
I. BACKGROUND INFORMATION

A. Avon's History of Support for Women's Health

Funding Access to Care and Finding a Cure for Breast Cancer

The Avon Foundation for Women, an accredited 501(c)(3) public charity, was founded in 1955 to improve the lives of women and their families. The Foundation brings this mission to life through the *Speak Out Against Domestic Violence* program, and the *Avon Breast Cancer Crusade* which raises funds and awareness to advance access to care and finding a cure for breast cancer, with a focus on the medically underserved.

Since 1992 the *Avon Breast Cancer Crusade* has raised and awarded more than \$640 million worldwide for medical research; access to care; support services; screening and diagnostics; and education and awareness. Funds are raised through many programs, including the sale of special Crusade "pink ribbon" products by Avon independent Sales Representatives; concerts, walks, races and other special events around the world; donations and fundraising by individuals; and the *Avon Walk for Breast Cancer* series of weekend events in the U.S. Many of the fundraising programs are supported by Avon Products, Inc., which also provides extensive direct resources for the operations of the Avon Foundation.

Progress has been made, but breast cancer remains the most commonly diagnosed cancer among women worldwide. In fact, every 3 minutes a new diagnosis is made. The Avon Foundation has implemented a comprehensive, need-based philanthropic strategy that addresses the full range of issues associated with the disease by supporting a virtual national network of research, medical, social service and community-based organizations. Avon Foundation funding is awarded in five areas of the breast cancer cause: awareness and education; screening and diagnosis; access to treatment; support services; and scientific research. Beneficiaries range from leading cancer centers to community-based non-profit breast health programs, each making a unique contribution to patient care, breast cancer research or helping reverse historic disparities in health care.

For more information on Avon Foundation initiatives, visit the searchable grants database at www.avonfoundation.org.

B. Avon Breast Cancer Crusade – Currently Funded U.S. Beneficiaries (Through 2009)

i. CANCER CENTERS

Individually and together, these leading cancer centers pursue breast cancer research across a wide spectrum of scientific topics, which offer the best opportunities in the fight against breast cancer, as well as deliver clinical care for medically underserved women.

Common features to each Center of Excellence program include:

- State-of-the-art care for medically underserved and minority women, including: the latest in diagnostics, surgery, chemotherapy, reconstructive surgery, radiation therapy and the opportunity to participate in clinical trials.
- Examination of local breast healthcare disparities among various groups of women in their service area and city.
- Innovative new research into potential breast cancer causes, prevention and the development of novel treatments.
- Support for physician/scientists, minority investigators, and career development of women physicians and scientists.

California

San Francisco General Hospital and UCSF (San Francisco, CA)

University of California Los Angeles, Jonsson Comprehensive Cancer Center and Olive View Medical Center (Los Angeles, CA)

Colorado

University of Colorado Denver (Denver, CO)

Georgia

The Winship Cancer Institute of Emory University School of Medicine and the Grady Health System (Atlanta, GA)

Illinois

Robert H. Lurie Comprehensive Cancer Center of Northwestern University (Chicago, IL)

Maryland

The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins (Baltimore, MD)

Massachusetts

Massachusetts General Hospital Cancer Center (Boston, MA)

New York

Herbert Irving Comprehensive Cancer Center, Columbia University-New York-Presbyterian (New York, NY)

ii. BASIC, TRANSLATIONAL AND ENVIRONMENTAL RESEARCH

Avon Foundation research programs support collaborative research efforts focused on understanding the potential causes of breast cancer and developing new ways to prevent the disease, assess risk, detect and treat breast cancer. A complete list of beneficiaries can be found at www.avonfoundation.org.

iii. LOVE/AVON ARMY OF WOMEN



The Avon Foundation funded a partnership with the Dr. Susan Love Research Foundation to create the **Love/Avon Army of Women**. The Love/Avon Army of Women is a national initiative to recruit one million women of every age, ethnicity, and level of breast cancer risk to take part in the clinical research that will help us understand what causes breast cancer — and how to stop it.

Most basic research in breast cancer has been done in the laboratory and on animals, or with samples collected and stored from women with breast cancer. Researchers use animals and samples from a “tissue bank” because they don’t have ready access to healthy women. But what we learn from animals doesn’t always translate into how cancer develops in women, and tissue only from women with cancer may not help solve the puzzle of what caused the cancer. The Army of Women challenges the scientific community to expand its current focus to include breast cancer prevention research conducted on healthy women - find out how cancer starts and how to prevent it.

