In the breast health world, almost every week we hear something very similar to what Amy Robach of *Good Morning America* confessed after her recent breast cancer was found. Though we all know the huge impact of finding cancer early – how quickly it can grow – we still hear far too many women say, “I wish I hadn’t put it off.”

But, to me, Amy’s story offers another incredibly important message: A friend encouraged her.

Initially reluctant, Amy agreed to the mammogram at the insistence of her GMA producer and encouragement from her colleague Robin Roberts, who is a breast cancer survivor. Robin told Amy that if her act inspired one woman to be screened, the efforts would be worth it. The cancer found, as it turned out, happened to be Amy’s.

Let’s make this resolution one we keep: Take care of yourself and encourage a friend, or two, to do the same. Promise to get those mammograms scheduled! Don’t keep pushing it off.

That’s the reason we have been talking a lot about Me2 this year. With messages of “me too,” “me plus two,” and “me to the second power,” we’ve encouraged celebrating life and health and making it possible for others to do so as well.

But the challenges continue. We MUST spread the word. Like Amy said, there are “no excuses, it is the difference between life and death.” We MUST encourage more insured women to make their appointments with The Rose so we can cover the uninsured. And we MUST increase our support systems as well as referring doctors so that “access to care” isn’t just a phrase but a reality for women in Texas.

We know you are up to the challenge. For almost 30 years, you have been that friend encouraging us to take the next step, break down the next barrier, meet the next need.

Thank You!

*Amy*

“I had been putting it off for a year. Between flying all over the world for work and running around with my kids to school and ballet and gymnastics like many other women, I just kept pushing it off.”

— Amy Robach, Good Morning America Anchor

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Thank You!

*Dorothy Gibbons*

CEO and Co-Founder of The Rose

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*Our new phone system in place!*

Call today to make your appointment – 281.484.4708

Encourage your friends to schedule their annual mammogram.

*Roger Clemens gets the “mammogram experience” firsthand)*
**Irma and Sasha**

Owners of Cure & Co. Boutique in Sugar Land have more in common than their business. The mother and daughter are both breast cancer survivors served by The Rose. Grateful for the community support that enabled them to receive the quality care that they needed at a time when they happened to be uninsured, the two determined they would support others by opening a cancer-wellness boutique and spa for those going through cancer treatments. *Irma’s sister, Juliette Enchassi, is memorialized by the pink dot on the wall at Cure & Co.*

**Dottie**

Intended to “bless” her community when she scheduled The Rose’s Mobile Mammography for a day of screening at First United Methodist Church of Brookshire where she pastors. Instead, she reaped the benefit of her good intentions by having her own breast cancer detected at Stage 2. Because she was diagnosed early, she was able to avoid chemotherapy.

**Dr. Rhoden**

is passionate about women’s health and the importance for women to understand their bodies. Dr. Rhoden is our new Board Certified Radiologist on staff at our Galleria location. She encourages your questions and is looking forward to serving you.

**Me2 is an AWARENESS campaign**

to help women understand that they need to make their health a priority, “it’s ok to think me too”

**FAQ**
Barbara, owner of Grayco Communications and a frequent sponsor of events, encouraged her whole family to think “me plus two” and scheduled a day of mammograms for all three sisters and mom as well!

After a weekend of fundraising for The Rose, assisting at the record-breaking Bikers Against Breast Cancer Kickoff, Barbara Gray wasn’t quite finished. She took the time to THINK Me2 and, as a result, an uninsured woman will benefit.

“As insured women, we knew that when just three of us make our appointments here at The Rose, we can help another woman,” said the LaPorte resident while waiting for her scheduled mammogram.

Bridget Wallace, the youngest of the sisters and a resident of Deer Park, particularly praised The Rose staff who have totally eliminated the “sweaty palms” she used to experience in anticipation of her annual screening.

“Now … it’s a breeze,” she added.

