2022 ANNUAL REPORT

EDUCATING, ADVOCATING AND EMPOWERING YOUNG WOMEN BEFORE, DURING, AND AFTER CANCER.
# Table of Contents

**Letter from President** 3

**Our Mission** 4

**Educational Programs**
- BREATHE Tv 5
- Tiger Trials 6
- Digital Education 7

**Advocacy Programs**
- ANGEL Advocacy Program 10
- RACE Alliance 12
- HEAL Policy Center of Excellence 14

**Empowerment Programs**
- POWER Program 15
- Hope Box 16

**Support Programs**
- MY LIFE Is My Legacy 17
- PURE Cat 19
- Spirit Program 20
- Funds For Families 21

**Strategic Health Initiatives**
- Triple Negative Breast Cancer 22

**Events**
- Young Women’s Breast Health Day on the Hill 25
- Essence Festival 26
- Congressional Black Caucus (CBC) Community Breakfast & Health Fair 26
- Epic Beauty 26
- Reston Runway to the Cure 27
- Hope Box Assembly Event 27
- Making Spirits bright 27
- San Antonio Breast Cancer Symposium 28

**Financial Report** 30

**In The Press** 31

**Press Releases** 32

**Sponsors & Partners** 33

**Board of Directors** 36

**Medical Advisory Board** 37
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, that still reverberate deeply. 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 dear friend 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.

Our framework of educating and empowering women of color, building trust in communities, strengthening relationships and preparing patients to be active within every aspect that impacts their care, to include advocacy, science, research, policy, digital storytelling, health equity and more - working to transform our healthcare system into one that is equitable, accessible and that provides safe spaces for all.

As we have expanded our programs and offerings, we have also recruited and aligned our Tigerlily Team to meet the call to deliver heart-centered, patient-driven programs.

With immense gratitude and much love,

Maimah Karmo
President and CEO, Tigerlily Foundation
THE POWER OF COMMUNITY

OUR 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 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 strategically aligned with our mission areas and our vision of working to eradicate barriers of age, stage and color in our lifetime.

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 2022?

SOCIAL MEDIA IMPRESSIONS
More than 10 M impressions through social media

EVENTS
2.5 M Patients and General Attendees Reached

SOCIAL MEDIA REACH
+ 9M

MY LIFE IS MY LEGACY VIDEO SERIES
More than 4.1M Views

FACEBOOK LIVE GLOBAL AUDIENCE
12,944 Facebook LIVE views from global audience
BREATHE Tv

BREATHE Tv is a sacred space, 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.

2022 Highlights

3rd Season of BREATHE Tv:
- 16 episodes
- 3 listening summits
- Season 3 videos were released weekly to a digital audience nationwide
  - Featured and shared stories of 42 advocates, patients and industry experts
  - Average Facebook views per episode: 105,000 and a total of 2.6M views

“...When I started my process, I started hearing about trials. And it wasn’t until, honestly, until I was taking my Tiger Lily ANGEL training, that I really was able to dive into what they are, why they are so important, and what they mean to women of Black and Brown backgrounds.”

Keisha Stephney

Launching Fall/Winter 2022
TIGER TRIALS

Tigerlily Foundation (Tigerlily) is committed to ensuring that BIPOC communities have equal access to clinical trial opportunities. To support this philosophy, Tigerlily is actively building partnerships with clinical trial sponsors and creating grant proposals that bring together community-based organizations and other public and private research-innovating stakeholders. Inclusive clinical trial participation barriers are multifaceted and successful remediation and action requires multi-stakeholder strategies with a focus on what the patient needs and wants as a consideration 100% of the time.

We partner with biotech, CROs and other stakeholders to advise on health equity and clinical trial strategies, to include patient insights, review of clinical trial site locations, assessment of protocol design, creation of health literate and culturally sensitive study and recruitment materials, facilitation of community advisory boards, collaborative construction of diversity plans and community engagement plans, as well as guidance on community recruitment and advocacy efforts. Tigerlily also highlights the importance of educating healthcare providers and site staff about the unique needs and priorities of BIPOC communities as well as educating communities about the benefits and opportunities available in clinical trials; in support of this, Tigerlily has established a library of helpful tools such as trainings, resource guides, community education resources, and patient-centric toolkits.

Our efforts in clinical research represent a real commitment to equitable patient care, trial inclusion, and taking action for change while authentically addressing patient interests for inclusive clinical trials for everyone.

