



**Tigerlily
Foundation**
Beauty. Strength. Transformation.

BEAUTY
STRENGTH
LIFE
KNOWLEDGE
RESILIENCE
FAMILY
TOGETHER
LEGACY
HOPE
HEART
SOUL
BELIEVE
TRANSFORM
ACTION

2021 ANNUAL IMPACT REPORT

GLOBAL TRANSFORMATION, GRASSROOTS IMPACT, EQUITY

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As we reflect on the past two years, it is difficult to describe in words the intense emotions and critical impact COVID-19 has had mentally, emotionally, and physically on our breast cancer, cancer, and healthcare communities. It has exposed frightening systemic and societal gaps that have existed, yet never reverberated as deeply in today's world. The crippling impact continues and will be remembered for the rest of our lives.

I have always believed that crisis creates opportunity. I also believe deeply that through the power of one - one person, one community, one movement, one nation, one world; we have can harness this power and be the change in one lifetime.

At Tigerlily Foundation, our commitments to health equity and ending disparities of age, stage, and color has ignited a light within our patient advocates that leads the way to a brighter future. This year has been a busy year, as we sought to implement our theme of "community" with support and collaboration from our team and partners. We re-launched the ANGEL Advocate Program and launched Tiger Trials, our clinical trials program. Along with our Inclusion Pledge, these strategic initiatives build bridges towards trust, accountability, and ownership —to ensure better treatments and outcomes for patients, especially within the 20 cities with the highest mortality rate of breast cancer for Black women.

We have enhanced and grown our support and empowerment programs to provide care, resources, and services to our patients before, during, and after treatment in the midst of the continuing pandemic and beyond. We answered the call within our community by sending more Hope Boxes and Funds for Families than ever before. We expanded our CARE Coaching sessions and sent holiday gifts to patients and caregivers during our annual Making Spirits Bright event.

Participation in the Pure CAT Program continues to exceed expectations and reach new women each month through virtual yoga, Zumba, fitness, and meditation classes; helping our community to stay connected, engaged, and supported during this period of social distancing. Our monthly prayer line continues to be a safe space for patients and caregivers to gather monthly in one accord. This program launched in the midst of the pandemic after my soul sister cat passed away from cervical cancer and it keeps her spirit alive, sharing her light with other women on their cancer journeys.

Delivering timely, educational, and transformative information throughout the pandemic has been a critical part of our mission. In 2021 we:

- Published our second MY LIFE Magazine and Relaunched the MY LIFE is MY LEGACY Video Series
- Produced our second season of our groundbreaking web series BREATHE TV



- Launched our "Masterclass Series"
- Expanded our Digital Programs, to include highlighting Triple Negative Breast Cancer and Bone Health.
- Continued our online conversations: Pull Up a Seat (bi-directional conversation series), Know More Disparities (For Us, By Us monthly conversation tackling health disparities), and #TLFtransform Twitter Chats.
- Participated in awareness campaigns and scientific conferences with our colleagues to elevate the voices of Women of Color touched by Breast Cancer in #BlackFamCan, JADPRO Live, ASCO and San Antonio Breast Cancer Symposium.
- We were invited as leaders to participate and provide thought leadership on community-based, national and global health equity initiatives.
- Expanded our Inclusion Pledge reach, Inclusion Partners, collaborating with businesses, institutions, and organizations to take specific actions to dismantle and eradicate systemic barriers, working to end disparities for Black women in our lifetime. A few notable partners include Oracle Health Sciences, Columbia University Cancer Center, and UNC Lineberger Cancer Center.

Tigerlily Foundation is committed to continuing to expand its programs to meet the needs of patients into the future!

With immense gratitude and much love,

Maimah Karmo
President and CEO, Tigerlily Foundation

THE POWER OF ONE COMMUNITY

MISSION

Tigerlily Foundation's mission is to educate, advocate for, empower, and support young women, before, during and after breast cancer. Every program we offer has been created to meet the needs of people, patients and care givers; effect systemic and policy changes; educate patients and providers; build grassroots and global partnerships, and ensure better outcomes for our patients and those who love and care for them. Our programs are aligned with our key mission areas: Education, Empowerment, Advocacy and Support.

VISION

Our vision is to end disparities of age, stage and color in our lifetime.

We envision a future where breast cancer diagnosis doesn't inspire fear, but ignites hope for a future because:

- We inspire young women diagnosed with breast cancer to transform throughout their journey.
- We empower young women to be advocates for change.
- We work to ensure that within our lifetime, breast cancer will no longer be a terminal disease, but become a chronic one that can be cured.
- We educate and empower women of all backgrounds, including those at heightened risk, those facing health disparities, and those with less access to care.
- We strive to improve the quality of life and end isolation among breast cancer survivors.
- We walk with our people who become patients every step of the way, showing them that they are not alone, but are beautiful and strong like the tiger and the lily, and that they can be transformed -during and after breast cancer.

WHAT WAS TIGERLILY FOUNDATION'S REACH IN 2021?



Global Reach Number:
347,012+
SABCS Numbers and Other
Speaking Engagements



1,384,000
Impressions on
Social Media



4,142
Patients engaged in
our programs



72,464
People visited
our website



60+
Countries with people that
interacted with our work



3
Strategic programs enhanced:
Clinical Trials, #InclusionPledge,
National ANGEL
Advocacy Activation

EMPOWERMENT
PROGRAMS

340

Sent to Newly
Diagnosed Patients

HOPE BOX

Our Hope Box was designed for newly diagnosed young women, or those currently in treatment. The Hope Box empowered patients to face the future—armed with knowledge, resources and inspiration. Filled with gifts to pamper, soothe, educate and uplift, we touched the lives of 340 patients in 2021.

“

I want to thank you. I just received your package from Tigerlily. OMG! So many goodies, and I actually need everything in there. I'm starting to lose my hair, and there are two head caps I can use. I'm so happy; you have made my birthday and Christmas. God bless you for caring for us with cancer. Life is hard, but when you have people that care, it means a lot. Have a great Holiday and a Happy New Year. Thank you so much!

