

The Breakthrough Issue
JANUARY 2024



Tigerlily
Foundation
Beauty. Strength. Transformation.

Kawana Rucker: In Loving Remembrance

Sometimes God takes you on a journey you didn't know you needed to bring everything you ever wanted. Trust His timing and plan

-Kawana Rucker

Kawana, you trusted His timing and plan. Your journey has left an indelible mark on everyone blessed to know you. Your spirit ascended today. Our blessing on earth.

Thank you. Thank you for leading with love.

Always a guiding light, your words resonate with us today as we grapple with your physical absence.

"You've overcome so much. You've bounced back. You are resilient. Walk in your light and truth. You are the miracle you've been praying for."

In the midst of grief, we will walk in our light and truth. We will honor you always, in all ways. We will honor ourselves as you would want us to do.

Thank you Coach K. Our forever coach. Forever in our hearts.

- your Tigerlily family



As we embark on 2024, Tigerlily Foundation is excited for the year to come. We are invigorated to provide training to patient advocates, empowered to enter underserved communities to share educational resources and lasting support, and fired up to push the needle forward on our advocacy initiatives in clinical trials and legislation. We look forward to continued partnership as we work together to improve health outcomes.

TIGERLILY AT SABCS 2023!



In early December 2023, at the San Antonio Breast Cancer Symposium right before the opening session on social determinates of health, Tigerlily Foundation hosted a 90-minute listening summit which attracted over 120+ participants from the San Antonio community.

“Creating Communities for Hope and Action for TNBC” powered by Gilead Oncology, was conducted in clear sisterhood and partnership with caring and wonderful leaders at Mays Cancer Center, Moffitt Cancer Center, Sisters Network, For the Breast of Us, the Metastatic Breast Cancer Alliance, and the Alamo Breast Cancer Foundation.



Tigerlily Angel Advocates, Kawana Rucker and Catrina Mantrell were represented on panel discussions to tell their stories. Maimah Karmo, CEO and Founder of Tigerlily, moderated the listening summit. Together, the moderators and panelists provided a safe space and platform for patients, community leaders, and healthcare professionals to share their stories, insights, and solutions for combating Triple Negative Breast Cancer.

Conversations ensued around innovative clinical research and trials in the San Antonio community. The program concluded with a call to action for participants to trust, make authentic connections, and work together in community. Tigerlily looks forward to engaging with the San Antonio community in 2024!



ANGELs in Action

ANGEL Advocacy Training at SABCS recap

SABCS attendees participated in a special ANGEL Advocacy training called: *Ease on Down the Road: Gaining the Knowledge, Heart, and Courage to Start Your Own Advocacy Journey*.

The creative and interactive training led participants down the *Yellow Brick Road* and explored what support and tools patient advocates need to elevate their voice. Advocates learned effective techniques on when, where, and how to share their breast health stories and gained strategies on how to be a breast cancer advocate in their community in ways that they feel most comfortable.



Welcome our Newest ANGEL Graduates



Cohort 23 was trained by **Angela Hans** and graduated last month! Welcome our newest ANGEL Advocates:

Kristen Harris (Glenwood, IL), **Genelle Adrien** (Greenbelt, MD), **Ravan Patrick** (not pictured) (Staten Island, NY), **Regina Barnes** (Laurel, MD), **Pamla Ames** (Aurora, CO), **Nathalie Delpeche** (Brooklyn, NY), **Martricia Allums** (St. Louis, MO), **Myrtis Brown** (South Holland, IL), **Gina Simpson** (Glen Burnie, MD).

Our next ANGEL training begins Sunday Feb. 4th 8-9:30PM EST and will be led by trainer Rheila Parker. Interested in becoming an ANGEL? Please email amanda.e@tigerlilyfoundation.org to register.

Advanced ANGEL trainings on Anti-Racism to be held in February

We will be hosting two sessions of the optional ANGEL training Module 12: Anti-racism and Allyship in February. These trainings are open to current ANGEL advocates and individuals who have completed the ANGEL application. You can register by emailing amanda.e@tigerlilyfoundation.org and choosing one of the below options:

Thur. Feb 15th 8-9:30PM EST with Maricia Cole

Wed. Feb 21st 6:30-8PM EST with Vicki Williams

Clinical Trials: RAISE



RAISE Testimonial



Aisha Patterson

Tigerlily ANGEL Advocate

"Overall, the platform is amazing. It's super easy to use, it's straightforward. It really takes the emotional aspect out of it (asking for help). I love that you can put it all out there and people can help with what they want. The tutorials were very helpful and simple."