2022 Highlights

- Launched Clinical Trials Advisory Committee
- Launched Tigerlily Clinical Trials search tool specializing in trials from sponsors with proven track records of support in health equity
- Spotlighted patient voice at 60+ clinical trials events and reached over 6,000 individuals
- Built heat map for clinical trials, a strategic plan for trial outreach by ANGEL advocates, and an assessment process for clinical trial resources
- Presented on the importance of reporting racial and ethnic minority data at AACR’s Science of Disparities meeting and DIA
- Established training for ANGEL advocates on clinical research
- Produced and launched 3 MasterClass videos on clinical trials
- Co-hosted a listening summit with Labcorp and engaged over 1,100 individuals
- Established partnership with GSK to support national educational campaign
- Developed a video series titled From Molecules to More Moments
- Developed Clinical Trials Barrier Mitigation toolkits

Key Partners:

- Bristol Myers Squibb
- Pfizer
- Seagen
- AMGEN
- Daiichi-Sankyo
- Merck
- GSK
DIGITAL EDUCATION

Tigerlily and our patient advocates developed content for social media, events, in collaboration with partners and for our educational programs.

MONTHLY NEWSLETTERS:

Our Monthly Tigerlily newsletters are used to share and highlight the work, events and achievements of Tigerlily, our ANGEL Advocates and our partners.

#TLCTRANSFORM TWITTER CHATS:

Our Twitter chats bring together multiple stakeholders in healthcare to highlight issues that are important to patients, caregivers, the communities and that affect healthcare systemically.
#BLACKFAMCAN:

The FDA’s National Black Family Cancer Awareness campaign, launched in 2021, tackles a critical issue: cancer disparities within the Black community. This ongoing initiative, building on the momentum of the National Cancer Act and a presidential executive order, uses social media and community partnerships to empower Black families with knowledge. Tigerlily Foundation is a dedicated supporter, amplifying the campaign’s message (#Blackfamcan) and providing educational resources throughout the year, especially during the dedicated week in June.

During #BlackFamCan Week we had:

- 34 published posts
- 11,072 impressions
- 765 engagements
- 6.5% engagement rate

TWITTER CHATS:

Through 5 of our Twitter Chats we had over 2 million impressions each. Our October Twitter Chat alone had 26 Million impressions.
EDUCATIONAL CONTENT DEVELOPMENT:

More than 180 unique pieces of educational content were created (including social media graphics, worksheets, newsletters, programmatic flyers) Our content this year included topics such as:

- Bone health
- Clinical Trials
- Triple Negative Breast Cancer
- Policy
- Health & Wellness
- Breast Cancer Awareness
- Advocacy
- HER2+
- Health Equity
- Fertility
- Screening
- Risk Reduction
- Healthy Lifestyle
- Disease Sub-types
- Body Image
- Grief
- Caregiving
- Survivorship

LOVE YOUR BONES

Maimah Karmo & Derek Burns share why building strong bones is important to your overall health!

CHECK YOUR BREAST TODAY!

Breast self-exam, or regularly examining your breasts on your own, can be an important way to find a breast cancer early, when it’s more likely to be treated successfully.
ANGEL Advocacy Program

MOBILIZING TO END DISPARITIES

Tigerlily Foundation is 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 through the ANGEL Advocacy Program. The foundational initiative to mobilize this community provides comprehensive training for Women of Color and allies between the ages of 21 and 55, who have been impacted by breast cancer, either by being diagnosed themselves or who have had a loved one touched by disease.

In the U.S., breast cancer is the most commonly diagnosed cancer in women in their 20s and 30s, and Black women are diagnosed at younger ages and with more aggressive types of breast cancer than any other group. 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.

Our ANGEL Advocates use their time and voices to make an impact by speaking at events, being showcased in the media, advocating with policymakers, speaking on panels, sharing information on breast health and advocacy through their social media channels and engaging healthcare professionals. Many ANGEL Advocates are directly involved with developing our programs and partnering with research and scientific communities to ensure clinical trials, studies, programs and content are relevant to their population.

Our ANGEL Advocates are making a powerful impact in our breast cancer communities, locally, nationally and globally.

2022 Highlights

- Increased ANGEL Advocacy program outreach by 66% nationally
- Provided educational materials to 20,000+ community event attendees
- More than 2,000 training hours completed for ANGEL Advocacy training to become ANGEL Advocates
- Graduated 13 training cohorts
- Increased media presence by 85% (print, television, online and radio)
- Completed 14 high level research surveys
- ANGEL Advocate collaborations included:
  » Clinical Trial Initiatives (Community Outreach, ICF Form Review, Protocol Review, Patient Materials, CRO Engagements, Research Projects, and more.)
  » Health Equity Collaborations
  » Educational and Outreach Advisory
  » Scientific Advocacy
  » Policy Engagements
  » CBO Development
  » Community and Industry Speaking Engagements
  » Educational Social Media Campaigns
  » TNBC Specific Engagements
  • Overall 239 individual ANGEL activities completed through October 2022
  • Overall 76 ANGELs regularly engaged in activities throughout the year

Collaboration is Key

Tigerlily has partnered with more than 50 NCI centers, national community oncologists, national brands, and advocacy organizations to reach patients and collaborate with stakeholders.
Global ANGEL Advocacy

In early 2022, Tigerlily Foundation launched its international collaborative project, the Global ANGEL Advocacy Program. With support from Sanofi, Tigerlily Foundation has been able to expand, modify, and translate patient materials for advocates. The program aims to address breast health needs, particularly in countries that lack sufficient resources. We want to make a meaningful impact by improving access to education, screening, and support services for breast health.

