

CHECK FOR A LUMP



2020 ANNUAL REPORT

VISION

Our vision is to make a difference in the fight against breast cancer

MISSION

Our mission is to provide free breast health education, mammograms, testing, and direct assistance to breast cancer patients with wigs, support, and resources in Arizona.

LEADERSHIP

TEAM

Holly Rose

Chief Executive Officer

Hannah Rose

Director of Community Engagement

Laura Pensta

Director of Program Services

BOARD OF DIRECTORS

Holly Rose

Founder

Kate Kunberger

Co-Founder and Board President

Shelley Sakala

Co-Founder and Treasurer

Erin Alstad

Secretary

Tiffany House

Member

Taj Rahi-Loo

Member

Raman Mahabir, MD

Member

Nancy Wendorf

Member

OUR ANNUAL SPONSORS

Our sponsors are invaluable in helping us serve our local breast cancer community.



Cigna.



ARIZONA CENTER
for Reconstructive Breast Surgery



Sonora Quest
Laboratories™



Unicorn Philanthropy



MINT
DISPENSARY



Classy Sisters Wigs



SPINATO'S
PIZZERIA & FAMILY KITCHEN

MESSAGE FROM THE CEO

We entered 2020 with high enthusiasm and tremendous potential for growth. In our ten years of existence, with the support of our community, we successfully built up our grass roots non-profit from a simple call to action to a prominent one-stop shop for breast health resources! Our programs - Education | Mammograms | Wigs | Support - are valuable resources to our breast cancer community.

The Covid-19 pandemic had a devastating impact on our non-profit and the breast cancer community as a whole. Our unique programs and services are vital in this unfortunate climate. That is why I poured my heart and soul into sustaining our programs. We are invested in reviving our non-profit in 2021. It is imperative that we reopen our mammogram program to ensure equitable access to breast health care for all women in Arizona. We are humbly asking for our community's support and generosity to help Check for a Lump continue to thrive and provide support to our breast cancer community.

We are looking forward to a bright new year!

Live and Give,

Holly Rose

Holly Rose
Founder and CEO





FINANCES

Statement of Financial Activities

For the year ending December 31, 2020

(with comparative totals for the year ended Dec 31, 2019)

REVENUE 2019 - 2020	2020	2019
Contributions, Grants & Bequests	138,758.90	267,740.33
Special Events	16,075.80	97,776.99
Other Income	1,587.26	2,796.21
12/31/18 Grant Applied to 2019		179,200.00
Total Revenue	\$156,421.96	\$547,513.53

EXPENDITURES

Program & Services	153,667.95	347,113.00
General & Administrative	15,663.21	32,960.00
Fundraising	23,310.36	58,241.00
Total Expenditures	\$192,641.52	\$438,314.00
Change in Net Assets	\$36,219.56	\$70,000.47

WHERE THE FUNDS GO:



BREAST HEALTH
EDUCATION

FREE WIG
PROGRAM

FREE
MAMMO-
GRAMS

MARKETING
AWARENESS
EVENTS

ADMIN
COSTS

PINK
OUT
5K RUN

Based on 2020 Percentages

OUR PROGRAMS



EDUCATION PROGRAM

Empowering women in Arizona and beyond with invaluable breast health facts and preventive information. Distribution through annual magazine (70,000), Wellness Workshops, social media, website, and other media outlets.



MAMMOGRAM PROGRAM

Providing free mammograms and all diagnostic testing necessary for diagnosis of breast cancer to qualifying women in Arizona. Clients apply online, and once approved, Check for a Lump is directly billed by the imaging company. We host events through mobile mammography units.



WIG PROGRAM

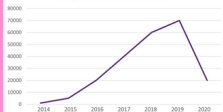
Impacting women in Arizona undergoing chemotherapy treatment for breast cancer with a free wig; providing them the comfort and normalcy they deserve. Clients apply online, and once approved, may select a wig of choice up to \$250 at one of our approved wig shops, and Check for a Lump pays the bill. We are currently assisting approximately one woman a day.



