Saving Lives

ANNUAL REPORT
FISCAL YEAR 2019
Many people think of The Rose first as a mammography center and second as a place that takes uninsured people. Both assumptions are true, but represent only a small part of who we are and what we do:

Our real work falls somewhere in between providing mammograms and patient navigation that helps women into treatment.

The Rose is an organization of care, teeming with people who give their heart and soul every day to someone in need, someone who is facing cancer.

We are an organization that lives by the concept of people helping people and invites insured women to use our services. Not only will she receive the highest quality of care, but she is also helping an uninsured woman.

We are champions for the poor and medically underserved. We are advocates for quality health care and earn our designation as a Breast Imaging Center of Excellence every day.

Our annual report is a snapshot of the “in-betweens.” This report shares the number of women served, the number of people educated, and the hundreds of women diagnosed with cancer.

But statistics never tell the full story. Only the people we serve can tell that story. Stories about the distances they drove, the fears that haunted them, and the faith that carried them.

What happens when a man learns he has breast cancer? Another story rarely told, even though so many men do not survive. You’ll learn that access to care isn’t easy to come by, and barriers to care are so much more than financial.

The stories that lift my heart the most are about the wonderful people who help us serve and donations from schools, businesses, civic organizations, and foundations, all so appreciated. Our 2019 luncheon: Everything is Coming up Roses topped all records. From t-shirt sales to an amazing $25,000 first-time fundraising event that involved a 1K run to $100,000 in tributes given in memory of a dear friend, all matter to our mission.

Every gift means another service provided, another family helped, another life saved.

Thank you for being part of our mission and allowing us to serve.

Dorothy Gibbons
CEO & Co-Founder of The Rose
UNPRECEDENTED INCREASE
By: Dorothy Gibbons

Every month we diagnosed more women than in the same month of the prior year. After 12 months, we had diagnosed cancer in 484 women, 100 more women than last year! That’s a 20% increase. My heart sank every month after seeing those numbers thinking about the months ahead for our patients and the incredible courage they would need.

Age, Race or Income: Breast Cancer doesn’t Discriminate.
“You may think you are too young to be diagnosed with breast cancer, but I am a living example.”
Marisol, uninsured and diagnosed at 24

Annually, The Rose provides the initial diagnosis for 11% of all diagnosed women living in Harris County. We have for years. Once diagnosed, our patients go on to find treatment at different medical centers, but the mammogram or diagnostic work-up begins at The Rose. For the past three years, we diagnosed an average of 380 patients.

The scariest thing about this year’s numbers was that there is not a single valid reason for that kind of increase.

We reviewed the data from a dozen different angles and hounded colleagues for possible answers. They didn’t see an increase (yet), so ours must be due to the population we serve. Wrong. We served the same total number of women as the year before; we are serving the same communities, and our patient demographics remain stable.

“We saw it coming, and still, we were surprised and saddened.”
- DOROTHY GIBBONS

Another concern is that for the second year in a row, we diagnosed more uninsured women than insured!

The first question that an uninsured woman asks isn’t: “Will I survive breast cancer?” Instead, her first question is: “How will I pay for treatment?”

Even though I know The Rose is their answer, our patient navigation program will find the treatment they need and so much more. I also know that the majority of those women were diagnosed with later-stage cancer.

They need our help
So, while we have no answers for the reasons behind this increase in breast cancer, we do know that there are still too many women and men being diagnosed and yet too many uninsured who need our help. Our mission is as important today as when The Rose started in 1986.

Our Galleria location has a new home
Move date slated for May 1, 2020

New Address:
6575 W. Loop South
Suite 275
Bellaire, TX 77401

We may only be moving to the other side of the freeway, but the benefits are great:

1. More equipment, more services.
2. Great parking located right behind the building.
3. Very well-known building and your physician may already be there.
4. Covered walk way to building from garage.
5. Along major bus lines.
6. No construction. Easy In and out.

