



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

***THE BREAST CANCER
ACTION MONTH ISSUE***
OCTOBER 2025



October is Breast Cancer Action Month

At Tigerlily Foundation, we know that awareness is only the beginning — it's **action** that saves lives and creates change. This month, we honor survivors, uplift thrivers, and remember those we've lost, while recommitting ourselves to breaking barriers in care and advancing health equity.

From advocacy and education to community programs and patient empowerment, everything we do is rooted in one mission: ensuring that no one walks this journey alone.

We invite you to join us throughout October as we share resources, stories, and opportunities to take action. Together, let's turn awareness into impact and hope into transformation.



OCTOBER IS Breast Cancer AWARENESS MONTH



JOIN US THIS MONTH AS WE HONOR, EDUCATE, AND ADVOCATE.

Join us at Tigerlily's 3rd ANNUAL BEACON SYMPOSIUM!



Tigerlily Foundation's Third Annual BEACON Symposium is defining what nirvana looks like for patient-centric care in the real world by bringing patient advocates, health systems, providers and science together to co-create better solutions today. Together, we are the BEACON of hope and light that drives us forward to health equity. Lunch provided.

This year's **BEACON Symposium** theme, **"From Policy to Practice: Safeguarding Patient Access in a Shifting Landscape"** will include panels with experts discussing:

- **Navigating the Crossroads:** Drug Pricing Policy, Innovation, and Unintended Consequences for Cancer Patients
- **The New Frontline:** Community Navigation Bridging Care Amid Funding Cuts
- **Our Power, Our Voice:** Defending Health Equity in a Challenging Political Climate

[Register here](#)

Pull Up A Seat:

Making Sense of Biomarkers & Clinical Trials: What You Need to Know

Understanding biomarkers and clinical trials so you can
make confident choices in your care



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PULL UP A SEAT

MAKING SENSE OF BIOMARKERS & CLINICAL TRIALS: WHAT YOU NEED TO KNOW

Understanding biomarkers and clinical
trials so you can make confident
choices in your care.



FRIDAY, NOVEMBER 14, 2025 | 12:00 PM ET – 1:30 PM ET

Join us to explore biomarkers and clinical trials through patient stories and expert insights. Gain knowledge and tools to make informed decisions and confidently navigate your care.

Save the Date | Friday, November 14, 2025 | 12:00–1:30 PM ET

Join Tigerlily Foundation for this patient-centered webinar that will guide you through understanding biomarkers and clinical trials and how they can impact your cancer care. Learn from ANGEL Advocates' personal experiences, hear insights from expert clinicians, and gain practical tools to make informed decisions and advocate for your health.

Mark your calendars and register today!



Expanding the MAPCare Study: Now in FL, AL, GA & MS



Help Improve Cancer Care in Alabama



We're looking for patients with metastatic breast cancer to share their treatment experiences.

TAKE THE SURVEY

Kimi Skinner
ANGEL Advocate, Survivor



Help Improve Cancer Care in Georgia



We're looking for patients with metastatic breast cancer to share their treatment experiences.

TAKE THE SURVEY

Paris Smith
ANGEL Advocate, Survivor



Help Improve Cancer Care in Florida



We're looking for patients with metastatic breast cancer to share their treatment experiences.

TAKE THE SURVEY

Donna Sade
Survivor, Tigerlily ANGEL Advocate



Help Improve Cancer Care in Mississippi



We're looking for patients with metastatic breast cancer to share their treatment experiences.