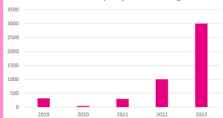
SUPPORT PROGRAM

Supporting breast cancer patients, survivors, and their caregivers by hosting free Super Survivors Unite gatherings. The support program launched in 2020. Moving past Covid-19, we hope to expand the Super Survivors Unite to provide more opportunity, both virtual and in person.

Magazine Distribution Per Year



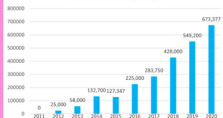
Check for a Lump Projected Screenings



Number of Free Wig Recipients



Financial Operating Budget





Educated over 300,000

"I picked up one of your magazines, as it was eye-catching, and I thought 'how wonderful they do this'. Moreover, it reminded me that I was due for a mammogram, and to be honest, I didn't do self-checks. Well, that night I did and I found what I thought might be a lump, as something felt different. Sure enough that was the beginning of my journey and thankfully I caught it early. I would have never thought it would be me, as there was no family history of breast cancer. Wig or no wig, thank you for having that magazine for me to read. Thanks again for all you do!" - Cheryl



Over 500 Free Mammograms

"Well, after that I received the dreaded, 'We have to set up a plan, you have cancer' call. I was stunned, sad, scared, angry. I felt like someone just punched me in the gut. This WAS NOT part of my plan! I have kids! I have plans! I just moved to AZ for crying out loud! I moved to get a fresh start, not cancer... If it wasn't for Check for a Lump I don't know where I would have gone, or what I would have done. I am so thankful! I am cancer free now! I didn't have to go through chemotherapy because I caught it so early... The Check for a Lump free mammogram saved my life!" - Jennifer



Over 1,600 Free Wigs

"I was so thankful for Check for a Lump and the free wig I received. Two months after my mom was diagnosed with breast cancer I was diagnosed at age 37. This was very emotional due to us both getting cancer and myself being a mother of three children under 16yrs of age. I had long hair and one of my worst downhill moments was losing my hair. Thank you for my free wig!" - Josephine



Monthly Gatherings

"Why me? I was stricken with fear and sorrow upon hearing I had breast cancer. I was scared but I found an abundance of strength within to kick cancer's ass. I put on my warrior's cape, a smile on my face, and a courageous attitude. Cancer is a disease that can take the best of us, but, when you think you cannot make it... look around you'll see all the people fighting along side you, and you will know you can win! I'm so grateful to Check for a Lump and the support they have provided me." - Dianna



PROGRESSION



Breast cancer is now responsible for one in six of all cancer deaths among women, according to statistics released by the International Agency for Research on Cancer (IARC) in December 2020. It is estimated that 284,200 women will be diagnosed in the United States with breast cancer in 2021. In Arizona, approximately 5,850 will be diagnosed with breast cancer. Breast cancer is increasing .5% every year.

Breast cancer has now surpassed lung cancer as the leading cancer globally.

1950

1 out of 30 people were diagnosed with cancer

2020

1 out of 2 men will be diagnosed with cancer

2020

1 out of 3 women will be diagnosed with cancer

90%

of all women who are diagnosed with breast cancer have no family history

30 - 50%

of all cancer cases are preventable (World Health Organization)

1,400

More than 1,400 chemicals in the product formulas of personal care products have been banned in Europe. The United States has only partially banned 30 chemicals.



IN THE UNITED STATES, 284,200 WOMEN WILL BE DIAGNOSED WITH BREAST CANCER IN 2021

In the wake of Susan G. Komen's exit from Arizona, July 2017, there was a devastating deficit for education, free mammograms (50,000), and resources in our community. This increased disparities in equitable breast health care for uninsured and under-insured women in Arizona. Check for a Lump stepped up to fill this gap and offers a unique one-stop shop for breast health resources including education, mammograms and testing, wigs, support, and resources in Arizona.

INEQUITY

According to Cigna's Health Equity Council, "Disparities can result in worsened health outcomes, added health care costs, lost work productivity, and premature death. Health disparities are all too pervasive, not to mention costly to our country and our economy. Analysis estimates that disparities amount to approximately \$93 billion in excess medical care costs and \$42 billion in lost productivity per year as well as economic losses due to premature deaths." Disparities are all too prevalent in Arizona.