Beverly Gutierrez of Deer Park and the oldest sister put the day in perspective. “I know a young woman who had no insurance and had to come because she was concerned about an issue. I like the idea that we are helping someone like her. Plus, now she has insurance and tells everyone to come to The Rose.”

Lillian wanted her friends and family to think “me plus two” so she scheduled a day of mammograms for seven women at The Rose. They had fun, they made health matter and they celebrated with dinner afterwards.

FAQ

What do I get for being a part of Me2?
First, our thanks. Second, an opportunity to join the Me2 Community via Facebook and Pinterest. For more information, visit www.TheRose.org/Resources.
Multiply the Impact
Donate, sponsor an event, or schedule the mobile program at your business, church or club

FUNdraising events for The Rose in 2013 raised more than $600,000 and will cover nearly 3,000 mammograms for uninsured women in Texas!

Harris County Healthcare Alliance
A group of 20 organizations are counting on the appeal of “one stop shopping” to increase usage of preventive care services among the uninsured. And Harris County Healthcare Alliance (HCHA) is making sure they have the funds to do it.

The $545,000 in funding from HCHA provided for a fully-equipped mobile unit with state-of-the-art equipment and the establishment of the Community Care Collaborative Project. The Project includes safety-net clinics and Federally Qualified Health Centers taking on such access-to-care barriers as transportation, language, culture, finances, and coordination of care between providers.

Thank you Harris County Healthcare Alliance!

Thank you Event Chairs!
YOU helped raise more than $355,500! These amazing women worked diligently throughout 2013 to multiply The Rose’s impact in their communities:

A Time to Care Luncheon $ 75,101
  Donna Mittendorf & Pamela Lovett Chairs

Bikers Against Breast Cancer $ 71,084
  D’Etta Casto DeLeon Chair

24th Annual Shrimp Boil $113,984
  Cheryl Cochran Chair

The Rose Golf Classic $ 95,567
  Jeanne Gillen & Isabell McKinney Chairs

Harris County Healthcare Alliance THINKs me to the second power. They funded The Rose Mobile Mammography Unit No. 3
• Young Women’s Services ensures women under the age of 40 have services – that’s Access to Care.
• Navigating a woman through treatment after she’s been diagnosed like we did for more than 300 women in 2012-13 – that’s Access to Care.
• Offering cash discounted prices and payment plans for services for the women who don’t qualify for sponsorship – that’s Access to Care.
• Lastly, the Sponsorship Program which covers the costs of mammograms and diagnostic services to the uninsured who meet the 200 percent of Federal Poverty Guidelines – is unquestionably Access to Care.

Will we still need to sponsor services for the uninsured once the Affordable Care Act is fully implemented? Sadly, the answer is yes. Without Medicaid expansion, one-half of the 9,819 uninsured women we served last year will still need sponsorship. At The Rose, Access to Care means we’ll create the programs, travel the miles, navigate the women. What we cannot do is make women put themselves FIRST. We can tell them. We can encourage them. But sometimes, like with our friend and volunteer, Vicky, we’re just too late. Thinking that others needed The Rose more than she did, she didn’t come to us in time. The additional years The Rose gave her were too few and we lost her in 2013.

We are not going to stop until every Dottie, Cindy, Maria and Vicky knows …

Every woman deserves access to quality breast health care. Every woman deserves The Rose.

A look at the year by service…

<table>
<thead>
<tr>
<th>Service</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total patients served</td>
<td>34,710</td>
</tr>
<tr>
<td>Uninsured patients served</td>
<td>9,819</td>
</tr>
<tr>
<td>Male patients served</td>
<td>178</td>
</tr>
<tr>
<td>Patients diagnosed</td>
<td>365</td>
</tr>
<tr>
<td>Age of youngest patient</td>
<td>23</td>
</tr>
<tr>
<td>Patients under age 40</td>
<td>3,341</td>
</tr>
<tr>
<td>Patients served mobile</td>
<td>7,959</td>
</tr>
<tr>
<td>Women diagnosed</td>
<td>70</td>
</tr>
</tbody>
</table>

In the last 5 years, the youngest patient we served was 8 years old … the oldest was 101.