- Nancy Miranda

“

Thank you guys so much for the Hope Box. It is hard to put into words really how it feels to receive something like this at the end of a long day. If you have been on this journey, I suppose you already know. In the beginning there is so much going on, so many appointments, emotions, new things to take on. When I received my hope box it came after a very long week followed by my first cycle of TCHP. It really lifted my spirits. So thank you for everything you are doing.

- Rachel

NEW NORMAL JOURNAL

The New Normal Journal provides young women with tools to navigate life during and after breast cancer. This inspiring planning guide, developed by breast cancer survivors, helps patients to regain a sense of focus as they design their lives during and after breast cancer. By the time journal entries are complete, it is our hope that the thriver feels beautiful, strong and transformed.



Hello! I am interested in the journal! I am not a big writer anymore. It helps me remember things from chemo fog and to make a daily list ...most important to remember to take time out in my busy day for myself! I am 34 from Pittsburgh, PA. Mom of two with metastatic breast cancer that has spread to my bones. I just finished 16 rounds of AC-T chemotherapy and will be getting a double mastectomy in early March! It is really nice that you make things like this available!

- Samantha

The New Normal Journal has been very helpful for me throughout my journey. I love the weekly tips and checklists. I have been able to use them as a resource when speaking to my healthcare providers and insurance. I have re-read the journal a few times and it has so much valuable information for breast cancer survivors navigating their diagnosis and survivorship.

- Temi

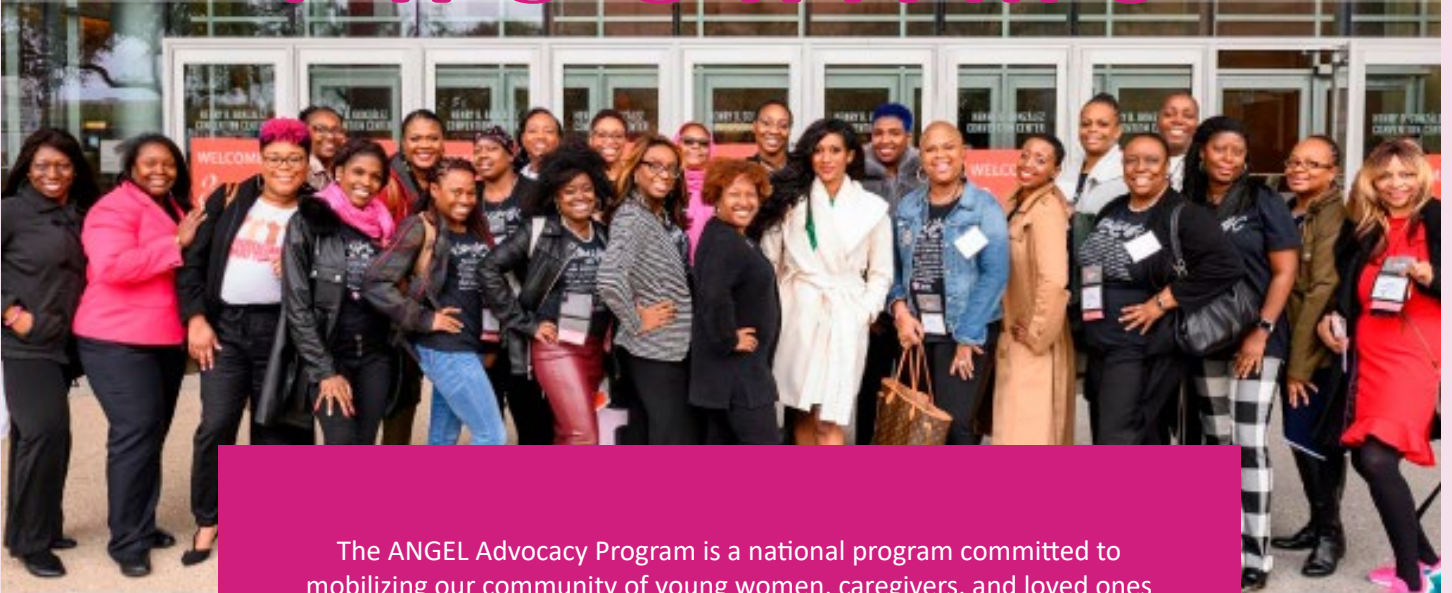
INSPIRED
FOR AND BY
PATIENTS



340

Journals Mailed
Each Year

ADVOCACY PROGRAMS



The ANGEL Advocacy Program is a national program committed to mobilizing our community of young women, caregivers, and loved ones to transform lives and recognize that we must Advocate Now to Grow, Empower & Lead (ANGEL). The program's approach to end breast cancer disparities is by focusing on young women of color who are, or have been, diagnosed with breast cancer themselves, and/ or who have had a loved one touched by the disease. Through this program, advocates become more knowledgeable about breast cancer, and the disparities that affect this population. They also become empowered to create change, learn how to become better self-advocates, and advocate on behalf of individuals and their greater community to make system-wide impacts.



TIGERLILY
 **ANGEL**
 ADVOCACY PROGRAM

BE THE CHANGE

"OF ALL THE FORMS OF INEQUITY,
 INJUSTICE IN HEALTH CARE IS THE MOST
 SHOCKING AND INHUMANE."
 —MARTIN LUTHER KING JR.

#TLFANGEL

ANGEL ADVOCACY TRAINING AND EMPOWERMENT

In 2021, we recruited women representative of cities in which Black women have the highest mortality rates. These women represent Black women who have been disproportionately impacted by MBC, yet who often go underrepresented in many ways.

Our metastatic breast cancer (MBC) ANGEL cohort that focused on Black women who are disproportionately impacted by MBC yet often go underrepresented in clinical trials and the conversation on the unique needs of women living with MBC. Tigerlily's ANGEL Advocates go through in-depth training on breast cancer, healthy lifestyle, biomarker testing, clinical trials, advocacy, and more. They also receive training to understand how to address systemic barriers, and learn how to overcome barriers to care. The ANGELS are also offered opportunities to engage in community, sponsor, partner, policy and other activities - making an impact where they live, work, play and pray.



