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Letter from our CEO

Dear Friends,

We are excited to share the tremendous progress and impact of Tigerlily Foundation's efforts in our ongoing mission to achieve equity in healthcare. As an organization deeply committed to listening to, learning from, and co-creating with patients, we have made significant strides in addressing the multi-faceted challenges that have historically plagued healthcare access and outcomes.

At the core of our approach lies a deep understanding of the legacy, historical injustices, and structural barriers that have perpetuated health disparities among marginalized populations. For centuries, marginalized communities, particularly those defined by race, ethnicity, socioeconomic status, and sexual orientation, have endured systemic discrimination and neglect within healthcare systems. These disparities are not merely coincidental but rooted in a complex interplay of social determinants of health. At Tigerlily, we recognize that achieving equity in healthcare requires not only addressing immediate issues but also dismantling systemic inequalities that perpetuate disparities, while focusing on creating a living legacy of hope, healing and transformation. Through our work, we aim to tackle these challenges head-on, creating lasting change that uplifts individuals and communities.

Our unique approach is rooted in creating a heart-centered, safe space where trust and collaboration thrive. We understand the importance of meeting individuals where they are, acknowledging their lived experiences, and empowering them to be active participants in their healthcare journey. This ethos is embodied in our ANGEL Advocacy program, where dedicated advocates work tirelessly to educate, support, and uplift those affected by breast cancer.

Through our ANGEL Advocacy program, with support from BMS, Lead ANGEL Advocates actively engaged with over 97 non-clinical



community stakeholders, forging meaningful partnerships to provide patient education, resources, and support through the UNSTOPPABLE Tour. These collaborations have enabled us to reach individuals in underserved communities, addressing critical needs and fostering a sense of belonging and empowerment. Our My Living Legacy campaign, supported by GSK, had tremendous impact, reaching Black women in communities where they live, work, pray and play. With more than 171 million listeners reached through a radio PSA, 33 million readers engaged through interviews for online news outlets, and 5 million viewers reached via television news outlets, our message of empowerment and awareness has resonated far and wide. Furthermore, the campaign's online presence attracted 1,600 unique visitors to the campaign website, while patient advocate influencers on social media platforms reached over 286,000 viewers, amplifying our impact. These outreach efforts are critical to building authentic, sustained relationships in the community and consistently engaging with those we serve.

With support from Gilead Oncology for our Triple Negative Breast Cancer (TNBC) Alliance, and through Sanofi's support for our CBO Health Equity Uplift & Growth (HUG) program, we embarked on a journey to address the unique challenges faced by young BIPOC women in their health journey, particularly those affected by TNBC and Metastatic Breast Cancer (MBC) where they live. Our programs leverage Tigerlily's expertise in peer navigation, culturally sensitive empowerment, and health literacy to empower communities to lead and drive meaningful change. The TNBC Alliance was inspired by leading healthcare and community-based partners who created a novel, sustainable, multi-stakeholder framework which delivered a tri-directional, culturally sensitive, and trusted advocacy training, education, and an empowerment

standard for addressing barriers to equitable care of TNBC in Black and Indigenous People of Color (BIPOC) Communities in two major US Metro Areas: Washington, DC and Dallas/Fort Worth. The TNBC Alliance delivered 62 solutions, reached 6,000+ community members, including 2,357 Black women, with 193 self-identifying as breast cancer patients and 54 patients living with TNBC. The program facilitated 13 events, driving 139 social media postings focused on empowering the TNBC community. Additionally, all the alliance members actively provided valuable input into 8 novel educational deliverables featuring TNBC implicit bias education for providers and patients and TNBC 101 training for ANGEL Advocates contributing to a holistic approach in addressing healthcare disparities. This collaborative effort underscores Tigerlily's commitment to uplifting communities, listening, learning, and advocating for better health outcomes for all individuals in high-risk communities.

Furthermore, our collaboration with clinical stakeholders has been instrumental in expanding access to quality care and resources. We have partnered with more than 3,500 healthcare centers to distribute educational materials, host outreach events, and provide support services to patients and their families. These efforts have not only increased awareness but have also fostered a culture of inclusivity and empathy within healthcare settings.

Our UNSTOPPABLE Tour was an incredible activity - being in the community, attending and partnering on events such as block parties, hair shows, symposia and more, we were able to meet people where they live, work, pray and play and disseminate educational information, as well as build relationships in the community. In addition to our community-focused initiatives, we have made significant strides in

advancing health equity through our clinical trials and digital programs. Our RAISE (Resources Assistance for Support and Empowerment) platform offers resources and assistance to patients, allowing them to seek support for various needs, both financial and non-financial, while also enabling others to contribute help based on their capabilities.

With support from Amgen, we were able to make significant policy impact through our HEAL Center of Excellence, which educates and empowers patients to act on the state and federal level and to be actively involved in righting health inequities. Amgen, along with Merck, were founding supporters of Tigerlily's Inaugural BEACON Symposium bringing patient advocates, health systems, providers and science together to co-create better solutions to achieve patient-centric care.

Looking ahead, Tigerlily Foundation is poised to continue our efforts to support health equity. We are expanding into other realms of cancer advocacy, providing valuable information through website content, the BREATHE TV series reaching over 2.6 million people, with the average Facebook views per video at 105,000, and our MY LIFE Magazine which was disseminated digitally, along with a print distribution of 8,500 - 9,500 magazines per issue delivered to medical facilities and key locations in the United States.

What we just shared is but a snippet of the impact we have made. You're in for a treat as you read through our impact report! Thank you for your continued support and partnership as we work towards a more equitable healthcare landscape. Together, we will create a lasting change and ensure that all individuals have access to the care and resources they need to thrive and live their best life in their best health.



Sincerely,

Maimah Karmo, President and CEO
Tigerlily Foundation

"We understand the patient's journey because we have walked in their shoes, and every day we recommit ourselves to listening, learning from, and advocating for and with them for better health in order to live their best and fullest lives."

TIGERLILY FOUNDATION IMPACT

INCREASING PATIENT EDUCATION AND HEALTH LITERACY

- Number of people reached through the ANGEL Advocacy program events:

» **78,371** | Overall reach

- Reach through social media & speaking engagements:

» **970,051** | Overall reach

- Clinical Trial Education reach through the My Living Legacy campaign:



» **171 million+** | Listeners through radio PSA

» **33 million+** | Readers through interviews for online news outlets

» **5 million+** | Viewers through television news outlets

» **1600** | Unique visitors to the campaign website

» **286,000+** | Viewers through patient advocate influencers on social media platforms

» **400+** | Individuals through direct, active conversations at in-person community events

BUILDING BRIDGES AND TRUST THROUGH AUTHENTIC COMMUNITY ENGAGEMENT

- Lead ANGEL Advocate Five City Pilot Program

Bristol Myers Squibb

» **2,081,265** | Individuals reached through the intervention

» **3547** | Clinical stakeholders engaged

» **3,543** | Materials provided to healthcare facilities

» **98** | Virtual/in-person events held

» **97** | Community stakeholders engaged

"I will always appreciate Tigerlily Foundation for allowing me to share my story and info about disparities in breast cancer for young women and women of color."

Neosho Ponder, Lead ANGEL Advocate, Washington, DC



POWER - People-driven Outcomes through real-World Evidence and Research - Patient Insights Driving Change

82% | Of patients whose learning improved through the program

82% | Reported feeling “very prepared” or “prepared” to address barriers to healthcare post training

97% | Of patients who feel empowered to act on their own health or family health

97% | “Very likely” to speak up for themselves if a provider makes assumptions based on identity factors post training

78% | Of patients are engaging in Public Policy Advocacy

Tigerlily Foundation has National Reach with Strategic Community Focus

Tigerlily Foundation served patients in all 50 states through our advocacy, community outreach and engagement, digital programs, UNSTOPPABLE Tour events, listening summits, clinical trial education, policy, direct support services; with a targeted focus on 21 counties that have the highest breast cancer mortality rates for Black women.

These 21 counties were selected based on the breast cancer mortality rates for Black women, the disparity between the crude mortality rates for Black women versus white women as well as the Black disparity from State crude mortality rates and the Black disparity from U.S. crude mortality rates.



The list of counties below is in order from highest Black breast cancer mortality rates:

County	State	Largest City/Town in County
Lake	Florida	Clermont
Hamilton	Tennessee	Chattanooga
District of Columbia	DC	DC
Cook	Illinois	Chicago
Tulsa	Oklahoma	Tulsa
Sacramento	California	Sacramento
Oakland	Michigan	Troy
Berkeley	South Carolina	Goose Creek
Jefferson	Texas	Beaumont
Alameda	California	Oakland
Orleans Parish	Louisiana	New Orleans
Hamilton	Ohio	Cincinnati
Los Angeles	California	Los Angeles
New York	New York	New York/Manhattan
St. Louis City	Missouri	St. Louis
Baltimore City	Maryland	Baltimore
Harris	Texas	Houston
Dallas	Texas	Dallas
Fulton	Georgia	Atlanta
Durham	North Carolina	Durham
Philadelphia	Pennsylvania	Philadelphia

Cook County, IL (Chicago); Tulsa County, OK; Alameda County, CA (Oakland); New York, NY; Harris County, TX; Fulton County, GA (Atlanta) all have a statistically significant difference in the crude breast cancer death rate for Black and White women in the same county as well as a statistically significant Black crude mortality rate that is HIGHER than the state crude mortality rate.

Sources: Centers for Disease Control and Prevention, National Center for Health Statistics. Multiple Cause of Death 2018-2019 on CDC WONDER Online Database, released in 2020. Data are from the Multiple Cause of Death Files, 2018-2019, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <http://wonder.cdc.gov/mcd-icd10-expanded.html>

EDUCATIONAL PROGRAMS



BREATHE TV

Tigerlily Foundation's 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.

Season 4:

In 2023, we produced 14 episodes, adding to our current archive of 45+ episodes and reels comprised of digital assets, BREATHE TV episodes, listening summits and reels.

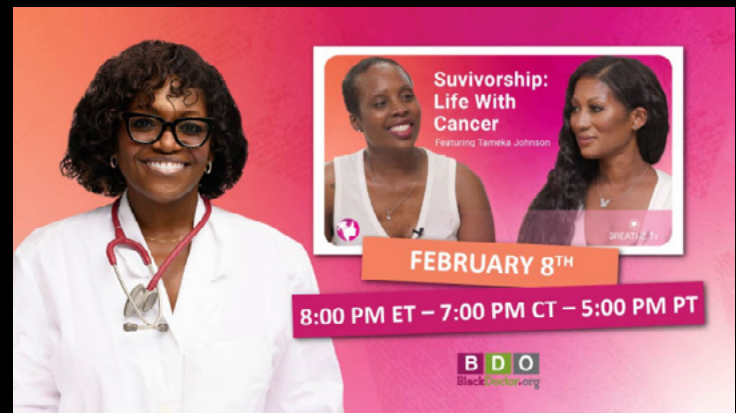
- **BREATHE TV Season 4** Reels and Shorts were produced from each video supporting education & advocacy.
- **Breathe TV Season 4 Facebook Live** version that includes a BREATHE TV After Show with Dr. Renee Matthews on [BlackDoctor.org](https://www.blackdoctor.org) (BDO).