TAKE THE SURVEY

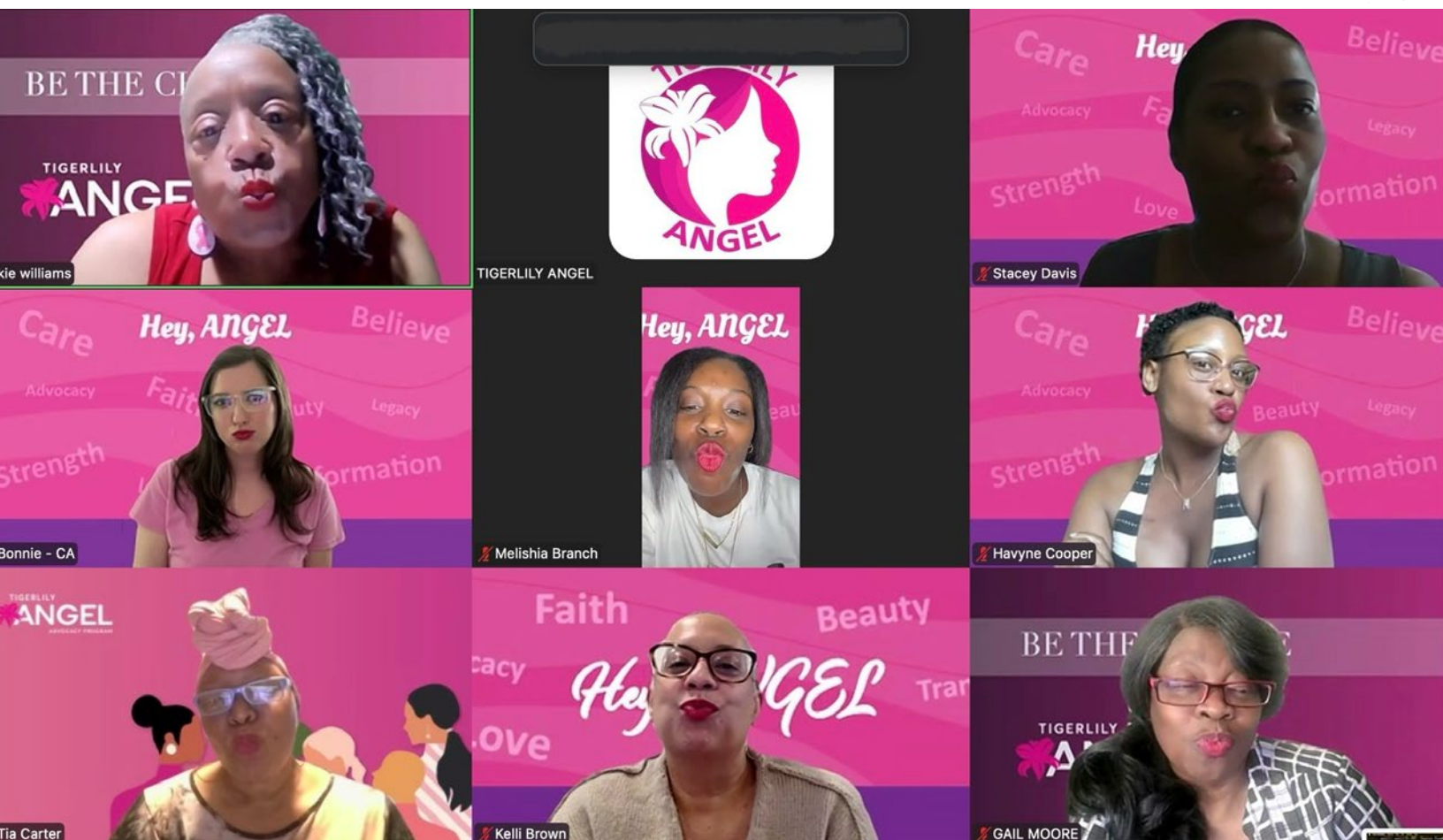
Terlisa Sheppard
ANGEL Advocate
23 Year Florida MBC Thriver

In recognition of Metastatic Breast Cancer Awareness Day, we're proud to announce the expansion of our MAPCare Study—originally launched in Florida—into three additional states: **Alabama, Georgia, and Mississippi**. If you've been diagnosed with metastatic breast cancer (mBC) in the past 24 months and live in one of these four states, we invite you to share your experience through our **MAPCare Survey**. By participating, you'll help: Identify gaps and barriers in cancer care. Shape more equitable support systems. Ensure future patients receive the compassion, treatment, and respect they deserve.