The ANGEL Advocacy program is blossoming beautifully with fierce women leading the way. Their stories are captivating, and their voices are shattering glass ceilings as they illuminate the Power of One! I am inspired by the strength, courage and resilience of our ANGELS and their commitment to bring breast cancer awareness and advocacy to the forefront for Black women and women of color. My team and I are excited about the continuous growth of our "Army of ANGELS". 2022 will be the year of massive growth as we aim to achieve the goal of recruiting, training, and activating 400 additional ANGELS that will make powerful impact in communities nationwide."

- Anushka Gopilall

IMPACT!

The ANGEL Advocacy program 5 cohort training sessions in advocacy, breast health education, self-care, clinical trials, and more to cohorts, resulting in 55 ANGEL Advocates graduating from the training program. ANGEL Advocates women of color, and allies, from across the country, with a particular emphasis on communities with the highest health equity disparities.

These women will now offer education, resources, and access to those in their communities. This amplifies the voices and enhances representation within disparate communities. ANGELS are currently working to share about diversity in clinical trials, building bridges between healthcare and scientific communities, and creating a safe community of sisters to support them along their journey.

5

cohorts

25

training sessions

55

ANGEL graduates since the relaunch in August 2021

END MOBILIZING PARTIES

DIVERSITY, CLINICAL TRIALS, HEALTH EQUITY

DIVERSITY IN CLINICAL TRIALS

Tigerlily Foundation is one of the premier thought leaders, working with communities of color and diverse stakeholders in the industry—to advise, educate, co-create and transform the development of true patient-centricity and diversity in clinical trials. We work with the leading global pharmaceutical companies, patients of color, college students, healthcare providers, researchers, scientists, Clinical Research Organizations (CROs), trial sites other entities across the nation to provide subject matter advice and expertise. In addition, we are educating, informing systemic change, and collaborating with organizations to transform the clinical trial process to be fully inclusive and to eliminate barriers for diverse patients. In 2020, we participated in nearly 3,500 hours of advisory, education, panel discussions and other activities, collaborating with some of the world's leading stakeholders on truly engaging and building solutions for and by communities of color.



Clinical trials are about people. They're personal. I'm here today, 15 years later, because others before me participated in clinical trials.

- Maimah Karmo

200K

Stakeholders
Reached

3,500

Hours Of
Collaboration

DIVERSITY IN CLINICAL TRIALS AND HEALTH EQUITY TOWN HALLS

Tiger Trials is moving stakeholders from talking to transformation and driving change and innovation. Tigerlily participated in partner town halls and diversity in clinical trial events, reaching more than 200k people.

Diversity, Equity and Inclusion



#Inclusion Pledge

OVERVIEW

In 2021, Tigerlily continued the success of the #InclusionPledge through engagement, accountability, and activation. We instituted practices that captured the commitments of each signer and provided actionable next steps to ensure specific and measurable change.

Barriers We are Working to Eradicate

- Clinical Trials
- Communication
- Educational
- Emotional/Mental
- Trauma
- Financial
- Geographical
- Historical
- Lifestyle
- Literacy
- Psychological
- Representation

MISSION

To advocate and activate the inclusion of women of color across initiatives impacting their breast and overall health.

WHY THE #INCLUSIONPLEDGE IS IMPERATIVE

We believe that literacy, financial barriers, access, social, systemic and hereditary backgrounds should not be determinants of life and health equity within the healthcare, cancer research and cancer care ecosystem. In order to continue to accelerate and make an impact as it relates to disparities and Black women, the #InclusionPledge is imperative.

83

Organizations
signed the
#InclusionPledge in 2021.



Acknowledge and understand why the distrust exists. Don't minimize or dismiss. An approach of curiosity, respect, and empathy. The greater the respect, the greater the trust.

- Erin Perkins



#KnowMoreDisparities & #PullUpASeat

The *#KnowMoreDisparities* conversations are facilitated for and by Black women to create a safe space for honest conversations with Black patients, physicians, researchers, scientists, and other stakeholders to discuss their experiences of health inequality, implicit racial bias and lessons learned. Together, we said, “know more about disparities” so as a collective we said, “NO MORE DISPARITIES.”

Two weeks after hosting *#KnowMoreDisparities*, we hosted our *#PullUpASeat* conversation. Co-hosted by Black patient experts and a Black doctor, it amplified the voices of Black women through candid conversations led by a Black keynote physician/medical clinician on racism in clinical trials and practices. This highlighted inequities facing women of color throughout their healthcare journey, working with patients and allies to co-create solutions.

In 2020, 337 scientists, doctors, clinicians and patient advocates nationally and globally joined our conversations.

#PullUpASeat

Cancer While Black: How Trauma, Fear, Generational Pain & Mistrust Impact Breast Cancer

Tisha Felder, PhD, MSW

Assistant Professor, College of Nursing
Core Faculty, Cancer Prevention & Control
Program, School of Public Health
University of South Carolina

219

Scientists, doctors and patient advocates joined our conversations

2100+

Key industry, advocacy leaders and patient advocates

24

Conversations between allies and black leaders creating solutions to end health disparities

In 2021, 40 key industry and advocacy leaders, patient advocates and 24 conversations between allies and black leaders creating solutions to end health disparity.

DIGITAL ACTIVATIONS

This program provides education, advocacy and empowerment to young women living with Metastatic Breast Cancer (MBC). In Fall of 2021, we relaunched the #MyLifeIsMyLegacy campaign with a new magazine publication, newsletter, blogs, a resource guide, and a second iteration of our video campaign. Tigerlily has also started work on expanding #MyLife into Brazil with eight additional videos.

**13**

Videos created

1,864,517

Views

BREATHE Tv

BREATHE Tv Season 1 covered critical topics including education, equitable healthcare, treatment plans, and transformation with patients, providers, and loved ones.

In BREATHE Tv Season 2, we addressed the tough but necessary topics often not discussed in families or at the doctor's office, including family health and genetics, advocacy, survivorship, patient engagement, breast cancer in men, breaking the cycle, death and dying, and young women's health.



“

First, if you take no other tip follow your breath, right. Our breath is something that is with us all the time. And it really actually is one of most powerful kind of self-soothing and self-care tips.