Tigerlily is working in partnership with in-country community organizations, cancer clinics, service sororities, and patient groups in Liberia, Brazil, Japan, and Ghana in ensure the materials can fill gaps in breast health care. In collaboration with these valuable partners, we are leveraging and adapting existing content to be culturally relevant and accessible. Assets include informational videos modified from the existing ANGEL training program, radio ads, accessible educational and personal journals, social media infographics, and educational and inspirational video productions that bring together patients, providers and loved ones to engage in authentic and meaningful educational conversations about cancer, women’s health, and lifestyle.

20+ geo-locations with the highest breast cancer mortality amongst Black Women

National locations are where Tigerlily Foundation has a commitment to trusted “on the ground” Angel Advocate engagement and partnerships with community partners and health care stakeholders.
The RACE Alliance is a collaborative of patients, experts, caregivers, community leaders and partners, who have signed our #InclusionPledge, focused on establishing priorities and implementing measurable interventions to end disparities for underrepresented populations. RACE Alliance Round Table sessions are an opportunity for stakeholders to come together and share what they are doing to tackle and break down barriers in their communities. The vision of the RACE Alliance is to work to end breast cancer disparities in women of color in our lifetime.

#InclusionPledge. The #InclusionPledge provides a transparent and tangible framework across stakeholders to identify and support equity actions, guiding organizations toward 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. The #InclusionPledge has had over 14,000 signatures and continues to grow.

Barrier Toolkits. Literacy, financial barriers, access, social, systemic, and other issues should not be determinants of life and health equity. To ensure patients have the right resources at their fingertips, we have created barrier toolkits. We listened to our patients and created these for and with patients and caregivers. Our Barrier Toolkits have had 580+ downloads since we launched.

Pull Up A Seat & Know More Disparities. Pull Up a Seat is Tigerlily Foundations bi-directional conversations with allies including healthcare providers, researchers, scientists, and other stakeholders in industry and advocacy roles. Patient experts and practitioner experts come together in a non-traditional format to have discussions on their perspectives, journey and experiences with specific barriers that stand in the way of health inequity.

Through our 9 #KnowMoreDisparities & #PullUpASeat conversation series we invited over 30 Black Patient Advocates to speak on their Breast Cancer journey’s, we shine a light on the experiences of Black women with breast cancer. The #KnowMoreDisparities conversations are facilitated for & by Black women will create a safe space for honest conversations with Black physicians, patients and medical clinicians to discuss their experiences of health inequality, implicit racial bias and lessons learned.

2022 TOPICS:

- Patient Advocacy & Policy Change in TNBC
- Bone Health and Quality of Life
- Improving Patient Outcomes in Healthcare
- Collaborating for Health Equity
- When Living in Your Zip Code Kills
- Breast Cancer, Fertility & Ovarian Cancer
- Eradicating Financial Barriers & Overcoming Toxicity
- Caring for the Caregiver
- The Importance of Data & Patient Privacy
Through my collaboration with Tigerlily Foundation’s #InclusionPledge I was able to build a framework to tackle financial and lifestyle barriers in order to provide 30 underinsured, unhoused patients with resources throughout 2022.
- Jessica Whorton, #InclusionPledge Signee

We are intentionally reaching out to collaborate with other patient advocacy breast cancer organizations with diverse members, such as those of Tigerlily to identify ways we may collaborate to get the word out about lobular breast cancer to ALL people. Collaborating with Tigerlily Foundation has allowed us to address barriers surrounding literacy and representation.
- Lobular Breast Cancer Alliance, #InclusionPledge Signee

2 For 2 Boobs signed the #InclusionPledge and continues to work toward their stated commitment of engaging 25-50 patients and survivors with access to information, resources and opportunities to advocate by sharing their experiences. This collaboration has allowed them to address representation and lifestyle barriers throughout 2022 and into 2023.
- 2 For 2 Boobs, Inc, #InclusionPledge Signee

Thank you to our many #InclusionPledge Partners! CountMeIn, INOVA: Life with Cancer, Patient Empowerment Network, Labcorp, Premier Inc, Bayer, Gilead, Surviving Breast Cancer, AMGEN, Daiichi-Sankyo, Lilly, Sanofi, Seagen, MERCK, Pfizer, Gilead, GSK, Myriad, Molli, WCG and more.

We must change. Each of us has a role to play in dismantling/rebuilding an unfair system. My eyes have been opened to the ways inequitable access and bias are deeply ingrained in healthcare.

