



Susan G. Komen for the Cure Greater Atlanta Affiliate

Fact Sheet

Susan G. Komen for the Cure Greater Atlanta Affiliate® was founded in 1991 by an all-volunteer board. The Komen Greater Atlanta Affiliate serves as a resource for those seeking opportunities for screening, treatment and support, and hosts several events and programs to raise awareness and educate the community about the benefits of early detection in the fight against breast cancer.

- Seventy-five percent of all funds raised by the Affiliate remain in the local community to fund breast cancer screening, treatment and education programs for the medically underserved. Twenty-five percent of funds raised supports the Komen Award and Research Grant Program.
- Since its inception, the Affiliate has raised \$30 million for breast cancer research, local grassroots organizations, community agencies and support groups to help provide assistance to breast cancer patients and their families. In 2011, the Affiliate invested \$2.2 million in the local community to 21 grant programs. In addition, the Affiliate also awarded \$600,000 to the Komen Award and Research Grant Program.
- The Affiliate raises funds by producing the annual Susan G. Komen Atlanta Race for the Cure® and through individual, community group and corporate donations. The Komen Atlanta Race for the Cure is the most successful education and fundraising event for breast cancer in Atlanta.
- Komen Atlanta engages additional supporters through its Major Donor Campaign. Pink Promise Partners are individual patrons who have agreed to make an annual donation at the \$1,000 level or above and corporations that have given \$5,000 or above.
- Komen Atlanta receives annual sponsorships from hundreds of corporate and community sponsors including: Kroger, Wells Fargo, Georgia-Pacific, Kaiser Permanente, Deloitte, King & Spalding and the Atlanta Journal-Constitution.
- To help empower the local community, the Affiliate hosts annual educational events, including Worship in Pink Weekend, participates in community health fairs and organizes a speaker's bureau to spread the message of breast health and drive the breast cancer movement.
- Susan G. Komen for the Cure was born in a promise between Nancy G. Brinker and her dying sister, Susan G. Komen, to save lives and end breast cancer forever. This promise to find a cure has evolved and the people and resources behind it have grown. More than 500 survivors and activists' volunteer their time and energy for the Affiliate, and have made the promise to find a cure their own.