BEAUTY

STRENGTH

LIFE

KNOWLEDGE

RESILIENCE

FAMILY

TOGETHER

LEGACY

HOPE

HEART

SOUL

BELIEVE

TRANSFORM

ACTION





We can all say that 2020 was quite a year. We were hit with unprecedented challenges, losses, and uncertainty about the future. I, like many of you, struggled to understand and cope with a whole new way of living and being. Even the most introverted individuals have come to the realization that we are not meant to be in isolation for extended periods of time. We are meant to be in community. We are meant to touch the ones we love, experiencing smiles and laughter without a second thought. Today's reality has forced us to face our human choices to know ourselves more deeply, love our loved ones more intensely, and prioritize quality time over busy-ness. We learned to take care of, and stand up for each other.

While Tigerlily Foundation's focus remains on breast cancer, we have realized that the disparities that exist in breast cancer exist in multiple disease states. These disparities must be addressed. The global pandemic shined a spotlight on the numerous disparities faced by young, Black and metastatic patients. I hear their challenges and have lived many of these disparities myself. Nunny Reece pictured on the cover, was one of our ANGEL Advocates, who represented all that we do and stand for. We mourn her loss, while we charge a thousand times harder and faster towards our goal of ending disparities once and for all.

RESILIENCE



The death of George Floyd highlighted systemic racism that has contributed to multiple barriers for Black and Brown people. I see their fight, fears, passion and drive to LIVE! I also see it as OUR fight, and one that we can only do with the support of our allies. I also see the real and raw emotions that are living with this disease. It is for this reason that we took this year to push the needle forward towards health equity, and in some instances flip the table. If we keep doing what we always did, we will continue to get what we always got, and that is not acceptable when the collateral damage is Black lives. This commitment has evolved to what you'll be seeing in our 2020 impact report. In the face of Covid and racial injustice, Tigerlily Foundation had a rapid response to meeting the needs of patients, caregivers and society.

We did unprecedented things during a year when the world was pivoting - because we had been talking about these things for years - before they became buzzwords. Within a week of the shutdown, we launched the Pure Cat Initiative, a national digital program giving patients and loved ones community. We launched our #InclusionPledge, an unprecedented global impact diversity and inclusion initiative. We partnered with stakeholders to change systems to ensure people of color had access to and representation in clinical trials. We worked to build bridges towards trust—to ensure better treatments and outcomes—putting patients first and working to eliminate barriers. We shared diverse patient voices through our *MY LIFE is My Legacy Program*—which reached 2.8M+ people—sharing stories of the impact of metastatic breast cancer and its toll on diverse communities.

As the new year approached, I began to focus intently on gratitude—what I had rather than what I had not—being present each sweet moment and struggle in life, as it had become poignantly clear how it can all change without notice. Unpredictability and the constant change brought me to a place of deeper appreciation for the simplest of things. I began to say to myself, if all you do today is breathe, that is enough. That is what I wish for you.

With immense gratitude and much love,

Maimah Karmo

President, Tigerlily Foundation



MISSION

PIVOT FOR PURPOSE

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 caregivers; 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.

HOW DID TIGERLILY FOUNDATION DO IN 2020?

300M+

People have learned about Tigerlily Foundation globally

220K

New patients engaged in our programs

78M+

Impressions on Social Media

100+

New ANGEL advocates recruited for 2021

250K

People visited our website

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



Educational Programs

PINK POWER ALERTS

In response to increasing demand for critical digital information at patients' fingertips, in 2020 we reached a national network of breast cancer patients each week and sent more than 5,200 pink power alerts with information on prevention, wellness, holistic health, reminders and tips on living healthy 365 days of the year and lowering breast cancer risk.



5,200+

PETALS PROGRAM

During Covid, we pivoted this in-person training for younger girls into an online program. Focusing on educating teens and younger girls about breast health, wellness & lifestyle, our goal is to ensure that young women 1) Learn the facts; 2) Know their bodies; 3) Speak up for their health; and 4) Embrace support.





HAVE THE CHAT

It is important to encourage breast health conversations early and often. Our conversation starters helped families broach important topics like lifestyle and wellness, breast self-exams and screening, genetics, hereditary breast cancer, the importance of clinical trials, the emotional toll of being diagnosed, survivorship, living with metastatic cancer, mental health and the needs of the caregiver.