We need your help! Learn more or sign up at

www.armyofwomen.org

Love/Avon Army of Women Frequently Asked Questions

What is it?

The renowned Dr. Susan Love Research Foundation and the Avon Foundation, a global leader in breast cancer research, are joining forces to launch the **Love/Avon Army of Women**. It is a revolutionary call to action that will recruit one million women of all ages and ethnicities to sign on to be a part of the research studies that will help scientists understand what causes breast cancer—and how to prevent it. All women can participate, including healthy women, breast cancer survivors, BRCA carriers, and women at high risk. Women have raised millions of dollars by walking, running, and donating to the fight against breast cancer. Now, you have the opportunity to directly participate in the prevention research that will help us solve the puzzle of how breast cancer starts and teach us how to prevent it before it occurs.

How will it work?

Women who are interested in learning about research projects in need of volunteers can register on the **Love/Avon Army of Women** website (www.armyofwomen.org). Scientists will apply to the Army for the opportunity to recruit volunteers for their research. Each study will undergo a scientific, safety and ethical review, and, if approved, will be relayed by Army staff to Army members. Participation details will be outlined in each call for volunteers, which could include completing a questionnaire or providing such things as a sample of blood, urine, breast fluid, or breast tissue for a breast cancer prevention study. Army members will decide whether they are interested in participating and, if so, will be told how to contact the researcher or a designated Army of Women research center to take part.

Who is involved?

The Army of Women is a partnership between **Dr. Susan Love Research Foundation** and the **Avon Foundation**. **Dr. Love**, a leading expert in the breast cancer field, is author of the best-selling *Dr. Susan Love's Breast Book* and is president of the *Dr. Susan Love Research Foundation*. **The Avon Foundation** is a leader in breast cancer. Avon Products, Inc. is the largest corporate supporter of the breast cancer cause. Together Avon and the Avon Foundation have raised and awarded more than \$585 million worldwide for access to care and finding a cure.



**ONE MILLION WOMEN. ONE RESEARCH GOAL.
ONE REVOLUTIONARY OPPORTUNITY.**

Together we can prevent breast cancer.

The key to ending breast cancer is to stop it before it starts.

The Love/Avon Army of Women provides women the life-changing opportunity to partner with the scientists who are conducting the research that will move us beyond a cure and teach us how to end breast cancer once and for all.

Learn more or sign up at:

WWW.ARMYOFWOMEN.ORG



A partnership between the Dr. Susan Love Research Foundation and the Avon Foundation.

iv. ACCESS TO DIRECT CLINICAL CARE – PUBLIC SAFETY NET HOSPITALS – PATIENT NAVIGATION / PUBLIC EDUCATION – OUTREACH – ADVOCACY / SUPPORT SERVICES

California

Alameda County Medical Center/Alameda County Health Care Foundation (Oakland, CA)

Funds support the integration and expansion of the Pathfinders Outreach and Cancer Navigation Program to increase the number of low-income, multicultural women who are screened at community clinics and to improve the timeliness and quality of care offered.

Antelope Valley Community Clinic - Visiting Nurse Community Services, Inc. (Lancaster, CA)

Funds support the coordinated patient navigator community outreach program by increasing access to screening, diagnostics & treatment; translation services; and support services including counseling & transportation assistance to breast cancer patients.

Cancer Resource Center of Mendocino County (Mendocino, CA)

Funds provide patient navigation services, education to healthcare professionals and to continue the Consultation Recording and Summary (CRS) component of CRCMC's medical consultation support services.

Charlotte Maxwell Complementary Clinic (Oakland, CA)

Funds support the delivery of complementary alternative medicine (CAM), social services, and holistic health for extremely low-income breast cancer patients in the San Francisco Bay and Oakland areas.

Clinica Msr. Oscar A. Romero (Los Angeles, CA)

Funds support targeted outreach to Latina women age 40 and over to provide intensive outreach and navigation to diagnostics designed to increase the number of screening mammograms and decrease delays in care.

Council of Community Clinics (San Diego, CA)

Funds support the breast cancer care coordinator network to provide care coordination, screening mammogram, diagnostic services, and referral to follow up to ethnically diverse, un- and under-insured women throughout San Diego.