The Rose ANNUAL REPORT Fiscal Year 2012 - 2013 August 1, 2012 – July 31, 2013

Dottie didn’t know that The Rose takes care of the insured.
Cindy thought she was too young for breast cancer.
Maria didn’t think she could afford the time off from work to have her annual mammogram.
Vicky didn’t want to “take the place” of someone who might need us more.

So… we told Dottie that three insured women help cover the costs of the uninsured we care for. We told Cindy we would navigate her to needed treatment when she was diagnosed. We served Maria with her mammogram through our mobile unit at her work.

As for Vicky… well, I’ll get to that in a moment.

As CEO of The Rose, when people ask me what we do, I have one answer -- Access to Care.

Yes, we provide – mammograms, ultrasounds, biopsies to all women, same day diagnosis for diagnostic procedures, and patient navigation to women who are diagnosed – but what we do is so much more than that.

• When our Mobile Mammography Units travel to South, Central and East Texas – that’s Access to Care. When they reduce a woman’s time away from her desk from several hours to a few minutes – that’s Access to Care.

CEO and Co-Founder of The Rose
Our mission — to reduce deaths from breast cancer by providing access to screening, diagnostics and treatment services to any woman regardless of her ability to pay

Cancer Diagnosis by Age

Mobile Sites Served
- 2012
- 2013 Growth
- Potential

Board of Directors
FY2013
Co-Founders
Dorothy Gibbons, CEO
Dixie Melillo, M.D.

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Donna Mittendorf, Vice Chair
Bob Domec, Treasurer
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Loretta Anderson
Eileen Campbell
Jeanne Gillen
Garrick Hatfield
Michelle Meissner
Marcus Malonson
Tom Watson

The Rose.org
281.484.4708

Revenue
- 53% Patient
- 32% Support
- 11% Government
- 4% Other

Expenses
- 85% Program
- 10% Management & General
- 5% Fundraising

Total Income
$10,689,198
Net Assets
$5,186,608
Thank you to our amazing donors for taking “me to the second power!”

Your generosity provided access to care, served and saved the lives of Texas women

$500,000+
Cancer Prevention & Research Institute of Texas (CPRIT)
Harris County Healthcare Alliance

$200,00 – $499,999
Houston Affiliate of Susan G. Komen for the Cure
Breast & Cervical Cancer Services (BCCS)
The Cullen Trust for Health Care
Randalls Food Markets

$50,000 – $199,999
The The William Stamps Farish Fund
Vivian L. Smith Foundation
The Methodist Hospital System
Pinnacle Financial Strategies Foundation (PFS Foundation),
Joe and Jeanne Gillen
St. Luke’s Episcopal Health Charities (SLEHC)
American Cancer Society, High Plains Division,
Gulf Coast Region
Pink Ribbons Project
Rockwell Fund, Inc.

$25,000 – $49,999
George and Mary Josephine Hamman Foundation
Kappa Kappa Gamma Charitable Foundation of Houston
The George Foundation
In the Pink of Health (Memorial Hermann The Woodlands Hospital)
Woodforest National Bank, Robert and Kim Marling
Skanska USA Building, Inc.
Marathon Oil Corporation

Advisory Boards 2013 – 2014
Medical Advisory Board
Esther Guy, M.D.
Mohamed Haq, M.D.
Sandra “Sunny” Hatch, M.D.
Sandra Hesser, M.D.
Angel Rodriguez, M.D.
Stephanie Meyers, PhD, Med, RN

Advisory Board
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Jess Fields
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Shirley Middleton
Linda Flores Olson
Helen Perry
Marian Sparks
Maria Todd
Sherry Trainer
Corkey Turner
Susan Wilkes
In 2012, Janet Slocum hosted the BABC Kickoff and became the highest level sponsor of the event to date.