Empowerment Programs



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 300 patients in 2020.

300

Sent to Newly
Diagnosed Patients

"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



THEY ASKED, WE LISTENED, AND RESPONDED

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.

With love,

— Rachel Ford-Dingfield



My beautiful package arrived, this Foundation is such a blessing to women with breast cancer, fighting hard. I am so grateful, forever grateful to you for this sweet package.

Kristina Shultz Amerman

@tigerlily_foundation sent me a Hope Box full of love! Every single item inside spoke to me. There was something for days when I want to escape in a book, when I need to journal & document all the survivor crazy, bad hair days, days when there's enough energy to be active and of course COVID-19 safety.

They sure know how to make a girl feel special 🦈

— @prettyfitsurvivor on Instagram

I received my Hope Box today from @tigerlily_foundation! Thank you so much \heartsuit . I can't wait to utilize some of the goodies in my box \circledcirc

— @tonya hicks38 on Instagram

tigerlilycares, has pulled together in a short amount of time one of the best responses to social distancing I've seen from any single organization."

— Christine Hodgdon, Metastatic Breast Cancer Patient and Advocate, Co-Founder of GRASP



Thank you @tigerlily_foundation for the lovely Hope Box! Your constant work to support, comfort and empower women of color dealing with Cancer continues to amaze me.

This box made my day, so many goodies. I can't have too many cozy things, journals/books (3) oh and masks!

— Deltra



BREATHE TV



Tigerlily prepared for the launch of BREATHE Tv. A sacred space, BREATHE Tv is an educational and inspirational breast cancer lifestyle web series that brings together patients, providers and loved ones in a space of purpose, while engaging in authentic and meaningful conversations about cancer.

"

"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

"And, I basically had to give myself a reality check. Like, I had to basically get out of denial because at first, I kept saying that I wasn't depressed. I wasn't stressed. I was in denial that I was any of those things. So, once I started accepting it for what it was, it made me change my whole mental state because I started asking myself "Do I want to live, or do I want to die?" And my answer is "I WANT TO LIVE!"

Tamekia PowellPatient and Warrior

"My alone time with God, that is my one thing that I try to do every day. Is just too have, get in his word, and just be with him. And then for my patients, what I recommend for them self-care wise, there are two things that I recommend. SLEEP, I am a sleep pusher. Sleep is so important. And the second thing is asking for help.

— Tajuna Bradley Nurse Practitioner, Georgia Cancer Specialists

"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 Nurse Practitioner, Georgia Cancer Specialists



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 Wolff

"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



500

Journals Mailed
Each Year



Advocacy Programs

FORCE MULTIPLIER



MBC ANGEL ADVOCACY PROGRAM

MBC ANGELs education and advocacy program utilizes a three-pronged approach to end breast cancer disparities by targeting three main population groups: young women, young women of color who are current breast cancer survivors and metastatic breast cancer patients. Our focus is to engage and empower passionate members of the community—those interested in breast cancer, health care providers and policymakers in the 20 cities with the greatest breast cancer disparities.

The 3-part program consists of:



MBC ANGELs, Empower! Recruitment and Training



MBC ANGELs, Educate! Community Outreach and Provider Education



MBC ANGELs, Mobilize! Advocacy and Social Media Activation



METASTATIC BREAST CANCER (MBC) ANGEL ADVOCACY PROGRAM

MOBILIZING TO END DISPARITIES

In January 2020, we assembled a cohort of 20 Black women representing cities in which Black women have the highest mortality

rates. They embarked on a year long intensive and immersive program that addressed systemic barriers, social determinants of health, social competencies and mistrust. The ANGELs participated in more than 2,000 hours of education, engagement and collaborative activities designed to support them in engaging with their communities—making an impact where they live and work.

IMPACT!

This program offered education, resources and access to scientific conferences. It amplified their voices, enhanced representation on panels about diversity in clinical trials, worked to build bridges between healthcare and scientific communities, and gave our ANGELS a safe community of sisters to support them along their journey.



COLLABORATION FOR IMPACT

By December 2020, we recruited 100+ ANGEL Advocates—new angel advocates who will be trained in 2021 to push forward our continued advocacy work to end disparities in age, stage and color. ANGELS participate on panels, campaigns, events, and advisory boards; and collaborate on programmatic initiatives such as:



Pull Up A Seat — Bi-directional conversations with allies including health care providers, researchers, scientists, and other stakeholders in industry and advocacy roles.