Tigerlily Foundation has partnered with WITT Forever to establish the RAISE platform. RAISE, which stands for Resources and Assistance for Support and Empowerment, is a platform that makes it easy for patients to get support without feeling as though they are burdening others. Tigerlily understands that patients with chronic disease often face challenges that lead to the need to make difficult decisions about paying for groceries, childcare or life-saving medical care. Individuals on the RAISE platform can list out the things they need help with – both financial and non-financial – and other people can view this list and claim items for which they're able to provide help. This platform is created by and for patients and will continue to be patient-focused as additional enhancements are added.

RAISE formally launched on May 11, 2023 after a brief ANGEL advocate-led beta test in April 2023. Currently, there are over 180 patients signed up on the RAISE platform! Feedback has been positive, with patient users sharing how easy they felt the platform was to use and how helpful it is to them to create a list of their needs to share broadly. As Tigerlily moves forward, we hope to establish long-term partnerships within the healthcare industry that will bolster support for RAISE patient users.

[Learn more about RAISE here!](#)

Clinical Trials: My Living Legacy



Black people are more likely to die from cancer. That's unacceptable. Participating in clinical trials can create a new legacy of better health.

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Maimah Karmo
Founder/CEO
Tigerlily Foundation

#MyLivingLegacy

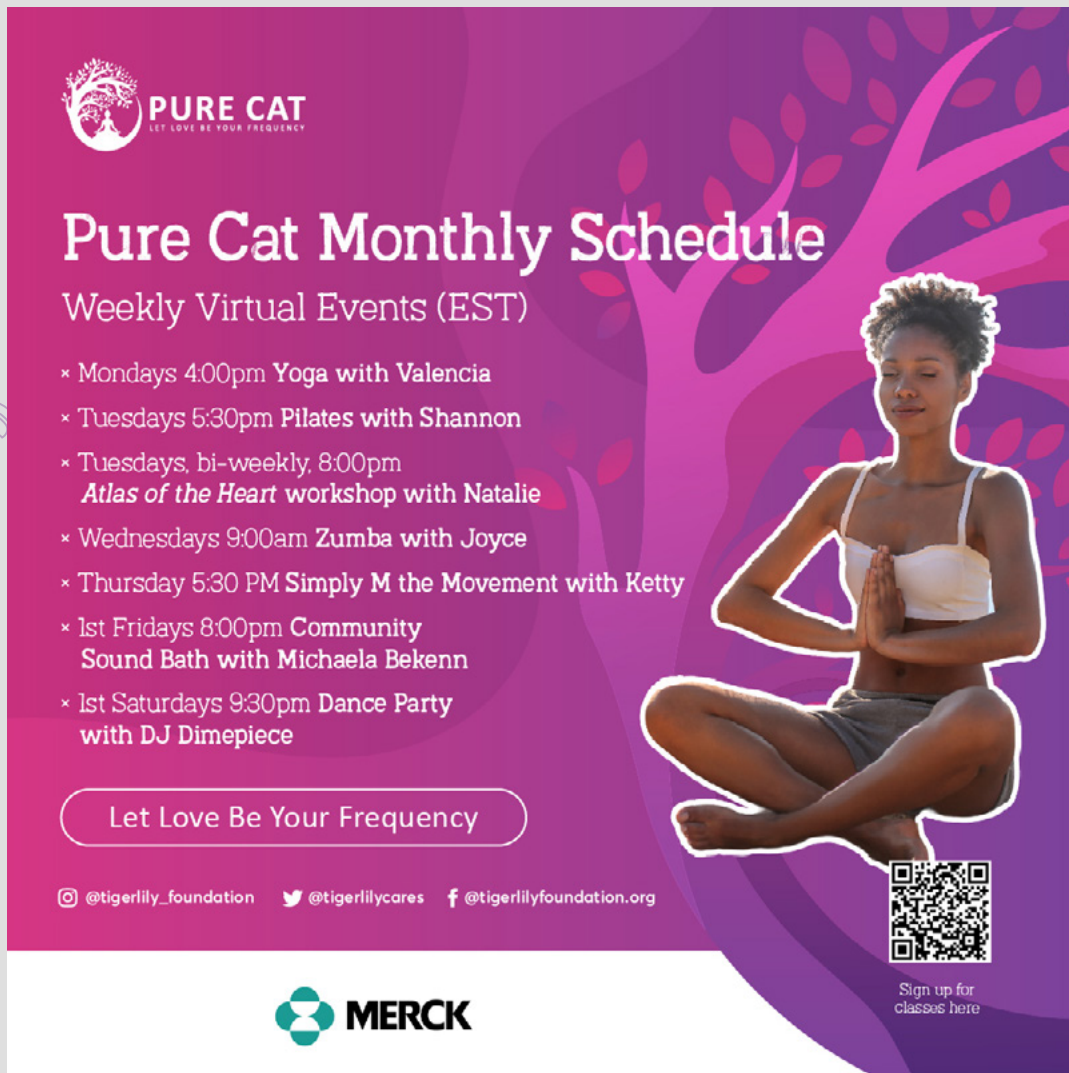
Supported by **GSK**


We know that breast cancer is the leading cause of cancer-related death in Black women, yet they remain critically underrepresented in potentially life-saving research; this disparity is seen in many chronic diseases even beyond breast cancer. Without appropriate representation in clinical trials, it's hard to know whether or not new treatments will work effectively across all bodies. My Living Legacy is a partnership between Tigerlily Foundation and GSK that hopes to change the future for BIPOC individuals by building trust, conversation, and community around clinical trials. The goals of this campaign included:

- Normalizing and humanizing the clinical trial process to encourage participation by people from BIPOC and other diverse backgrounds.
- Empowering BIPOC people, especially women, to become comfortable discussing clinical trials.
- Encouraging conversations about clinical trials that will build trust at a community level.
- Recognizing solutions that will overcome barriers to clinical trial participation as identified by community members.

Throughout this campaign, we reached out to individuals through radio, streaming audio, online news websites, media interviews, social media, and in-person activities. Our messages of education and empowerment have reached over 100 million individuals through these platforms. While the campaign has formally concluded, both Tigerlily and GSK continue our dedication to building trust and empowerment around clinical research for BIPOC communities.

Pure Cat Schedule

A poster for the Pure Cat Monthly Schedule. It features a woman in a white tank top and grey shorts in a yoga pose (Padmasana) with her hands in a prayer position (Anjali Mudra). The background is a vibrant purple with a large, stylized tree graphic. The text is white and pink. The Pure Cat logo is at the top left, and the Merck logo is at the bottom left. A QR code is at the bottom right.


 **PURE CAT**
LET LOVE BE YOUR FREQUENCY


Pure Cat Monthly Schedule

Weekly Virtual Events (EST)


- × Mondays 4:00pm **Yoga with Valencia**
- × Tuesdays 5:30pm **Pilates with Shannon**
- × Tuesdays, bi-weekly, 8:00pm
***Atlas of the Heart* workshop with Natalie**
- × Wednesdays 9:00am **Zumba with Joyce**
- × Thursday 5:30 PM **Simply M the Movement with Ketty**
- × 1st Fridays 8:00pm **Community Sound Bath with Michaela Bekenn**
- × 1st Saturdays 9:30pm **Dance Party with DJ Dimepiece**

Let Love Be Your Frequency

 @tigerlily_foundation  @tigerlilycares  @tigerlilyfoundation.org



Sign up for classes here

 **MERCK**

Check out our full calendar of free online health and wellness options at www.purecat.tigerlilyfoundation.org. You can participate in live classes via Zoom or by accessing our robust catalog of recordings.

