Annual Report

THE WOMEN
BEHIND THE
STATISTICS
and the stories they tell





From the



I don't know what is more exciting, to be completing a project or starting a new one. Our past year had a healthy dose of both.

WELCOMING EVA

Due to the generosity of our Anonymous Donor, who has been so instrumental in building our Mobile Mammography Program (funding three of the five mobile mammography coaches), we added 'Eva' to our fleet! Now booked almost solid for 2024, we are poised to serve more women in Southeast Texas than ever before!

PODCAST

Who would have thought The Rose would someday have a podcast of its own? We launched "Let's Talk About Your Breasts" in March and I remain astonished at the response we've had to the program—the number of listeners continues to climb. Even **Dr.** Melillo and Dr. Raz have become regular stars on the show. Many thanks to our producer, **Freddy Cruz**, of radio fame, who approached us with this idea and continues to guide us. Hope you listen in: therose.org/podcast.

NEW IMPROVED SYSTEMS

Our new state of the art Radiology Information System is on its way. From scheduling to patient and physician portals, to streamlining reports, it promises to make a huge difference in patient access and service. We are at the beginning of this two-year initiative and are so thankful for the foundations who understood this need and made it possible.

WOMEN SERVED

Nationwide the number of women having routine annual mammograms has not reached pre-COVID levels. The same holds true at The Rose. We are proud of serving 38,000+ patients last year, but we are concerned that too many women are still delaying having their annual mammograms. You are the most influential person in your family and friends' lives. If you know of someone who hasn't kept up with their screening, it's time for us to be their voice of reason and encourage, cajole, remind, and drive them to that visit. It could be the most important action you take all year long.

Darothy Gibbons **DOROTHY GIBBONS**

CEO & Co-Founder of The Rose



WELCOME MARIA BOYCE

We are excited to announce the election of Maria Wyckoff Boyce to

The Rose's Board of Directors. With her personal experience as a breast cancer survivor, Maria brings a unique perspective and unwavering passion to her new role. Maria is a partner at the law firm Hogan Lovells LLP and she has served on numerous nonprofit organization boards and committees in Houston and beyond, including Episcopal Health Foundation. She also volunteers through MD Anderson's MyCancerConnection program. Through her extensive nonprofit experience. Maria has honed her understanding of community needs and the importance of collaboration to drive positive change.

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Season 2: Bigger, Better, Bolder!

In January, we celebrated the grand opening of our new, advanced podcast recording studio, marking a significant leap forward for the second season of our podcast series "Let's Talk About Your Breasts." This celebration featured a ribbon-cutting ceremony attended by board members, special guests, and staff, all gathering to honor the Bill and Helen Crowder Foundation for their generous contribution that made the state-of-the-art studio possible.

The studio was transformed from a stark, clinical setting to a vibrant, soundproofed, and warm environment. We are committed to providing a platform where the voices of patients, doctors, and supporters can be heard.

With hundreds of episodes, "Let's Talk About Your Breasts" brings a different level of awareness, heartwarming stories, the challenges of breast cancer and the importance of being your own advocate.

No one tells the story of The Rose better than our patients, doctors and all those who support our mission.





LISTEN & SUBSCRIBE



Expecting Hope BY: DOROTHY GIBBONS

continue to be alarmed by the increasing number of young women we are diagnosing every year.

Even more concerning is how many of them were pregnant or within five years of having a baby at the time of diagnosis.

Studies confirm there is a unique danger in postpartum breast cancers. Most focus on the risk of metastasis, cancer spreading to other organs, which is 50% higher among those diagnosed within five years of giving birth than those who had not given birth. One study revealed that in women 55 years and younger, breast cancer risk peaked about five years after they gave birth, with risk for mothers being 80% higher compared with women who did not give birth. Postpartum status may be a prognostic indicator in young women with breast cancer and should be routinely identified, as up to 45% of women 45 years or younger with breast cancer fall into this category and could be at increased risk for metastasis.