Andrea Downing
Founder of The Light Collective
Tigerlily Foundation has a rich 17-year history in the policy landscape. Our goal has always been to advocate for impact by driving policy making to create equity for patients. Patient advocacy leadership has always been key—here within Tigerlily and in guiding public policy. We water the seeds of inspiration and innovation, and working with advocates, advocacy organizations and stakeholders, have created policies and legislation that have changed the lives of millions of people. We are excited to culminate these years of momentum into our Health Equity Advocacy and Leadership (HEAL) Policy Center for Excellence (COE).

Through Tigerlily’s HEAL Policy COE, we focus this work by educating, empowering, and lifting patient voices to ensure they are amplified. Tigerlily’s HEAL Policy COE, we focus this work by educating, empowering, and lifting patient voices to ensure they are amplified, to achieve health equity and end disparities. The HEAL Policy COE aims to lead systemic changes through policy at the local, state, and federal levels to advance public policy to further our mission to educate, advocate for, empower, and support young women before, during, and after breast cancer. We are striving to make our vision of ending disparities of age, stage, and color in our lifetime a reality through policies that promote:

- Health Equity
- Ending Barriers
- Access Improvement
- Leadership through Patient Innovation

**Collaboration**

We are grateful for the opportunity to have been able to collaborate with these amazing sponsors, partners and aligned organizations in our work this year to support our policy work. Our partners include, but are not limited to those listed below.

- Amgen
- American Cancer Society
- Association of Community Cancer Centers
- Breast Cancer Prevention Partners
- Cancer Support Community
- Center for Health Law and Policy Innovation of Harvard Law School
- Champion Promise Foundation
- FORCE
- Gilead
- GW Cancer Center
- Howard University College of Medicine & Hospital
- Iris Collaborative
- Merck
- Moffit Cancer Center
- National Coalition of Cancer Survivorship
- National LGBT Cancer Network
- National Minority Quality Forum
- Patients for Safer Nuclear Medicine
- Pfizer
- Research! America
- Susan G. Komen
- Young Survival Coalition
Tigerlily’s People-driven Outcomes through Real-World Evidence and Research (POWER). Our mission is to learn and document the lived experiences of patients to change the current narrative of health disparities that lead to measurable outcomes. We engage people of all backgrounds to help us help researchers and industries develop solutions. Our research involves understanding mindset, behavior, quality of life, psychosocial factors, and the spectrum of the patient’s journey.

What Happened in 2022

- Collaborated with the Cancer Center at Illinois and University of Illinois at Urbana-Champaign on a qualitative research study investigating breast cancer survivorship among Black women in the U.S. which resulted in 20 interviews.

- Submitted an abstract and presented research on mental health among breast cancer survivors at the Black in Cancer UK Conference.

- Submitted an abstract and presented research on culturally sensitive survivorship care plans among breast cancer survivors at the Journal of Advanced Practitioners of Oncology (JADPRO) Conference.

- Submitted an abstract and presented research on the social determinants of health among breast cancer survivors at the San Antonio Breast Cancer Symposium (SABCS) Conference.

- Collaborated with the Ohio State University Wexner Medical Center on writing an interview guide inquiring on scalp cooling and hair loss among individuals from comprehensive breast cancer center and oncodermatology clinics.

- Collaborated with the Ohio University Scripps College of Communication on promoting study recruitment investigating how family communication affects health behavior change for Black breast cancer survivors.

- Submitted research abstract and accepted to present at the 2023 Annual Association of Oncology Social Workers (AOSW) Conference to present finding on cross-collaborations between oncology social workers and patient-advocacy organizations.

- Strengthened partnerships between TLF and Association of Community Cancer Centers (ACCC) by creating a two-part survey investigating the needs and gaps between Black TNBC patients and medical professionals.

- Engaged Remedy Health Medical in an interview to share the unique roles TLF’s Barrier Toolkits play in the patient-provider experience.

- Created a strategic research plan and agenda for future research projects and collaborations.
Hope Box

Patients need psychosocial support and help navigating barriers after a diagnosis. We provide complimentary Hope Boxes to help newly diagnosed breast cancer patients face the future, armed with knowledge, resources and inspiring a new focus on self-care. The Hope Box is curated with gifts to pamper, soothe, educate, empower, and help patients manage stress.

**INSPIRED FOR AND BY PATIENTS**

*With the new day comes new strength and new thoughts.*

- Eleanor Roosevelt

**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.

**2022 Highlights**

In 2022, Tigerlily Foundation added 13 digital Barrier Toolits to the Hope Box to ensure patients have the right resources at their fingertips. Literacy, financial barriers, access, social, systemic, and other issues should not be determinants of life and health equity. We listened to and created with our patients and caregivers these toolkits for patients, caregivers and healthcare providers.

