

2023

IMPACT REPORT



SurvivingBreastCancer.org

To our dear friends, community members, and valued supporters,

I would like to express my deep gratitude and appreciation for the support you have shown throughout 2023. As I reflect on the past year, I am filled with immense pride and gratitude for the profound impact we have made together touching the lives of thousands. We continue our unwavering commitment to providing a beacon of hope, strength, and empowerment to individuals and families affected by breast cancer. Our three pillars—education, community, and support—have been the cornerstones of our mission, fostering resilience, courage, and a sense of belonging. I invite you to dive into the pages of our 2023 Impact Report, where we celebrate the stories of transformation, the bonds formed, and the knowledge gained, all made possible through the dedicated efforts of you, our community, and our supporters. Together, we're building a place where hope flourishes and knowledge empowers.

Warmly,

Laura Carfang



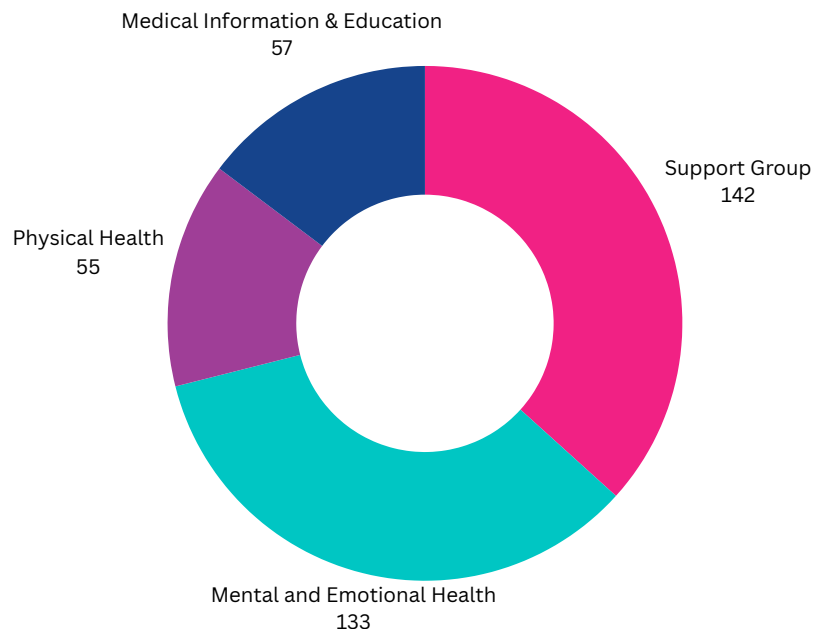


Our Impact In Communities

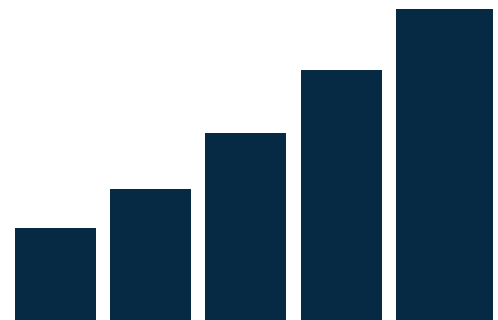
Our programs have served **thousands of people** seeking community, education, and resources. By tracking website visits, we have been able to ascertain that in 2023, **330,000** people are receiving education and information regarding their diagnosis. Moreover, our website has been **translated over 100,000 times into Spanish, French, Arabic, Italian, and Simple Chinese**. By offering online and virtual programs, we have been able to reach people in rural areas and in communities where they may not otherwise have access to emotional, mental, and physical support services.

of programs and their distribution category offered in 2023

387 Virtual Programs
Serving
6223
Individuals



- **57** Webinars focused on medical education and information
- **133** workshops focusing on supporting mental health such as art therapy, expressive writing, and meditation.
- **55** classes focused on physical health
- **142** support group sessions (MBC, IBC, early stage & newly diagnosed)





Social Media Insights

We have platforms in English, Spanish and Mandarin!



FOLLOWER COUNT
7,206



FOLLOWER COUNT
7,157

PAGE LIKE COUNT
6,421



FOLLOWER COUNT
2,040



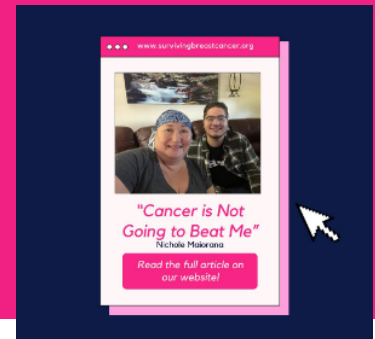
GROUP MEMBERS
3236



FOLLOWER COUNT
173

Meeting our community where they are - Social Media

Through various social media platforms, we have been able to engage with those diagnosed with breast cancer to offer information and resources, while sharing stories, asking questions, and strengthening our community.



