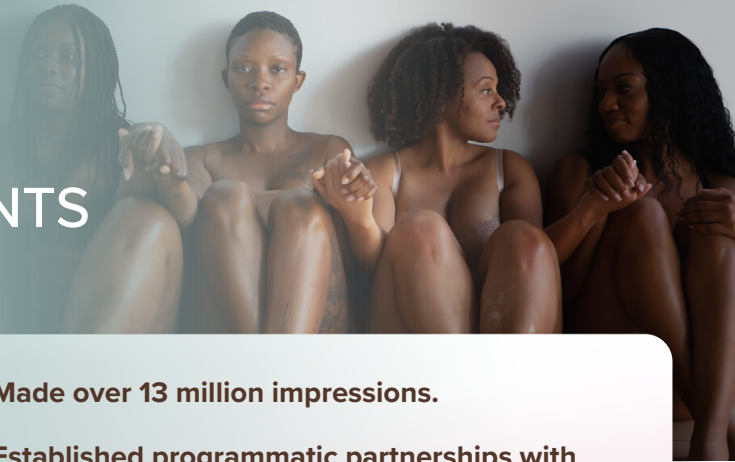




2023 ACCOMPLISHMENTS



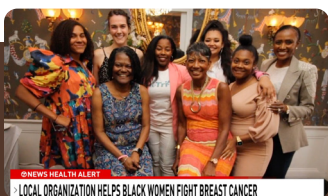
Here's how we have already lived into our mission to eradicate Black Breast Cancer...



- >>> Made over 13 million impressions.
- >>> Established programmatic partnerships with dozens of organizations across the breast cancer ecosystem and key partnerships with over 80 breast cancer nonprofits.
- >>> Spearheaded the first ever summit for Black-led breast cancer organizations, by Black-led grass-roots breast cancer organizations.
- >>> Hosted & actively supported over 100 live events in local communities.

In 2023, we...

- Talked to over **750,000 Black women** across all of our web series— **The Doctor Is In, Pink Table Talk, & Love Your Bones** that air live on the **BlackDoctor.org Facebook page** reaching **2.7 million**.
- Hit the road with more than **55 curated events across the U.S.** to with meaningful interventions in the lives of to be where Black women where they live, work, play, pray & slay.
- Published our research manuscript **Increasing Clinical Trial Participation of Black Women Diagnosed with Breast Cancer** in the Journal of Racial and Ethnic Health Disparities.
- Launched **TOUCH Care**, the first ever advocacy led nurse navigator outreach program for pharmaceutical company clinical trials to elevate the inclusion and participation of Black women.
- Presented an abstract entitled **“When We Tri(al): Reaching, Motivating, & Effectively Engaging Black Women In Breast Cancer Clinical Trial Research”** during the San Antonio Breast Cancer Symposium poster session
- Were awarded the **Unite for HER Community Partner of the year, the Warrior Award at the Pink Awards, the Sister to Sister Alliance Appreciation Award, and more.**
- Were included in the September White House Cancer Moonshot Fact Sheet.



Served on the President’s Cancer Panel: Innovative Navigation Models Workgroup, and the American Cancer Society National Breast Cancer Roundtable Steering Committee where CEO Ricki Fairley serves as co-leader for the Clinical Trials Work Group and the Roundtable Membership Committee. Ricki also serves on the Foundation for NIH Patient Engagement Council, the National Minority Quality Forum Cancer Stage Shifting Initiative Scientific Advisory Board, Cancer X Workgroups, and is a Consumer Reviewer for the Breast Cancer Research Program.

Brought our message to life on The Atlantic: People V. Cancer, The Today Show with Hoda and Jenna, ABC News, in Essence, FiercePharma, Healthline, OprahDaily, Radio One, Cafe Mocha, Patients As Partners, Core East, Shondaland, Platform Q Health and Salud and Ebony Magazine to name a few.



Amplified & scaled our When We Tri(al) Movement, which has informed and empowered **over 15,000 Black women** to search in clinical trial portals and trained more than a dozen organizations on the movement. Whenwetrial.org has garnered **over 126,000 visits**. We launched our When We Tri(al) training program providing access to our proven tools to the breast cancer ecosystem.



Launched For the Love of My Gurls (LMG), a campaign to educate, equip, and empower young Black women without breast cancer diagnosis to understand and minimize their breast cancer risk via awareness, action, and self-advocacy. In under a year, LMG has **reached over 500K people** and touched (or educated deeply) **49K**. **LMG was embraced by the WNBA as an official national partner!**

LETTER FROM THE CEO

Dear TOUCH Family,

When Valarie Worthy and I founded TOUCH, The Black Breast Cancer Alliance in 2020, we could not have imagined where we would be today. We've truly touched millions of lives and—in naming and defining Black Breast Cancer—solidified the voice of our community in the breast cancer ecosystem. We've launched two successful, innovative campaigns to address Black breast cancer clinical trial participation and preventative Black breast health. This year alone, we became an official partner of the WNBA and were included in a White House Cancer Moonshot Fact Sheet. We are always in search of doing things differently—we are impatient about being iconic.

We are eternally grateful to each of you for helping us get this far. And we have much more work to do. We will not rest until clinical trial participation is commensurate with our burden of disease, until young Black women take action towards Black Breast Health, until Black women diagnosed with breast cancer have mortality rate parity with white women.

I'm sure I don't have to remind you what we're up against. Black women diagnosed with breast cancer face: a 41% higher mortality rate compared to white women, a 39% higher risk of recurrence, and a 71% higher relative risk of death. Black women under the age of 35 get breast cancer at twice the rate of white women and die at three times the rate, well before they would be able to get a first mammogram at age 40. Despite these disturbing health disparities, the average participation rate for Black women in breast cancer clinical trials is less than 3%. The physiology of Black women has not been a consideration in drug and therapy development in clinical trial research. In order to begin to address these mortality statistics, we must bring Black women into breast cancer research. Frankly, it's a matter of life and death for Black women.

We hope we can count on you now, to support our work by Black Breasties, with Black Breasties, for Black Breasties. Every day, new patients come to us. Close your eyes for a few seconds and imagine what it may be like to get a cancer diagnosis. You are in the dark, afraid of dying and have no understanding of a way out of that darkness. We work to turn the light on, give them resources and support, and most importantly give them hope. Together, we have the opportunity to bring them into this vital, life-saving conversation. Ultimately, our mission is to eradicate Black Breast Cancer and put ourselves out of a job. Donations of any amount get us one step closer to this goal, allowing us to impact more lives. My three granddaughters, Belle (6), Leia (4), and Hart (2) are my purpose everyday. I don't want them to ever have to say the words "breast cancer".

Please don't hesitate to reach out to me directly at ricki@touchbbca.org with any questions or thoughts—TOUCHBBCA is only as impactful as we are because of your kindness.

Blessings,



Ricki Fairley

CEO and Co-Founder of TOUCH, The Black Breast Cancer Alliance