That's a lot of words for saying women who have given birth need to be aware of their risk of breast

cancer. Yes, some will argue women have enough to deal with just having child. I agree. Yet, the reality is a lump cannot be ignored. Too many times it is dismissed as simply a result of changes in the breast. But it needs a definitive diagnosis and young women must insist on that extra step.

It is one thing to read the studies and see this fact confirmed in The Rose's statistics but quite another to witness this issue in real life. Of all the survivors I have interviewed for the Let's Talk About Your Breasts Podcast, **nearly half** were diagnosed within a few years of a child's birth. When I listen to their stories, the hardships they endured are incredible and their worry about not being alive to raise their children is a real concern. Recently, I was at an event talking with a community partner whose wife was diagnosed 25 years ago. He mentioned their daughter was two years old when she was diagnosed. Even 25 years ago, it was an issue!

Another reality is that if a woman is uninsured, another trip to the doctor or having a mammogram or ultrasound test is financially out of reach.



Oddly, the same cost factor often applies to the insured woman. Since she has an issue, her test will be considered diagnostic. This means the cost of it will most often go against her deductible and must be paid out of pocket. At some healthcare facilities, (not The Rose), testing can run as high as \$3,000.

If she is under the age of 40, (the standard recommended age for mammography) many practitioners will think she is too young for a mammogram.

One thing we are certain about, no one is too young to have breast cancer.

A look at the youngest women diagnosed by The Rose over the past six years.

 2018
 2019
 2020
 2021
 2022
 2023

 23
 22
 22
 24
 24
 21

I believe there is a real need to raise

awareness about the possible

risk of developing breast cancer

after childbirth. Advocacy for this

awareness is part of our mission and

commitment to the community.

In the face of cancer treatments, Courtney stands strong, embracing the roles of both a warrior in her health battle and a devoted mother to her two young children.



MEET COURTNEY

Courtney was only 36 years old when she was diagnosed with Invasive Ductal Carcinoma, the most common type of breast cancer. But Courtney's diagnosis wasn't so simple, because she was breastfeeding a toddler at home and was 23 weeks pregnant. Courtney was in a battle for her life, and for her unborn baby's life.

To learn more about Courtney's journey, visit:



Pregnancy & Breast Cancer

Studies confirm there is a unique danger in postpartum breast cancers.

The risk of cancer metastasizing is 50% higher among those diagnosed within five years of giving birth than those who had not given birth.

In women 55 years and younger, breast cancer risk peaked about five years after they gave birth.

The risk for mothers is 80% higher compared to women who did not give birth.

Sources

https://news.ohsu.edu/2022/10/14/study-confirms-the-unique-danger-of-postpartum-breast-cancers

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7925817/#;-:tex-t=Breast%20cancers%20that%20occur%20in.women%20during%20or%20outside%20pregnancy

https://sph.unc.edu/sph-news/study-finds-higher-risk-of-breast-cancer-for-women-after-childbirth/

https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2720590



Five Mobile Mammography Coaches! Five! Who would have ever imagined that our Mobile Mammography Program would grow so much in six years and serve so many people?

Thank you to our Anonymous Donor who saw the need for breast cancer screening beyond Houston and shares our dream of access to care for all.

Hats off to those who take action to save lives, one mammogram at a time, mile after mile.

Did you know?

- 77% of all our mobile patients (insured and uninsured) report they would not have had their annual mammogram if our coach hadn't gone to their community. What would have been their outcome without The Rose?
- 31 of the 43 counties we serve either have one mammography facility or none. We are filling a critical gap in care in each of these
- Every coach is capable of serving 15 24 patients per mobile day.
- The Mobile Mammography Program screens, on average, 9,000 women annually.
- · Appointments and bookings are scheduled in advance, and the mobile coaches visit employers, clinics, schools, Federally Qualified Health Centers, nonprofits, and many other partner sites.
- Our coaches travel from Bay City to Tenaha and Giddings to Beaumont; a land mass about the size of the state of Indiana.

To learn more about our mobile program, visit:



Facing Breast Cancer at 37

A bag of mulch led Ana to discover a lump in her breast — a turning point that unveiled her battle with Stage III Invasive Ductal Carcinoma at just 37 years old.