Youtube Highlights



42,705 Views

Of our live stream educational content

We reached 5,264,690 through Facebook and Instagram

Education: Knowledge that Empowers

Throughout the year, SBC has been committed to empowering individuals with knowledge through our educational initiatives. We've delivered weekly blogs, podcasts, and webinars that have provided a wealth of information on breast cancer, treatment options, survivor and thriver stories, and practical advice.

These resources have not only educated our community but also instilled a sense of empowerment, helping individuals make informed decisions about their health.

Episode 213
Breaking the Silence on End-of-Life
CONNECTING BIRTH, LIFE, AND DEATH WITH CURIOSITY
With Gabi Dias

ESTOS SON NUESTROS PRÓXIMOS SEMINARIOS WEBINAR CON PROFESIONALES MÉDICOS DE TODO LATINOAMÉRICA.

JUEVES 1	8:00 PM: Encontrar un propósito, después del cáncer de mama.
MIERCOLES 7	7:30 PM: Entendiendo el Cáncer de páncreas.
JUEVES 15	8:00 PM: Serie Transformar: ¿Qué dice mi cuerpo?
JUEVES 17	10:00 AM: Serie de la mujer: Cáncer Cervicouterino
VIERNES 20	8:00 PM: ¿Cómo veslo o sentimo Yo misma?
JUEVES 29	8:00 PM: Serie Transformar: De mí para mí.

JUNIO 2023
PRÓXIMOS WEBINARS

Conversaciones de cancer: Entre Amigas
¿Qué no decirle a una persona con cáncer?
CON: Lourdes y Brenda
WEBINAR EN VIVO
JUEVES 6 DE JULIO 8PM EST

RECONSTRUCCIÓN MAMARIA
Webinar En Vivo 13 de Julio 10:00AM EST
Después de un Diagnóstico
Dr. Eduardo Rogel Chalor

MINDFULNESS COLORING

CANCER CAREGIVERS RIGHTS AND RESOURCES

MBC Webinar Series Presents:
PTSD and Navigating the Medical System

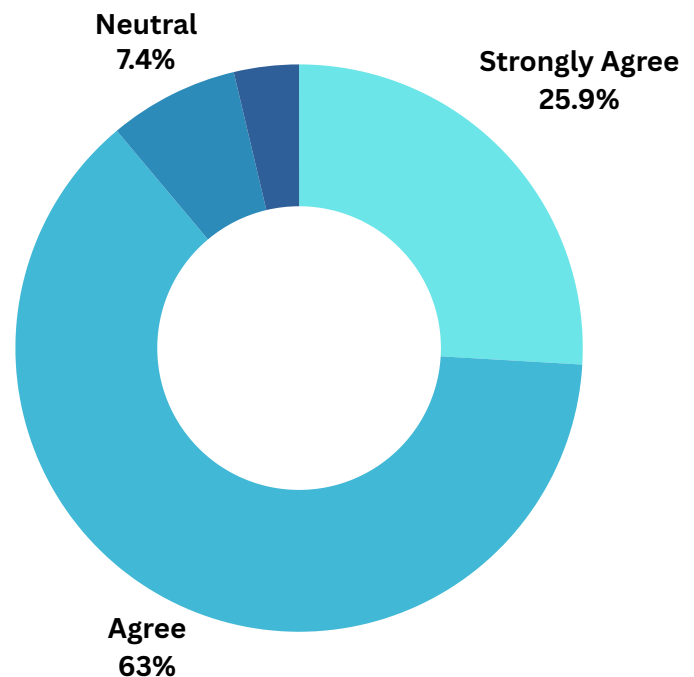
CLUB DE LECTURA
8 DE JULIO 1PM
VÍKTOR EL HOMBRE FRANKL EN BUSCA DE SENTIDO
Cuando ya no somos capaces de cambiar una situación, tenemos el desafío de cambiarnos a nosotros mismos
★★★★★
Regístrate en: Survivingbreastcancer.org/DespuesDeUnDiagnostico

88.8 % of people demonstrated an increase in knowledge about resources available to help them cope and manage their breast cancer diagnosis



88.8 % of participants agreed or strongly agreed that they increased their knowledge about resources available to help them cope and manage a breast cancer diagnosis.

Participants who reported an increase in knowledge about available resources is a clear indication that our educational programs were an effective tool in disseminating important information. Having accessible and reliable information can lead to better-informed decisions and actions when dealing with a breast cancer diagnosis.



Knowledge is a powerful tool when it comes to managing and coping with a serious health issue like breast cancer. When individuals feel empowered with knowledge about available resources, they are better equipped to make informed decisions, access appropriate support, and engage in self-care practices. This empowerment can positively impact their overall well-being during the cancer journey.