[Click here to learn more and take the survey](#)



Congratulations and kisses to our newly graduated ANGELs!



Tigerlily Foundation is proud to celebrate our newest graduates of **Cohort 41** of the ANGEL Advocacy Training Program!

Trained by the incredible Mrs. Vickie, these incredible women have completed their training and are now equipped to use their voices, stories, and passion to drive change, influence policy, and advocate for health equity in their communities.

We are so inspired by your courage and commitment — welcome to the growing sisterhood of ANGEL Advocates, lighting the way for others and transforming the future of cancer care.

Support our ANGEL program and donate today!

Hear from our ANGELs!





“As a breast cancer survivor, becoming an ANGEL Advocate with the Tigerlily Foundation is deeply personal—I know firsthand the importance of having a voice during the journey. I chose to step into this role to empower women to advocate for themselves, break down barriers, and ensure no one walks this path feeling unheard or alone. The training has equipped me with the tools, knowledge, and confidence to amplify my advocacy, share my story with impact, and create meaningful change in the lives of others.”

Karen Davis, RN, BSN, MHA
Breast Cancer Survivor, TLF ANGEL Advocate,
National Breast Cancer Foundation
Community Ambassador





“As a Tigerlily ANGEL Advocate, I believe no one should have to walk through breast cancer alone. My own journey, from early diagnosis to now navigating metastatic disease, has shown me the power of education, community, and representation. The ANGEL training gave me the tools and confidence to turn my experience into meaningful action; whether it's raising awareness, supporting others, or pushing for change. Advocacy has become part of my healing, and I'm honored to stand alongside this incredible network of women making a difference.”

Frances Malinis
TLF ANGEL Advocate





“I became an ANGEL to make a difference through my breast cancer journey, where sharing my story sparked a fire for advocacy. **The training I received transformed me, giving me the courage and tools to step into the world** as a strong voice for others. Being diagnosed with TNBC—and knowing the statistics for African American women—I chose to use my story to empower and help other women.”

Paris Smith
ANGEL Advocate

At Tigerlily Foundation, our ANGEL Advocacy Program is more than training — it's transformation. Each time we hear the powerful stories and heartfelt statements from our ANGEL Advocates, we're reminded why this work matters so deeply. Their voices fuel our passion, their courage drives our mission, and their advocacy creates ripples of change in communities across the nation.

Apply to be an ANGEL today!



ANGELs In Action!

The Power of Advocacy in Action!



We are so excited to share about our ANGEL Advocate, Kai Pollard, and her family, who traveled to Agbozume, Ghana, this summer to support breast cancer patients with limited access to healthcare. As a survivor, advocate, and research professional, Kai brought hope, inspiration, and education to the community.

From connecting with local kids and learning about breast cancer disparities to meeting with Ms. Agnes, a fellow survivor and government advocate, Kai's journey truly embodies our mission to Advocate, Grow, Empower, Lead.

[See more from Kai's trip here!](#)

Beauty in Bloom: VIP Event Recap



Tigerlily Foundation was honored to co-host the Beauty in Bloom VIP Event in partnership with the **National Breast Center Foundation** and Good Brows. This unforgettable evening at ALX Community – Waterfront celebrated breast cancer patients, thrivers, and survivors with a perfect blend of beauty and empowerment.

Guests enjoyed:

- Fall 2025 beauty trend showcase by Good Brows
- A confidence-boosting scarf-tying demo with Blueprint for Style
- A complimentary jewelry bar courtesy of QueenBee Designs
- Makeup touch-ups by the talented Guidugli Artistry and Design
- Luxury samples from Bellacara
- An empowering conversation on clinical trials with Dr. David Weintritt
- Swag bags filled with goodies to take home

We're grateful to all our partners and supporters who helped create a night of confidence, style, and sisterhood. Together, we helped survivors feel seen, celebrated, and truly beautiful.

