



Tigerlily Foundation

“Educating, Advocating for, Empowering and Supporting Young Women Affected by Breast Cancer”

Organizational Overview

Centers for Disease Control (CDC)

Advisory Committee on Young Women and Breast Cancer

February 1, 2011

Agenda

- Tigerlily Foundation Overview
- Why Tigerlily Foundation
- Breast Cancer and Young Women
- Successes
- Questions and Answers

Founder's Story

- Founded by Maimah Karmo, who was diagnosed with breast cancer at 32 years old
- June 2005 – found lump during self examination
- Went to General Practitioner to get examined, then surgeon – mis-diagnosed
- Questioned...
 - Why lack of education about younger women and breast cancer and need for services and support
 - What do young women need to know
 - Who needs to provide them with this information
 - How to help them be open to receiving and retaining it
 - What do they need most?

Challenges

- Fear
- Emotional/Coping with Diagnosis
- Family and Friends
- Redefining Self
- Redefining Womanhood
- Redefining body
- Financial Issues
- Dating
- Life after breast cancer
- Metastasis
- Neurological issues
- Memory loss

Tigerlily Foundation

Mission Statement

- Tigerlily Foundation's mission is to educate, advocate for, empower and provide hands-on support to young women – Before, During and After breast cancer.

Programs

Full-lifecycle Support

Before

- PETALS

During

- Chemobuddy Program
- Funds for Families
- At Home
- Project Gratitude

After

- Fearless Females
- Day of Beauty
- Stage 4

Why This Mission?

Issues Addressed

Before

- Lack of Education
- “Too Young to Get Breast Cancer”
- Mis-diagnosis
- Demographic not focused on enough

During

- More aggressive BC due to aggression rates
- Challenges coping
- Need Hands-on Support
- Financial burden

After

- Lifestyle Adjustment
 - Family, Dating, Fertility, Long-term Health
- Living w/metastatic BC
- End-of-life Issues
- Redefining Self/Life

Why We Serve this Population?

- According to Annual Report by the President's Cancer Panel, young adults need,
 - “improved, timely access to care – better intervention”
 - Need to promote wellness and prevention as a lifestyle, and part of the standard to care, as opposed to treating acute disease
- Young survivors are often caught between the worlds of pediatric and adult oncology.
- They face unique long-term effects that will need to be addressed over their lifetimes, such as: reentry into school or the workforce, insurance coverage issues, infertility as a result of treatment, neuro-cognitive effects or secondary malignancies. - Lance Armstrong Foundation

How We Help – Programs, Cont'd.

- PETALS
 - Targeted educational outreach to young women – 15 – 40 (schools, faith-based organizations, home, businesses)
- Chemobuddy Program
 - Match Young Women with other survivors
- Buddy Bag Program
 - Send buddy bags to young women diagnosed
- At Home Program
 - Deliver healthy meals to young women

How We Help - Programs

- Funds for Families Program
 - Pay bills for young women in treatment
- Fearless Females
 - Survivor Stories
- Stage 4
 - Resources and Support for Young Women Living with Stage 4 Breast Cancer

How We Help - Events

Out of the box events to reach young women

- Mixers in nightclubs, bars, lounges
- Engage sports, entertainment, fashion and philanthropic community
- Cupcake Fundraisers
 - Engage Young Girls in elementary, middle schools and high schools
- Athletic events with schools

Young Women and Breast Cancer

Statistics on Young Women and Breast Cancer

- 80% of women that get breast cancer have no history
- 11,100 women diagnosed in 2006 were under 40 and more than 1,100 of them would lose their lives
- According to the National Cancer Institute, breast cancer is the leading cause of cancer death in young women 15-54
- There are 250,000 women living in the United States today who were 40 or under when diagnosed with breast cancer
- Young women's breast cancers are generally more aggressive and result in lower survival rates
- Young women with breast cancer generally have more advanced cancers at diagnosis and higher mortality rates
- African American & younger women more likely to die
- 90% of early stage breast cancers have high survival rates
- Early detection is critical!

What Young Women Need to Know

- Be Educated
- Be Empowered
 - Be a partner with your physician
- Be Your Own Best Advocate – Act, Ask, Speak up
 - Know your body and lower your risk
 - Proper nutrition, exercise, manage stress, manage environment, balanced lifestyle
 - Regular breast self examinations

Our Goal

- Become one of the major organizations providing services and support to young women – before, during and after breast cancer
- Increase awareness of this issue by making it known in every household
- Help decrease mortality rates of young women with breast cancer
- Fully engage the healthcare and scientific community to create education, awareness and implement programs that improve the quality of life for young women

Q & A

Contact Information

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