**- Esther Boykin,
Licensed Marriage and Family Therapist
& CEO Group Therapy Associate**

Knowing who you are and what your goals are for therapy. Because not only is the therapist going to interview you, you have to interview them as well to find out what that fits going to be, and that whole bottom line of therapy is being able to have that human connection. That's the heart of therapy. Being able to feel comfortable.

**- Tajuna Bradley,
Season 1, Episode 4**

So what you did is, in essence, you took your fear and you walked into your fear and you empowered your father to have a test and now has empowered you to be a better mother for your children to educate them about how to be their own best advocate.

**- Ashley Dedmon,
Season 2, Episode 6**

When I came into my early 20s and started having surgeries and I just started to live a very different lifestyle from those around me who are my age. I think that's what encouraged me the most to start speaking up and advocating. Because I didn't see anyone my age. I didn't see anyone my complexion I didn't see anyone that I could relate to it's been a journey, but I feel more empowered than ever now.

**- Shawn Bethea,
Season 2, Episode 4**

”

MY LIFE MATTERS MAGAZINE

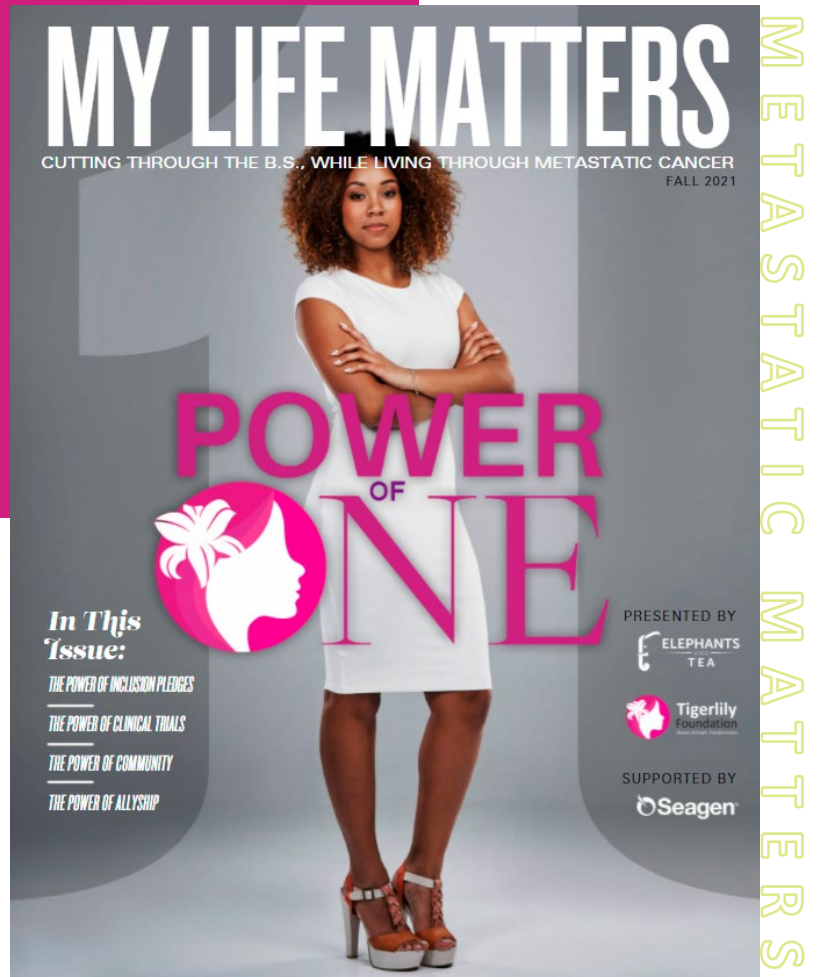
Launched in partnership with Elephants and Tea in October 2021



This issue covered a variety of important topics, to name a few; the importance of community, the power of the Tigerlily Inclusion Pledge and the low participation rate of Black Women in breast cancer clinical trials.

334

New Readers



The #LoveYourBones campaign launched in October 2020, with a companion media campaign, reaching more than 6M people

#LoveYourBones Campaign

What the 'F' are Bones? Know your F's: Facts, Food, Fitness and Focus.

The #LoveYourBones Campaign was designed to educate and empower young women to understand the facts of bone health as it relates to breast cancer. It highlighted the foods that promote healthy bones, fitness exercises that facilitate good bone health and meditations that can help focus young women on intentional living. This program also focused on the education of metastatic bone disease, providing patients with the tools and resources needed for good bone health.

SUPPORT PROGRAMS



SPirit RETREAT *Speakers*



Maimah Karmo
Founder & CEO, Tigerlily Foundation



Vera Morris
Patient Advocate Panelist & Ambassador



Natalie B.V. Clark
Yoga, Fitness & Meditation Teacher, Reiki Healer



Bruce Van Horn
Life Coach & Motivational Speaker



Sue Odderstol
Holistic Health Coach



Michaela Bekenn
Sound Therapy Practitioner



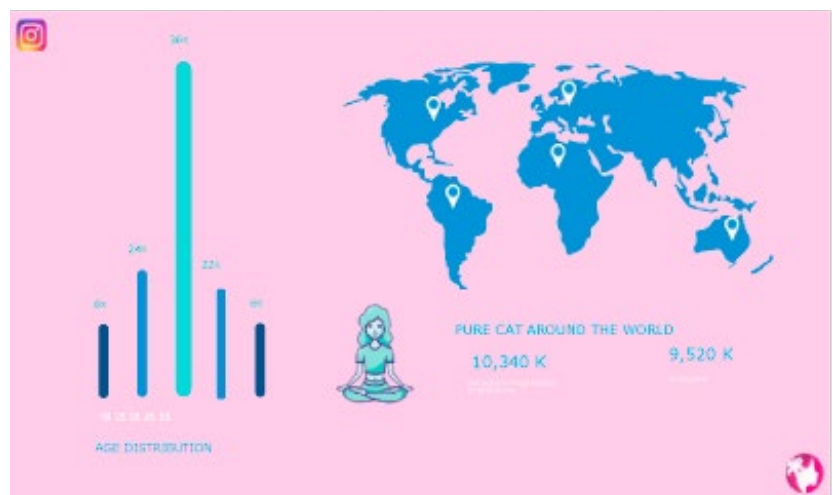
Trayce Riley
Manager, Silent Unity Prayer Ministry

The Soul Peace Inner Reality Transformed (SPIRIT) Program is focused on transformative spiritual resources – during and after breast cancer. These spiritual supportive services provide critical opportunities to connect, manage stress, and decrease anxiety during the ongoing pandemic. Pivoting to a virtual platform has allowed us to maintain a safe space and broaden our community through a foundation of faith and deep gratitude. In 2022, we provided blogs, meditations, prayer circles, a 24-hour prayer line, and hosted our virtual SPIRIT Retreat in November.