Disparities Alliance — A collaborative of patients, experts, caregivers, community leaders and partners, the vision of the Disparities Alliance is to establish priorities and implement specific, measurable and tangible interventions to end disparities for Black women in our lifetime. The goal is to build a global collaborative addressing disparities to lower the mortality rate for Black women.



My Life Is My Legacy Campaign — Through deeply personal stories, we showcased faces of Metastatic Breast Cancer (MBC) patients and inspired a global community to understand how MBC touches, patients, friends, parents, spouses, children, providers, researchers and all of us.



30+ SPEAKERS

150+ ATTENDEES

ASCO

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.



180+ TWEEPS

3 DAYS

6 HOURS

1,540+ TWEETS

125+ PROFILE HEADERS = 100,000 IMPRESSIONS

Voices at the Table

10 SPONSORS

30+ RESOURCES

LIVING WITH MBC 23 WOC | 7 Caucasian

IN BC TREATMENT 14 WOC | 1 Caucașian

BC SURVIVORS 28 WOC | 16 Caucasian

6 Key Learning Points

- #1 Health Disparities & Racial Justice
- #2 MBC Advocacy
- #3 Health Systems Intervention
- #4 Diversity & Inclusion
- #5 Coping During the Pandemic
- #6 Social Media Advocay via Twitter



REGISTRANTS

65% African American 26% Caucasian 6% Latino | Hispanic 3% Asian | Pacific Islander

Attendee Insights *

100% Will Attend Future Events

97% Feel Tigerlily's inclusion pledge is needed and/or can play a role in advocating for young women of color

87% Interested in participating and/or developing Tigerlily's Young Women's MBC Disparities Alliance next steps

79% Interested in partnering in their community with Tigerlily Foundation

*Survey Respondents

Attendee Interest

100% BC Disparities

87% MBC Patient Advocacy

67% MBC Young WOC Education

60% MBC

60% BC Leader Networking

40% COVID-19 Community Solutions

Learn more at tigerlilyfoundation.org



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.



SAN ANTONIO BREAST CANCER SYMPOSIUM (SABCS)

For the first time in the history of SABCS, Tigerlily Foundation—a Black-led, firstgeneration 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 and 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 scientists 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); and 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.

WHEN SCIENCE MEETS SOUL



It's @Maimah making history by opening this conference.



OUR IMPACT AT #SABCS20



15 M

268

Patient Advocates of Color involved in our special session Impressions collectively with hashtags #ListenUpMBC #InclusionPledge #TLCtransform People talked about health equity using hashtags #ListenUpMBC #InclusionPledge #TLCtransform







\$

#Inclusion Pledge OVERVIEW

In 2020, Tigerlily launched the #InclusionPledge, which provides a transparent and tangible framework across stakeholder sectors to identify and track equity actions. The goal is accountability — to hold anyone accountable, who through action or inaction, impacts the lives of women of color — to make specific and measurable change to improve outcomes for Black and Brown women.

BARRIERS

- 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.

INCLUSION PLEDGE

Provides a transparent and tangible framework across stakeholders to identify and track equity actions, holding organizations accountable to making specific, measurable outcomes that will result in dismantling systemic barriers and co-creating solutions that will result in health equity for Black women and end disparities in our lifetime

https://www.tigerlilyfoundation.org/diversity-and-inclusion-pledge-forblackwomen/

Overview: We believe that literacy, financial barriers, access, social, systemic and hereditary backgrounds should not be determinants of life and health equity. Particularly as patients are impacted by COVID and post COVID pandemic repercussions, the pandemic has had and will continue to impact health disparities for black women within the 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 inclusion pledge is imperative.

12,125 PLEDGE SIGNATORIES

10

Consumer Services/Corporations including Ana Ono, Rx4Good, Peer Review Oncology, Cure Media Group have pledged to increase representation and other commitments 16

National and International Pharmaceutical & Scientific Companies have committed to submitting a quarterly accountability scorecard to end disparities for all Black women in our lifetime including AmGen, Daiichi-Sankyo, Sanofi, SeaGen, Lily Oncology, Merck and Pfizer 49

Advocacy Groups that have committed to being held accountable including Black in Cancer, Living Beyond Breast Cancer, Breast Cancer Research Foundation, Metavivor, LBBC, FORCE, Bright Pink and Susan G. Komen

80 PLEDGE PARTNERS



12,125
PLEDGE SIGNATURES

90
ORGANIZATIONS





"Whatever affects one directly, affects all indirectly. I can never be what I ought to be until you are what you ought to be. This is the interrelated structure of reality.