After playful teasing from her son about whether she was strong enough to carry a bag of mulch, she grabbed the bag and held it close to her chest, only to immediately feel pain in her breast. After putting the mulch down, she felt a lump, but dismissed it as a possible injury from attempting to carry such a heavy bag.

The following day, she felt the lump again, only this time she brought it to her husband's attention. Together, they decided that she needed to see a doctor.

Ana was only 37 years old when she was diagnosed with Stage III Invasive Ductal Carcinoma. She would need chemotherapy, radiation, and ultimately, a double mastectomy. Going through treatment for any patient is difficult, but during COVID, it meant learning her diagnosis and facing each doctor's appointment, every treatment, and hospital stay alone.

"My three boys are my reason for staying positive through the whole process," says Ana. "I had to keep going, for them."

Her family lifted her spirits throughout her journey, while The Rose helped Ana and her family by navigating them through the labyrinth of breast healthcare while she underwent costly treatment. Thanks to The Rose, Ana could focus on tackling breast cancer and her recovery, knowing that our team was available to assist every step of the way.

"I am so grateful to The Rose for leading me to the right resources, I'm so blessed," says Ana.

Describing finding her cancer as a "miracle," Ana is now an advocate for breast self-exams and regular mammograms.

"Check yourself because it can be a lifesaver," says Ana. "If it happened to me, it can happen to you.

Mammograms save lives."



Ana shares a tender moment with her son, finding beauty in bravery. Her path to embracing baldness was paved with love, as her husband shaved his head first, standing by her in her fight against breast cancer.

To learn more about Ana's journey, visit:







EVERYTHING'S COMING UP ROSES LUNCHEON | \$334,966

Chair: Jayne Johnston

HATS & HENNA HIGH TEA | \$56,578

Chair: Ashma Khanani-Moosa, R.N.

SHRIMP BOIL | \$205,000

Chair: Community Affair

Top Community Fundraisers

- Booze and Boobs
- Serve Up A Cure
- Emma Jacobs Foundation/Nice Winery
- Businesswomen in Petroleum
- QTS Data Services: Women Inspiring Leadership
- Jump For The Rose
- Paint The Path Pink
- Turner Construction

- · Rudy's BBQ and Country Store
- · Halliburton Charity Golf Tournament
- Willow Fork Ladies Golf and Tennis
- Altitude Energy
- Pottery For Prevention
- · Champions Ladies Golf
- Chick-fil-A Wallisville Road
- · Chick-fil-A Sienna Crossing

The Rose's signature events in 2024:

Everything's Coming Up Roses Annual Luncheon – March 27 Hats & Henna High Tea – May 5 35th Annual Shrimp Boil – June 22

Stay tuned for details about upcoming community FUNdraisers benefitting The Rose:

Paint The Path Pink - April 2024

Hoka Hey Motorcycle Challenge - August 2024

Breast Cancer Awareness Month

October's Breast Cancer Awareness Month at

The Rose was filled with FUNdraising, 31 days of podcasts, special media appearances, and staff activities.

Everyone at The Rose took time out of their busy schedules to celebrate Breast Cancer Awareness Month and our patients. Our team dressed up for spirit days, decorated workspaces, and brought smiles to everyone we served.

More than 125 fundraisers were held by the community to benefit The Rose in October. We are grateful for the truly impressive number of creative and wonderful events all dedicated to helping The Rose increase access to care.

At The Rose, we believe that fundraisers do more than bring in funds. Community events cultivate an awareness of breast care in ways we would have never been able to, thanks to the network of women who go above and beyond to advocate for the best care possible for all patients.

We took pampering our patients to another level. Thanks to a generous contribution from Farouk Systems, Inc., The Rose provided more than 13,000 self-care items to patients, staff, and our partners. Shampoo, conditioner, thermal spray, anti-bacterial body mist, hand soap - there was something for everyone!