Special thanks to:

Guidugli Artistry • Blueprint for Style • Queen Bee Jewelry Bar • Bellacara • Spotted MP (Marketing + Public Relations) • Our sponsor, Myriad Genetics • and thank you to the team at ALX Community-Waterfront for the beautiful event venue!

ANGELS in Action at the Congressional Black Caucus Foundation's 54th Annual Legislative Conference



On September 25th, ANGEL Advocate **Neosho Ponder** proudly represented Tigerlily Foundation at the **Congressional Black Caucus (CBC) Spouses' Annual Community Breakfast** during the 54th Annual Legislative Conference. She was joined by fellow ANGEL Advocate **Dale McElveen** and two inspiring volunteers — breast cancer survivor **Nikki Reeves** and graduate student **Lindsay Washington** — who are both now interested in becoming ANGEL Advocates after learning more about Tigerlily's mission.

Despite the rain moving the event inside historic Shiloh Baptist Church, the day was filled with connection and purpose. Neosho and the team shared Tigerlily resources, built partnerships, and had meaningful conversations — including with students from Howard University's School of Dentistry, who were shocked to learn how many young women must advocate for mammograms before age 40.

Later that day at the Washington Convention Center, she participated in a CBCF ALC Author's Panel, *God's Got Jokes: His Timing is Perfect*, along with 2 other panelists and a moderator. She discussed her memoir that inspired the panel's title, **God's Got Jokes: How I Used My Faith and God's Humor to Survive Breast Cancer**. She shared her story of surviving breast cancer through faith and humor, while also issuing a call-to-action: for everyone to advocate for themselves and their loved ones when it comes to health. She also highlighted Tigerlily's work to address disparities and invited attendees to join the movement.



ANGEL Advocate, Megan O'Neil, Shares About Breast Cancer Action Month!



It's Breast Cancer Awareness Month — but ANGEL Advocate Megan O'Neil reminds us it's more than awareness. It's time for Breast Cancer Action Month. Her message is clear: this month isn't only about supporting others — it's also about taking care of yourself. Talk to your doctors, schedule your screenings, and learn about your risks and prevention options. 1 in 8 women will be diagnosed with breast cancer in their lifetime. And it's important to remember that breast cancer can affect anyone, not just women.

Megan encourages us all to be our own strongest advocates — for our health and for our community.

[Listen to Megan's message here!](#)

CHOICE Project Recap: Expanding Equity in Clinical Trials



Over the summer, Tigerlily Foundation proudly completed its inaugural CHOICE Project event series—designed to expand education, awareness, and representation in breast cancer clinical trials through community-based, patient-led programming.

In partnership with trusted organizations across Washington, D.C. and Los Angeles, CHOICE events created empowering spaces for patients, caregivers, and community members to learn about biomarker testing, clinical trials, and personalized care options.



Event Highlights

- July 12 – DC: Smith Center for Healing and the Arts
- July 12 – LA: Cancer Support Community – LA & Tower Cancer Research Foundation
- July 31 – DC: Breast Care for Washington & Whitman-Walker Health
- August 16 – Beverly Hills: Cancer Support Community – LA & Tower Cancer Research Foundation



CHOICE Impact at a Glance

- 82 attendees reached in person
- 200 educational materials distributed (available in English & Spanish)
- 450,000+ digital impressions via social and partner outreach
- 80+ community partners engaged or invited

Tigerlily's ANGEL Advocates and expert speakers led impactful conversations, helping to demystify clinical trials and uplift patient voices—particularly those often underrepresented in research.



October 13th: Metastatic Breast Cancer Awareness Day



At Tigerlily Foundation, we stand in solidarity with the incredible women and men living with metastatic breast cancer (MBC). Your voices, your strength, and your stories matter — and they guide us in pushing for equity, access, and compassionate care.