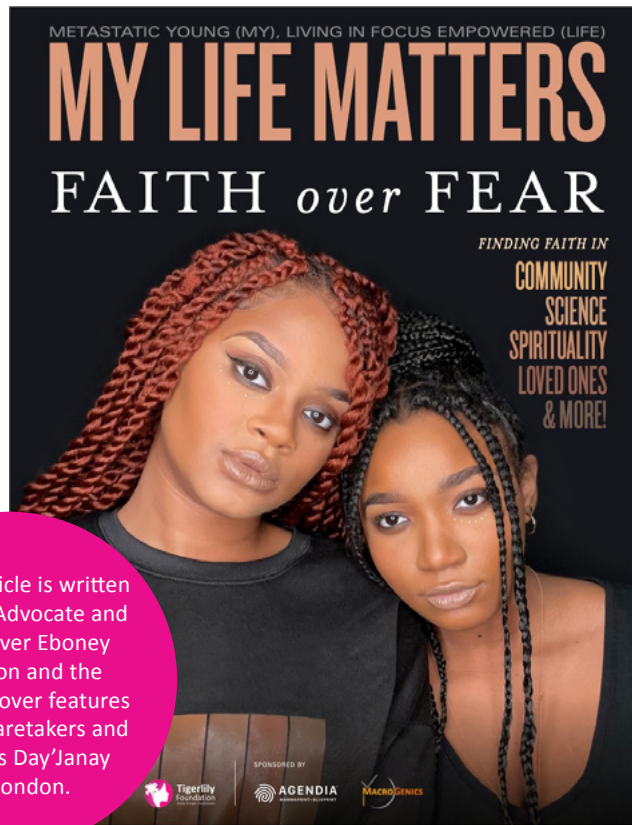
Health Equity Advocacy Leadership Center of Excellence



We had some big wins in 2023! The HEAL COE 2023 Young Women's Breast Health Day on the Hill supporting H.R. 235 and TNBC Equity

- 20+ advocate fly-ins for congressional meetings—TLF's largest fly-in yet!
- Patient advocate training and toolkits
- 415 LinkedIn Live engagement
- 4,000+ engagement for YWBHD #TNBCact
- 25+ Members of Congress engaged
- 90+ in-person attendees
- Cinematic storytelling for 3 perspectives: TNBC patient, mTNBC patient, advocacy organization leaders
- 15+ bills and issues supported to establish better protections and preventative measures, eliminate barriers to care and survivorship and increase access to care for those at the highest risk of dying from breast cancer
- 180 ANGEL Advocates trained on policy advocacy and engaged in HEAL Policy COE work
- 80+ representatives engaged
- 500+ advocates engaged in policy support through letter writing campaigns
- 3 priority federal bills for TNBC equity, survivorship care plans, biomarker testing and genetic testing

Tigerlily Foundation's MY LIFE Matters "Faith Over Fear" Winter 2023/2024 Issue is here!



Feature article is written by ANGEL Advocate and MBC Thriver Ebony Thompson and the magazine cover features Ebony's caretakers and daughters Day'Janay and London.

We are thrilled to announce the release of another Elephants and Tea & Tigerlily Foundation collaboration that explores topics around "Faith over Fear". This new issue of MY LIFE Matters dives into how patients align their faith beliefs and practices, and mindset, and how they support patients' journeys and the challenges that come with a cancer diagnosis.

Finding faith in community, science, spirituality, loved ones, your medical team – and in oneself - can be uplifting and transformational, leading to a change in perspective, bring hope and for many, show improved quality of life.

Our amazing authors share how faith helped them to navigate a cancer diagnosis, and they share tangible tips for you to practice on your journey as well. As you read these stories, be inspired to open your mind and heart to hope, faith and possibilities.

[Read the full magazine here!](#)

That's a wrap for our 2023 MY LIFE Video Series!



We would like to thank the supporters of this year's Metastatic Young, Living in Focus, Empowered (MY LIFE) program. As part of this program, Tigerlily Foundation launches our #MyLifelsMyLegacy video series every year on October 13, metastatic breast cancer awareness day, to recognize the xxx individuals who die annually from metastatic breast cancer. #MyLifelsMyLegacy is a collection of intimate vignettes showing the personal stories and living legacy of remarkable individuals living with Stage IV cancer, early-stage cancers, medical experts, industry trailblazers, and caregivers who have not been diagnosed with cancer, but whose lives are impacted by the disease. These stories build a bridge of knowledge, love, faith, hope and transformation that help us understand the impacts of cancer and provide guidance that will help generations to come.

A special thank you to this year's participants Brittney, Kawana, Michelle, Regenia, Pat, Valencia, Na'Diah, Tamika, Katrina, Megan, Kathryn, Kiana, Melissa, All the ANGEL Advocates who are a part of these powerful stories.