Thank you to Warby Parker Tysons Corner for volunteering to assemble over 250 Hope Boxes in 2022. Thank you to Mary Kay for their donation of 750 Tender Loving Care Kits to be included in the Hope Boxes for newly diagnosed breast cancer patients.
Our Metastatic Young (MY) Living in Focus Empowered (LIFE) programs is focused on amplifying the voices of and empowering young patients, under the age of 45, living with metastatic breast cancer (MBC), and eradicating the stigma about MBC.

The #MyLifeIsMyLegacy video series highlights the stories of MBC, early breast cancer (EBC) and others, whose lives inspire us all to see how our lives can be a living legacy to change the landscape of cancer. These stories build a bridge of knowledge, love, faith, and transformation that help us understand the impacts of breast cancer and provide lived experiences, inspiration and hope that will help generations to come.

In our third year of this intimate video campaign, which launches annually on October 13th, which is Metastatic Breast Cancer Awareness Day, and launches 13 videos, we reached a global audience of 4.1M.
Launched in partnership with Elephants and Tea in October 2021.

In our 2021 Power Of One Issue, we covered topics such as; the power of community, disparities and health equity.

Spring Issue - educating patients on metastatic cancer and bone health

Fall Issue - double issue educating patients on triple negative breast cancer

Winter Issue - double issue on triple negative breast cancer.
PURE CAT 2.0

The Pure Cat Initiative – launched 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

Valencia Robinson, TNBC Thriver

Michaela Bekenn, Certified Sound Therapy Practitioner
Tigerlily Foundation’s Soul Peace Inner Reality Transformed (SPIRIT) Program’s is focused on providing young women diagnosed with breast cancer with transformative spiritual resources, that support holistic healing, provide inner peace, and foster deeper relationship with their Higher Power – and transformation – during and after breast cancer. The goal is to give young breast cancer patients a foundation of faith, belief, love and deep gratitude that surpasses their physical experience.

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.
Funds for Families

Tigerlily Foundation support programs provide resources and assistance to connect with young breast cancer patients and survivors in real time throughout their unique journey. Many breast cancer patients and their families are living with increased financial challenges and through the Funds for Families program, Tigerlily offers financial grants to families based on need.

“Thank you so much for reaching out again to make sure I did not miss out on this financial benefit. What a Blessing! I have been doing well, some challenges with medicine discomfort, lymphedema and surgeries but I keep as strong as I can. One thing I have gained is a better perspective on my life.”

- Emily F.

“I just wanted to thank the Tigerlily Foundation for helping me and my kids during such a difficult time. Also, the resources that Tigerlily offers are such an important need in the breast cancer community. My experience with this organization has been very fulfilling since my diagnosis. From tips, to activities, assistance, and outreach programs, Tigerlily is one of a kind!”

- Kimberly B.

“Thank you so much. I am so grateful for this gift. I promise to work to pay it forward to others in need. Many blessings to you and your organization!”

- Stephanie K.
STRATEGIC HEALTH INITIATIVES:
TRIPLE NEGATIVE BREAST CANCER (TNBC)

Triple Negative Breast Cancer in BIPOC women

Triple Negative Breast Cancer (TNBC) is more common in young women. Those under the age of 40 diagnosed with breast cancer are nearly twice as likely to have TNBC than women aged 50-64. Black women are three times as likely to be diagnosed with TNBC than white women and TNBC tumors tend to be larger. Hispanic women are also diagnosed with TNBC more often than white women and Hispanic women, like Black Women have a higher risk of dying from TNBC compared to white women. It’s important for patients to talk to their doctor about their eligibility for clinical trials at the time of diagnosis or any changes throughout their care. Clinical Trials provide hope. The most innovative treatments for TNBC are being studied against the standard of care for TNBC. It’s important that researchers learn what treatment works and is safe for all patients, demographics, communities, all the time for everyone. TNBC must become a survivable and ultimately curable disease with many targeted treatments designed for Patients of Color. Tigerlily is dedicated to advocate for and empower communities and healthcare stakeholders to ensure accessible lifesaving treatment for TNBC.

Tigerlily Foundation partnered with Association of Community Cancer Centers launched a TNBC Patient survey in Black women to actively identify and address disparities throughout the cancer continuum of care from screening though diagnosis, treatment, and survivorship among 100+ Black women with TNBC. The survey instrument was designed to answer the never before asked question: “What is the care experience of Black women diagnosed with TNBC across the continuum of care for multi-stakeholder action?” This patient survey successfully launched in 2022 features a 40-question survey to patients which identifies their own cancer care experience. Two approaches influenced this innovative study design: 1) a health literate and culturally sensitive approach with glossary and 2) a trusted community outreach approach. The preliminary analysis will be submitted to ASCO 2023. This program is supported by Gilead Oncology. Below, is an overview of our partnership with ACCC and other TNBC initiatives.