Metastatic breast cancer (MBC) affects about 30% of women who are initially diagnosed with early-stage breast cancer, and while it remains incurable, advances in treatment are helping patients live longer and with a better quality of life.

MBC is not the end of the story — it's a call to action. Together, we honor those we've lost, uplift those who are living with MBC, and continue to fight for a future where every patient has the support, treatment, and hope they deserve.

STAT Summit 2025 Recap!



At this year's STAT Summit in Boston, Tigerlily Foundation's President & CEO **Maimah Karmo** joined a dynamic panel on Bridging Gaps in Gynecologic Cancer Care. She was joined by **Dr. Ginger J. Gardner** (Memorial Sloan Kettering, Foundation for Women's Cancer) and **Leslie Amendola** (Genmab), with the discussion moderated by **Jesse McQuarters** of STAT News.

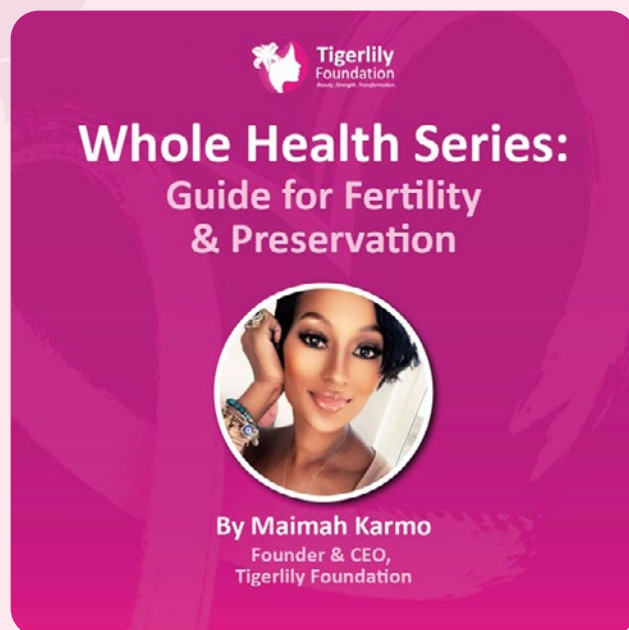
Maimah shared both her personal breast cancer journey and Tigerlily's mission, highlighting the systemic barriers women face—from diagnosis through treatment—and the urgent need to center equity, access, and patient voices. Through advocacy, partnerships, and equity-driven research, Tigerlily works every day to eliminate these barriers and empower women across their cancer journeys. The conversation underscored that real change requires collaboration across advocates, clinicians, industry, and policymakers—ensuring women are supported beyond medicine.

[Learn more here!](#)

Whole Health Blog Series by Maimah Karmo

Tigerlily's CEO & Founder, Maimah Karmo, is sharing a new blog series reflecting on her cancer journey — exploring topics like mental health, fertility, survivorship, and more. Through these stories, we'll gain insight into how her experience shaped her life and inspired her mission to help others.

Her two new blogs on **mental health and fertility** are now live!



[Read her blogs here!](#)

Tigerlily in the Media

Driving Health Equity Through Data: New Publication on MBC Care

We are proud to announce that **Tigerlily Foundation Founder and CEO, Maimah Karmo**, co-authored a compelling new analysis with **Komodo Health: "How New ADCs Are Reshaping Metastatic Breast Cancer Care."** The publication, which leverages Komodo's real-world data, explores the rapid adoption of Antibody-Drug Conjugates (ADCs) in metastatic breast cancer. While the findings show progress toward racial equity in precision medicine (with Black women showing the highest ADC treatment rate), they also uncover an urgent disparity for older patients (age 66+), who receive treatment at significantly lower rates and experience longer delays. This powerful collaboration underscores Tigerlily's commitment to turning real-world data into actionable policy insights to ensure all young women, regardless of age or background, receive equitable and timely care.