Watch, Comment, Share, Support. Join us in celebrating the living legacy of each individual and legacy vignette. #MYLIFEISMYLEGACY

[Watch all the videos here!](#)

BREATHE Tv Season 4

BREATHETv Season 4 is underway! The first of 14 episodes that will be posted on the Tigerlily website followed by a special Facebook live screening with after show in partnership with [BlackDoctor.org](https://blackdoctor.org)

Episode 1 | Survivorship: Life with Cancer



In this episode, YOU WILL BE INSPIRED. Join us as we talk about survival and life with cancer. We are joined by Tameka Johnson, a Tigerlily ANGEL Advocate who was a child when first diagnosed with cancer. Listen as we discuss navigating survivorship, the importance of knowing your body and advocating for yourself. Tameka shares her journey of survivorship and her path to becoming a resilient thriver. In survivorship you can continue to live your best life, evolve your soul and live a LIVE A LIFE OF PURPOSE ON PURPOSE.

Guest: Tameka Johnson | MBC Thriver | CEO of Evolving Soul LLC | Tigerlily ANGEL Advocate
This episode of BREATHE Tv is powered by: **Merck and Genentech**

[Watch the full episode here!](#)

Episode 2 | Let's Give Them Something to Talk About! Using Your Voice in Advocacy!



Guest: Paige More (Co-Founder of The Breasties)
Guest: Dani Drops (Advocate and Social Media Influencer)
This episode of BREATHE Tv is powered by **Takeda Oncology.**

Hearing the life-altering words, “you have breast cancer” or “you have an 87% chance of developing cancer, amongst other cancers” can be scary no matter what age you are or how familiar you are with the medical system. These incredible women, Paige and Dani have taken to social media to “keep it real” and share how cancer has impacted their lives from their authentic perspectives. They are fun, creative, open and honest, which have been contributing factors to a community that needed more real and empowered voices.

In this episode we talk with Paige More co-founder of [The Breasties](https://thebreasties.org) (an all-inclusive nonprofit organization that creates community for survivors, previvors, Stage 4 thrivers, and caregivers impacted by breast and gynecologic cancers) and the incredible Dani Drops (advocate, influencer and educator).

[Watch episode 2 here!](#)

Partner Corner

Count Me In: An MBC Research Project in partnership with the Broad Institute

"Cancer made me stand up for myself and those who look like me."



Eboney D. Thompson
Metastatic Breast Cancer Patient & Patient Advocate



JoinCountMeIn.org



TigerlilyFoundation.org

Black/African American women are disproportionately impacted by breast cancer - dying at higher rates, diagnosed at later stages, and with more aggressive subtypes. Compounding these disparities is the challenge that lies within clinical research participation, of which the majority of participants are white - leaving research and trials less representative for Black/African American breast cancer patients. For Black/African American metastatic breast cancer (MBC) patients in particular, this also means limited effective treatment options.

In 2023, Tigerlily Foundation and ANGEL Advocates partnered with Count Me In (CMI) to collaborate on a project to update materials for CMI outreach. It had been

several years - perhaps an estimated seven years - since CMI developed materials (e.g. pamphlets) alongside members of the breast cancer and metastatic breast cancer (MBC) community, including those who identify as Black/African American metastatic breast cancer patients.

Over the course of 12 months - from January 2023 to December 2023 - members from the CMI team met with five ANGEL Advocates who self-identified as Black/African American patients with metastatic breast cancer. There was a total of 12 meetings and each meeting focused on a different objective and deliverable of the pilot. The materials include a tri-fold brochure, two types of informational postcards, and corresponding social media digital assets. Verbiage on all materials were developed and approved by the ANGELs, including design elements like the look, tone, and material textures. Three rounds of iterations were drafted until materials were collectively approved and submitted to CMI's IRB at Dana-Farber Cancer Institute (DFCI) for approval. Recommendations regarding the distribution of materials to the larger Black MBC community were identified for implementation: sharing developed resources with their local oncology nurse navigators, placing printed materials in community oncology practices, enclosing the materials with folders given to patients at initial diagnoses, and further connecting with other community-based breast cancer-related support groups and organizations.



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Seagen