Northridge Hospital Foundation (Northridge, CA)

Funds support the patient navigator program to increase capacity and support additional staff to further integrate the patient navigator program into the hospital system.

Project Angel Food (Los Angeles, CA)

Funds support a meals and services program for breast cancer clients and their families in greater Los Angeles County.

Project Open Hand (San Francisco, CA)

Funds support the Homebound Critically Ill Program that provides meals, grocery services and educational programs for breast cancer patients.

San Antonio Community Hospital Foundation (Upland, CA)

Funds support new digital mammography equipment for the Women's Breast & Imaging Center, bringing state-of-the art digital breast imaging services to women in the surrounding Upland and western Inland Empire region.

Sharp Chula Vista Medical Center (San Diego, CA)

Funds support the implementation of a patient navigator program that will work to improve care, specifically among the underserved, uninsured women served at the Center.

Women's Cancer Resource Center (Oakland, CA)

Funds support community outreach, education and navigation services to women facing cancer in medically underserved communities of the East Bay area, namely Oakland, Richmond, and Contra Costa County.

Colorado

Denver Health & Hospital Authority (Denver, CO)

Funds support breast health staff and the purchase new equipment.

Project Angel Heart (Denver, CO)

Funds provide organizational support to better enable Project Angel Heart to provide delivery of meals to breast cancer clients and their families.

The Children's Treehouse Foundation (Denver, CO)

Funds support an expansion of the number of hospitals involved in the Children's Lives Include Moments of Bravery (CLIMB) program, and national and regional training seminars.

District of Columbia

Cosmetics, Toiletries and Fragrance Association Foundation (CTFA) (Washington, DC)

Funds support the Look Good...Feel Better program.

Food & Friends (Washington, DC)

Funds support AVON's Pink Ribbon Delivery: Serving Women and Families Battling Breast Cancer, a program that delivers medically-necessitated, specially-

prepared meals and nutrition counseling to women living with breast cancer and their families.

George Washington University (Washington, DC)

Funds support an expansion of overall capacity of the mobile van program, including bringing services to Anacostia, a region in the southeast quadrant of DC that has been identified as the most medically underserved geographic area in the District.

Lombardi Comprehensive Cancer Center at Georgetown Medical Center (Washington, DC)

Funds support the Capital Breast Care Center to provide critical safety net services to medical underserved women in the Washington DC metropolitan area.

National Breast Cancer Coalition Fund (Washington, DC)

Funds support four programs under the leadership of NBCCF, including:

- Project LEAD: Funds support the Basic Project LEAD Seminar, an Advanced Seminar in Clinical Trials where participants learn about study design and recruitment and retention techniques; and a web-based Continuing Education program for graduates of Project LEAD Seminars.
- International Project LEAD: Funds support expansion of the highly successful domestic seminar to breast cancer advocates from up to five continents in medically underserved regions of the world.
- A Guidebook to Quality Breast Cancer Care: A consumer guide that helps women to define quality breast care and secure access to evidence-based and patient-centered treatment and care.
- Conference: An annual four-day meeting for more than 650 advocates, with workshops and training sessions on the latest breast cancer research and science, emerging issues and leadership skills.

Woodrow Wilson International Center for Scholars (Washington, DC)

Funds support the publication of a new report, Public Health Democracy in Breast Cancer, which outlines the policy implications of breast cancer disparities, authored by Dr. Doris Browne.

Florida

North Broward Hospital District fbo Broward General Medical Center (Fort Lauderdale, FL)

Funds support the addition of a patient navigator with a background in social work to help women navigate diagnostics and treatment, as well as financial and psychosocial issues.

University of Miami fbo Jackson Memorial Hospital (Miami, FL)

Funds support bilingual patient navigation, support for women undergoing treatment and outreach to younger women at Jackson Memorial Hospital.

Illinois

City of Chicago / Department of Public Health (Chicago, IL)

Funds support the purchase of new mammography equipment to improve the quality of routine breast exams at five CDPH neighborhood health centers serving uninsured and low income clients.

Hektoen Institute for Medical Research LLC - John H. Stroger Jr. Hospital, Cook County Bureau Hospital (Chicago, IL)

Funds support access to high quality breast oncology care by medically underserved populations.

Mercy Foundation (Chicago, IL)

Funds support a patient navigator and the purchase of new mammography equipment.