For more info: therose.org/galleria-move
A SONG FOR THE ROSE
By: Dorothy Gibbons

Listening to Cassandra’s story was a familiar one, reminding me that we’ve heard much the same from our patients over the years. But the ending of her story brought me to tears.

She told us: “I postponed my mammogram for a very long time. Although I was insured, I wasn’t making my own health a priority. I could not believe I put myself on the back burner like that!”

But that all changed when she learned about The Rose at a fundraising event about a year ago. She picked up one of our flyers and realized she was 10 years overdue for her mammogram. (She holds on to that flyer to this day, saying it was her first nudge.)

The following week she started a new job and saw The Rose Mobile Mammography Coach parked at her job site.

“I could not believe I put myself on the back burner like that!” - CASSANDRA

A month later, she heard those words that can change anyone’s life: “You have breast cancer.” Yet even as she dealt with all the emotions and details of beginning treatment, she realized a miracle had happened.

As she put it: “When I needed flowers, God sent me The Rose.”

Cassandra is known as the “Singing Insurance Lady” and has been a presence in the local music community. The words came easily and soon she had composed a song filled with hope and courage. It is a song that spoke of her belief that when she faced the fight of her life, The Rose was the army on her side.

When she first sang this powerful song at Phil & Derek’s Restaurant and Bar, she challenged women in the audience to schedule their mammograms and lovingly chastised them to take the time for themselves.

She’s dedicating her song to The Rose and plans to donate proceeds from its sales to uninsured women needing help.

Two weeks before her surgery, she made a trip to The Rose to present her original recording to our board of directors and key staff members. What a treat that was!

From all of us at The Rose, thank you, Cassandra. Your story reminds all of us that you need to put yourself first. Your song is a reminder that there are times when we all need flowers.

“This year, all three of us together because we know it will help one uninsured woman.”
- JUDY, BREAST CANCER SURVIVOR

Lyrics
By: Cassandra

I’m going to need me an army standing right here beside me. If I’m going to make it through victoriously.

When I needed flowers, God sent me The Rose. The Rose, The Rose, I suppose saved my life.

Army, soldiers, worshippers, believers, pastor and prayers, I’m counting on you, to pray me through.

“When I needed flowers, God sent me The Rose.”

Cassandra, Breast Cancer Survivor
Photo by Elda Giradola

Read more about her story by visiting: therose.org/cassandra
“You have breast cancer,” are four words Ronnie Pace never thought he would hear in his life. As a two-time breast cancer survivor, the idea of any man having to face this awful disease is now all too familiar.

Ronnie was first diagnosed in April 2013, opening his eyes to the reality that men can indeed face breast cancer. A second lump was found two and a half years later, pushing Ronnie into a lifelong advocacy journey focused on both awareness and action.

The American Cancer Society projects over 2,500 new cases of invasive breast cancer will be diagnosed in men in the United States every year. Diagnosed men are dying two times more often than women. These statistics are alarming to Ronnie, and he is continuing his fight to raise awareness of male breast cancer. He said, “It’s not about the number, but rather the importance of the number. Men may only be one percent of the breast cancers diagnosed, but that’s somebody’s father, husband, brother or son.”

Over the last few years, Ronnie has devoted himself to learning more about the disease and is a frequent public speaker on a mission to remove stigmas surrounding male breast cancer. Taking things a step further, he also worked on the proclamations issued by Houston Mayor Sylvester Turner and Texas Governor Greg Abbott to spotlight male breast cancer during the third week of October.

Ronnie has a bold way of advocating for male breast cancer awareness and continues to push for more insight into treatment options for men (or lack thereof.) In his newest role on The Rose’s Board of Directors, he’s not shy about sharing his story and is available to talk to any man who is having to deal with this terrible disease.

By: Mageida Sopón

Advocacy isn’t always political
Using our voices for the people who need us the most
By: Mageida Sopón

In February 2019, with no experience in legislative advocacy, eight women made their way to the Texas Capitol. With nothing more than determination to save the Cancer Prevention and Research Institute of Texas (CPRIT) and passion to impact the lives of women and men fighting breast cancer, they stood fearlessly in front of state representatives and shared their stories as survivors and staff of The Rose.