PURE CAT 2.0

The Pure Cat Initiative – in honor of Catherine Odderstol – a sassy yogi who danced through life, spread light and joy to everyone she met, and left us with the gift of her eternal gypsy soul, provided participants with yoga, dance parties, Zumba and soundbath classes virtually. The online classes continue to be one of Tigerlily's most attended events with weekly classes available to anyone and everyone.



Before the pandemic, regular exercise classes weren't part of my routine, even though I knew they should be. I'm living with stage four breast cancer and getting to classes outside my home was too big of a hurdle for me. But the Tigerlily classes have brought exercise to me and it's made a huge difference in my quarantine life. Samantha has challenged us to do more each week, while also providing modifications to each exercise for anyone in the class who might need them. I feel stronger, have more muscle tone, and more confidence in my body now. I highly recommend joining us each week!

- Katherine
MBC Thriver and Pure Cat Regular Participant

Tigerlily Foundation
now offers financial
grants to breast
cancer patients
through the
Funds for Families
COVID-19 Relief
Program.



FUNDS FOR FAMILIES

COVID-19 RELIEF FUND

Due to the COVID-19 pandemic, many breast cancer patients and families were living with increased financial challenges. Tigerlily Foundation offered financial grants to breast cancer patients through our Funds for Families COVID-19 Relief Program. The program provided need-based financial assistance to families affected by the pandemic.



I wanted to reach out to say 'thank you' so much for the grant I received. I am deeply touched by the generosity of the Tigerlily Foundation. Cancer has been one of the most difficult experiences I have gone through and this grant will help to ease some of the financial burden this diagnosis has brought. Thank you so much!

- Katie



I really appreciate the financial grant that you all have helped me with. It really helps me with my bills and it helps take a lot of stress off of me. I am off of work due to Breast Cancer Treatment. And it really feels good knowing that somebody cares about me and understands what I am going through. God Bless You All.

- Porsha



Thank you for approving me for funding from your wonderful organization. Your financial support will help in ways you couldn't imagine. I thank you and I am humbled by your gift.

- Christina



Thank you all so much. I am so appreciative of this financial blessing from Tigerlily Foundation. This brings about some relief to the medical bills I have stacked before me. I've just been approved for Long Term Disability which is only 60% of my salary so this grant comes in handy. Again, thank you all for granting the funds.

I will be taking part in other programs and events that I see you offer on your website. I'd love to volunteer and help out where and when I can to support Tigerlily. I continue browsing your website for opportunities to serve.

- Rheilar

171%

Increase in Grants
Distributed from 2020

WE'VE LAUNCHED A NEW HASHTAG



#TLCTransform
LET'S CHAT

WHAT DOES IT STAND FOR?

TIGERLILY CARES
TIGERLILY CHAT
TENDER LOVING CARE

JOIN US FOR OUR TWICE A MONTH TWITTER CHATS!

DIGITAL EDUCATION

TWITTER CHATS -#TLCTransform

In 2020, we launched Twitter chats using the hashtag #TLCTransform. Since May 2020, we have hosted 16 Twitter chats, with more than 43M impressions. The Twitter chats were created to provide education about breast cancer, metastatic breast cancer, clinical trials, health equity and disparities for Black women and more. Thousands of patient advocates, healthcare providers, researchers and scientists attended our Twitter chats nationally and globally. We also trained patients of color on how to get on and use Twitter—a platform used most often by healthcare providers, researchers, scientists and policymakers—in order to amplify their voices and increase representation.



43M

Impressions from
11 Twitter chats

SCIENTIFIC CONFERENCE ACTIVATIONS

SAN ANTONIO BREAST CANCER SYMPOSIUM (SABCS)

For the first time in the history of SABCS, Tigerlily Foundation—a Black-led, first-generation immigrant woman and patient-led organization—opened the San Antonio Breast Cancer Symposium (SABCS). We set the stage for a new day, raising the bar higher in health equity. As our President took to the virtual stage as the first Black patient leader to participate in SABCS in this capacity.

Tigerlily co-hosted this plenary session in collaboration with the American Association for Cancer Research (AACR) titled “*Setting the Stage for Health Equity, Collaboration and Partnership*”. The event fostered dialogue to end barriers at every level of healthcare for people of color. This historic panel discussion was moderated by co-hosts:



- **Maimah Karmo**
Founder and CEO of Tigerlily Foundation. Maimah was diagnosed with Stage 2 breast cancer on February 28, 2006 and is currently a 17 year breast cancer survivor.
- **Dr. Chuck Perou**
The May Goldman Shaw Distinguished Professor of Molecular Oncology, Professor of Genetics and Pathology & Laboratory Medicine at the University of North Carolina (UNC) Chapel Hill School of Medicine, Co-Director of the Computational Medicine Program at UNC.

Participants included some of the most globally-renowned scientist of color:

- **Dr. Lisa Newman**
Surgical breast oncologist and Chief of the Section of Breast Surgery at New York-Presbyterian/Weill Cornell Medical Center and Weill Cornell Medicine.
- **Dr. Funmi Olopade**
Expert in cancer risk assessment and breast cancer treatment, Associate Dean for Global Health and Walter L. Palmer Distinguished Service Professor in Medicine and Human Genetics at the University of Chicago, and Director of University of Chicago’s Cancer Risk Clinic.
- **Dr. Maria Elena Martinez**
Co-lead of the Moores Cancer Center’s Reducing Cancer Disparities, Professor in the Herbert Wertheim School of Public Health and Human Longevity Science, Sam M. Walton Endowed Chair for Cancer Research, and among the 28 distinguished individuals to help inform the scientific direction of the National Cancer Institute.
- **Shawn Johnson**
Medical student at Harvard Medical School provided a historical perspective of racism, redlining segregation, and institutional policies and how they have affected our current health care practices.