Arizona spends \$750 Million to 1 Billion on Uninsured Patients

- American Cancer Society, Cancer Facts and Figures

Our programs help to alleviate some of the financial burden placed upon our state by uninsured and underinsured women. Early detection saves lives and it also saves our state and tax payers millions of dollars. Delayed diagnosis and treatment, as little as three months delay, can cause later staged diagnosis and can double the cost of treatment within a twenty-four month period. Our education and mammogram programs directly impact earlier screening and diagnosis.

Average per-Patient Allowed Costs, by Stage

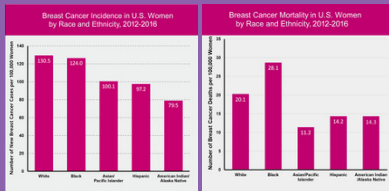
Disease stage	Patients, N	Average allowed cost per patient			
		0-6 months postdiagnosis, \$	0-12 months postdiagnosis, \$	0-18 months postdiagnosis, \$	0-24 months postdiagnosis, \$
0	2300	48,677	60,637	67,430	71,909
I/II	4425	61,621	82,321	91,109	97,066
III	1134	84,481	129,387	147,470	159,442
IV	501	89,463	134,682	162,086	182,655
All patients	8360	62,774	85,772	96,499	103,735

Source: Milliman's Analysis of Truven MarketScan commercial claims database for 2009-2012.

The Covid-19 pandemic added additional barriers and inequity for women to receive proper breast health education, timely testing and resources along with compounding trickle effects increasing women's risk of breast cancer. The uninsured rate in Arizona in 2019 was higher than the national average of 9.2%, according to the U.S. Census Report. **11.3%, or 822,527 of Arizona's 7.3 million residents, had no health insurance at some point in 2019.** To worsen the situation, many women lost their health insurance in 2020. In 2020 there was an increase in uninsured adults by .7%, 12% of Arizonans were uninsured as of May 2020, and there are 9,000 newly uninsured Arizonans due to pandemic.

RACIAL DISPARITY

White women have the highest occurrence rates, however, black women have the highest mortality rates. The black-white breast cancer disparity is a result of tumor characteristics, stage of diagnosis, obesity and comorbidities, and access, adherence, and response to treatments. Non-Hispanic black women have a higher rate of triple negative breast cancer an aggressive subtype that is associated with low survival rates. Increasing access to healthcare for all women can help eliminate breast cancer disparities.



Source: Susan G. Komen Foundation

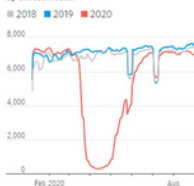
COVID-19'S IMPACT

COVID-19 AND BREAST CANCER

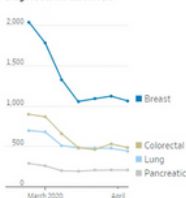
Covid-19 pandemic may have paused the world, but it did not pause breast cancer. Unfortunately, breast cancer has surpassed lung cancer as the leading cancer. According to the American Cancer Society 1,200,000 cancer screenings were skipped and 80,000 diagnosis missed. Mammography declined 80% in 2020 and cancer diagnosis declined close to 50% due to limited or eliminated access to screenings. It is predicted that breast cancer rates and later stage diagnosis are expected to soar through 2030.

Tragically, the trickle effects of the Covid-19 pandemic are deepened in the breast cancer community. Individual risk of breast cancer is heightened due to loss of insurance, decreased income, changes in lifestyle choices; diet, sedentary, lack of exercise, Vitamin D, increased alcohol, stress and more. The growing burden to our health care system as a result of increased uninsured and underinsured women will create an exponential cost to our state, that is already in the billions.