Initiative #1: TNBC Study

1) Tigerlily successfully developed a TNBC health literate and culturally sensitive survey instrument, recruitment flyer.
2) Tigerlily engaged our trusted community outreach network to respectfully reach the intended target population of Black women diagnosed with TNBC.
3) Tigerlily partnered with several stakeholders including Community Based Organizations to form a TNBC Alliance in two high risk cities.
4) Collaborated with our TNBC Alliance members to do a gap analysis, then share or develop educational material and curriculum for TNBC for local communities and culturally sensitive context and implementation.
STRATEGIC HEALTH INITIATIVES:
TRIPLE NEGATIVE BREAST CANCER (TNBC)

Initiative #2: Key TNBC Collaborations/Partners in 2022

Tigerlily enables a nationwide community-based organization, patient advocacy partners, and NCI cancer center outreach in order to build a trusted network of stakeholders. Partners included, but are not limited to the below:

- Association of Community Cancer Centers
- The ROSE, Houston, TX
- Cancer Support Community, Los Angeles, CA
- Mantua Worldwide, Philadelphia, PA
- The African American Family Health Organization, Philadelphia, PA
- San Jose Clinic, Houston, TX
- Simmons Cancer Center, UT Southwestern, Dallas, TX
- Baylor, Scott and White, Dallas, TX
- Parkland Health, Dallas TX
- Bridge Breast, Dallas TX
- Women Rock, Dallas, TX
- Breast Care DC, Washington, DC
- Howard University Cancer Center, Washington, DC
- George Washington University Cancer Center, Washington, DC
STRATEGIC HEALTH INITIATIVES: TRIPLE NEGATIVE BREAST CANCER (TNBC)

Initiative #3: The National Community Alliance for Health Equity for Triple Negative Breast Cancer (TNBC) and Metastatic Breast Cancer (MBC) in Young Women.

This program launched in 2022, gave TLF the exciting opportunity for ANGEL Advocates partner with trusted community-based organizations in Los Angeles, Houston and Philadelphia and give them a “boost “to learn from and with them to better reach and empower young BIPOC women when it comes to their health. Tigerlily Foundation supported 5 community-based organizations with micro grants for a year-long educational program and created communities of hope and action through a competitive NIH style application process which enables them to put in place sustainable, community driven educational solutions which is at the core of Tigerlily’s commitment to uplift others by listening, learning, leveraging what we learned, and letting the community lead. This program is support by a grant from Sanofi.

Initiative #4: Multi-Stakeholder Triple Negative Breast Cancer Alliance:

Led by Tigerlily Foundation (TLF), a major patient advocacy organization, leading healthcare, policy leaders, and community-based partners created a framework for a novel, sustainable, multi stakeholder alliance which together drives deliver a tri--directional, culturally sensitive, and trusted advocacy training, education, and an empowerment standard for addressing barriers to equitable care of TNBC in young BIPOC communities. Overarching program deliverables were realized in Washington, DC and Dallas Fort Worth driven by the leadership of Tigerlily’s ANGEL advocates. Tigerlily captured 62 high impact practices of a multi-stakeholder collaboration and generated 8 novel co-created educational deliverables which are featured on Tigerlily’s new TNBC webpage. This successful pilot program informs the confident expansion in 18+ high risk metro areas informed by patient data, with additional stakeholder types. (i.e., Payors, Employers, Health Departments, Life Science Companies). This program is supported by Gilead Oncology.
EVENTS

8th Annual Young Women’s Breast Health Day on the Hill

Tigerlily’s Young Women’s Breast Health Day on the Hill (YWBHD) was first held in 2009 to create additional advocacy and awareness about the issues young breast cancer survivors faced. YWBHD was launched after Rep. Debbie Wasserman Schultz signed into law the Breast Cancer Education and Awareness Requires Learning Young (EARLY) Act in 2010.

The 2022 YWBHD aimed to advocate for the advancement of education and access to survivorship care plans for health care providers and all patients. The 8th annual YWBHD empowered patients to think deeply about the components of survivorship care plans and the gaps/disparities plans should address. Per their expertise, a way forward in developing survivorship care plans for all cancer survivors considers the intersections of life in which survivors must navigate.

The YMBHD on the Hill team looks forward to all of the enthusiastic actions that participants noted would be doable in their role to advance access to survivorship care plans. Those commitments to action include:

- Educating themselves and others on survivorship care plans
- Reviewing the initiatives shared during the YWBHD on the Hill
- Contacting their local, state, or federal representatives
- Providing survivorship care plans to their patients
- Joining the #APLAN4ALL Collective

178 Twitter Stream Views
210 Tweets for #APLAN4ALL
1,911 Twitter Impressions
KEY EVENTS

JUNE 2022

ESSENCE

Essence Festival – New Orleans, LA

Tigerlily Foundation joined over 500,000 individuals in New Orleans, Louisiana for the 28th Annual Essence Festival, the largest gathering created for and by Black women in the United States. We partnered with Black Girls Who Ride on the 3rd Annual Ride to Essence Fest where our ANGEL Leads, Daria Ross, Jonell Deshotel, Kawana Rucker and Dr. Neosho Ponder and Tigerlily Team provided educational materials and shared their stories with over 300 women to educate and empower others.