OUR IMPACT AT #SABCS20



50

Patient
Advocates of
Color involved
in our special
session

15 M

Impressions
collectively with
hashtags
#ListenUpMBC
#InclusionPledge
#TLCtransform

268

People talked about
health equity
using hashtags
#ListenUpMBC
#InclusionPledge
#TLCtransform



WWW.TIGERLILYFOUNDATION.ORG/
INCLUSIONPLEDGEFORBLACKWOMEN

WE MADE HER-STORY



American Society of Clinical Oncology

Tigerlily hosted a #ListenUpMBC Confab on Young Women's Metastatic Breast Cancer (MBC) disparities during the American Society of Clinical Oncology (ASCO) 2020 Annual Meeting. We amplified this year's theme "Unite & Conquer: Accelerating Progress Together" by virtually mobilizing young women of color who were usually not "at the table" alongside scientists, oncologists, and industry leaders to end MBC disparities in our lifetime. We held a Twitter 101 lunch and learn session which included interactive discussions, a town hall meeting and Twitter chat. We also hosted a virtual happy hour with engaging breakout sessions, prizes, and swag to close out our first #ListenUpMBC Confab session.

In 2020,

40 key industry, advocacy leaders and patient advocates and 30 pharmaceutical and advocacy organizations joined the alliance.

DIVERSITY & ADVOCACY IN ACTION

This powerful "for us and by us" activation brought patients once again to the table as equal partners with the scientific and healthcare community. We trained, amplified, empowered and most of all LISTENED. This initiative was 100% focused on breast cancer disparities and delivered key learnings for patients and partners.



COMMUNITY IMPACT

EVENTS

BREW AND THROUGH WITH BREAST CANCER SILENT AUCTION

Tigerlily supporters in attendance 50+, plus 300+ patrons at venue.



TANTUS TECHNOLOGY

Tigerlily Foundation was proud to partner with local business TantusTechnology to raise awareness and funds for our Hope Box Program.



KENDRA SCOTT

- National Kindness Day
- Virtual shopping event



PINK BOA 5K

This annual event was re-launched to engage our community and raise funds for programs. We thank Immunomedics and TantusTechnologies for their support!

LILLY PULITZER

Tigerlily Foundation was proud to partner with Lilly Pulitzer in November to raise funds and for an in-store Hope Box Donation Drive.

CULTURALLY COMPETENT & MEETING PEOPLE WHERE THEY ARE



Tigerlily is committed to engaging with the community in a variety of ways - virtually and “on the ground”. From fitness boot camps, to virtual conversations, and giving gifts to patients, we believe that supporting patients through cancer is about being there during the tough times too - like helping them through tough times - like living with the loss of a loved one during the holidays.

MAKING SPIRITS BRIGHT

In partnership with We Will Survive Cancer, Tigerlily Foundation provided Christmas presents to 35 individual touched by breast cancer. This annual shopping event is a collaboration with Macy’s Department Store. We were proud to once again partner with volunteers in the DC metropolitan area to shop, wrap, and distribute gifts to families affected by cancer

KELLY’S BOOTCAMP & ENERGY BREAST CANCER WARRIOR WORKOUT

This partnership cultivated community, activity and connection. We provided Hope Boxes to breast cancer survivors and patients. The event also raised funds for Tigerlily initiatives.

Living Beyond Breast Cancer (LBBC) Conference: KNOWLEDGE IS POWER

Tigerlily partnered with LBBC to support the Knowledge is Power: Understanding Black Breast Cancer webinar series on health disparities in the Black community. Tigerlily serves as a consultant to a myriad of other advocacy organizations, providing them with advice and expert support in their quest to serve their patients.

In 2021, the event had a total of 6,500 registrants for their virtual events and 323 grants distributed to women in treatment!

TIGERLILY PARTNERS WITH ITS ANGEL ADVOCATES TO HOST LISTENING SUMMITS



Paint the City Pink provided education, resources, healthcare provider expertise, and culturally competent information to encourage sisterhood and advocacy. In a space where women had safe conversations led by experts, Paint the City Pink allowed these women to share stories and experience a “paint and sip” session.

CULTURALLY COMPETENT & MEETING PEOPLE WHERE THEY ARE



IN THE MEDIA

Tigerlily Foundation partnered with Tressa Smallwood of MegaMindMedia for this movie premier of films produced for Black Entertainment Television (BET) Her. On October 14th, the first Pull Up & Park DC was held to educate, empower and amplify black women's stories, highlighting breast health. The event was held in the District of Columbia, one of the cities with the highest mortality rates for Black women. Guests were shown a series of mini-movies produced with heart, grace and humanity, while highlighting the disproportionate challenges Black women face in the breast and mental health spaces.



We provided 400 guests with a bag of 50 masks, hand sanitizer, and educational materials. Based on Tigerlily Foundation's commitment to "For Us/By Us" —programming and partnerships targeted to reach Black women regarding their health —the production, direction, casting, acting, and television partners were all Black women. Tigerlily also distributed Hope Boxes to patients and educated attendees on the importance of continuing screening, asking the right questions at doctor visits, understanding genetics, engaging in clinical trials and self-advocacy.

Delivering culturally competent interventions in communities facing the highest disparities, building trust, and providing education and resources.

Culturally Competent and Meeting People Where they Are

TIGERLILY IS A SAFE HAVEN AND TRUSTED STAKEHOLDER ECOSYSTEM

Tigerlily Foundation is committed to collaboration across all stakeholder groups to ensure that all voices are at the table - with the patients' first. Our work has been committed to building local, national and global partners, as we work to build collaborations and that best practices are leveraged across our programs and partnerships.