Metropolitan Chicago Breast Cancer Task Force (Chicago, IL)

Funds support the Metropolitan Chicago Breast Cancer Task Force to lead and manage the effort of translating recommendations to reduce disparity in breast health care into action items.

Rush-Copley Foundation (Aurora, IL)

Funds support the creation of a collaborative community based outreach and navigation program focused on the medically underserved Latina population in Aurora.

Sinai Health System (Chicago, IL)

Funds support the purchase of a digital mammography machine, patient navigation program, implementing Chicago Task Force recommendations and analysis of progress towards reducing disparity.

Louisiana

Administrators of the Tulane Educational Fund (New Orleans, LA)

Funds support the coordination of care among Tulane's network of community clinics and access to diagnostics and breast cancer care for the underserved.

Maine

Central Maine Medical Center (CMMC) (Lewiston, ME)

Funds support the purchase of two digital mammography suites for placement in the critical access hospitals (Rumford and Bridgeton) and a rural outreach breast cancer navigator position.

St. Mary's Health System (Lewiston, ME)

Funds support staff at St. Mary's Regional Medical Center to increase breast care services and outreach to the low-income and underserved in the community, and the purchase and implementation of new equipment.

Maryland

Adventist HealthCare (Rockville, MD)

Funds will support a rigorous outreach, education and navigation program and the purchase of digital mammography equipment.

Antietam Healthcare Foundation, for Washington County Hospital (Hagerstown, MD)

Funds support the targeted outreach to uninsured and minority populations in this rural area.

University of Maryland Baltimore Foundation (Baltimore, MD)

Funds support an expansion of the BCCP's patient navigation program to increase the number of women screened and shorten the time period between screening and treatment.

Massachusetts

Baystate Medical Center, Inc. (Springfield, MA)

Funds support the comprehensive delivery of quality medical services to uninsured and underserved women.

Boston Medical Center (Boston, MA)

Funds support the Avon Breast Health Initiative, which provides patient navigation services, community outreach and access to care for medically underserved populations.

Cambridge Health Alliance (Cambridge, MA)

Funds support a comprehensive breast health service program for underserved women.

Community Servings (Roxbury, MA)

Funds support the Avon Door-to-Door Delivery Program, which serves thousands of meals to breast cancer client families and educates hundreds on proper nutrition during cancer treatment.

Dana-Farber Cancer Institute (Boston, MA)

Funds support the acquisition and implementation of a new mobile vehicle with state-of-the-art equipment to enable DFCl to continue its mobile mammography program.

North Carolina

Carolinas Healthcare Foundation fbo of Carolinas Medical Center (CMC) (Charlotte, NC)

Funds support the expansion of the Mecklenburg County Breast Care Management, a program that provides outreach, education, screening and navigation services to underserved women.

Duke University (Durham, NC)

Funds support an expansion of Duke's outreach to the African-American Community in Raleigh, Greensboro and Charlotte, and patient navigation services as needed.

North Carolina Baptist Hospital (Winston-Salem, NC)

Funds support a community outreach and patient navigation services program named the Survivors in Service Navigation Network. Navigators will work to reduce disparities in breast care among the African-American community.

Presbyterian Hospital Foundation fbo Presbyterian Cancer Center (Charlotte, NC)

Funds support expanded community outreach and patient navigation services to better reach underserved communities in Charlotte.

New Jersey

Beth Health Care Foundation obo Newark Beth Israel Medical Center (Newark, NJ)

Funds support a community outreach and screening services program.

New York

92nd Street Y (New York, NY)

Funds support The Partnership Symposium: Conquering Breast Cancer.

Avon Foundation Breast Care Fund (New York, NY)

Funds support 115-120 community-based organizations to educate communities on breast health and navigate 100,000 women annually into early detection.

CancerCare, Inc. (New York, NY)

Funds support the AvonCares national financial assistance program, social work and referral services.

Cosmetic Executive Women Foundation (New York, NY)

Funds support the creation of a new Cancer and Careers Educational Series for Health Care Professionals that will provide oncology nurses, social workers, patient navigators and other support providers with concise, targeted information on combining work and cancer treatment.

God's Love We Deliver (New York, NY)

Funds support meals and delivery service to breast cancer client families.