Mona welcomed patients to the Southeast center all October long





Thank you, Helen Perry, for donating fabulous pink polo shirts to our team





COO Jessica Duckworth and Deirdre Hall join the fun during Tacky Day



"I promise it's pink!" says Karina Tsai Yun,



you, **Farouk**, for providing our



Mobile team members Nedra Hookfin and Yulitza Chourio enjoyed BCAM 2023



A big shout out to Corkey Turner and Case Olé for catering a delicious Tex-Mex lunch every Breast Cancer Awareness Month!

Donate. Support. Transform.

Thank you to our community for making our mission, your mission.





Damborghini

BECKER

The **3rd Annual Booze and Boobs** event raised more than \$113,000 for patients of The Rose.



Businesswomen in Petroleum contributed \$35,000 to help women access life-saving mammograms and diagnostic care.



Bay Area Houston Alumnae Chapter, Delta Sigma Theta Sorority, Inc. presented a donation of \$500 on October 25, 2023



Galveston Golf Cart Society's Carts for a Cure Parade on October 8, 2023 honored survivors and supported The Rose's mission to provide access to care for all.



Ladies of Libation raised breast cancer awareness by donating proceeds from sales of limited-edition bottles of Old Forester Bourbon.



Proceeds from Tacos a Go Go's exclusive pink taco sales helped numerous women receive critical breast cancer screening mammograms.



The Kicking for a Miracle board breaking challenge at Golden Eagle Taekwondo raised \$7,000 to support women diagnosed with breast cancer.



Pirate's Beach Neighbors gathered for a breast cancer awareness walk on Galveston Beach.



Pretty in Pink Willow Fork Ladies Golf & Tennis Clubs hosted a fundraising tournament for The Rose.



remove barriers to breast care.

Skydiving at **PinkFest 2023** raised more than \$23,000. Thank you, **Jump for The Rose!**

Impact Numbers

FISCAL YEAR 2023 | AUGUST 1, 2022 - JULY 31, 2023

OVERALL NUMBERS

Insured patients	30,450
Uninsured patients	7,104
Cancers diagnosed	423
Patients diagnosed with cancer	395
Uninsured diagnosed with cancer	214
Diagnosed after having first mammogram	57
Age of oldest patient served	97
Age of youngest patient served	11
Male patients served	129
Total served medically	37,554
Total reached through education	8,604
Total served through navigation	4,721
Grand total served	50,879

PATIENT ETHNICITIES

Asian	2,547
Black	4,864
Caucasian	9,863
Hispanic	19,850
Other	430

PATIENT NAVIGATION SERVICES

Patient and survivor support Total patient interactions	4. 721
Patients navigated into treatment	214

MEDICAL SERVICES PROVIDED

Mammogram Screenings	30,497
Mammogram Diagnostic	7,180
Ultrasounds	9,386
Biopsies	1,604
Excisional Biopsies	41
Bone Density	5,151
Office Visits	6,687
Clinical Breast Exams	459
BCCS Program Case Management	283
Total services	64,652

YOUNG WOMEN SERVICES

Total patients under 40	2,007
Total diagnosed with cancer under 40	20
Uninsured diagnosed with cancer under 40	14
Uninsured patients under 40	441

MOBILE MAMMOGRAPHY SERVICES

Total mobile patients	9,020
Mobile days	570
Unique mobile sites	203
Mobile site counties	40
Patient residency counties	62
Uninsured patients	3,730

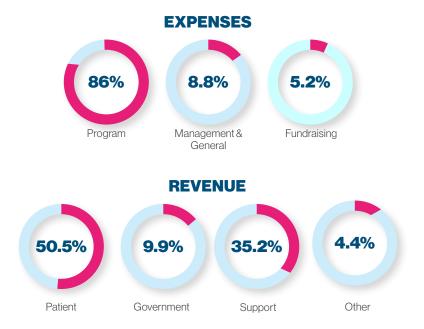
395

DIAGNOSED PATIENTS

5
15
93
167
115
181
214
23
70
109
191
2

OUR MISSION

Saving lives through quality breast health services, advocacy and access to care for all.