At Essence, TLF Founder & CEO spoke at 2 events in collaboration with The Health Hub and the Essence Wellness House.

SEPTEMBER 2022

Congressional Black Caucus (CBC) Community Breakfast & Health Fair in partnership with Breast Care Washington

Founded by the Congressional Black Caucus (CBC) Spouses, this partnership between the CBCF and local transitional centers provides services to 300 men and women who are unhoused and/or low income in Washington, D.C. At this event, CBC members, CBC spouses, sponsors, CBCF staff, and volunteers serve breakfast while community health care partners provide health screenings for the attendees. Tigerlily Foundation was invited as a Health Exhibitor to share information and resources on health equity and disparities for the BIPOC community and the ANGEL Advocacy Program.

OCTOBER 2022

Epic Beauty

Epic Beauty’s Day of Hope—Celebration to Life aims to inspire more positivity and confidence for breast cancer survivors and thrivers that go far beyond the treatment chair. Tigerlily ANGEL Advocates were invited to get GLAMMED with hair and makeup and the opportunity to take professional photos. Tigerlily Foundation hosted a resource table.
Reston Runway to the Cure (RTTC)

Tigerlily Foundation was the chosen beneficiary of the annual Reston Runway to the Cure event in October. Tigerlily President, Maimah Karmo, and local ANGEL Advocates were invited to walk the runway along with other breast cancer survivors and thrivers.

November 2022
Partnership with Warby Parker, Tysons Corner – Hope Box Assembly Event

Warby Parker Tysons volunteered to support the Hope Box Assembly Event assembling over 250 Hope Boxes for newly diagnosed breast cancer patients.

November & December 2022
Making Spirits Bright

In Partnership with We Will Survive Cancer (WWSC) and Macy’s Tysons Corner, Tigerlily Foundation provided wrapped Christmas gifts to breast cancer patients and their families in need of financial support.
SAN ANTONIO BREAST CANCER SYMPOSIUM (SABCS)

On December 6-10, we joined together with other national leaders and supporters in the fight to end breast cancer at the San Antonio Breast Cancer Symposium (SABCS).

**Gilead TNBC Roundtable**
On the first day of SABCS, Tigerlily Foundation along with Susan G. Komen, Cancer Support Community, and Gilead Sciences hosted an informative and interactive conversation about TNBC inequities. The vision for this event was to create a dynamic forum with audience participation to generate actionable solutions to remove barriers to care for Black, Hispanic and younger women who are most at risk for TNBC.

**TLF’s Insider’s Special Poster Session**
Tigerlily Foundation held a special session to highlight impact and outcomes from the year. Attendees met with program leads and team mates to listen, learn and brainstorm solutions for future collaboration.

**TLF Exhibit Booth**
The TLF SABCS booth had constant engagement and was sought after by advocates, medical professionals and industry partners. The most frequently heard feedback was how impressed individuals were of our programs and how helpful they are. Many individuals expressed interest in being a part of our educational and strategic storytelling content BREATHE Tv and MY LIFE Programs.
SABCS Poster Presentation
TLF presented research at SABCS in the form of a poster presentation. TLF’s Research Manager, Virginia Leach, completed a qualitative project that involved interviewing Black women about their experience with breast cancer. The results of this project were shared at the poster session in front of dozens of people including TLF staff, ANGELs, medical professionals, and community-based organization leaders. The highlight of the poster session was being able to bring real-world evidence regarding Black women to the SABCS platform.

The experiences, knowledge, and recommendations that attendees—providers, researchers, patient advocates, patient advocacy groups, clinicians and more—contributed during this collaborative discussion were essential to the success of this event. Although this event was focused on TNBC, it is important to recognize that issues associated across the continuum of care for TNBC also exist for Black and Hispanic women affected by all types of breast cancer.

ANGEL Notetaking and Blogs
Tigerlily is committed to ensuring patients and the community have access to information about the current available treatments and emerging options for breast cancer screening, diagnostic, treatment and survivorship care. To educate and empower our patients, Tigerlily sponsored ANGELS to attend SABCS virtually and in-person, attended sessions with patients, trained them on how to understand complicated topics beforehand, and supported them in co-curating report out blogs to share with the community on what they learned.

In partnership with Gilead, Tigerlily partnered with Cancer Support Community and Susan G. Komen to host a TNBC Inequities discussion. The three-part TNBC Inequities policy brief series that launched this discussion can be found here:

- [Inequities in Screening and Diagnosis of TNBC – Authored by Tigerlily Foundation](#)
- [Inequities in Care and Treatment for TNBC – Authored by Susan G. Komen](#)
- [Inequities in Patient Support, Wellbeing, and Treatment for TNBC – Authored by Cancer Support Community](#)
Tigerlily Foundation is grateful for the support and trust of its funders, partners, and donors. Our commitment is to steward our funds in order to provide the best and highest level of mission support to our community, ensuring we utilize our funds responsibly. We are committed to sound fiscal management and transparency, through this report and our annual external audit. We have measures in place to ensure we follow the highest financial practices to include having internal finance, operations, and Board oversight.

