenue $2,221,875.00
Projected Expenses $422,000.00
Endowment Value $0.00
Spending Policy Percentage 25
Tax Credits No

Capital Campaign

In a Capital Campaign No
Campaign Goal 0

IRS Form 990s

990
990 Florida Suncoast 990 09
990

Audit/Financial Documents

Financial Statements
2011 Komen Financial Statement
Audit Final 09 10

Solvency

Short Term Solvency

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Ratio: Current Assets/Current Liabilities</td>
<td>1.32</td>
<td>--</td>
<td>1.18</td>
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</table>

Long Term Solvency

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
</tr>
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<tbody>
<tr>
<td>Long-Term Liabilities/Total Assets</td>
<td>0%</td>
<td>--</td>
<td>0%</td>
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</tbody>
</table>

Historical Financial Review

Revenue and Expenses
<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenue</td>
<td>$1,502,833</td>
<td>--</td>
<td>$1,704,460</td>
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<tr>
<td>Total Expenses</td>
<td>$1,608,817</td>
<td>--</td>
<td>$1,856,553</td>
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### Revenue Sources

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation and Corporation Contributions</td>
<td>$0</td>
<td>--</td>
<td>$0</td>
</tr>
<tr>
<td>Government Contributions</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Federal</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>State</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Local</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Unspecified</td>
<td>$0</td>
<td>--</td>
<td>$0</td>
</tr>
<tr>
<td>Individual Contributions</td>
<td>$506,162</td>
<td>--</td>
<td>$750,495</td>
</tr>
<tr>
<td>Indirect Public Support</td>
<td>$0</td>
<td>--</td>
<td>$23,416</td>
</tr>
<tr>
<td>Earned Revenue</td>
<td>$0</td>
<td>--</td>
<td>$562</td>
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<tr>
<td>Investment Income, Net of Losses</td>
<td>$1,815</td>
<td>--</td>
<td>$12,292</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>$0</td>
<td>--</td>
<td>$0</td>
</tr>
<tr>
<td>Special Events</td>
<td>$975,356</td>
<td>--</td>
<td>$912,069</td>
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<tr>
<td>Revenue In-Kind</td>
<td>$0</td>
<td>--</td>
<td>$82,520</td>
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<tr>
<td>Other</td>
<td>$19,500</td>
<td>--</td>
<td>$5,626</td>
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### Expense Allocation

<table>
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<tr>
<th>Fiscal Year</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
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</thead>
<tbody>
<tr>
<td>Program Expense</td>
<td>$1,294,742</td>
<td>--</td>
<td>$1,596,588</td>
</tr>
<tr>
<td>Administration Expense</td>
<td>$180,580</td>
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<td>$181,596</td>
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<tr>
<td>Fundraising Expense</td>
<td>$133,495</td>
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<td>$78,369</td>
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<tr>
<td>Payments to Affiliates</td>
<td>$0</td>
<td>--</td>
<td>$263,402</td>
</tr>
<tr>
<td>Total Revenue/Total Expenses</td>
<td>0.93</td>
<td>--</td>
<td>0.92</td>
</tr>
<tr>
<td>Program Expense/Total Expenses</td>
<td>80%</td>
<td>--</td>
<td>86%</td>
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<tr>
<td>Fundraising Expense/Contributed Revenue</td>
<td>9%</td>
<td>--</td>
<td>5%</td>
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### Assets and Liabilities

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<tr>
<th>Fiscal Year</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
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<tbody>
<tr>
<td>Total Assets</td>
<td>$1,226,997</td>
<td>--</td>
<td>$2,299,838</td>
</tr>
<tr>
<td>Current Assets</td>
<td>$1,226,997</td>
<td>--</td>
<td>$1,792,978</td>
</tr>
<tr>
<td>Long-Term Liabilities</td>
<td>$0</td>
<td>--</td>
<td>$0</td>
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<tr>
<td>Current Liabilities</td>
<td>$932,646</td>
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<td>$1,523,837</td>
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<tr>
<td>Total Net Assets</td>
<td>$294,351</td>
<td>--</td>
<td>$776,001</td>
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### Top Funding Sources

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Funding Source &amp; Dollar Amount</td>
<td>Fundraising $975,356</td>
<td>--</td>
<td>Special Events $912,069</td>
</tr>
<tr>
<td>Second Highest Funding Source &amp; Dollar Amount</td>
<td>Contributions, gifts, grants $506,162</td>
<td>--</td>
<td>Individuals, Foundations &amp; Corporations $750,495</td>
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<tr>
<td>Third Highest Funding Source &amp; Dollar Amount</td>
<td>Other $19,500</td>
<td>--</td>
<td>Indirect Public Support $23,416</td>
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### Comments

**Financial Comments by Foundation**

Foundations and corporations are included with individual contributions as they are not separated in the 990 or audit. Financial figures are taken from IRS Form 990. 2010 & 2011 audits represent foundation and affiliates. Audit not provided for 2009. The nonprofit has not provided 990s for 2012 and 2013 for the Florida Suncoast.
Affiliate as done in prior years, nor has it provided their 2012 audit. Accordingly, the information for 2013 is taken from the Southwest Florida affiliate information contained in their 2013 audit.
## PLANS, POLICIES & LICENSES

### Plans
- **Fundraising Plan**
  - No
- **Communication Plan**
  - No
- **Strategic Plan**
  - No
- **Management Succession Plan**
  - No
- **Continuity of Operations Plan**
  - No

### Policies
- **Organizational Policies and Procedures**
  - No
- **Written Conflict of Interest Policy**
  - Yes
- **Nondiscrimination Policy**
  - Yes
- **Directors and Officers Insurance Policy**
  - No
- **Whistle Blower Policy**
  - Yes
- **Document Destruction Policy**
  - Yes

### Government Licenses
- **Is your organization licensed by the Government?**
  - No