One of these women, a patient named Lennie who was six months away from her last radiation treatment, bravely stood in front of a Texas State Senator to make the case for other uninsured women who don’t have access to a local breast healthcare center.

Where advocacy starts
Advocacy for these women didn’t start here and hasn’t always been political. At The Rose, advocacy starts when women and men can’t access quality breast health care due to barriers like transportation, age or economic status.

When patients walk through the doors of the non-profit, they don’t see Patient Schedulers fighting with insurance providers to get coverage for those who need it most. Nor do they see Patient Navigators working tirelessly to find sponsors for a woman who can’t afford a mammogram and fears the uncertainty of what’s to come. What they do see, however, is Navigators extending support and care to all patients, regardless of their ability to pay.

There each step of the way
Navigators are there each step of the way, from attending the first appointment after diagnosis, to assistance in understanding the medical process with doctors providing their treatment.

Advocacy isn’t always political and it isn’t always loud. There is advocacy in every corner and in every member of The Rose.

Where does our advocacy stop?
Legislation
Employers
Physicians
Education
General Public
Treatment Centers
Insurance Companies

It doesn’t.

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For more information on how to contact Ronnie Pace, please call our offices at 281-484-4708. Read more about his story by visiting: therose.org/ronnie

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POWERNING THROUGH BARRIERS
Using our Mobile Mammography Program to reach further than ever before

Would you drive an hour and a half to get a screening mammogram?

That is what 3,500 women would have to do if they didn’t have access to our Mobile Mammography Program. Women who live in rural communities are lacking in many resources and often drive hours for care.

Time

Few of our patients, insured or uninsured, can afford to take precious time away from work. Since initiating our mobile mammography program in 2006, we continue to hear that women ‘want’ to take care of their health but never seem to have the time to do it.

Convenience

Of all the barriers to getting a mammogram:
• Financial,
• Lack of insurance,
• Transportation,
• Ability to take time off of work,
Convenience is often the deciding factor.

Mission Accomplished

We serve 9,000 women in over 50 counties annually through the Mobile Program. Of those women, 6,000 tell us they would not have had their annual screening without the mobile coach.

Workplace Benefit

A recent article in Forbes magazine, “A Workplace Benefit On The Rise: Mobile Mammography,” cited that more and more businesses are investing in their health benefits by bringing mobile mammography to the workplace.

The article featured Delta as a major company that has championed mobile mammography. In it, Jae Kullar, their general manager of global health and wellbeing for the company said, “Anything that makes it easier for someone to take care of themselves and their health is a benefit in itself.”

We totally agree!

Thank you to the Barbara and Fred Kort Foundation for our new Mobile Coach!

The Rose is extremely grateful to California-based Barbara and Fred Kort Foundation for the many different ways they’ve supported our work over the years.

Their most recent gift is funding a new mobile mammography coach that will be ready in Fall 2020. Now, even more women will be able to take advantage of 3D mammography in Southeast Texas.
Everything’s Coming Up Roses Luncheon was an amazing event put on by an excellent committee. Thank you to Committee Chair, Liz Rigney, along with her entire committee, Allison Allison, Nancy Craig, Janet Lionberger, and Collier Blades. Many thanks also to our incredible honorees Kay Hedges and Flo McGee, and to our wonderful speaker, Dr. Jeffrey D. Friedman, for sharing his insights.

The luncheon raised more money than any other fundraiser in our history! We are thankful for so many more friends who are helping us serve more women. Truly for those women and for those who love them, everything is coming up roses.

**Hats and Henna High Tea**
$38,403
Chair: Ashma Khanani-Moosa, Fatima Moosa, PS Affairs, Sami Khaleeq
Honoree: Mohamed Haq, M.D.