- Dr. Martin Luther King, Jr.

#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



#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 co nversation. 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.

337

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

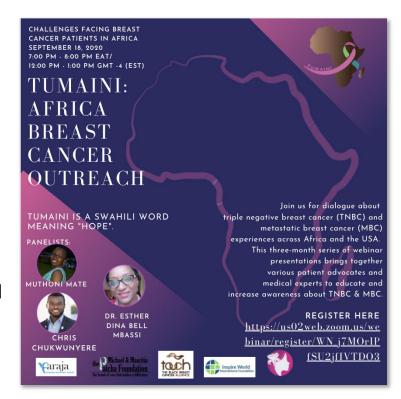
In 2020, 40 key industry and advocacy leaders, patient advocates and 24 conversations between allies and black leaders creating solutions to end health disparity.



TUMAINI AFRICA BREAST CANCER OUTREACH (TABCO)

Through this program, Tigerlily Foundation supports educational, awareness and advocacy initiatives around the globe. Our first partner initiative was the Tumaini Africa Breast Cancer Outreach (TABCO) program, based in Kenya. TABCO is a grassroots movement created by Breast Cancer Advocates and champions in collaboration with breast cancer organizations to spread knowledge and hope.

In 2020, 133 doctors, clinicians and patient advocates nationally and globally joined our Tumani webinars.



12,944
FaceBook LIVE views from global audience

INDUSTRY PARTNER COLLABORATION #BlackInCancerWeek

We partner with industry to develop global solutions to strengthen Networks and Highlight Black Excellence in Cancer Research and Medicine.

80M impressions via Twitter and various networks



Support Programs

MY LIFE PROGRAM

This program provides education, advocacy and empowerment to young women living with Metastatic Breast Cancer (MBC). Through our #MyLifeIsMyLegacy digital campaign, we launched a global campaign in October 2020, with 12 videos highlighting the perspectives of early-stage patients, MBC patients, caregivers, healthcare providers, researchers, family members, and a diverse community of people affected by MBC.



Videos created

2.8M

Views



MY LIFE MATTERS MAGAZINE

Launched in partnership with *Elephants and Tea* in October 2020

"Why Black Health is a Social Justice Issue: Why You Should Care"

3,822

NEW READERS AT LAUNCH OF MAGAZINE

METASTATIC MATTERS

MY LIFE MATTERS



#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.

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





SPIRIT RETREAT

Healing Mind. Body. Spirit.

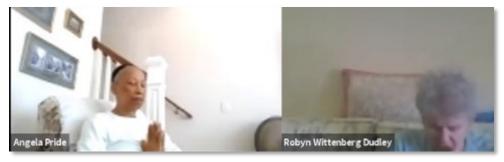
#TIGERLILYCARES

SPIRIT PROGRAM

SPIRIT Retreat 2020 hosted in October.



The Soul Peace Inner Reality Transformed (SPIRIT) Program is focused on transformative spiritual resources—during and after breast cancer. We provide young breast cancer patients with a foundation of faith, community and deep gratitude that surpasses their physical experience. At its core, the SPIRIT program is centered on LOVE. We provide blogs, meditations, an annual retreat and a monthly prayer circle.





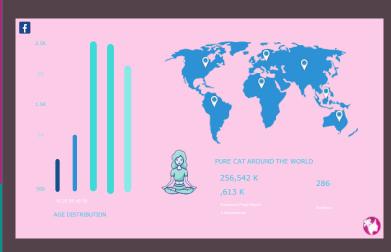
PIVOTING WITH PURE LOVE DURING THE PANDEMIC

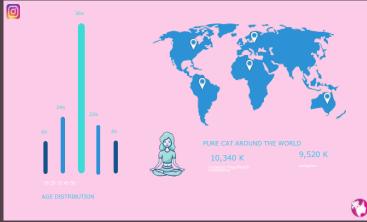
PURE CAT INITIATIVE

In March of 2020, Tigerlily Foundation launched 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. Cat was dedicated to helping others have a mind, body, spirit approach to health and wellness. Cat transitioned as the world went into shutdown.