The 5th Annual Bikers Against Breast Cancer was the best yet! 700 participants raised over $80,000.

Our first luncheon at the Junior League drew 250 guests who were entertained and educated by local media personalities sharing their thoughts on “A Time to Care.”

Carey Seyler started Skim2Live as a teen and has now passed leadership on to a new group of athletes who continue their support of The Rose.

Chad Slocum started Skim2Live as a teen and has now passed leadership on to a new group of athletes who continue their support of The Rose.

“30 for Ana” (our #1 non-corporate FUNdraiser) raised awareness of Inflammatory Breast Cancer. They covered 30 miles and raised more than $31,000 for The Rose.

Seabrook’s first ever Pinknic netted more than $12,000 and is a great example of FUNdraisers held annually by organizations, friends, families, and businesses in support of The Rose.

Students of all ages (like Red Elementary in photo) get “A’s” for their support of breast cancer awareness and The Rose.

The Rose does more than mammography and patient navigation. We advocate for our women during the Texas Legislative Sessions.

Me to the Second Power comes in many forms including longtime supportive organizations like the Annual Louise McBee Circle of Life which auctions off beautiful wreaths each December.

The Annual Shrimp Boil included many familiar faces and new friends, raising more than $130,000 and expectations for 2014 when we celebrate 25 years!

Pink Days at The Rose Galleria is made possible by Pink Ribbons Project and volunteers like those from Methodist’s I CARE in Action program.

Our first luncheon at the Junior League drew 250 guests who were entertained and educated by local media personalities sharing their thoughts on “A Time to Care.”
Thank you... to all of our FUNdraisers for taking “me to the second power!”

These photos reflect a fraction of the efforts made on behalf of the nearly 10,000 uninsured women who were served by The Rose last year.

You too can be a part of our caring community.

Donate Now.

- Online: TheRose.org
- Text: “2GIVE” to “69302”
- Mail: 12700 N. Featherwood Suite 260 Houston, Texas 77034

Multiply the Impact at your business, church or club


Yes, Dorothy!
I want to make a difference in the lives of Texas women.

My gift is...
- [ ] in memory of
- [ ] in honor of

Please notify (include name and address/e-mail):

Payment information
- [ ] Enclosed is my check made payable to The Rose.
- [ ] I will make my donation by texting “2GIVE” to “69302”
- [ ] Please charge my credit card:
  - [ ] American Express
  - [ ] Mastercard
  - [ ] Visa
  - [ ] Discover

Make my gift go further!
- [ ] My company ____________ will match my gift.
- [ ] I’d like to make my gift a recurring monthly donation.

I am interested in...
- [ ] Receiving more information about The Rose.
- [ ] Scheduling Mobile Mammography at my company/organization.
- [ ] Supporting the purchase of a new Mobile Unit.
- [ ] Independent FUNdraising and Events.

Please let us know how to contact you.

Name ________________________________
Address ________________________________
City __________________ State ______ Zip ________________
Telephone ________________________________
Email ________________________________

The Rose is a 501(c)(3) non-profit organization.
Gifts are tax deductible and are gratefully appreciated.

The Rose SOUTHEAST
12700 N. Featherwood, Suite 260
Houston TX 77034

The Rose GALLERIA
5420 West Loop South, Suite 3300
Bellaire TX 77401

Make your APPOINTMENT
281.484.4708 Main Number
281.464.5136 Mobile Mammography
TheRose.org

Follow us

AR122013
I Wish You Love, Nat “King” Cole
Ensemble Theater  July 18, 2014

A Time to Care Luncheon
Junior League of Houston  April 22, 2014

25th Annual Shrimp Boil
Pasadena Convention Center  August 2, 2014

Bikers Against Breast Cancer
San Jacinto Harley Davidson  May 10, 2014

The Rose Golf Classic
Shadow Hawk Golf Club  October 27, 2014

save the date!