Tigerlily Foundation partnered with BlackDoctor.org for a second year. BDO is the world's largest online health resource specifically targeted to African Americans. The BREATHE TV After Show featuring special guest Dr. Renee Matthews from BDO, is published after the BREATHE TV episode airs on Facebook Live. Dr. Matthews deepens the conversation with guests from each episode and further discusses topics from her medical perspective and engages the BDO community through the lens of Black culture.

"It is in the BREATHE TV After Show that we drive a bit deeper into the lived experiences of the guests, topics discussed in the episode through the lens of Black culture and health as it relates to cancers that impact women."

Dr. Renee Matthews

Media Expert, Food Allergy and Inclusivity Expert



BREATHE TV Season 3 Highlights (filmed in 2022 and launched in 2022/2023)

16 | Episodes Launched

3 | Listening Summits

42 | Patients, Advocates & Industry Experts featured

2.6M | Reach for Season 3

105,000 | Average Facebook Live Views per episode

In 2023, Tigerlily Foundation partnered with BlackDoctor.org to re-launch BREATHE TV Season 3 episodes as Facebook Live events.



Tiger Trials

Tigerlily Foundation's Clinical Trials Program is a transformational initiative to accelerate the delivery of innovative treatments to our patients with a strategic focus on populations that are facing the highest disparities. Through the Tiger Trials program, Tigerlily Foundation aims to develop patient-driven solutions to improve trial access and trial participant representation, to create culturally relevant programming and educational materials, to guide the pharma industry in best practices for patient-centered and culturally competent trial design, and to establish actionable solutions to patient-identified barriers or gaps that limit trial participation.

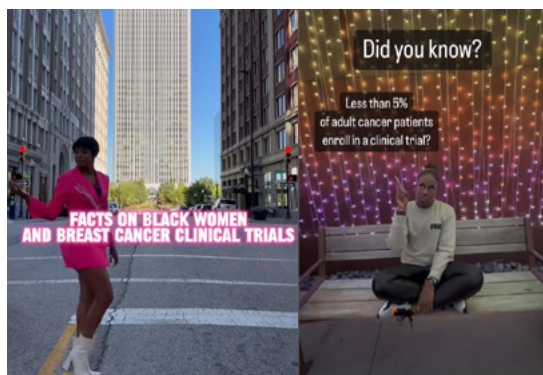


2023 Highlights

- Launched ANGEL Advocate-guided national clinical trials educational campaign, My Living Legacy, across both traditional and social media outlets.

210 | Million individuals

over 360k | Video views across social media



Through our #MyLivingLegacy campaign, Aisha and Asha share some crucial facts about clinical trials to their audience. We're on a mission to demystify clinical trials, make them part of everyday conversations, and inspire more individuals to consider participating.

- Co-curated clinical trial focused events for and with the community and in partnership with national organizations.
- Launched Tigerlily Foundation's Clinical Trials Newsletter, providing clinical trial educational resources, patient perspectives, partner information, clinical trial patient summaries and more.
- Launched updated Tigerlily Foundation Clinical Trials webpage with new patient-guided content.
- Updated and re-designed informational documents such as the Tigerlily Foundation Barrier Toolkits with patient-driven and ANGEL Advocate-led content.
- Interviews with Tigerlily Foundation, industry experts, and ANGEL Advocates about the importance of clinical trial participation shared through digital outlets like ESSENCE, Today.com, NPR: All Things Considered, FOX5 Atlanta, and Urban Health Today with a **combined audience of over 37M**.

ESSENCE



Urban Health Today



Panelists (L-R) Maimah Karmo (Tigerlily Foundation CEO and Founder), Christina Mackey (Tigerlily Foundation ANGEL Advocate), and Dr. Lindi Chuang (Assistant Professor at the Center for Health Equity, University of Texas – Houston) at My Living Legacy campaign event in Houston, TX on September 24, 2023



Tigerlily Foundation ANGEL Advocates Melanie Ivey (L) and Bola Ogundimu (R) engaging with local community members at My Living Legacy campaign event in Atlanta, GA on November 11, 2023



My Living Legacy educational campaign, supported by GSK:
“I appreciated this important campaign and conversation so much! I know it has deeply impacted our community.”

Asha Miller, Tigerlily ANGEL Advocate and Social Media Influencer

TRIALS Newsletter

“All it takes is one person to have a good experience, to say ‘I participated in a clinical trial and I loved it,’ and someone will ask and then more will ask and eventually people will start signing up.”

Excerpt from October 2023 TRIALS issue interview with Jazmin Barnes, Clinical Research Associate



“Every person that joins [a clinical trial] can change the future; maybe it isn’t always your particular situation, but you’re able to help the future population...and that’s a beautiful thing.”

Excerpt from December 2023 TRIALS issue interview with Beatrice Doe, Clinical Researcher and Project Specialist



Labcorp - One of the Largest Clinical Laboratory Networks Globally - and Tigerlily Partner to Develop the I AM INCLUDED Framework Focusing on Site Diversity

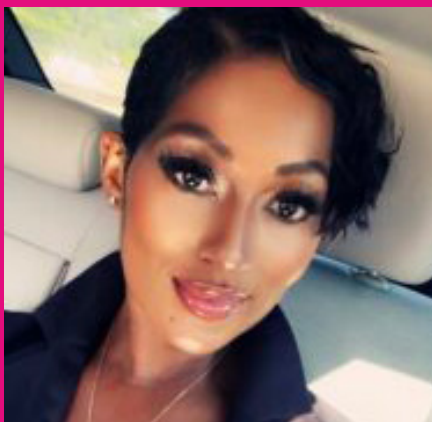


I AM INCLUDED started with an #InclusionPledge commitment from Labcorp. In 2022, Labcorp signed Tigerlily's #InclusionPledge as part of a shared commitment to increase clinical trial diversity and co-create health equity solutions. Labcorp and Tigerlily then jointly hosted Patient Listening and Clinical Site Listening Summits to discuss health equity and diversity in cancer clinical trials. Attendees included notable and successful diverse site leaders, investigators from Historically Black Colleges and Universities (HBCUs), National Cancer Institute (NCI) Cancer Centers, diversity and inclusion leaders and patients who identify as Black or persons of color to formulate solutions and practices that deliberately put the patient first. With the expertise of diverse site leaders and ANGEL Advocates, we published an explosion of social media postings and a framework that defined 115 patient-informed best practices for clinical trial sites based on what patients, the community and cancer center site leaders recommend.



[Learn more about I AM INCLUDED Here!](#)

Clinical Trial Partners in 2023



"Partnership without action is just admiring the problem; we have had too many conversations about the problems and barriers, and it's time we push for solutions that eliminate barriers for patients in clinical trials and make sites accessible, culturally inviting and diverse."

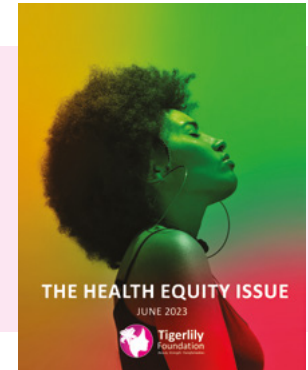
Maimah Karmo, Founder and CEO, Tigerlily Foundation

Digital Education

Tigerlily's digital education involves content creation for social media, monthly newsletters, events, partner distribution, and programs. Our social media platforms include Instagram, Twitter, Facebook, LinkedIn, TikTok, Threads, and YouTube which are used for educational posts, highlighting events and programs, and spotlighting our ANGEL Advocates.

Tigerlily Foundation Newsletters

Every month Tigerlily Foundation publishes a multi-media newsletter that is shared across our digital platforms and posted to the website. Each newsletter is educational, informative and inspiring highlighting the achievements of the ANGEL Advocates and community partners.



2023 Highlights

Social media impressions of the year include:

+12M | Impressions

351,200

Total engagements across all social media platforms

20,901

Post link clicks

#TLCTransform Twitter Chat

Our Twitter Chats bring together multiple stakeholders in healthcare to call attention to issues that are important to patients, caregivers, and the breast cancer community and that affect healthcare systemically.

- In 2023 Tigerlily reached more than **2M impressions** through our Twitter Chats!
- Some of the important topics we covered this year included mental health, biomarker testing, and survivorship.



#BlackFamCan

National Black Family Cancer Awareness Week is an Oncology Center of Excellence Project and Community Initiative called #BlackFamCan that is coordinated through the FDA. The #BlackFamCan campaign launched in 2021, tackling the critical issue of 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 partner, amplifying the campaign's message and providing educational resources throughout the year, especially during the week in June dedicated to #BlackFamCan.

In partnership with community-based and national organizations, like Tigerlily, the FDA's Oncology Center of Excellence's Project Community's #BlackFamCan has reached thousands of people, increasing cancer awareness in the most vulnerable segments of the U.S. population.

Educating Patients and Amplifying their Voices

Providing patients with factual, compassionate, clear information is key. In 2023, we created more than **300 content resources**, from event flyers, newsletters, educational posts, and campaign launches which highlighted achievements and much more.

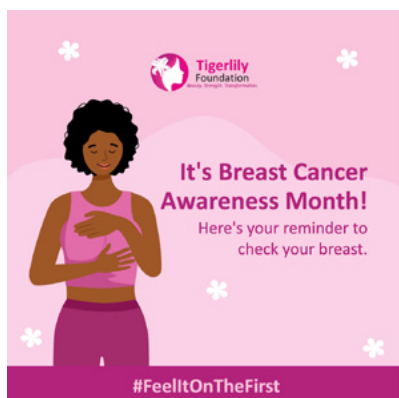
Our educational content included topics such as clinical trials, mental health, dense breasts, breast cancer awareness, triple negative breast cancer, fertility, health and wellness, and more.



Breast Cancer Awareness Month

In October, we engaged our social and digital content around Breast Cancer Awareness Month. Tigerlily was also featured in 21 articles in print and digital media including Essence, Elle, Clinical Leader, Pop Culturely, CURE, and many more.

265M | Impressions in the month of October



Website Relaunch

Tigerlily launched a new website creating a more engaged user experience with updated branding and an elevated look and feel.



2023 Partners and Collaborators

In 2023, Tigerlily partnered with more than 140 organizations from Federal to State agencies, community organizations, faith-based organizations, patient advocacy groups, scientific, policy, and research organizations, and most importantly patients, to ensure that their voices were represented across the women's health and oncology landscape and to ensure they were embedded across the healthcare sector.

Follow our Social Media Accounts!