[Read the full article here!](#)

Unlocking the Conversation: Navigating ESR1 Mutations in Metastatic Breast Cancer

In this article authored by Tigerlily's President & CEO, **Maimah Karmo**, **Nicole A. Colwell**, MD and **Eleonora Teplinsky**, MD, they address the evolving role of ESR1 mutations in metastatic breast cancer — mutations in the estrogen receptor gene that can influence treatment response. She emphasizes that:

ESR1 mutations emerge as a key mechanism of **resistance to endocrine therapies**.

- Understanding and testing for these mutations is critical for personalizing treatment strategies, particularly for patients whose cancer has progressed despite hormone-based treatments.
- Clinicians and patients alike need to engage in open dialogues about the implications of ESR1 mutations — how they impact prognosis, treatment selection, and potential clinical trial options.
- The article champions patient advocacy and education as central to ensuring people with metastatic breast cancer are empowered to ask the right questions, understand test results, and navigate complex treatment decisions.

By highlighting this cutting-edge area of science alongside real-world patient implications, the piece reinforces Tigerlily's commitment to elevating patient knowledge, promoting equity in access to testing, and driving conversations that shape better outcomes.

[Read the full article here](#)

Coming Soon: Bladder Cancer Content at Tigerlily

Tigerlily Foundation is expanding its commitment to inclusive, patient-centered education by introducing a new focus area: bladder cancer.

In the coming weeks, Tigerlily will begin developing and sharing content specifically designed to support and empower individuals affected by bladder cancer. This will include:

- 🎥 **Videos featuring patient stories and expert insights.**
- 📖 **Educational materials** to help patients and caregivers better understand diagnosis, treatment, and survivorship.
- 💬 **Awareness content** amplifying the voices of communities most impacted.

Stay tuned as we work to ensure every voice is heard and every journey is supported—because education, equity, and empowerment are at the core of everything we do.

Partner Corner

[Breastcancer.org](#) MBC Hub

Metastatic Breast Cancer: Resources to *Thrive*



BREASTCANCER.ORG



Tigerlily Foundation is proud to partner with Breastcancer.org on the new MBC Resource Hub — a space created to provide real support, trusted information, connection, and care for people living with metastatic breast cancer and their loved ones.

Explore the hub today and access tools to help you navigate your journey with confidence.

[Learn more here!](#)

[Read the full press release here!](#)

Living Beyond Breast Cancer Webinar Series

Turn your questions
into confident choices.



Effective treatment & side effect support
FREE WEBINAR SERIES

September 24 – October 15

The “Innovations in Breast Cancer Care” webinar series, hosted by LBBC, recently concluded its four-week run. This virtual series offered practical guidance and trusted insights for people managing breast cancer — from early stages through metastatic disease — covering topics like lymphedema, dose management, menopause, and navigating clinical trials. Although the live sessions are over, all recordings are available to stream or download online. Whether you missed one or want to revisit key moments, you can access the full archive, including presentation slides, via LBBC’s site.

[Watch the recordings here!](#)

Metavivor's 2025 Stage IV Stampede



Tigerlily Foundation is proud to recognize the incredible work of our partners at Metavivor, following their powerful 2025 Stage IV Stampede. This annual advocacy event brings together patients, survivors, caregivers, and allies to raise visibility, funding, and urgency around metastatic breast cancer (MBC).

The Stampede continues to be a critical movement for change — elevating the voices of those living with stage IV disease and pushing for increased research funding and access to care. Through this year's gathering, Metavivor once again demonstrated their commitment to ensuring that people with MBC are not only seen and heard, but prioritized in the fight for better outcomes.

