

BOUND BY THE *Ribbon*

Survivors, Families, Researchers, and
Advocates United to End Breast Cancer

WRITTEN BY MELISSA ORSAK



lives by meeting the most critical needs of local communities and investing in breakthrough research to prevent and cure breast cancer. With every dollar raised, every voice amplified, and every hand held, Susan G. Komen® is stitching together a future of healing, discovery, and lasting change.

BEYOND THE LAB

While Susan G. Komen's name is synonymous with research and advocacy, many are unaware of the deeply personal ways the foundation supports patients and families. At the core of this outreach is the Patient Care Center—a vital thread in the fabric of support for those navigating the storm of diagnosis and treatment. Here, individuals find not only accurate education and information but also tangible assistance in the form of emotional support, screening and diagnostics, and financial assistance. In fiscal year 2025 alone, Susan G. Komen® provided help to 3,711 patients across Texas, including \$814,400 in financial aid to those in active treatment or living with metastatic breast cancer.

This isn't just charity—it's triage for the soul. It's the difference between choosing between groceries and chemotherapy. It's the quiet reassurance that someone sees you, hears you, and is fighting alongside you.

VOICES THAT MOVE MOUNTAINS

At Susan G. Komen®, data drives decisions—but stories drive hearts. Personal testimonies from survivors, caregivers, and advocates are the lifeblood of the foundation's outreach and fundraising strategies. These voices reveal the human side of the statistics, reminding us that behind every diagnosis is a parent, a sister, a friend.

In the heart of Central Texas—where the vibrant communities of Austin, San Antonio, and Waco radiate resilience and compassion—there's a movement quietly weaving strength into the lives of those impacted by breast cancer. It's not just a charity. It's a lifeline. It's a promise. It's Susan G. Komen® Central Texas. Like a pink ribbon threaded through every story, every initiative, and every act of care, Susan G. Komen® ties together survivors, families, researchers, and advocates in a shared mission to end breast cancer. More than a symbol, the ribbon represents a commitment to saving

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Each story shared becomes a knot in the ribbon of awareness, drawing others into the mission and inspiring action. Whether it's a survivor speaking at a Race for the Cure event or a family sharing their journey at a benefit concert, these narratives tie communities together, weaving strength through every ribbon.

SCIENCE MEETS SOUL

In an age of rapid medical innovation, staying current is essential—but staying compassionate is non-negotiable. Susan G. Komen’s approach to breast cancer education is a masterclass in balance. Through online resources, the Patient Care Center, and local initiatives like Worship in Pink, the foundation ensures that information is not only accurate but also accessible and empathetic.

Worship in Pink exemplifies Susan G. Komen’s

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commitment to meeting people where they are—physically, emotionally, and spiritually. By partnering with faith-based communities, Susan G. Komen brings breast health education into sacred spaces, empowering women with knowledge and comfort. Volunteers and patient navigators are trained not just in facts, but in the art of listening, supporting, and uplifting.

EVENTS THAT HEAL AND INSPIRE

From the electrifying energy of a benefit concert to the sea of pink at Race for the Cure, Susan G. Komen events are more than fundraisers; they are declarations of unity. Each gathering strengthens the ribbon that connects survivors, supporters, and researchers in a shared purpose.

These events serve as catalysts for research breakthroughs, policy advocacy, and expanded patient care. They remind us that healing is not

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just medical—it’s communal. It’s found in shared laughter, collective tears, and the unyielding belief that together, we can end breast cancer.

BOLD GOALS, OPEN ARMS

Despite a 44% decline in breast cancer mortality rates in the U.S. since 1989, the journey is far from over. Too many lives are still lost. Too many families are still shattered. According to Joanna Linden, Executive Director of Central Texas Susan G Komen, that is why “Susan G. Komen® takes a comprehensive, 360-degree approach to ending breast cancer—funding groundbreaking research, providing direct patient support, driving policy change, and uniting communities”.

To date, Susan G. Komen has invested more than \$3.5 billion across its pillars of impact, contributing to 29 of the 30 breast cancer drugs approved by the FDA over the past three decades. But the most powerful investment is in people—in volunteers, donors, survivors, and advocates who refuse to accept breast cancer as a permanent reality.

In many ways, Susan G. Komen is like a pink ribbon stretched across the region, each loop tied by the story of a survivor, a caregiver, a researcher, or a volunteer. Together, these threads form a tapestry of hope and determination for those still walking through the challenges of breast cancer. Some knots are tied in grief, others in triumph, but all are

DID YOU KNOW?
WHILE SUSAN G. KOMEN®
POPULARIZED THE PINK RIBBON
FOR BREAST CANCER
AWARENESS, OTHER RIBBON
COLORS SYMBOLIZE DIFFERENT
CANCERS – EACH CARRYING ITS
OWN STORY OF HOPE AND
ADVOCACY.

part of a greater design. And as more hands join to weave this ribbon, the fabric of support grows stronger, and the future grows brighter.

The call to action is clear: Join the movement. Whether it’s attending an event, sharing your story, volunteering your time, or making a donation, every gesture matters. Every voice counts. Every step brings us closer to a world without breast cancer. To learn more and get involved, visit komen.org/centraltexas.