@tigerlily_foundation

@tigerlilycares

@tigerlilyfoundation

@tigerlilyfoundation

ADVOCACY PROGRAMS



Tigerlily Foundation is committed to addressing and eliminating the disparities in breast cancer of age, stage and color by mobilizing our community of young women, caregivers, and loved ones. We recognize that we must Advocate Now to Grow, Empower & Lead (ANGEL). Our ANGEL Advocates are young women between the ages of 21 to 50, who have been affected by breast cancer and are dedicated to serving within their communities to bring awareness to and eliminate breast cancer disparities. Tigerlily ANGEL Advocates educate women before, during, and after breast cancer with education, tools, and techniques to achieve health equity. Tigerlily and the ANGEL Advocates are working to end systemic racism that contributes to these disparities at the individual, organizational, and system levels.



The Tigerlily ANGEL Advocacy Program provides comprehensive training to become more knowledgeable about breast cancer and the disparities that affect this population, 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 community-based organizations, healthcare systems, research and scientific communities to ensure programs, training, clinical trials, studies, and content are relevant to their population. After applying, ANGEL Advocates enter into an initial six-module training program and, upon graduation, they have access to nine additional continuing education modules to further their knowledge.

All individuals going through the ANGEL Advocacy training take a pre- and post-assessment survey before they begin training and after completing all required modules. These assessments have shown:

2X

knowledge level of "excellent" post training vs. before training

97%

report they are "very likely" to speak up for themselves if a provider makes assumptions based on identity factors post training

30%

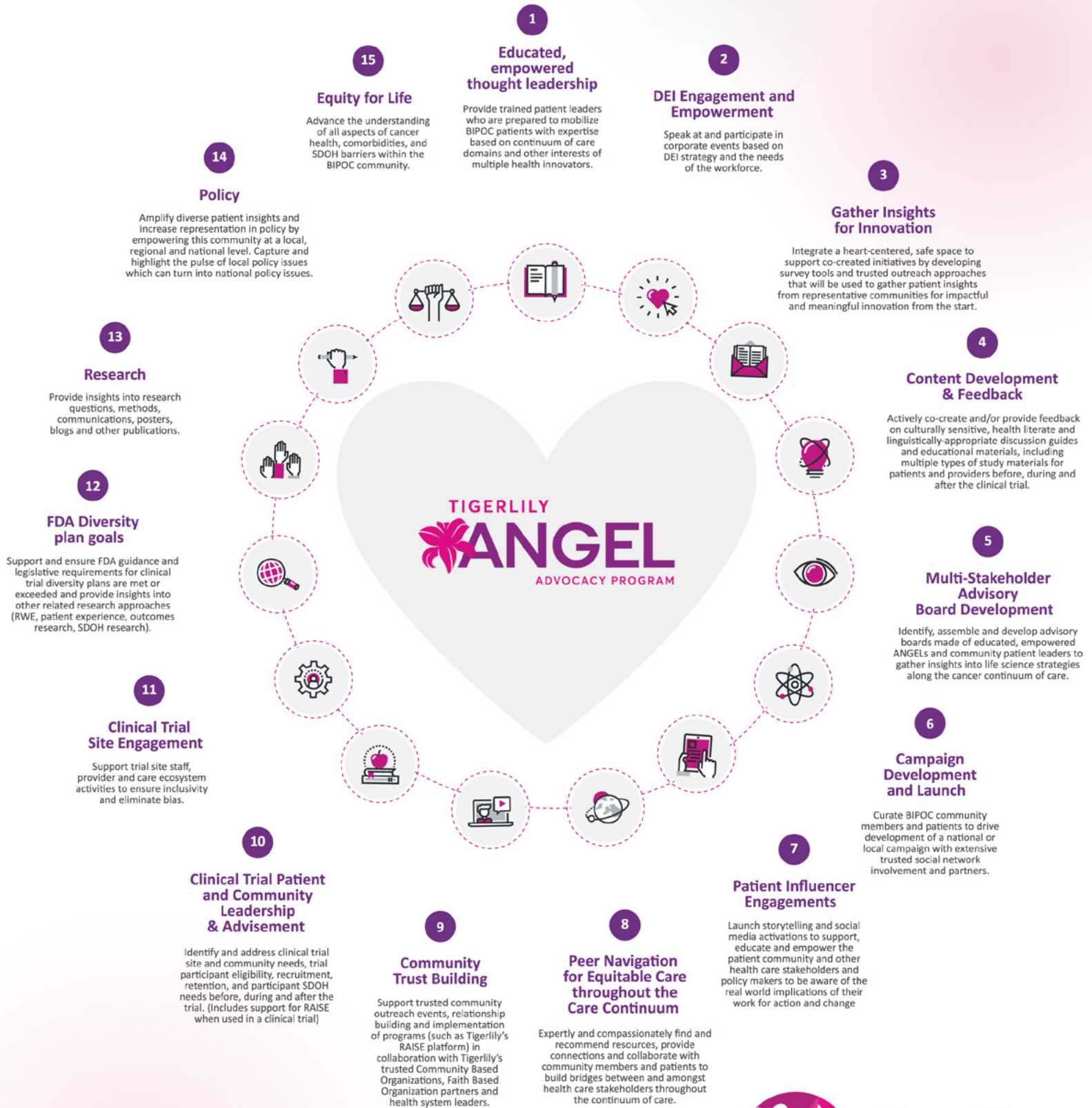
increase in individuals feeling empowered to advocate for the care of themselves and others in post assessment (vs. pre assessment)

82%

reported feeling "very prepared" or "prepared" to address barriers to healthcare post training



Tigerlily's ANGEL Advocates are a force multiplier across the healthcare industry. After ANGEL Advocacy training, they are equipped to engage in every aspect of healthcare - from working as thought leaders, to research, content development and feedback, working as advisors, on campaigns, as influencers, within the clinical trials space, policy and more - with a goal of ensuring that patients have equity for life.



2023 Highlights

- Tigerlily participated in the program creation and development of a three-part series, entitled **Knowledge is Power: The Black Breast Cancer Experience** in September 2023 which featured discussions about disparities in breast cancer care, how to get the adequate care, and strategies for living well beyond one's diagnosis. The series was done in collaboration with Living Beyond Breast Cancer, For the Breast of Us, My Style Matters, Chrysalis Initiative, and Touch - the Black Breast Cancer Alliance. Tigerlily Foundation led a session on "Empowering Patient Advocates to Remove Barriers to Care in Their Community". In total, more than **900** individuals registered to attend the three-part series.
- The NYBLACKMBA Pink Party on the Plaza was held in collaboration with **AfroPink and SurviveHER** at the Adam Clayton Powell Jr State Office Building in Harlem, New York. Tigerlily hosted 3 mini-Listening Sessions with ANGEL Advocates as part of the ANGEL UNSTOPPABLE Tour. Listening session topics included fertility preservation, survivorship care and the TNBC continuum of care.

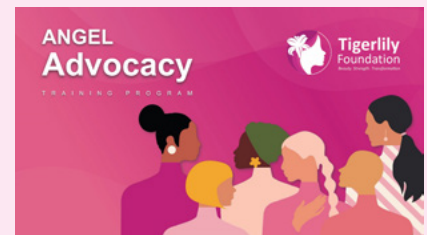


Global ANGEL Advocacy

Tigerlily launched its global advocacy initiative, to partner with organizations across the globe by complementing their programs in areas where there may be gaps. As part of this launch, we have partnered with organizations in Brazil, Ghana and Liberia, with a goal of sharing best practices and learnings.

Our global advocacy program has developed a partnership with FEMAMA, a leading breast cancer advocacy organization in Brazil. Through collaborative efforts, we have adapted content to suit the Brazilian cultural context, ensuring relevance and effectiveness. Key accomplishments include the modification of educational materials such as the ANGEL training video guide, the development of the New Normal Journal tailored for Brazilian audiences, and translating the Breast Self-Exam card to Spanish to promote early detection practices. These initiatives are aimed at empowering individuals in Brazil with vital information and tools to enhance breast cancer awareness, prevention, and early detection efforts.

We have begun a strategic partnership in Liberia, aimed at advancing healthcare initiatives. Our planned activities include the modification of four existing toolkits to suit local needs and contexts. Additionally, we are in the process of organizing the production of BREATHE Tv sessions in collaboration with Liberia's clinic partner and Tigerlily Foundation, to disseminate essential health information to the community. Furthermore, we are developing plans to create, produce, and narrate a radio production to enhance health education efforts. Lastly, we are preparing to review and provide feedback on a short video edited from the ANGEL training, ensuring cultural sensitivity and health literacy through appropriate graphics and narration by Liberia. These planned activities represent critical steps toward improving healthcare access and outcomes in Liberia, and we are committed to their successful execution shortly.



Supported by **sanofi**

UNSTOPPABLE THE ANGEL TOUR

The UNSTOPPABLE ANGEL Tour events were held in 10 communities that have the highest mortality rates for Black women with breast cancer and the highest disparities within those mortality rates.



Events were multi-faceted. They included intimate events such as community town halls, brunches, family-friendly movie screenings, curated events in partnership with Black women’s health equity groups, and large community and consumer expos. The primary focus for these events was for direct one-on-one conversations with community members, cancer patients, their caregivers, and healthcare professionals. These also included on stage presentations with content including personal stories from ANGEL Advocates, how they navigate their breast health journey, how they empower their families to do the same, changing treatment outcomes for BIPOC individuals by building trust, conversation, and community around the importance of diversifying representation in clinical trials, and assessing the current trends in health equity movements on a regional level.



Supported by  **MERCK**



"I had the incredible opportunity to speak at the Berkeley Claremont as part of the Tigerlily and WOCIP for the UNSTOPPABLE ANGEL Tour. As a breast cancer survivor, it was an honor to share my story and discuss the importance of clinical trials for minorities. This experience was even more special for me because I attended high school in Berkeley, so speaking at this venue was truly a dream come true."

Britney Mullins, Founder of Black Girl Cancer Club (BGCC)



RACE Alliance

The RACE Alliance is a collaborative of patients, experts, caregivers, community leaders and partners, focused on establishing priorities and implementing measurable interventions to end disparities for underrepresented women.

PROGRAMS

- #InclusionPledge
- RACE Alliance Roundtable Conversations
- Pull Up A Seat Virtual Listening Sessions



2023 Highlights

- **Hosted 5 Pull Up A Seat conversations** between patient experts and healthcare professionals on topics titled Data & Patient Privacy, Survivorship, Understanding Biomark Testing, Mental Health and Breast Cancer, and Learn to Take Action with over **300 participants**.
- The #InclusionPledge campaign rallied individuals from all walks of life to stand together for diversity, equality, and inclusion in the cancer space. **With 4,117 people reached through Instagram, 1,234 people engaged on Facebook, and 831 people participating via Twitter**, the impact of this campaign exceeded expectations and left an indelible mark on the digital landscape. The campaign's success was a testament to the growing desire for inclusivity and representation in the cancer space and beyond. By using the hashtag #InclusionPledge, participants showcased their commitment to breaking down barriers that lead to health inequity for our most vulnerable and underrepresented populations. The numbers alone speak volumes, but behind each number lies a story of change, empowerment, and unity.
- **2 Dedicated Newsletters** on Health Equity and Diversity, Equity and Inclusion viewed by more than **6,000 readers**.
- **3 RACE Alliance Roundtable conversations** with #InclusionPledge and Community Partners on topics including Underrepresentation in Clinical Trials, Community Networking and Survivorship.
- Dedicated Webpace for DEI Programs.
- Working with ANGELs to share the #InclusionPledge campaign.
- Hosted six partner-led brainstorming sessions around relevant needs and challenges.
- Expanded website program page as a dedicated resource hub for stakeholders to access diversity, equity and inclusion information and resources.
- Ongoing DEI training sessions for both internal and external stakeholders.