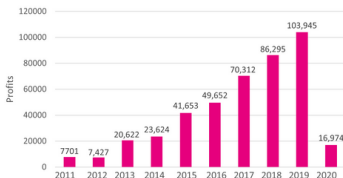
Daily mammograms among patients covered by UnitedHealth



New weekly cancer diagnoses in Quest Diagnostics lab test orders



Wig Out Gala Fundraiser Profits Per Year



COVID-19 AND CHECK FOR A LUMP

The Covid-19 pandemic had a devastating impact on our non-profit, losing 72% of our funding through canceled signature and benefiting events, loss of sponsorships from corporations under financial distress and loss of grants diverted to help fight Covid-19. We closed our office, furloughed our staff of four, and paused our mammogram program. It is a miracle we are still thriving. **We received zero funding from the PPP.**

2021 GOALS



Rebranding, Reviving, and Reopening



We are ready to revive in 2021! Our first step in doing so is to rebrand as "Check for a Lump" to ensure we can open all possible doors of fundraising, support, volunteers and overall engagement. Our CEO, Holly Rose, has remained committed as a volunteer to sustaining our breast health programs. Through 2020, we successfully kept our Wig Program open and secured funding for 2021, we pivoted our education and support programs online, and hired a new Director of Community Engagement to propel our content to a new level.

We are working diligently to secure funders to reopen our mammogram program. By the end of 2021 our goal is to be firmly planted back in our community with all programs operating and full staff to support it. 2020 may have taken a toll, however, we utilized the time to refresh and improve our nonprofit. We are now ready for a bright 2021!

OBJECTIVES:

- Rebrand as Check for a Lump
- Secure funding to rebuild/rehire staff/operate all programs/reopen office space
- Reopen the mammogram program
- Get approval as an Arizona Charitable Tax Credit non-profit
- Sustain all our programs
- Translate education to Spanish
- Pivot our magazine distribution to online promotion
- Prospect new funders to expand mammogram capacity
- Analyze and develop volunteer opportunities
- Continue to develop new corporate and personal relationships in the community
- Analyze the public health, safety, and logistics of the 5th Annual PINK OUT 5K
- Develop an active, diverse, and passionate board of directors
- Analyze social media and website data
- Develop a concrete marketing strategy to bring awareness to our programs

EVENTS



5TH ANNUAL PINK OUT 5K

Check for a Lump is hosting our 5th Annual PINK OUT 5K! Unlike other pink races, 100% of the funds will stay in Arizona and support local women. ALL FUNDS stay LOCAL! We are hopeful that the event will be in-person, however, we are prepared to make a virtual pivot if need be. Please, rally your team and be ready for to walk, run, or skip your way through the PINK OUT 5K with live entertainment, food trucks, cancer resources, and more. Profits provide 20% of our annual budget.

October 2nd, 2021 Steele Indian School Park



11TH ANNUAL WIG OUT GALA

Our Wig Out Gala is hair-raising with all guests wearing wigs and costumes. We will continue to analyze the public health and safety of hosting our 11th Annual Wig Out Gala. Stay tuned for updates regarding our favorite yearly event.

Details To Be Announced



EVENTS BENEFITTING CHECK FOR A LUMP



TRI FOR THE CURE AZ

March 14th, 2021
Anthem Community Center



KNICKERS FORE KNOCKERS

April 30th, 2021
McDowell Mountain Golf Club



GAWLEY GALA

October 15th, 2021
The Camby



WAYS TO HELP



DONATE

You can help make a difference in the fight against breast cancer by making a donation. A gift of any size helps us sustain our programs that support Arizona women with education, mammograms, wigs, and support.



DONATE BY MAIL

340 West Glen Eagles Dr
Phoenix, AZ 85023

DONATE ONLINE

checkforalump.org

DONATE BY PHONE

602.688.5232



VOLUNTEER

You are a gift! Help us achieve our vision of making a difference in the fight against breast cancer. Donate your time and volunteer.



SPONSOR

Sponsorships are invaluable in helping us serve our local breast cancer community. By supporting and aligning with us, you can boost your community giving and your company profits. Win Win!



COMPANY OF THE MONTH

Boost your business branding and support local. We welcome collaborations with our local community to fund our programs and events. Host a single day fund raiser or all month long!

OCTOBER BREAST CANCER AWARENESS MONTH

During October, we accept partnerships with multiple businesses all month long to help in the fight against breast cancer. Sign up your business to participate in the Check for a Lump October 2021 Calendar and donate a portion of your sales for a single day in October or the entire month.





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Phoenix, Arizona 85023

mail
indictia
here

Education | Mammograms | Wigs | Support

**CHECK FOR
A LUMP**