[Take a look at their impact](#)

Ongoing Support with Ina®: 24/7 Nutrition & Symptom Guidance by Text The Intelligent Nutrition Assistant from Savor Health®

INTRODUCING INA® THE INTELLIGENT NUTRITION ASSISTANT FROM SAVOR HEALTH®

- Personalized 24/7 Nutrition Guidance at Your Fingertips
- The Knowledge of Experienced Cancer Professionals
- Safe, Secure and Free



PURE CAT
LET LOVE BE YOUR FREQUENCY



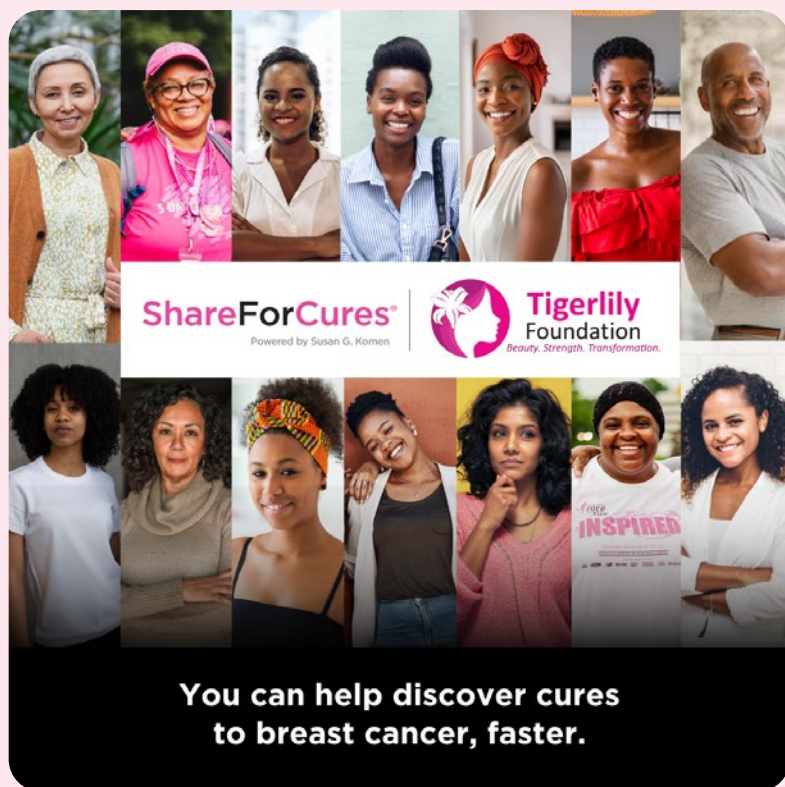
Through our partnership with Savor Health, Tigerlily Foundation offers access to Ina®, a text-based tool that delivers personalized, evidence-based nutrition and symptom management support for cancer patients — anytime you need it.

Here's what Ina® can help you with:

- 24/7 answers to nutrition and symptom questions via SMS text
- Tailored tips, recipes, and expert guidance — no appointments needed
- Advice from oncology-credentialed dietitians, nurses, and doctors
- Free, secure, and private access whenever you need support Feeling strong throughout your cancer journey starts with informed, timely support — and Ina® is always just a text away.

Try Ina Today!

ShareForCures Alliance!



Exciting News! Tigerlily has joined the ShareForCures Alliance, supporting a fully inclusive breast cancer registry for those who have, or had breast cancer. This registry aims to accelerate the search for cures for breast cancer by enhancing diversity and representation in research. By participating in the ShareForCures Alliance, we are striving to increase awareness and enrollment for the ShareForCures registry, ensuring that everyone is represented in breast cancer research and the search to find cures.

Join us in supporting this vital cause.

Turn Awareness Into Action This October

This Breast Cancer Awareness Month, your gift can help us do more than raise awareness — it can save lives. At Tigerlily Foundation, we're committed to breaking down barriers in care, supporting young women before, during, and after diagnosis, and ensuring that every person has access to the resources and community they deserve.

Your donation fuels:

- Advocacy that drives policy change
- Programs that empower patients and families
- Education that saves lives through early detection

Together, we can create a world where no one faces breast cancer alone.



Make your gift today and be part of the change.



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