Breast cancer, like many other health conditions, can disproportionately affect certain demographic groups, including racial and ethnic minorities. Achieving a high level of agreement even among Hispanic participants indicates that our SBC efforts are reducing disparities in access to information and support. This is a significant step towards ensuring equitable healthcare outcomes for all communities.

Community: Fostering Bonds

Our community-building efforts have been instrumental in creating an environment where survivors and thrivers, and their loved ones can come together and form unbreakable bonds.

Through various programs such as support groups, art therapy, and expressive writing, SBC has cultivated a supportive network that offers emotional and mental health support. This sense of togetherness has been a lifeline for many, allowing them to share their challenges, victories, and fears while finding strength in the collective experience.



85.1% of people acquired new coping strategies in order to manage stress, anxiety, and uncertainty brought upon by a cancer diagnosis



Resources for Parents Living with MBC

LIVE STREAMED ON YOUTUBE, TWITTER AND FACEBOOK

November 8
7pm EST

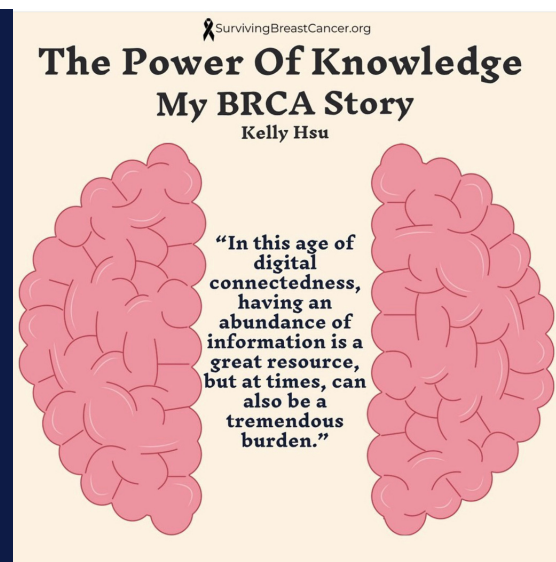


SurvivingBreastCancer.org

EPISODE 189

IS IT SAFE TO EXERCISE

AFTER BEING DIAGNOSED W/ BC?



SurvivingBreastCancer.org

The Power Of Knowledge

My BRCA Story

Kelly Hsu

"In this age of digital connectedness, having an abundance of information is a great resource, but at times, can also be a tremendous burden."

Coping skills are essential for maintaining psychological well-being during the cancer journey. Developing effective coping mechanisms can help individuals better navigate the emotional challenges associated with cancer, which can ultimately improve their quality of life.

PODCASTS



Providing Content In Stereo

- **89** episodes released in 2023!
- Listened to across **120** countries (Top countries include the U.S.A., Canada, UK, & Australia)

46,260
Downloads in 2023!

EP 187
Creating Resources & Programs Specific for Those Living with MBC

SurvivingBreastCancer.org

EP. 201
BREASTCANCERCONVERSATIONS

The Importance of Physical Therapy in Breast Cancer Recovery

with Expert **Derly Munoz**

The Critical Role of Pathologists in Breast Cancer Management with Dr. Kulkarni. EPS 203