One of our key themes is to always listen, lean in, learn and leverage what we learn to create sustainable change.

Additional key values we live by are:

- **Empowering Patients**
- **Embodying the "Power of One"**
- **Truth, Trust, Transparency**
- **Using Privilege for Power**
- **Amplifying Thought Leadership**

We commit to continuing to listen and learn from our patients and hold all stakeholders accountable to making measurable change.

We are driven by heart, led by hope and sustained by the knowledge that everyday we are making a change to improve outcomes for the patients we love.

IN THE PRESS

Tigerlily Foundation was featured in many press conferences and digital magazines. More **than 100M** people learned about Tigerlily Foundation through global channels like Glamour, The Atlantic, Forbes, Essence and other local and national news channels like Fox 5, NBC Washington, WDM and Good Morning America. Many of our pharmaceutical partners also wrote about Maimah Karmo/Tigerlily Foundation as a thought leader in both the breast cancer and health equity space. Thank you to all our supporters!

Non-profit Raises Awareness About the Disparities of Women of Color and Breast Cancer

WDM

Tigerlily CEO on Breast Cancer Battle; Why She Founded Organization

MYHIGHPLAINS.COM

Breast Cancer Health PSA: Maimah Karmo

ESSENCE

Breast Cancer Awareness and Ending Health Disparities for Women of Color

GOOD MORNING WASHINGTON

Tigerlily Foundation Founder Fights For Equal Care For Breast Cancer Patients Of All Ages, Stages And Color

NORTHERNVIRGINIAMAG.COM

National Breast Center Foundation Front & Center at Galentine's Fundraiser

THE ZEBRA

Giving Voice to All Breast Cancer Patients

SANOI GENZYME

Racially diverse clinical trials: A new patient-led legacy takes root

REUTERS EVENTS

Tigerlily Foundation Will Host Virtual #ListenUpMBC Confab on Young Women's Metastatic Breast Cancer Disparities During Women's Health Month

BENZINGA

Breast Cancer Is Killing Black Women at Alarming Rates

GLAMOUR | 5.6M LIKE THIS

#BlackInCancer Week Highlights The Contributions Of Black People In Cancer Medicine And Research

FORBES.COM

Critical Mentions

FOX 5 + NBC WASHINGTON

Tigerlily Foundation Works to Empower Young Women Impacted by Breast Cancer

CBS 58

Inaugural 'Girl emPower Summit sponsored by Amazon set for Sept. 26

INSIDENOVA.COM

Tigerlily Foundation -Inclusion Pledge Position Paper (PDF)

POSITION PAPER

What Young Black Women Should Know About Stage 4 Breast Cancer

HEALTHCENTRAL.COM

People v Cancer

YOUTUBE

Debbie Wasserman Schultz Gets Proposal Reauthorizing Breast Cancer Program Over the Finish Line

FLORIDA DAILY

Breast Cancer Health PSA: Maimah Karmo

ESSENCE MAGAZINE

PRESS RELEASES

*9 Things Not to Say to
Someone Diagnosed with MBC*

HEALTHCENTRAL.COM

*Foundation Empowers Young Women
Affected By Breast Cancer*

SAN ANTONIO LIVING

*Tigerlily Foundation Launches the “My
Life is My Legacy” Hero Campaign*

PR.COM

*Tigerlily Foundation Partners with
Pfizer on #InclusionPledge to Eliminate
Disparities for Black Women Living with
Breast Cancer (PDF)*

PR.COM

*San Antonio Breast Cancer Symposium
Teams with Tigerlily Foundation for
#InclusionPledge to Ensure Equity for
Black Women*

PR.COM

*National Patient Advocacy
Organizations Band Together for
#InclusionPledge to Ensure Equity
for Black Women*

PR.COM

*Tigerlily Foundation Will Host Virtual
#ListenUpMBC Confab on Young Women’s
Metastatic Breast Cancer Disparities During
Women’s Health Month*

PR.COM

*National Breast Cancer Non-Profit Turns
Loss Into an Opportunity to Help Others*

PR.COM

*Tigerlily Foundation Hosts Historic Young
Women’s Metastatic Breast Cancer
Disparities Fireside Chat at the San Antonio
BreastCancer Symposium*

PR.COM

*Tigerlily Foundation Hosts Historic
Young Women’s Metastatic Breast
Cancer Disparities Listening Summit*

PR.COM

*Tigerlily Foundation
YWBHD on the Hill (PDF)*

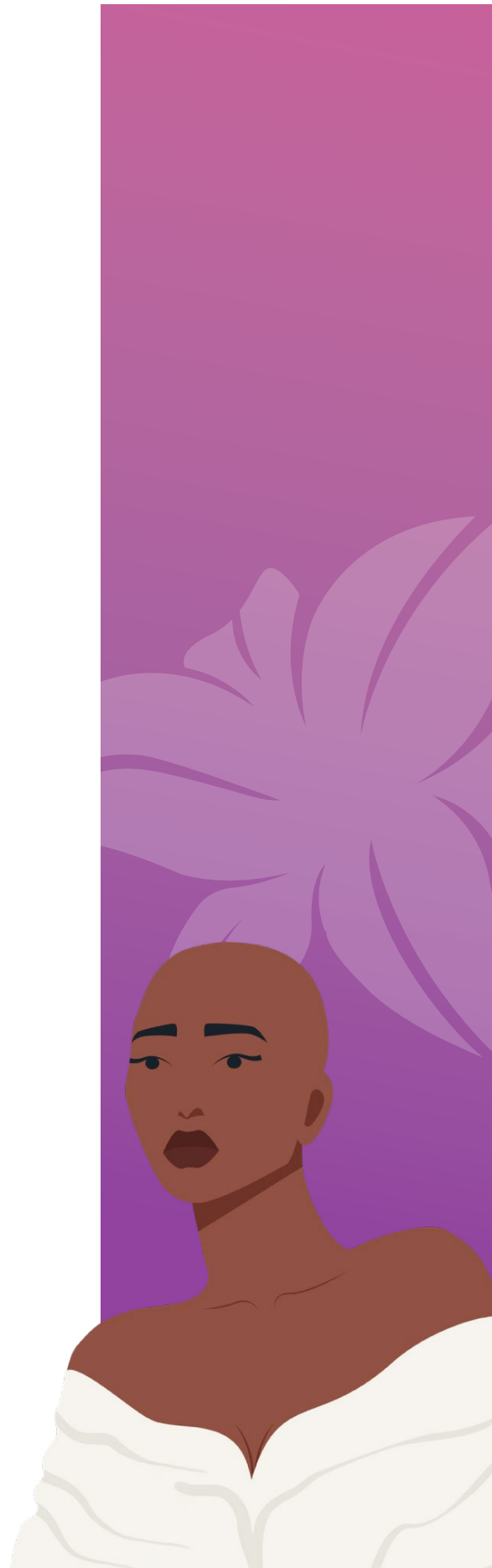
*Event to Highlight Advocacy
and Empowerment for Young Women
Affected by Breast Cancer (PDF)*