2023 Strategic Partners



Barrier Toolkits

The Tigerlily Foundation has made significant strides in improving the lives of individuals facing breast cancer by developing thirteen patient-centered and practitioner-focused toolkits. These toolkits address a diverse range of barriers to care, empowering individuals to navigate the healthcare system with greater confidence and knowledge.

The following barriers are addressed in the toolkits:


- **Increased Access to Clinical Trials:** The toolkit helps patients understand and participate in clinical trials, potentially gaining access to cutting-edge treatments.
- **Reduced Geographical Barriers:** The toolkit provides guidance on overcoming geographical limitations to obtaining necessary care.
- **Improved Patient-Provider Communication:** Building trust and advocating for oneself are key aspects addressed by the toolkit, leading to better communication and understanding with healthcare teams.
- **Enhanced Health and Wellness:** The toolkit offers strategies for developing healthy habits, promoting overall well-being alongside cancer treatment.
- **Reduced Environmental Barriers:** The toolkit equips patients with resources to address environmental challenges that may impact their health.
- **Culturally Competent Care:** The foundation's resources promote understanding and accessing culturally competent care, ensuring patients feel seen and respected.
- **Increased Diversity in Clinical Trials:** The toolkit encourages Black and Brown communities to participate in clinical trials, leading to more inclusive research and treatment options.
- **Addressing Healthcare Access Challenges:** The toolkit helps patients navigate insurance, financial assistance, and other obstacles to accessing necessary care.
- **Supporting Mental Health:** The toolkit provides resources to manage stress and prioritize mental well-being during challenging times.
- **Combating Biased Media Portrayals:** The toolkit empowers individuals to critically evaluate media representations and advocate for accurate portrayals of breast cancer.
- **Addressing Medical Racism:** The resources raise awareness of medical racism and provide tools to combat its impact on healthcare experiences.
- **Improving Health Literacy:** The toolkit helps patients understand medical information and communicate effectively with healthcare providers.
- **Promoting Workforce Diversity:** The resources highlight the importance of representation in the healthcare workforce and advocate for increased diversity.

The Barrier Toolkits have empowered countless individuals by breaking down barriers to care, promoting informed decision-making, and fostering a more equitable healthcare system. ANGEL Advocates have disseminated the toolkits within target cities such as Detroit, Oakland, New Orleans, Pittsburg, and the Washington DC metropolitan area. Angelique Richardson, MD, PhD, who is a medical oncologist specializing in breast cancer at the University of California San Diego Health and is unaffiliated with Tigerlily, said the toolkits provide shareable and culturally competent information about cancer care. "To have something that patients feel is designed by our community and for our community is so important," she said. "Information presented in a way that is not culturally competent sometimes can be offensive." Tigerlily's continued efforts to address diverse barriers will significantly improve the lives of individuals and communities facing breast cancer.

[Read the special article about our Barrier Toolkits by OBR Oncology](#)

BREAKING THE BARRIERS TO CLINICAL TRIALS
A Toolkit For Patients


Shifting the perspective from "Experimental" to "Revolutionary"
— Shonte Drakeford



CREATED WITH YOU IN MIND
We see you. We hear you. We've got you covered.

We have witnessed, heard and personally experienced racial challenges, specifically Black women, face in both research and patient care within healthcare. For these reasons, we've carefully crafted this toolkit with you in mind. Our goal is to help you make more informed decisions by providing you with the right tools and information to help you navigate clinical trials.

People of color and other marginalized groups are more likely to be underrepresented in clinical trials, and Black women are among the most under-represented groups. The goal of this toolkit is to provide you with the information that you need ahead of time to empower you and allow you to make the best decision for your health. Understanding clinical trials and getting access to trials is vital when seeking all options for treatment.



NAVIGATING MENTAL HEALTH AND WELLNESS DURING TIMES OF STRESS
A Toolkit For Patients



CREATED WITH YOU IN MIND

Taking care of yourself is essential and so get through treatment, it becomes especially important. Self-care comes in the form of a healthy diet, exercise, and body products as evidenced in our change toolkit. As women of color, when we care for our bodies, and others, often times we neglect our mental health. As humans we all have physical, emotional and social needs. And improving the psychological state of women and care improves overall, and the mental health of our families. The physical pursuit of wellness combined with a positive mindset will allow you to navigate treatment in a more conscious way. Taking care of yourself first, and prioritizing all aspects of your health and benefits you and the effects are amplified through friends and family. A great mental mindset will be beneficial and necessary as you undergo treatment for breast cancer.



UNDERSTANDING THE IMPACT OF REPRESENTATION IN THE WORKFORCE





CURRENT STATE

Black people, and especially Black women, are critically underrepresented among healthcare professionals in the United States. According to the American Association of Medical Colleges, just 2.3% of all active physicians in the United States in 2018 identified as Black or African American women.

Black women are not being recruited into healthcare-related fields, and can experience racism and isolation during education and training, leaving a significant gap among medical research, care, and treatment teams. This also means that Black patients do not always see themselves represented in their providers, resulting in care that lacks cultural and social sensitivity and challenges recruiting and inspiring future Black healthcare providers.



LACK OF ACCESS
A Toolkit for Practitioners



Through the **Health Equity Advocacy and Leadership (HEAL) Policy Center Of Excellence (COE)**, we are educating, empowering, and lifting patient voices to ensure they are amplified, in order to achieve health equity and end disparities through policy changes. The HEAL Policy COE focuses on systemic changes through policy at the local, state, and federal level to:

- End **barriers** to accessing and receiving quality, equitable care for all,
- Lead **innovation through patient-leadership**, and
- Achieve health equity and **eliminate disparities** in breast cancer.

The **HEAL Policy COE** influences policy for these purposes through bi-directional learning, programs, and training to cultivate a center to exchange ideas, activate voices and create lasting change.

2023 Highlights

The HEAL Policy COE supported 15+ bills and issues 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. These included:

- Comprehensive Cancer Survivorship Act
- Triple-Negative Breast Cancer (TNBC) Research & Education Act
- DIVERSE Trials Act
- SCREENS for Cancer Act
- Increasing Access to Osteoporosis Testing for Medicare Beneficiaries Act
- Reducing Hereditary Cancer Act

As part of this work:

180 | ANGEL Advocates were trained on policy advocacy and engaged in HEAL Policy COE work

80+ | representatives were engaged

500+ | advocates engaged in policy support through letter writing campaigns



ANGELS from left to right, top to bottom: Faridah Thomas (Atlanta GA), Terlisa Sheppard (Orlando, FL), Catrina Marcel (Dallas, TX), Tonya Hicks (Raleigh, NC), StarR Logan (St. Louis, MO), LaTia Maxwell (Chicago, IL), Daria Ross (Flint, MI), Aisha Patterson (Tulsa, OK), Jonell Deshotel (New Orleans, LA), Kawana Rucker (Bowie, MD), Christy Rivers (Dallas, TX), Keisha, Stephney (Bay Area, CA), Carlin Hafiz (Los Angeles, CA), Maricia Cole (Los Angeles, CA), Rheila Dantzler (Baltimore, MD), Maimah Karmo (Tigerlily CEO & President), Michelle Anderson-Benjamin (New York City, NY), Tiffany Clifton-Reed (Philadelphia, PA), Lashelle Scott (Houston, TX).

Transformational Sponsor

Strategic Partners



Collaboration Partners



Left to right: StarR Logan (ANGEL Advocate, St. Louis, MO), Veronica Robinson (Great-Granddaughter to Henrietta Lacks and Health Equity Advocate), Neosho Ponder (Washington D.C. Lead ANGEL Advocate), LaTia Maxwell (ANGEL Advocate, Chicago, IL)



Terlisa Sheppard (ANGEL Advocate, Orlando, FL) and Tonya Hicks ANGEL Advocate, Raleigh, NC

“I had never done anything like this before [public policy lobbying] and was nervous but it was easy and [my representative] was very personable, listened to us, really cared about what we were saying and cared about our experiences...I’m glad I did it.”

Paris Thomas, ANGEL Advocate on participating in State legislator meetings on behalf of Tigerlily



“I would say to anyone considering engaging in public policy to do it. It’s important and [Representatives] need to hear our voice. They’re just people too, like me and you, and we’re just as important to the law-making process.”

Faridah Thomas, ANGEL Advocate and Tigerlily's Young Women's Breast Health Day on the Hill Advocacy Event participant

EMPOWERMENT PROGRAMS

POWER Program

The POWER Program stands for People-driven Outcomes through real-World Evidence and Research. This research department engages with collaborators on research that informs patient outcomes and helps advise the numerous systems that affect human beings and their treatment journey. Our research focuses on understanding mindset, cause, behavior, adherence, quality of life, psychosocial needs, survivorship, patients' needs, the patient journey, clinical trials, disparities and strategies. We will end barriers and achieve equity within the healthcare ecosystem and develop specific, measurable, and time-based solutions to do so.



P.O.W.E.R.
Patient Advocacy Through Research

- **Engagement: 300+** connections from university scholars and medical professionals across 12 conferences.
- **Independent Research Projects: 3** strategic research projects focusing on Clinical Trial Support, TNBC and Survivorship needs for Black women living with breast cancer.
- **Research Partnerships: 5** research projects where ANGEL Advocates were integral in creating projects that included the lived experience with external stakeholders.