@BreastCancerConversations

Dr. Kulkarni

Listen Now

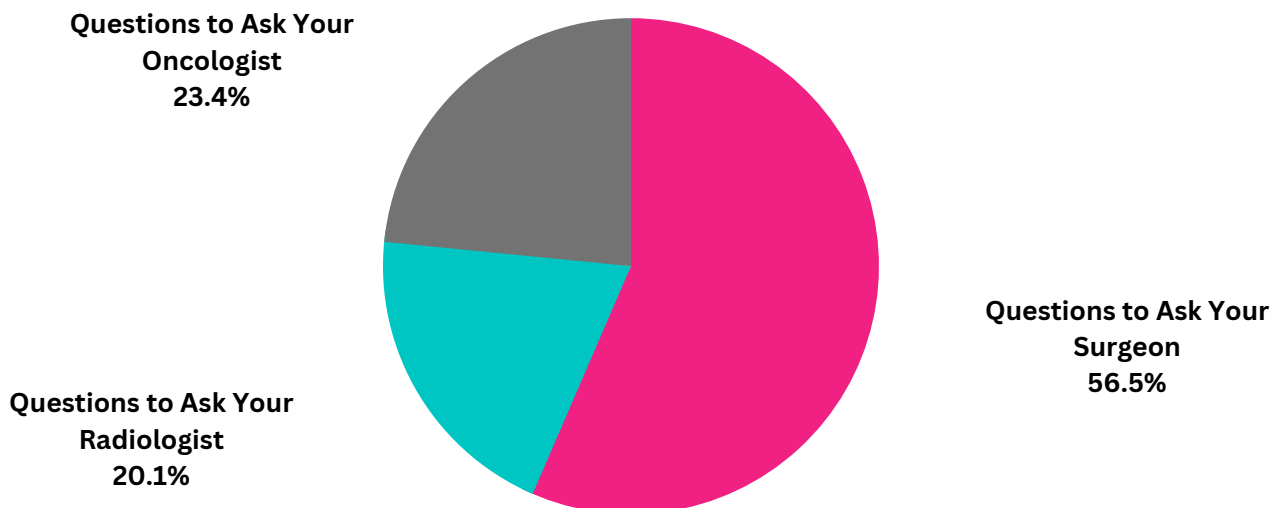
2023 Spanish Outreach Initiative



In January, 2023, we launched our **Despues de un Diagnostico** podcast entirely in Spanish reaching a Hispanic community with unique cultural needs.

PDF Resources in Spanish:

- Questions to Ask your Surgeon - Downloaded 135 times
- Questions to Ask your Radiologist - Downloaded 48 times
- Questions to Ask your Oncologist - Downloaded 56 times





SUPPORT: EXTENDING A HELPING HAND

Our SurvivingBreastCancer.org programs and services have provided not only essential support but also a sense of belonging to those grappling with the emotional and physical toll of breast cancer. Our support initiatives have allowed participants to navigate their journey with courage, resilience, and hope. The impact of these programs can be measured not only in numbers but also in the countless stories of triumph over adversity.

At SurvivingBreastCancer.org, our commitment to making a positive impact on the lives of those diagnosed with breast cancer remains unwavering. As we reflect on the year gone by, we are reminded of the incredible resilience and strength of our community members. Their stories of transformation, the bonds they've formed, and the knowledge they've gained stand as a testament to the profound impact of SBC's programs and services.

What People Are Saying



CATALINA CONTRERAS ARBOLEDA

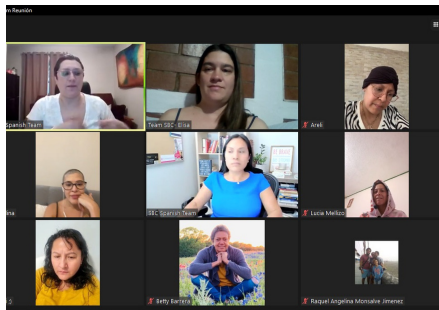
Providing support and education to women who are going through this breast cancer process and their families for free, making it accessible, involving them with their opinions and questions in a way that is easier to understand, and allowing them to feel like part of a family. I believe they are improving every day and creating more tools for all of us who are part of the organization.



ROBIN CASTLE-HINE



For me the Thursday Night Thrivers support group is something I look forward to weekly. Listening to others talk about their journeys, the good and bad, and the ladies supporting one another is the greatest gift.



YADIRA ESCOBAR



It is a very rich source of information, help, and support for those of us who have gone through the process of a breast cancer diagnosis. I think your work is excellent.*

VERÓNICA NOVY



Thank you so much for keeping in touch. I've been a part of the Support Group since 2020! It's been an integral part of my life and has helped through some of the most difficult times in my life. Two weeks ago we had a discussion about the words thrivers v. Survivor. Each of us had a myriad of opinions. I remain a thriver because I've learned to heal and focus on the good.



Where We Are Going

Looking ahead to 2024



Laura's Goals



William's Goals



Brenda's Goals



Lourdes' Goals



Elisa's Goals



Malena's Goals



SANDRA RUEDA CÁRDENAS ★★★★★

Thank you for providing comprehensive information that allows us to better face the process.

ANABEL ★★★★★

I just want you to know how thankful I am to have find you. You have been a tremendous inspiration in my life. Every article, every word that I read about cancer, teaches me everyday how lucky I am to be alive. You have educated me in many ways, where I feel strong and not crazy about all my symptoms.



THANK YOU

SurvivingBreastCancer.org's important work could not be made possible without the continued support and partnership from our community members, our families and friends, our valued supporters and donors, our industry thought leaders, and our sponsors.

Appendix

Additional Links

[SBC's Programs and Events](#)

[Breast Cancer Conversations Podcast](#). Available on [Apple itunes, Spotify, or wherever you get your podcast content](#)

[Despues de un Diagnostico](#). Our Hispanic Outreach Program Micro Site

[Despues De Un Diagnostico Podcast](#). Available on [Apple itunes, Spotify, or wherever you get your podcast content](#)

Contact:

Laura Carfang:
Laura@survivingbreastcancer.org

William Laferriere:
William@Survivingbreastcancer.org