During quarantine when it was not safe for anyone to leave their homes, we began to offer online classes to our community in the comfort of their homes. They felt less alone and began to feel like a family through our weekly courses. This program still continues to grow to reach audiences in the U.S. and globally.







Since the COVID-19 pandemic first hit at the end of March the Pure Cat Initiative and our online events have reached over

4.5 million people all over the world.

Thank you to our generous supporters!

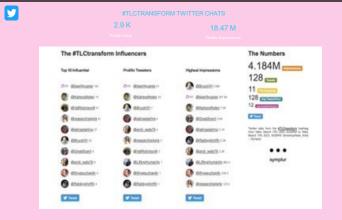














The Pure Cat Initiative Helped Our Community Stay Connected During COVID



"I've been in bed after treatment and haven't gotten up all day. This dance party was so much fun."

— Nunny Reece

MBC Patient Advocate

"Most people would say the coronavirus quarantine has been difficult. But I'm not going to lie—it's been a lifesaver for me. You see, my life before the lockdown was pretty much a stay-at-home one anyway, thanks to my stage four breast cancer diagnosis.

But with the quarantine, the whole world joined me indoors, and companies devoted their creative energy toward things we could do from home, things I could participate in as fully as anyone else. I've been especially thankful for the Pure Cat initiative with Tigerlily Foundation. Thanks to them, I've been able to do yoga, Pilates, and other classes from home. I've gotten more exercise and had more life in my days than I have in years. I don't feel so alone. I don't feel so different. You may have thought staying at home was saving the lives of coronavirus patients, but it's also been saving mine."

KatherineMBC Thriver

"I truly enjoyed the Bollywood class tonight through @tigerlilycares with the dance instructor Shereen. You couldn't wipe the smile off my face. My hips don't lie & will be hurting in the morning! I can't wait for next week's class!"

— Megsie

Breast Cancer Warrior and Advocate

"Thank you so much for an amazing Pilates class today!"

— Silke Metastatic Breast Cancer Warrior







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

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."

103

GRANTS DISTRIBUTED



TWITTER CHATS - #TLCtransform

DIGITAL EDUCATION & GLOBAL REACH

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



DIVERSITY IN CLINICAL TRIALS

DIVERSITY, CLINICAL TRIALS, HEALTH EQUITY

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.

Moving stakeholders from talk to transformation and driving change and innovation

DIVERSITY IN CLINICAL TRIALS AND HEALTH EQUITY TOWN HALLS

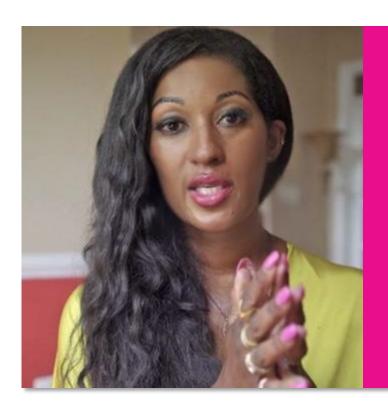
Tigerlily participated in partner town halls and diversity in clinical trial events, reaching more than 200k people.

200K

STAKEHOLDERS REACHED

3,500

HOURS OF COLLABORATION



#CleanHandsSaveLives Survey

We surveyed our patient community needs at the beginning of the pandemic to ensure we were meeting their needs. We rapidly adjusted and launched new programming to provide critical patient education, advocacy, empowerment and support for young women and their loved ones during the pandemic. In addition, this survey helped us to refine our programming and pivot or change as necessary. All survey participants were provided COVID-19 care packages which included beauty and COVID-19 safety supplies.

PATIENT-DRIVEN PROGRAMMING



4.5M+

PEOPLE IMPACTED BY PROGRAMMING LAUNCHED DUE TO THIS SURVEY

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 Tantus Technology 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 tha Immunomedics and Tantus Technologies 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.



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.