Good Samaritan Foundation for Better Health (Suffern, NY)

Funds support patient navigation services in the breast imaging department and cancer center of Good Samaritan Hospital.

Kings County Hospital Center (Brooklyn, NY)

Funds support safety net breast health care program for the uninsured in Brooklyn.

Lincoln Medical and Mental Health Center (Bronx, NY)

Funds support outreach, screening and follow up for women living and working in the South Bronx, with a focus on the medically underserved.

Metropolitan Hospital Center (New York, NY)

Funds support outreach and breast health education and navigation services.

New York University School of Medicine (New York, NY)

Funds support an integrated program to meet the needs of underserved breast cancer patients, largely from Latina and Chinese populations, treated at Bellevue Hospital and NYU Cancer Institute.

Northern Westchester Hospital Center Foundation (Mt. Kisco, NY)

Funds support a bilingual patient navigator, breast fellow, contracted employees, ultrasound and mammography technical time, patient transportation and related program costs.

Ralph Lauren Center for Cancer Care & Prevention fbo Harold P. Freeman Patient Navigation Institute (New York, NY)

Funds support the Avon - Patient Navigation Scholars program for patient navigators from Avon-funded community based hospitals and academic medical centers to train in the Harold P. Freeman Patient Navigation Institute.

St. John's Riverside Hospital (Yonkers, NY)

Funds support the patient navigator program.

The HHC Foundation of New York City fbo Harlem Hospital and Jacobi Medical Center (New York, NY)

Funds support patient navigation services at Jacobi Medical Center and the purchase of new equipment at Harlem Hospital.

Young Survival Coalition (New York, NY)

Funds support the Annual Conference for Young Women affected by breast cancer and the development of a new Young Women's Breast Cancer Registry.

Ohio

Genesis Healthcare Foundation (Zanesville, OH)

Funds support the development of a patient navigator program to provide patient education, link patients to community resources and assist patients in getting timely coordinated care throughout the organization.

Pennsylvania

Living Beyond Breast Cancer (Haverford, PA)

Funds support three educational and outreach initiatives that play a critical role in empowering women affected by breast cancer and their families.

Thomas Jefferson University Hospital (Philadelphia, PA)

Funds support a multi-level approach designed to assist a population of underserved women faced with barriers to breast health information and treatment.

Rhode Island

LifeSpan Foundation, LifeSpan Comprehensive Cancer Center (Providence, RI)

Funds support, further develop, implement and evaluate a bilingual breast health patient navigation program for safety net care at the Rhode Island Hospital and the Miriam Hospital.

South Carolina

Medical University of South Carolina (Charleston, SC)

Funds support the patient navigation program.

Palmetto Health Foundation (Columbia, SC)

Funds support the purchase of a digital mammography machine for the hospital Mobile Mammography Unit and support one program coordinator to oversee follow-up screening and to link women to follow-up diagnostics and care.

Tennessee

University Health Systems fbo University of Tennessee Medical Center (Knoxville, TN)
Funds support the purchase of digital mammography equipment for the mobile van and expand mammography screening in the rural community.

Texas

Alamo Breast Cancer Foundation (San Antonio, TX)
Funds support advocate travel stipends and production of the San Antonio Breast Cancer Symposium Meeting Highlights CD that is prepared by patient Advocates.

Baylor College of Medicine (Houston, TX)
Funds support patient navigation services at Ben Taub General Hospital.

The Rose (Houston, TX)
Funds support the purchase of new equipment and will enable additional breast radiologists to volunteer professional time reading mammography results for The Rose.

University of Texas M.D. Anderson Cancer Center (Houston, TX)
Funds support patient navigation at LBJ Public Hospital.

University of Texas Medical Branch at Galveston (Galveston, TX)
Funds support clinical nurse coordinator and patient navigator staff positions.

Virginia

Friends of Cancer Research (Arlington, VA)
Funds support a Breast Cancer Educational Symposium targeting the public and media, to increase awareness and understanding of breast cancer research.

Winchester Medical Center (Winchester, VA)
Funds support patient navigation and professionally-facilitated support group services to underserved populations in northern Shenandoah Valley, VA, West Virginia and western Maryland.

Wisconsin

Foundation for St. Francis Hospital fbo Wheaton Franciscan Healthcare/St. Francis (Milwaukee, WI)
Funds support upgrading existing x-ray mammogram technology with a CR cassette digital system.