TOTAL INCOME \$15,493,474

TOTAL NET ASSETS \$14,752,424

On The Horizon

- Breast MRI services starting mid 2024
- Genetic Testing and Counseling
- Counselor Designated Center helping patients find insurance
- East Texas Mobile Mammography Hub Expansion
- Expanding into Research
- New Radiology Information System









NON-PROFIT RATINGS

The Rose received both the "Platinum Seal of Transparency" from Candid and a 4-star rating from Charity Navigators, for our ongoing measures on providing transparency to our supporters.



BREAST IMAGING CENTER OF EXCELLENCE

The Rose is the only free standing non-hospital based facility in the Greater Houston area to receive the "Breast Imaging Center of Excellence" award. This designation assures you that our organization, all equipment, technologists, physicians and processes have met the highest standards of care in breast imaging.



FISCAL YEAR 2023 | AUGUST 1, 2022 - JULY 31, 2023

\$500,000+

Cancer Prevention and Research Institute of Texas (CPRIT)

Texas Health and Human Services, Breast and Cervical Cancer Services (BCCS)

\$200,000 - \$499,999

Episcopal Health Foundation M.D. Anderson Foundation T.L.L. Temple Foundation

\$50,000 - \$199,999

Booze and Boobs

The Cullen Trust for Health Care

William Stamps Farish Fund

The George Foundation

George and Mary Josephine

Hamman Foundation

Houston Methodist

Sarah and J.L. Howell

In the Pink of Health, Memorial Hermann

The Woodlands

John P. McGovern Foundation

Serve Up a Cure

Vivian L. Smith Foundation

Tomball Regional Health Foundation

United Way of Brazoria County

\$25,000 - \$49,999

Byron and Jane Allen

Blue Cross Blue Shield of Texas

Businesswomen in Petroleum

Calpine Foundation

Marian Cones

The Bill and Helen Crowder Foundation

John S. Dunn Foundation

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and South

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HEB

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Carole and Jim Looke, Walter Oil & Gas

The Florence and William K. McGee, Jr.

Family Foundation

The Mundy Family Foundation

Paint The Path Pink, Mitchell Intermediate

Woodforest Charitable Foundation

\$5,000 - \$24,999

Dorothy and Mickey Ables

America's Best Local Charities American Online Giving Foundation

Angels Among Us Foundation

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Megan Brown

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The Harry S. and Isabel C. Cameron

Foundation

Chick-fil-A at I-10 & Uvalde

Chick-fil-A Sienna Crossing

CITGO

Clear Lake Islamic Center

Dr. Jacque Colbert, Pink and Black Gala

Congregation of the Sisters of Charity of the

Incarnate Word

Corvette Owners Club of Houston

The Crain Foundation

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Jump For The Rose

Kappa Kappa Gamma Charitable

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Susie Hoesel Weiser Memorial Golf Tournament

Tata's for Grandmas

Teresa Thomas

Tigerlily Foundation

 $Shirley \ and \ David \ Toomim \ Family \ Foundation$

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The Trull Foundation Isla Carroll Turner Friendship Trust Wade Upton Waste Connections **Beatty Watts**

Willow Fork Ladies Golf and Tennis Associations/Pretty in Pink

Ann Wismer

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QTS Data Center

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The Rose Southeast

12700 N. Featherwood, Suite 260 Houston, TX 77034

The Rose Galleria

6575 West Loop South, Suite 275 Bellaire, TX 77401

East Texas Mobile Mammography Hub

Lufkin, Texas

Make an Appointment

Main Number: 281-484-4708 Mobile Mammography: 281-464-5136 Website: www.therose.org/appt

Online Scheduling

Your time is valuable and so are you. That's why we've improved our online scheduling system so you can easily and effortlessly schedule your next appointment.

With a just a few clicks, you can:

- Choose English or Spanish forms
- Select your preferred appointment date
- Choose your appointment location
- Specify the type of service needed
- Complete an application for assistance
- Upload orders and insurance information

And remember, we recommend that women 40 and older visit The Rose once a year **or** whenever you notice a change in your breasts. **Talk to your doctor if there is a family history of breast cancer as you may need to be seen earlier.**

Visit **therose.org/appointment** or for Spanish: **therose.org/cita** to schedule your appointment.