2023 Highlights

- **Research Project 1:** "Black Women Navigating Identity as Breast Cancer Survivors," received IRB-approval from the University of Illinois at Urbana-Champaign to conduct qualitative analysis to understand the psychological and social factors among Black women breast cancer survivors associated with Tigerlily Foundation. 20 interviews were conducted to better understand their breast cancer journey. Research from this project was selected to present at the Association of Oncology Social Work Annual Meeting 2023, the American Society of Clinical Oncology Breakthrough Meeting 2023, and the 16th Health Disparities Conference at Xavier University of Louisiana 2023.
- **Research Project 2:** "Triple-Negative Breast Cancer Survey" was a patient experience survey that has never been implemented or published pertaining to Black women diagnosed with TNBC. Tigerlily Foundation (TLF) conducted a TNBC survey of Black women to understand the patient experience throughout the cancer continuum of care and how they were educated, empowered, listened to, respected, and cared for by their healthcare team throughout their treatment journey. 106 responses were collected and analyzed to determine the challenges experienced with TNBC. We found issues pertaining to clinical/peer navigators, diagnostic imaging and biopsies, fertility preservation, and access to clinical trials were the most pressing areas of concern with Black women diagnosed with TNBC. Research from this project was selected to present at the 16th AACR Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved in 2023 and San Antonio Breast Cancer Symposium 2023.
- **Research Project 3:** "Lessons from the Field: Navigating Patient Engagement Collaborations," was a project designed to further our understanding of Metastatic Breast Cancer (MBC) and increase sustainable participation of Black MBC patients in clinical research. Count Me In (CMI) - a cancer research initiative based out of the Broad Institute of MIT and Harvard - partnered with the Tigerlily Foundation (TLF) to develop an equitable collaborative approach connecting CMI researchers with Black MBC patients to create culturally relevant and resonate informational and educational materials for the Black MBC community. While the project remains ongoing, TLF and CMI hosted five bi-monthly meetings with self-identified Black MBC patients connected to TLF. These patients and advocates focused on developing clinical study materials that are reflective of the Black MBC community and lived experience. These working sessions created appropriate implementation procedures and prepped for piloting in Fall 2023. Research from this project was selected to present at Journal of the Advanced Practitioner in Oncology Live 2023 Conference.

Partners / Sponsors



Research Presentation Highlights from 2023

Tigerlily's POWER Program is leading in providing insights on the patient experience. Through POWER, we conduct research on learning, behavior, psychosocial, treatment, survivorship and more, to inform educational, advocacy, support and policy initiatives, in order to better help patients, caregivers and the community. Our research is grounded in patient centered insights, representing diversity, equity and inclusivity of all aspects of cancer patients', with a focus on screening and diagnosis, improving access, impacting social determinants of health, clinical trials, survivorship, health equity, and the psychosocial needs of patients.

16th Health Disparities Conference Xavier University of Louisiana

Tigerlily Foundation was invited to present research that investigated the psycho-social factors surrounding Black women breast cancer survivors among other scholars. This conference took place in New Orleans, Louisiana 16th Health Disparities Conference Xavier University of Louisiana in **February 2023**.



86th Annual Meeting of Midwest Sociological Society (MSS) - Beyond the Academe: Community-Based Research and Teaching

Tigerlily Foundation led two sessions while also presenting research twice. Tigerlily Foundation shared project insights detailing how delays, dismissal and denying care to Black women impact them during cancer treatment and throughout their continuum of care. This conference was held in Minneapolis, Minnesota in **March 2023**.



2023 American Society of Clinical Oncology (ASCO) Annual Meeting

Tigerlily Foundation presented research on the literature review describing the disparities behind Triple-Negative Breast Cancer (sponsored by Gilead Sciences Oncology) at the American Society of Clinical Oncology (ASCO) Annual Meeting Chicago, Illinois in **June 2023**.



2023 Annual Conference Association of Oncology Social Work (AOSW)

Tigerlily Foundation presented a pilot study on Black women Triple-Negative Breast Cancer survivors (sponsored by Gilead Sciences Oncology) at the Annual Conference Association of Oncology Social Work in New Orleans, Louisiana in **June 2023**.



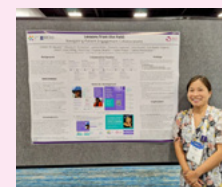
2023 American Society of Clinical Oncology (ASCO) Breakthrough Annual Meeting

Tigerlily Foundation presented a study on breast cancer disparities in screening and diagnosis challenges for Black women at the American Society of Clinical Oncology (ASCO) Breakthrough Annual Meeting in Yokohama, Japan in August 2023. Virginia is pictured with conference attendees and ASCO Leaders below.



Journal of the Advanced Practitioner in Oncology (JADPRO) Live 2023 Conference

To further our understanding of MBC and increase sustainable participation of Black/African American MBC patients in clinical research, over the last year, TLF launched a partnership with the Count Me In (CMI) to develop an equitable collaborative approach connecting CMI researchers with Black/African American MBC patients to create culturally relevant and resonate informational and educational materials for the Black/African American MBC community. We shared preliminary results from this collaboration at the Journal of the Advanced Practitioner in Oncology Live Conference in Orlando, Florida in November 2023 with colleagues from Count Me In: Patient-Partnered Research, and with Colleen Nguyen, MPH pictured here.



Association of Black Sociologists Annual Meeting

Tigerlily Foundation was invited to present research on intersectional approaches to health from a community-based participatory research perspective to university scholars. This conference took place in Philadelphia, Pennsylvania in **August 2023**.



HOPE BOX PROGRAM

The Hope Box is a package curated to help patients get psychosocial and empowerment tools when newly diagnosed. We send a Hope Box filled with gifts to pamper, soothe, educate, and help manage stress throughout their journey. The Hope Box also includes educational tools including a suite of toolkits on how to talk with healthcare providers, understand clinical trials, and educational information. It contains our New Normal Journal navigating survivorship and resources on literacy, financial barriers, access, social, systemic, and other social determinants of health, and how to overcome them.



The **New Normal Journal** provides young survivors with tools to navigate life during and after breast cancer. This inspiring 52-week planning guide, developed by breast cancer survivors, helps patients to regain a sense of focus to design their life after breast cancer encouraged to be their most beautiful, strong, and transformed self.



SUPPORT PROGRAMS

MY LIFE Is My Legacy



MY LIFE Program (Metastatic Young, Living In Focus, Empowered) This program is dedicated to young patients, under the age of 45, living with metastatic breast cancer. This powerful program includes MY LIFE Magazine, My Life is My Legacy video series in addition to providing tools, resources, guidebooks, and support for our cancer community.

#MyLifeIsMyLegacy This series by Tigerlily Foundation is a collection of intimate vignettes showing the lives and living legacy of remarkable individuals. Personal stories of people living with Stage IV cancer and early-stage cancer, in addition to medical experts, industry trailblazers, and caregivers who have not been diagnosed with cancer. 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.

#MyLifeIsMyLegacy Highlights

- 13 remarkable individuals filmed intimate video vignettes that launched in 2023 (Season 4).
- Captured the intimate video vignettes of 13 remarkable individuals in Season 4 during 2023.
- Video series published October - December 2023 with digital promotion going into 2024.
- Video series supported by Merck, Takeda, and Bayer.

+1.4M Reach

+1M Views

Viewed in
10 Countries

MY LIFE Matters Magazine

MY LIFE Matters Magazine is a digital magazine collaboration with Tigerlily Foundation & Elephants and Tea. Each magazine takes a heart centered look at important topics that impact the cancer community with the perspectives and highlights from individuals living with metastatic cancer.

Each magazine featured a digital release followed by print distribution reaching 8,500 - 9,500 per issue. The magazines were strategically bundled with Cure Magazine, and mailed to medical facilities and key locations within priority areas with the highest disparities in the United States.

Five Transformative Issues Released in 2023

Each issue featured 9-20 advocates, patients, and industry experts, along with tips, insights, quotes and resources.

Tigerlily moderated three virtual launch events called Perkatory, where authors read their articles followed by peer discussion and support.

2023 Clinical Trials Issue



2023 Health and Wellness Issue



2023 Health Literacy Issue



2023 Advocacy in Action



2023 FAITH over FEAR



- This issue was completed in December 2023 in conjunction with a virtual Perkatory event.
- The FAITH over FEAR issue featured survivors, thrivers, and medical experts, along with mantra's, thriver quotes, 2-way caregiver support tips, wellness information, and a healthy recipe.



PURE Cat Initiative

Pure Cat Initiative is Tigerlily's on-line health and wellness program, not only promoting health but fosters community through its live weekly and monthly offerings. Over 4,038 people were engaged through a variety of classes including yoga, pilates, zumba, nutrition, dance aerobics, community soundbath, and virtual dance party social hours. Through a partnership with the Smith Center for Healing and the Arts in Washington, D.C., we cross-promoted program offerings to expand our content.

Partner:



Sponsor:



Valencia Robinson leads our yoga class, our highest attended weekly offering.



Ketty Urbay leads our weekly Simply M the Movement getting people energized through dance.



Michaela Bekenn leads our monthly Community Soundbath.

Hear from people who took our classes!

"Tigerlily Pure Cat classes are so helpful to my mental and physical health. The instructors are motivational and make everything fun and engaging. They set the pace for all levels and abilities and help me to prioritize self-care and wellness into my day-to-day life."

Jacqueline Selymes

"I have to admit I was not interested in online classes when I first heard about Pure Cat but I gave them a try and am hooked now! I look forward to them each week and month! They've been a great and fun way to move my body and get some exercise, practice some self-care and take care of my mental health as well. I highly encourage everyone to take advantage of these free and fun classes!"

Lizzie Wittig

"Me encanta la clase de baile, sobre todo porque puedo bailar salsa, merengue y cumbia porque me encanta esa música que conozco y con la que crecí. Me hace feliz, alegre mi día y me ayuda a relajarme."

In English: "I love the dance class, especially because I get to dance salsa, merengue, and cumbia. I love that music that I know and grew up with. It makes me happy and brightens my day and helps me relax."

Elbia Hernandez

"I believe that fitness may help people on their breast cancer journeys, even their loved ones & caretakers. The Tiger Lily Foundation Pure Cat Wellness offerings are wonderful and so crucial as they relate to the challenges of breast cancer. I love looking at total body Wellness as it pertains to lifestyle once you step out of your doctor's office and into the everyday world."

Everything Pure Cat is about and represents is a crucial and key factor that unlocks Wellness. What a beautiful living legacy Pure Cat is. I am so grateful Pure Cat offerings can be part of my road to my body & mind wellness Thrivership plan."

Camille Lewis

FUNDS FOR FAMILIES

Tigerlily Foundation offers financial grants to breast cancer patients through Funds for Families. The program provides financial assistance to families living with increased financial challenges.



Thank you so much! This is amazing news! I'm so grateful.

Marisa



Thank you for these resources, Christin! Receiving this grant is amazing news and I'm grateful that I have been chosen.

Barbara



Thank you so much for all your help!

Krystal



RAISE - Resources and Assistance for Support and Empowerment

RAISE is a patient-created platform that addresses access and adherence to care and eliminates barriers and health equity challenges that cancer patients face. The RAISE platform breaks down barriers by enabling patients living with breast cancer to get support in several ways: 1) leveraging networks of friends, family, and anonymous donors to get the non-clinical support they need without the stigma associated with asking for help; 2) getting direct support from Tigerlily; and 3) getting support through strategic partnerships. In addition to the direct patient benefits, RAISE also captures social determinants of health (SDOH) data that can be utilized to improve trial participant representation, adherence, and accrual.