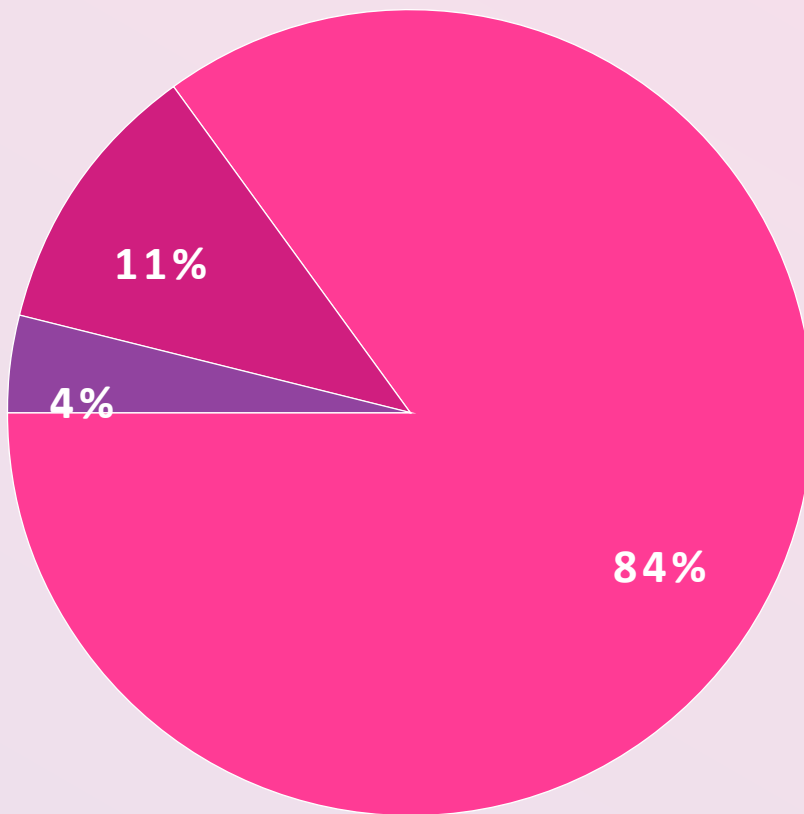
*Tigerlily Foundation Launches
Comprehensive Program to Support Young
Women with MetastaticBreast Cancer*

PR.COM

*Tigerlily Foundation Featured in the
October Issue of Essence Magazine*

PR.COM





● **\$43,947**
FUNDRAISING

● **\$118,994**
MANAGEMENT/GENERAL

● **\$882,701**
PROGRAMS

\$1,045,642
TOTAL 2020 EXPENSES

*\$0.84 cents of each dollar went
directly to programmatic support*

\$2,001,878
TOTAL 2020 REVENUE

2020 DONORS

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STRATEGIC PARTNER ACTIVITIES

- **IRIS Collaborative:** Henriette Lacks Centennial Celebration & MBC ANGEL Collaboration
- **Centers for Disease Control:** Advisory Board Member
- **Centers for Disease Control Foundation:** Advocacy Ambassador
- **Food and Drug Administration:** Community Advocacy Partner
- **San Antonio Breast Cancer Symposium & American Association for Cancer Research:** Patient Advocacy Collaborator
- **Black in Cancer:** Collaborator
- **Facing Our Risk of Cancer Empowered (FORCE):** Project Extra Partner
- **Black Women's Health Imperative (BWHI) (in partnership with Stand up to Cancer and Friends of Cancer Research):** Project TEACH Advisory Committee
- **Metastatic Breast Cancer Alliance:** Alliance Member
- **SHARE:** Educational Webinar Series
- **African Women's Cancer Awareness Association:** Disparities Webinar
- **Stupid Cancer:** Health Disparities Educational Webinar Series Launch
- **Patient Power:** Health Disparities Partnership
- **Total Health:** Health Disparities Partnership
- **OffscripMedia:** #BCSM Educational Series
- **OncoAlert:** Global Alliance on Disparities
- **Lungevity:** Strategic Partnership on Health Disparities
- **Breast Cancer Prevention Partners:** Advisory Board Member
- **Mend Together:** Cancer Registry & Hope Box Collaboration
- **Industry-Led Advisory Collaborations:** 23



SPONSORS AND PARTNERS

We are extremely thankful to our partners for their support—enabling us to give patients much needed programming and education. We worked side-by-side with them to curate and provide patient panels; participate in health equity town halls; offer advisory services and develop programs that educate and impact patients. The focus was on eliminating health disparities and developing programs to meet patients where they were during the COVID-19 pandemic and beyond. Our core focus is to provide impactful interventions to patients and their loved ones and to create systemic change, ensuring a better quality of life and to ensure accountability to health equity for all.

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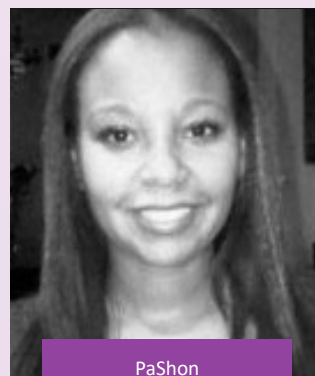
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2021

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