**Shrimp Boil**
$120,819
Chaired by the community
Honorees: Shrimp Boil "Hall of Famers"

**Annual Luncheon**
$319,110
Chair: Liz Rigney
Honorees: Kay Hedges and Flo McGee

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THIRD PARTY FUNDRAISERS

To everyone who has raised money for The Rose this year, we say thank you! We appreciate every effort whether it was a hat, a shirt, a cake you sold or a 1K coupled with tacos! All of those things mean so much and let The Rose serve so many more women.

Top 10 third party fundraisers this past year:

- 30 For Ana
- Beer & Taco 1K
- Bratober
- Jump for The Rose, Pinkfest Boogie
- Play Fore the Pink Golf Tournament/Pecan Grove WGA
- Ride for a Cause/Mancuso Harley-Davidson
- Rudy’s Pink “Cup for a Cause”
- Serve Up A Cure
- Smokin Bayou Boys
- Striking Against Breast Cancer
IMPACT NUMBERS
Fiscal Year 2019 (August 1, 2018 - July 31, 2019)

OVERALL NUMBERS

- Insured patients: 32,112
- Uninsured patients: 6,832
- Cancers diagnosed: 499
- Patients diagnosed with cancer: 484
- Women diagnosed after having first mammogram: 74
- Age of oldest patient served: 99
- Age of the youngest patient served: 8
- Age of the youngest diagnosed patient: 22
- Male patients: 104
- Total Patients: 38,944

PATIENT ETHNICITIES

- Asian: 2,525
- African American: 5,172
- Caucasian: 12,329
- Hispanic: 18,751
- Other: 167

MEDICAL SERVICES PROVIDED

- Mammogram Screenings: 30,526
- Mammogram Diagnostics: 9,700
- Ultrasound: 12,065
- Biopsies: 1,847
- Bone Density: 5,228
- Office Visits: 11,923
- Clinical Breast Exams: 410
- Excisional Biopsies & Pathology: 1,839
- BCCS Program Case Management: 392
- Total Services: 73,930

YOUNG WOMEN SERVICES

- Patients under the age of 40: 2,906
- Uninsured patients: 657
- Patients diagnosed with cancer: 56
- Uninsured diagnosed with cancer: 17

MOBILE MAMMOGRAPHY

- Patients served: 8,080
- Uninsured patients: 3,059
- Patient residency counties: 51
- Mobile site counties: 33
- Unique mobile sites: 152
- Mobile days: 428

PATIENT NAVIGATION SERVICES

- Patients navigated into treatment: 257
- Patient and survivor support: 828
- Patient Interactions: 4,887

TOTAL INCOME

$14,198,940

TOTAL NET ASSETS

$11,442,550

EXPENSES

- Program 88%
- Management & General 7%
- Fundraising 5%

REVENUE

- Patient 66%
- Government 8%
- Support 24%
- Other 2%

NON-PROFIT RATINGS

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

These prestigious non-profit awards are given to organizations that voluntarily share measures of progress towards their mission, demonstrate an ongoing fiscal excellence and are positioned to achieve long-term change.

BREAST IMAGING CENTER OF EXCELLENCE

The Rose is the only free-standing non-hospital based facility 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.

OUR MISSION

Saving lives through quality breast health services, advocacy and access to care for all.
“When my husband died, so did the insurance.”
By: Caitlyn McCraw

At the age of 57, Debbie noticed a lump in her left breast and it couldn’t have come at a more inconvenient time. Her husband had just passed away; and with him, their insurance.

Pastor Brandon Harrington introduced her to Dr. Dixie who immediately had Debbie come to The Rose for a diagnostic work-up. Scared and afraid, her first response was, ”How am I going to pay for these services?“ She was assured that The Rose has donor contributions and programs set in place for women in her situation.

We are happy to report that Debbie is now thriving as a breast cancer survivor thanks to the timely help she received! Read more about Debbie’s story and how you can help the women in your very own community by visiting: www.therose.org/debbie