PULL UP AND PARK DC with MegaMind Media

CULTURALLY COMPETENT & MEETING PEOPLE WHERE THEY ARE



Tigerlily Foundation partnered with Tressa Smallwood of MegaMind Media 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





CULTURALLY COMPETENT & MEETING PEOPLE WHERE THEY ARE



MAKING SPIRITS BRIGHT

In partnership with We Will Survive Cancer, Tigerlily Foundation provided Christmas presents to 35 individuals 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 & INERGY 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 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, WDVM 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 WDVM

Breast Cancer Awareness and
Ending Health Disparities for
Women of Color
GOOD MORNING WASHINGTON

Giving Voice to All Breast

Cancer Patients

SANOFI GENZYME

Breast Cancer Is Killing Black
Women at Alarming Rates
GLAMOUR | 5.6M LIKE THIS

<u>Empower Young Women</u>

<u>Impacted by Breast Cancer</u>

CBS 58

What Young Black Women
Should Know About Stage 4
Breast Cancer

Breast Cancer
HEALTHCENTRAL.COM

<u>Proposal Reauthorizing Breast</u> <u>Cancer Program Over the Finish</u>

<u>Line</u> FLORIDA DAILY Tigerlily CEO on Breast
Cancer Battle; Why She
Founded Organization
MYHIGHPLAINS.COM
Tigerlily Foundation Founder
Fights For Equal Care For Breast
Cancer Patients Of All Ages, Stages
And Color
NORTHERNVIRGINIAMAG.COM

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

#BlackInCancer Week Highlights
The Contributions Of Black People
In Cancer Medicine And Research
FORBES.COM
Inaugural 'Girl emPower

Summit sponsored by
Amazon set for Sept. 26
INSIDENOVA.COM

People v Cancer

YOU TUBE

Breast Cancer Health PSA:

Maimah Karmo

ESSENCE MAGAZINE

Breast Cancer Health PSA:
Maimah Karmo
ESSENCE

National Breast Center
Foundation Front & Center at
Galentine's Fundraiser
THE ZEBRA
Tigerlily Foundation Will Host
Virtual #ListenUpMBC Confab on
Young Women's Metastatic

Breast Cancer Disparities During
Women's Health Month
BENZINGA
Critical Mentions
FOX 5 + NBC WASHINGTON

POSITION PAPER

<u>Tigerlily Foundation -</u> <u>Inclusion Pledge Position</u> <u>Paper (PDF)</u>

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)**

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 Breast Cancer Symposium PR.COM

Tigerlily Foundation Hosts Historic Young Women's Metastatic Breast Cancer Disparities Listening Summit PR.COM

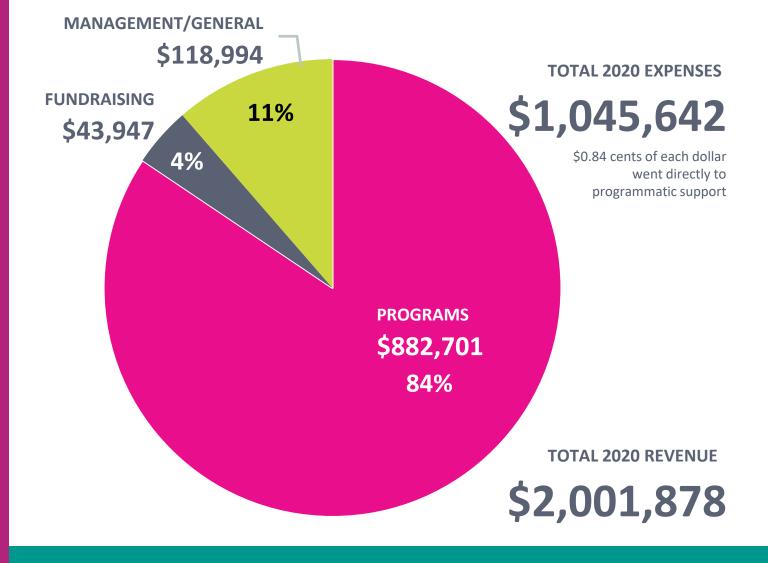
Tigerlily Foundation YWBHD on the Hill (PDF)

Tigerlily Foundation Launches Comprehensive Program to Support Young Women with Metastatic Breast Cancer PR.COM

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

Tigerlily Foundation Featured in the October Issue of **Essence Magazine** PR.COM





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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 Administation: 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
- Offscrip Media: #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-Lead 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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PINK FUND









































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GLOBAL TRANSFORMATION



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