



2019 IMPACT

THE NEED

250,000

women are diagnosed with invasive breast cancer in the U.S. every year

40,000

women die annually from breast cancer

LESS THAN 23%

of women know the wide range of breast reconstruction options available to them

MORE THAN 100,000 AROUND 40%

of women undergo some form of mastectomy each year to treat or, in some cases, prevent the risk of breast cancer



Increased high costs of procedures is the major restraining factor for reconstruction

WHAT WE DO

We provide resources and support systems for women who have had mastectomies as a result of breast cancer.

We educate women on reconstruction options and assist them with the cost of reconstructive surgery.

We accomplish this for women-in-need through advocacy, community education, and financial support.

CONNECTING WITH WOMEN IN NEED: ADVOCACY

Individual coaching, support and access to financial assistance.

101

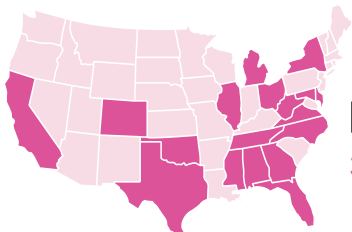
inquiries from women seeking assistance

52

women received financial coaching

34

women received the benefit of medical care by professional providers for breast reconstruction, nipple tattooing, and breast tissue expanders.



REACH

36 % US states served
18 of 50 states

\$76,161

in funding resulting in access to surgeries that otherwise would have cost **\$625,016.**

Service fees reduced or donated by professional providers.

INCREASED 62%

Inquiries from doctors, partners & clients from 2018

INCREASED 58%

financial support from 2018

CONNECTING WITH COMMUNITIES: EDUCATION & OUTREACH

National and local initiatives to inform women of their options.



44 online & printed stories



5,000 social media viewers per month



221 + million readership



18 "MD Source" podcasts and **11** blog posts

EVENTS



Press Event: Hosted NYC national press event, "Thriving After Breast Cancer-The Journey to Healing" featuring prominent breast cancer advocates & spokesperson Allyn Rose.



Breast Reconstruction Awareness (BRA) Day
Kwanzafeest African American Fair



Fundraisers: : High Tea, Giving Tuesday, CAiRS Kits for patients, North Texas Giving Day



Conferences: American Oncology Nurse Navigator Convention, American Society of Plastic Surgeons Conference

CONNECTING WITH MEDICAL PROFESSIONALS AND SPONSORS: DEVELOPMENT

17

Professional and ancillary partnerships of surgeons, medical groups and service providers across the USA.



MICHAEL S. BECKENSTEIN M.D., FACS
Alabama Breast Cancer Cooperative
Birmingham, AL

AiRS connected applicants Elizabeth W. and Adrienne E with Dr. Beckenstein in 2019. Both women had Medicaid but were unable to locate a local qualified surgeon that would accept their method of payment Dr. Beckenstein negotiated with AiRS to accept reduced surgical fees that allowed each woman to complete their breast reconstruction.



DENTON WATUMULL, M.D., FACS
Regional Plastic Surgery Center
Dallas, TX

AiRS referred applicant Heather B. to Dr. Watumull for assistance in completing her breast reconstruction. Heather, an uninsured daycare worker, was unable to afford breast reconstruction. Dr. Watumull reduced his surgical fees due to his partnership with AiRS, who assumed the lower payments for Heather's surgery, treating her as she says "with great dignity as if she were a full-paying patient."



TARA DUNSMORE-WILLIAMSON
Pink Ink Tattoo
NC, MS, & TX

AiRS assisted applicants Sabrina M. and Norma B. in completing their breast reconstruction journeys through financing their areola tattooing, often not covered by insurance. The partnership with Pink Ink Tattoo allowed both women to complete their reconstruction without additional expenses, resulting in a realistic result that would not have been possible without AiRS assistance

AIRS IMPACT

STORIES OF WOMEN WE'VE SERVED



Deisy L. 37, Denver, CO

"It was a total shock to me and my family. I was thinking that I will die asking 'Why Me?'. I didn't have options because I have BRCA 1 & 2. AiRS helped me a lot. They helped with my first surgery and gave me confidence to do it right."



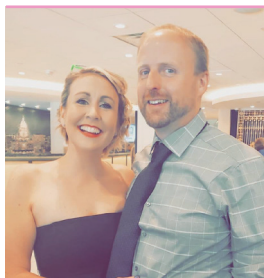
Courtney L. 34, Columbus, GA

"The odds were against me. My only option was a double mastectomy. I felt pain, I felt confused, I felt less of a woman. It was a blow because I could not afford the reconstruction surgery. But AiRS took that stress away and made it possible to put my health first."



Deb M. 64, Nashville, TN

"I was devastated to have invasive breast cancer, scared to tell my children and worried about paying for surgery and chemotherapy. You lose so much—your independence, confidence and breasts. AiRS was very helpful and available, even on weekends. And they are flexible, even if you don't meet all the financial qualifications. They worked with me."



Patti M. 40, Madison, WA

"It's surreal and scary. So much uncertainty and worrying about everything happening around me. I was ok at first, but with more surgeries I'm becoming sick of trying. AiRS helps me so much by giving me peace of mind and paying for the deductible. Now I've got this."



Stephanie H. 57, Miami, FL

"I was devastated but have grown stronger. I didn't want to be breast-less. AiRS paid my insurance premiums for 3 months so I could continue my treatment and surgery. As long as I have life, there is hope."

50% INCREASE IN SPONSORSHIP FUNDING



THE PLASTIC SURGERY
FOUNDATION



DRUCKENMILLER
FOUNDATION

AND MANY
MORE!



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