2023 Highlights

- In May 2023, we launched the RAISE Platform
- Hosted three ANGEL Advocate-focused advisory sessions to guide platform development
Platform, FAQs, printed materials, and website available in English and Spanish
- Presented on RAISE at AACR Cancer Health Disparities in Racial and Ethnic Minorities and the Medically Underserved in September 2023
- Distributed information about RAISE and engaged local community members at in-person events through the Spring, Summer, and Fall of 2023
- Several features in parallel patient-driven Tigerlily programming such as our Clinical Trials newsletter, BREATHE Tv, and MY LIFE Magazine

A special thanks to our partners



*"I was so excited to see this launch... it was amazing when I first logged in and saw that somebody can ask for help without actually *asking* for help because we know that everyone doesn't want to ask for help – it's hard for people to ask!*



Just letting my family and friends know 'this is what I need help with', it's a great platform, they (friends and family) actually like it and have gone in to look at it and said 'okay, so when do you need this done?... I'm going to come by on this day.'

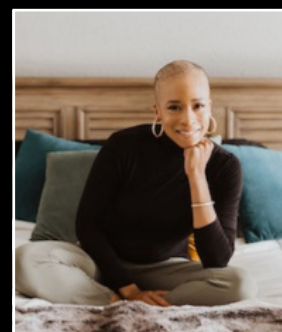
Tameka Johnson, Tigerlily ANGEL Advocate and RAISE patient user

"It was straightforward and easy to use! I liked the email about the concierge help, I thought that was helpful for people who aren't as tech savvy. When I first received my diagnosis, my coworkers set up a fund for me on one of those other donation sites but some of the donations went to the site and not to me. When you need groceries and gas and have a family to take care of, you need all of the donations received, not just some. I like that RAISE doesn't have that, you get all of the funds donated to you, not just some."



Jazmine Sanders, Tigerlily ANGEL Advocate and RAISE patient user

"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."



Aisha Patterson, Tigerlily ANGEL Advocate and RAISE patient user

STRATEGIC HEALTH INITIATIVES

Triple Negative Breast Cancer Impact

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. With early treatment, about **60%** of people with TNBC will continue to live disease-free. About **40%** of people with TNBC will have a recurrence after it is treated mostly within the first **3-5 years** then the recurrence rate drops off.



TNBC Alliance

In 2023, Tigerlily Foundation hosted a TNBC Breast Cancer Alliance Pilot led by community-based partners, leading health care leaders and NCI cancer center leaders to create a framework for a novel, sustainable, multi-stakeholder alliance which together drove the delivery of 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, D.C. and Dallas/ Fort Worth, Texas driven by the leadership of Tigerlily's ANGEL Advocates. Empowerment, Education and Support practices exhibited by ANGEL Advocates inspired not only patients at risk but all stakeholders to achieve solutions with urgency that are sustainable to high-risk metro areas. Placing Lead ANGEL Advocates in a leadership position to coordinate, tell their story and inspire others was clearly a high impact factor that contributed to the success of the TNBC Alliance to obtain the authentic truth and provide hope that encouraged a high focus on what really matters for local action.



TNBC Alliance Highlights

Published an abstract: the case for acceleration of prospective multi stakeholder led community-based research in young Black women with triple negative breast cancer at ASCO' 2023 with all TNBC Alliance members. This abstract created a call to action and alignment of members focused on the needs of their communities both in D.C and Dallas/Fort Worth and nationally. Tigerlily captured 62 high impact TNBC practices based on a multi-stakeholder collaboration in two high-risk metro areas Washington, D.C and Dallas/Fort Worth.

Co-created 8 novel TNBC educational deliverables including ANGEL TNBC 101 training, Tigerlily educational materials, wrap around services/barrier toolkits provided at 13 TNBC Alliance driven community events, 20 "CBO HUG" driven events, and 4 Listening Summits which overall attracted 6,600 community members. Additionally, 50+ ANGEL Advocates participated in TNBC strategic initiatives in 2023.



Successfully launched the TNBC Alliance pilot program and "CBO HUG" initiative leading to the 2024 expansion of the Tigerlily Rallying Around Care and Equity Alliance (RACE) program. This program will target 18+ high risk metro areas as identified by patient data, along with additional stakeholder types. (i.e., Payors, Employers, Health Departments, Government Leaders, and Life Science Companies).

Developed the digital Tigerlily TNBC Toolkit comprised of new TNBC educational resources, wrap around services including downloadable Barrier Toolkits, impactful storytelling reels, and access to the RAISE platform. These resources are easily accessible through Tigerlily's new TNBC webpage dedicated to supporting the TNBC community.

Creating Communities of Hope and Action

In early 2023, Tigerlily Foundation launched the National Community Alliance for Health Equity for Triple Negative Breast Cancer (TNBC) and Metastatic Breast Cancer (MBC) in Young Women. Also known as the “CBO HUG”. This program afforded Tigerlily, led by ANGEL Advocates, the opportunity to partner with community-based organization (CBO) leaders, to share insights, and resources so together, we could optimize authentic engagement to empower young BIPOC women regarding their breast health. In addition, Tigerlily supported CBOs with micro-grants through a competitive NIH-style application process, enabling them to put in place sustainable, community-driven solutions. This initiative is at the core of Tigerlily’s commitment to uplifting others by listening, learning, leveraging what we learned, and letting the community lead.



sanofi

Listening Summits

In 2023, Tigerlily hosted four Listening Summit events focused on TNBC continuum of care topics and discussions focused on risk and health empowerment while listening to the community to create culturally driven solutions. Listening Summits created a safe space for shared experiences within the community with an action orientation. Tigerlily ANGEL Advocates were represented on all panels along with community leaders, healthcare leaders, and patient organization partners in high-risk communities. Tigerlily educational content was shared including Barrier Toolkits and TNBC specific materials as well as partner content. Through these events, Tigerlily was able to build and strengthen new and existing partnerships with local community providers, cancer centers, and leading health care organizations who focus on the care and trusted engagement of BIPOC women in their communities.

A Featured Listening Summit

Tigerlily hosted the Creating Communities of Hope and Action for TNBC Listening Summit during the San Antonio Breast Cancer Symposium (SABCS) in December. This Listening Summit was dedicated to TNBC, research, and clinical trials within the community and attracted over 120 community members.

Two NCI Cancer Center Outreach and Engagement Directors (Mays Cancer Center and Moffitt Cancer Center) and Maimah Karmo, CEO and Founder of Tigerlily Foundation moderated multi-stakeholder panels with patient organization leaders and community organization leaders. This program is a model for future programming focused on inclusive research topics designed to authentically engage community members and build trust in research and clinical trials.

WAKE UP WITH US, SAN ANTONIO!

CREATING COMMUNITIES OF HOPE AND ACTION FOR TRIPLE NEGATIVE BREAST CANCER

A LISTENING SESSION WITH THE COMMUNITY ABOUT CLINICAL TRIALS AND RESEARCH INNOVATIONS.

EVENT DATE & TIME:

DECEMBER 5, 2023

9:00 AM - 11:00 AM CST

SAN ANTONIO MARRIOTT RIVERCENTER ON THE RIVER WALK

PEARL CONFERENCE ROOM
101 Bowie Street, San Antonio, Texas 78205

Hosted by

In Partnership with

Expert Contributors

Listening Summit powered by

2023 Partner Activation Highlights

Hope Box

Tigerlily Foundation partnered with GSK for a Hope Box packing event in Philadelphia, where **600 Hope Boxes** were assembled, packaged and shipped. Tigerlily also partnered with Mary Kay Ambassadors who donated products to be distributed within the Hope Boxes. In 2023, there were 441 Hope Box and New Normal Journal requests fulfilled across 41 states in the U.S.



SXSW

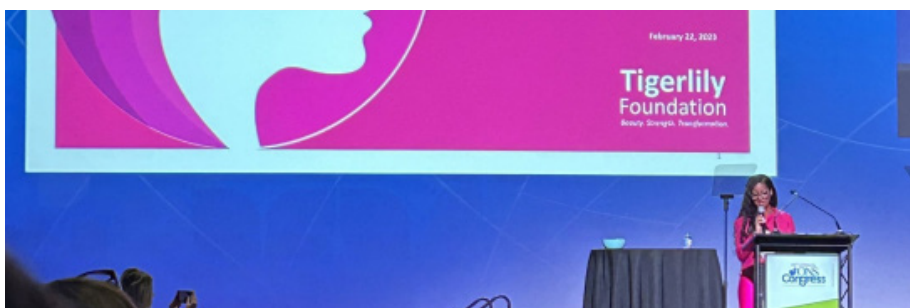
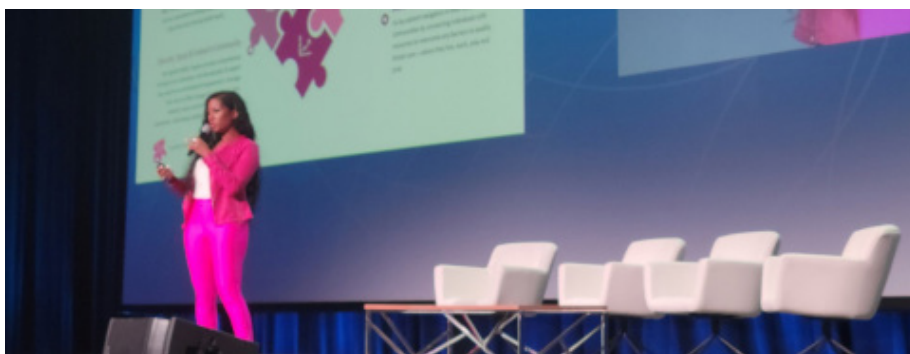
The 2023 SXSW Conference was the ultimate gathering of the world's most innovative and inspiring minds. Tigerlily joined Real Chemistry in their Podcast Lounge for a conversation on health equity. In 2023, SXSW convened over 340,000 attendees across 25 tracks of programming with a variety of formats. The conference served as the 2023 hub of inspirational, insightful, and future-focused conversations on important breakthroughs in technology, film, culture, music, and beyond.



Oncology Nursing Society

Tigerlily Foundation was invited to keynote the ONS Congress attended by more than 1,000 people!

The Oncology Nursing Society (ONS) is a professional association that represents 100,000 nurses and is the professional home to more than 35,000 members. Maimah Karmo served as Keynote Speaker at the 48th Annual ONS Congress explaining the power you hold to create and drive change and how empowering yourself can help you place your patients at the heart of your practice, and support your well-being as a nurse. The presentation explained how she founded the Tigerlily Foundation to help patients, how you can bring your own passions to fruition through empowerment and inspiration, and how to build bridges to fill gaps in care for both patients and oncology nurses. "I think it, I dream it, I do it," Karmo said. "It's not rocket science. I just do it."



Asembia

In May, Tigerlily participated on a panel called **Trust v. Healthcare: How Empathy is the Missing Link in Drug Development, Marketing, and Delivery.**



Trust and empathy are central aspects of improving healthcare; however, how healthcare is "marketed," and how today's system is set up, the result is an increasing erosion of trust with patients. The country's most honest and ethical professions are pharmacists, doctors, nurses, and grade-school teachers. (Gallup) And yet, 91% of all patients believe the industry prioritizes profits over people (Harris). Consumer brands understand trust and empathy as tenets of their tactics with consumers.