### 2022 Financial Report

- **$3,132,809** Programs
- **$509,878** Management/General
- **$188,309** Fundraising

**Total 2022 Expenses**

- **$3,830,995**

**Total 2022 Revenue**

- **$5,241,311**

**0.82 cents**

of each dollar spent went directly to programmatic support.
Tigerlily Foundation was featured in many press outlets and digital magazines. Tigerlily Foundation was mentioned 793 times in global channels like CURE, the ASCO Post, Medical News Today, Business Wire, and many other local and national news channels. Many of our pharmaceutical partners also wrote about Maimah Karmo/Tigerlily Foundation as a thought leader in breast cancer and health equity. Thank you to all our supporters!

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<tr>
<th>Article Title</th>
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<tr>
<td>Increasing Clinical Trial Diversity - Innovations to Overcome Barriers to</td>
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<tr>
<td>Trial Participation, Upcoming Symposium Hosted by xTalks</td>
<td>Labcorp via Business Wire</td>
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<td>Cancer Screening Gaps Highlight Urgent Need to Address Health Inequities,</td>
<td>CANADIAN LIFE SCIENCES DATABASE</td>
</tr>
<tr>
<td>According to NCCN Policy Summit</td>
<td>SOUTHWEST DAILY NEWS</td>
</tr>
<tr>
<td>Increasing Clinical Trial Diversity - Innovations to Overcome Barriers to</td>
<td>THE POST SEARCHLIGHT</td>
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<tr>
<td>Trial Participation, Upcoming Symposium Hosted by xTalks</td>
<td>THE STANLY NEWS &amp; PRESS</td>
</tr>
<tr>
<td>More Resources Needed for African-American Women Who Survive Breast Cancer</td>
<td>CANCER THERAPY ADVISOR</td>
</tr>
<tr>
<td>Diversity Makes Clinical Trial Recruitment Easier and Outcomes Better</td>
<td>BIOSPACE</td>
</tr>
<tr>
<td>Empowering people with breast cancer: Improving outcomes for women of color</td>
<td>MEDICAL NEWS TODAY</td>
</tr>
<tr>
<td>Triple-negative breast cancer highlights the need to act against health</td>
<td>STAT</td>
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<td>inequities</td>
<td>AccessWire</td>
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<tr>
<td>World-First Scalp Cooling Summit Unites Industry Leaders to Discuss Future</td>
<td>EVERYDAY HEALTH</td>
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**Tigerlily Foundation and Labcorp Collaborate to Increase Clinical Trial**
**Diversity for Women of Color**

**Labcorp via Business Wire**

**Improving Representation in Breast Cancer Clinical Trials & Developing Better Medicines for All**

**Citizen Weekly**

**Increasing Representation and Amplifying the Patient Voice: Tigerlily Foundation’s ANGEL Advocates to Guide MOLLI Surgical’s Washington, D.C., Outreach**

**CANADIAN LIFE SCIENCES DATABASE**

**World-first Scalp Cooling Summit unites industry leaders**

**HEALTH TECH WORLD**

**Educated Patient® Metastatic Breast Cancer Summit Outside of Treatment Panel: June 11, 2022**

**CURE**

**Digital health: An opportunity to advance health equity**

**MCKINSEY & COMPANY**

**Bipartisan Comprehensive Cancer Survivorship Act Introduced**

**The ASCO Post**

**Breast Cancer Treatment Barriers for Black Women**

**EVERYDAY HEALTH**

**Spotlight On: Tigerlily Foundation**
PRESS RELEASES

16-Year Triple Negative Breast Cancer Survivor And Tigerlily CEO Maimah Karmo, 47, Shares Her Incredible Story of Overcoming Adversity: ‘I Dreamed Of Making A Difference’ | Survivornet

Tigerlily Foundation Shares a Global Perspective on Breast Cancer Through My Life Is My Legacy Brazil

Increasing Representation and Amplifying the Patient Voice: Tigerlily Foundation’s ANGEL Advocates to Guide MOLLI Surgical’s Washington, D.C., Outreach

Tigerlily Foundation and Labcorp Collaborate to Increase Clinical Trial Diversity for Women of Color

Tigerlily – Roe V. Wade Press Release – Thursday, June 30th, 2022

Marriage & household specialist Esther B. Engages People in treatment Coaching Sessions, Fun Workshops & involved Events

Cancer Screening Gaps Highlight Urgent Need to Address Health Inequities, According to NCCN Policy Summit
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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