In healthcare, the provider is the end-user. What if it were possible for healthcare communications to utilize the same tactics as consumer brands?

In this talk, panelists shed light—based on personal and professional experience—on how we might innovate our way out of this conundrum by learning from existing CPG use cases for engaging patients, trusted non-profit and consumer platform case studies, forward-thinking consumer-focused digital health therapeutic solutions, shifting trends in consumer media consumption, and more.

AUDIENCE KEY TAKEAWAYS

- » Tactical actions to think about different approaches to patient centricity
- » Access to key patient thought leaders
- » Partnership opportunities with emerging and leading DTC patient platforms
- » Strategic approaches to patient engagement and healthcare communications

AstraZeneca National Meeting

Maimah Karmo, CEO & President of Tigerlily Foundation, served as Keynote Speaker at the AstraZeneca LDO Expo in February 2023. She was interviewed by AstraZeneca about her personal story as a young Black woman diagnosed with TNBC breast cancer, the importance of clinical trial diversity and operational recruitment, and living with a cancer with a poorly defined route map.



BMS Convening

The BMS Foundation Grantee Summit was hosted in April 2023. Tigerlily participated on the panel **Rapid Fire: Community Engagement in Cancer Care.**



Tigerlily presented information on the efficiency and success of our ANGEL Advocacy program.

Success is achieved by using community-embedded, patient-led outreach through our Lead ANGEL Advocates (lay navigators and patient advocates) to increase community education, awareness, and empowerment through bidirectional modalities around breast cancer to create better health outcomes for Black women in 5 areas of the U.S. with the highest mortality rates in breast cancer.

Camp Breastie

Paige More, Co-Founder of The Breasties invited Tigerlily Foundation to partner at their Annual Camp Breastie event in June 2023. Tigerlily participated in a special fireside chat with community trailblazers in the nonprofit space. Community leaders shared their unique perspectives on the challenges faced by leaders, how they have dedicated their careers to improving the lives of those impacted by cancer, and how they've worked to create positive change in the community and in their own lives. They shared their stories and the invaluable lessons they've learned, offering hope and guidance to the Breastie community. Camp Breastie is hosted yearly by The Breasties, and is described as, "a four day summit dismantling the idea that knowledge-sharing can only take place in stuffy conference rooms. From a challenging ropes course, informative panels and topic based meetups to a dance festival of epic proportions, Camp Breastie is a catalyst for transformative connections and knowledge-sharing. Insights gained have equipped Breasties with the tools to navigate the complexities of their health and wellness."



Understanding TNBC: A Clinical Perspective and the Patient Journey Webinar Presentation to the Cancer Action Coalition of Virginia (CACV)

The Cancer Action Coalition of Virginia (CACV) included breast cancer in their 5-year cancer action plan and invited Tigerlily Foundation to present to their membership via a webinar. This webinar focused on the current disparities prevalent in breast cancer, especially triple-negative breast cancer (TNBC), to create awareness within the CACV's members and open a dialogue about ways to address these disparities and support the Virginia community in overcoming some of the barriers that contribute to these disparities.

Moderated by Maimah Karmo, Founder & CEO of Tigerlily Foundation, the program featured speakers including Kathleen Harnden, MD, Director, Breast Medical Oncology, Inova Schar Cancer Institute, Sharon Rivera Sanchez, TNBC Survivor, Founder/CEO, Saving Pennies 4 a Cure, and Kirsten Axelson, Senior Policy Advisor, Charles River & Associates.



Congressional Black Caucus Foundation

Tigerlily Foundation was proud to participate in the Congressional Black Caucus Foundation's (CBCF) Annual Legislative Conference (ALC) as well as the CBCF's Community Breakfast and Health Fair in Washington, DC. At the ALC, Tigerlily was featured on the panel Advancing Breast Cancer Equity Through Patient Navigation hosted by Rep. Jasmine Crockett (D-TX). At the Community Breakfast and Health Fair, Tigerlily hosted a booth to educate and provide support services to the community on breast health and breast cancer.



FORCE

Tigerlily serves on the Project Extra Steering Committee in an advisory role for FORCE's Project Extra, a CDC funded 5-year grant to increase access to credible breast cancer information, news & research. This project also expands FORCE's current CDC funded "eXamining the Relevance of Articles for Young Survivors" (XRAYS) program to address the unmet information needs of young breast cancer survivors and young women with metastatic breast cancer.



HCA Essence Collaboration

In July 2023, Tigerlily Foundation, in partnership with HCA Healthcare, led an activation at the National Urban League's Women in Harmony: A Celebration of Sisterhood Luncheon at the Essence Festival in New Orleans with over 200 women in attendance. Tigerlily's activation combined education, beauty and strength. Guests were provided flower crowns and flowers to pin on a garden wall in honor of loved ones touched by cancer. Educational resources and firsthand breast cancer survivor experiences were shared with guests who engaged with our booth activation.



Novartis National Day of Reflection

The 4th Annual National Day of Reflection hosted by Novartis offered Tigerlily the opportunity to join the speaker panel titled, "Forging the Path: Advancing Health Equity by Addressing Disparities and Biases."



The 2023 National Day of Reflection theme "Bridging the Health Equity Gap," explored the historical injustices and factors that still affect health equity, educating us in a way that can inform how we move forward. As leaders in the healthcare industry, it's important for us to better understand health equity and how each of us can play a role in making changes – big and small. Renowned leaders and subject matter experts from within Novartis and beyond engaged in courageous conversations and provided thoughtful ways to take action as part of our commitment to equity in healthcare and society.

PALADIN

Tigerlily is a part of the PALADIN (Patient Advocacy Leaders and Drug Development Industry Network) Executive Committee. PALADIN is a first of its kind consortium dedicated to accelerating new medicines development through optimizing patient advocacy group–industry collaboration.



PALADIN is a non-competitive, disease-agnostic membership community working together to create consensus-based resources, guidelines and solutions that will transform how patient advocacy groups, pharmaceutical and biotechnology companies collaborate in the future.

Maimah Karmo, CEO & President of Tigerlily Foundation, specifically supported diversity and inclusion in clinical trials and participated in monthly and ad-hoc meetings to assist in providing input on playbooks and educational materials to help improve clinical trial participation.

Mary J. Blige Strength of a Woman

The Mary J. Blige 2023 Strength of a Woman Festival and Summit (SOAW) focused on key demographics, Black and Black trans women ages 18-54. Gilead Oncology produced a breast health awareness mini-panel spotlighting Tigerlily and TOUCH, moderated by Dr. Contessa Metcalfe, and activated a Gilead booth which had a consistent line of summit attendees the entire day. Tigerlily distributed more than 1,400 bags, with life-saving information on breast health, and Tigerlily had the opportunity to interact, engage, generate leads and sign ups to their advocacy driven programs. Over 4 days, thousands of women engaged on Sexual Health & HIV and Breast Cancer in an experiential summit billed as "the ultimate destination of empowerment, elevation, education and equity of life with engaging experiences and panel discussions focused on wellness, creators, entrepreneurship, beauty, financial literacy, tech and health equity."



Mary J. Blige
STRENGTH OF A WOMAN

WebMD

In March, Tigerlily Foundation partnered with WebMD for a video on Breaking Barriers. The goal of the video was to discuss openly speaking about cancer, teaching others, and speaking about it within your family, and to empower young women to talk about their health.

WebMDSM

[Read the article here!](#)



EVENTS

Tigerlily's Annual Pajama Glam

This event was created by Noelle Karmo, daughter of Tigerlily Foundation's CEO, when Noelle was only 6 years old. Noelle wanted to design an event to educate young girls about breast cancer, body health and the importance of taking care of your health.

Tigerlily's Pajama Glam event brings together families to educate young girls and women to empower them to self advocate for their health and embrace a healthy lifestyle. Attendees were provided a Passport to a Healthy Lifestyle which guided them to partner tables who shared resources and information on important topics including breast health, breast self-exams, mental health, nutrition, holistic health options, and self-advocacy. There were also yoga, meditation, and zumba demonstrations for guests to enjoy. Additionally, short panel sessions prompted group engagement and discussions on topics such as breast health and screening, healthy lifestyles, clinical trials and more.

The day truly embodied a positive and engaging energy for families to learn together about embracing a healthy lifestyle and learning about breast health.



Thank you to our partners, Bayer & Viatris, for their support! It was an amazing day supporting our community and families with healthy lifestyle tips while glamping it up!



“ I loved attending Tigerlily's annual Pajama Glam last spring! I am so grateful to have had the opportunity to celebrate the Tigerlily Foundation and their mission to empower and support women battling breast cancer on a number of occasions last year. Breast cancer runs in my family and I can't express how much community matters in the hard times — and Tigerlily has done a phenomenal job creating and fostering that support system. A huge thank you to the wonderful and inspiring founder, Maimah Karmo and her daughter, for hosting a wonderful afternoon filled with remarks from cancer warriors and survivors, delicious treats, dance therapy, face painting, and holistic health exercises. Can't wait to return this year! ”

Kisa Motiwala

We Will Overcome Townhall in Chicago

The We Will Overcome event held in Chicago was a powerful demonstration of the importance of community engagement in addressing critical issues on health equity. The event highlighted the significance of hosting such gatherings within the community itself, as it became evident that many individuals lacked access to vital information about breast cancer. This event also highlighted that individual advocates, smaller advocacy groups, hospitals, universities, national organizations, healthcare systems, and biotech companies all play unique roles in healthcare and that it is important for us to collaborate for continuous listening, learning and leverage



knowledge and resources for collaboration. By sharing knowledge and raising awareness, the event played a pivotal role in educating the community. It underscored the value of collaboration with other organizations, as it was evident that by uniting forces, the impact on the community could be significantly amplified. The event in Chicago served as a poignant reminder of the transformative potential of community-based initiatives in tackling pressing health concerns.



Sponsors



Post-Townhall Survey Findings

50%

of survey participants
learned about the event
from a support group

40%

of survey participants
learned about the event
from a family member
or friend

100%

of survey participants
learned the importance
of being a self-advocate

70%

of survey participants learned
about resources to use to
overcome barriers to care

40%

of survey participants
learned about signs and
symptoms of breast cancer

50%

of survey participants learned
the importance of knowing
their family health history



Representative Participant Feedback

"It was a pleasure being part of such a wonderful and sincere community who are on a mission to educate, empower and supply the necessary tools to the women/families in need."

Brenda G.

"The Chicago event impactful for penetrating hard underserved areas to reach those who most need help. Tigerlily's advocacy in bringing awareness and hearing powerful journeys need to be heard by doctors, directors and policy makers in order to make effective change. I left the event hopeful that every word did not fall to the ground and those who have power will lead a change where it is most needed...the community"

Lisa W.

*"The **We Will Overcome** event is what we need in many communities in many cities to show that breast cancer exists, and it is real. Conversations like this should continue to spread awareness to save lives."*

Kathryn J.

Tigerlily's 9th Annual Young Women's Breast Health Day on the Hill (YWBHD)

Tigerlily's 9th Annual Young Women's Breast Health Day on the Hill (YWBHD) supported H.R. 235, The Triple-Negative Breast Cancer (TNBC) Research and Education Act and TNBC Equity. For this event we brought together 21 ANGEL Advocates to Washington D.C. from our 21 target geographic locations representing the counties in the U.S. with the highest breast cancer mortality rates for Black women. The event included pre-virtual training, in-person pre-event training, 26 Member of Congress meetings and a Luncheon featuring inspirational speakers Maimah Karmo, Rep. Sheila Jackson Lee, & Veronica Robinson and honoring TNBC advocates. The YWBHD Luncheon also included an Ask Me Anything (AMA) segment featuring Tigerlily Foundation President & CEO, Maimah Karmo and Henrietta Lacks' Great-Granddaughter and health advocate, Veronica Robinson which was streamed on LinkedIn Live.



Some additional highlights and impacts from YWBHD included:

- **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



“ Along with advocating for TNBC at Tigerlily's 9th Annual Young Women's Breast Health Day on the Hill, we were also privileged to meet and listen to Ms. Veronica Robinson, the great-grand daughter of Henrietta Lacks. This moment was surreal. Her story defines the cultural mistrust inherent for Black people and her story also has championed research that has helped save my life & COUNTLESS others. ”
Daria Ross, Lead ANGEL Advocate

Tigerlily's Inaugural BEACON Symposium



Tigerlily's Inaugural BEACON Symposium took place on Saturday, November 11 at the Grand Hyatt Washington, D.C., bringing together 23 speakers representing patient, advocate, provider, pharma, community-based leader, faith-based leader, regulatory agency, policy expert, health care system, researcher and advocacy organization voices to co-create solutions and paths forward to health equity. At the symposium, panelists and speakers shared about their innovative models and best practices to bring equitable, patient-centric care to all communities, engaging the audience members to brainstorm and collaborate in co-creating solutions as well.

Each person attending walked away from the symposium with five commitments of action to take in their respective networks to move this work forward. We thank everyone involved in the event and who attended for their work to bring this first-of-its kind symposium to fruition. Together, we are the BEACON of hope and light that drives us forward to health equity. Thank you again to our wonderful panelists and speakers:

Kawana Rucker, BChC & PA, Keisha Stephney, Mandi L. Pratt-Chapman, PhD, Lyndsay Levingston, Pamela L. Barnes, MA, Sara Horton, MD, Christian Dauphin, Kendal Whitlock, Neha Shah Londoño, Christina Mackey, Jazmine A. Lampkin, BSN, RN, Regina Hampton, MD, FACS, Pierce Gould, Rachel Landauer, Valencia Robinson, Eucharía Borden, MSW, LCSW, OSW-C, FAOSW, Linda Murakami, Shonte' Drakeford, Ann Fonfa, Asma Dilawari MD, Lisa Simms Booth, Ocelia Pearsall, PA-C, DrPH, D-Div and Reverend Caron A. Gwynn

Thank you to
our BEACON
Symposium
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Thank you to our
Listening Session
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Tigerlily's Annual EmPOWER Ball

Tigerlily Foundation's Annual EmPOWER Ball, commemorating its 17th year, was an incredible triumph, with more than 600 attendees coming together to celebrate individuals who are making a positive impact on health outcomes and promoting health equity for underserved communities.



Eight advocates and healthcare providers were honored - Keisha Stephney, Shonte' Drakeford, Kawana Rucker, Tania Small, MD, Robert Winn, MD, Paige More, Dr. Paris Thomas & Lisa Simms Booth - for their incredible efforts in eliminating disparities faced by women with breast cancer.

We recognized our sponsors for their unwavering support in bringing our patient-centered programs to life.



Thanks to your generosity - We raised more than \$500,000 for our programs that support young women - before, during, and after cancer.

Tigerlily Foundation's EmPOWER Ball: Empowering Women - Before, During and After Cancer

On November 7, Tigerlily's own Shanda Cooper Goff and Kawana Rucker sat down with the hosts of Living Local DMV to discuss the importance of breast health education, advocacy, community and the EmPOWER Ball.

[Watch the interview here!](#)



“ You can tell a lot about an organization by the crowd that forms to support them and the Tigerlily Foundation's EmPOWER Ball was one of the most incredible groups of people I've ever been in a room with. What an incredible night of celebration and hope it was celebrating their work and highlighting survivors. Thank you to Maimah for inviting me and some of our local titleholders to share in the celebration. Your dedication to health equity for women is unmatched. ”

Miss District of Columbia 2023, Jude Maboné



Tigerlily at San Antonio Breast Cancer Symposium

In early December 2023, at the San Antonio Breast Cancer Symposium, Tigerlily Foundation hosted a 90-minute listening summit which was attended by more than 120 participants from the San Antonio community and nationally. We were joined by organizations such as Gilead, ABCF Foundation, Sisters Working it Out, MBC Alliance and For the Breast of Us.



Creating Communities of Hope and Action for TNBC 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 Lead ANGEL Advocates, Kawana Rucker and Catrina Marcell, were represented on panel discussions to tell their stories. Together, the moderators and panelists shared stories of authentic hope and action for Triple Negative Breast Cancer. They discussed research and clinical trials in the community and shared what research questions are being asked and answered in the San Antonio community, and how to get involved. The conclusion of this program was that real action and real change does not happen without trust, true connections, and understanding of everyone in the community. Tigerlily will be back to learn and engage the San Antonio community in 2024.

ANGEL Advocacy Training at SABCS



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 they need to elevate their voice. They 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.



MEDIA AND IN THE PRESS

Press Release Highlights for 2023

» APRIL 18, 2023

FOR IMMEDIATE RELEASE:

Tigerily Foundation Awards Five U.S. Community Based Organizations with grants to reach and empower young Black, Indigenous and People of Color (BIPOC) women at risk of or diagnosed with breast cancer.

» APRIL 20, 2023

FOR IMMEDIATE RELEASE:

Tigerily Foundation and the Academy of Oncology Nurse & Patient Navigators (AONN-) Partner on #InclusionPledge to Eliminate Disparities for Black Women Living with Breast Cancer.

» MAY 10, 2023

FOR IMMEDIATE RELEASE:

USPSTF Releases New Guidance on Breast Cancer Screenings Lowers Baseline Mammography Exam Age to 40.

» SEPTEMBER 21, 2023

FOR IMMEDIATE RELEASE:

TIGERILY FOUNDATION CAPTURES SOCIAL DETERMINANTS OF HEALTH DATA, AND ELIMINATES BARRIERS THROUGH RAISE, TIGERILY'S PATIENT-DRIVEN SUPPORT PLATFORM

» OCTOBER 10, 2023

FOR IMMEDIATE RELEASE:

TIGERILY FOUNDATION LAUNCHES "MY LIVING LEGACY," AN EDUCATIONAL CAMPAIGN FOR BLACK COMMUNITIES ON THE IMPORTANCE OF PARTICIPATION IN CLINICAL TRIALS

» NOVEMBER 16, 2023

Tigerily Foundation and Labcorp Launch I AM INCLUDED Framework to Increase Clinical Trial Diversity, Accelerate Delivery of Innovative Cancer Treatments

Media Highlights for 2023

» FEBRUARY 2, 2023

Finn, OffScrip Health to Promote "Cancer Moonshot" Coalition

» FEBRUARY 27, 2023

18 Ways to Celebrate Women's History Month Around DC

» MARCH 9, 2023

Tigerily Foundation and The WiTT Group Collaborate to Increase Clinical Trial Adherence & Reduce Barriers for Patients

» MARCH 24, 2023

Pajama Glam Party for Health

» MARCH 26, 2023

Pajama Glam 2023: Tigerily Foundation

» MARCH 29, 2023

LIVING FEARLESS: BLACK, FEMALE CEO EMPOWERS BREAST CANCER SURVIVORS, TACKLES DISPARITIES IN HEALTHCARE

» MAY 3, 2023

HOUSTON CHRONICLE

Triple-negative breast cancer nearly killed me. We need to fight back.

» MAY 3, 2023

Improving Patient Outcomes Starts With Patient Trust in Health Care, Pharmacists

» MAY 9, 2023

FOR IMMEDIATE RELEASE:

TIGERILY FOUNDATION AND THE WITT GROUP LAUNCH PATIENT-DRIVEN PLATFORM TO REDUCE BARRIERS FOR PATIENTS AND INCREASE CLINICAL TRIAL ADHERENCE

» MAY 17, 2023

Eliminating Disparities for Black Women Living with Breast Cancer

» NOVEMBER 7, 2023

Tigerily Foundation's Empower Ball: Empowering Women Fighting Breast Cancer

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Tigerlily Foundation is grateful for our partners and corporate sponsors, who enable us to continue our mission of supporting young women – before, during and after cancer. Corporate initiatives are achieved through company donations, matching employee donations, encouraging employees to be involved, educating about our mission at the corporate level in the office, and sharing corporate social responsibility initiatives with the media and community.

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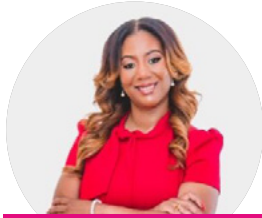
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Yamilé Molina

MS, MPH, PhD, University of Illinois at Chicago



Claudia Tellez

MD, a medical oncologist from Northwestern Medical Group



Ivy Abraham

MD, a hematologist oncologist from University of Chicago Medicine



Abiola Ibraheem

MD, a medical oncologist from University of Illinois Chicago



Dr. Angelo D. Moore

PhD, MSN, RN, NE-BC, Assistant Director, Community Outreach, Engagement, and Equity, Duke Cancer Institute, Durham, NC



Dr. Kim F. Rhoads

MD, MS, MPH, FACS, Associate Professor, Epidemiology & Biostatistics, Affiliate Philip R. Lee Institute for Health Policy Studies; Associate Director, Community Engagement, Helen Diller Family Comprehensive Cancer Center, UCSF School of Medicine; Founder, Umoja Health Partners, San Francisco, CA



Dr. Rajbir Singh

MBBS, Executive Director, Precision Medicine & Health Equity Trials Design Clinical and Translational Research Center, Center for Women's Health Research; Assistant Professor, Internal Medicine, Meharry Medical College, Nashville, TN



Dr. Priscilla Pemu

MD MS, FACP, Professor and Vice Chair, Research, Department of Medicine; Associate Dean Clinical Research, Director, Clinical Research Center, Morehouse School of Medicine, Atlanta, GA



Dr. Carla Williams

Associate Professor of Medicine & Public Health, Interim Director, Howard University Cancer Center, Washington D.C.



Dr. Isagani Chico

Vice President, Global Therapeutic Head for Oncology, Labcorp Clinical Development Services, Labcorp Drug Development