





I doubt we will ever forget this time

A MESSAGE FROM OUR CO-FOUNDER AND CEO

We closed this fiscal year on July 31, 2017 on a real high! We had spent the entire year celebrating our 30th birthday — thirty years of saving lives. It was a year of accomplishments — the largest number of women ever served, a new mobile coach added, 3D mammography installed, the award as a Center of Excellence received — and a year of amazing blessings due to the incredible generosity and kindness showered upon The Rose.

Yet, the measure of our success to our mission is the total number of uninsured women we are able to serve. Nothing else matters if we don't meet the needs of those who depend upon us the most.

Once again, nearly 7,000 uninsured women turned to us for help. All uninsured who were diagnosed, 152, were navigated into treatment.

We started our new fiscal year with great expectations and set even higher goals. On August 19, we debuted our new Mobile Mammography Health Coach at a private showing for employees, board members and special guests. We were poised to introduce the Coach throughout the State, ready to add more 3D units and had started reviewing floor plans for a brand "new" Rose.

Then on August 26, a once-in-500-year storm hit Southeast Texas and all plans were put on hold. Like most of greater Houston, we focused all our energy on digging out and regrouping. By this time next year, hopefully the devastation of Harvey will be a manageable memory. Perhaps then we can start to dream again and resurrect those plans.

Still I doubt few will ever forget this time — the lives lost, the homes destroyed, the mind-numbing process of recovery. I won't. So many of our employees and far too many of our patients were impacted. I've listened in horror to their stories and am intimately aware of the grief of personal loss.

One in every three uninsured women we've served is recovering from the impact of Harvey. Too many of those same women are facing the year ahead dealing with impossible housing and transportation issues while also trying to recover from breast cancer.

Our women come with amazing resiliency; they all have much to live for. I continue to be profoundly humbled by their courage. At least The Rose was able to help them through the disaster called breast cancer.

Because of the unimaginable kindness and generosity of our donors, people just like you, they have a chance to survive. Your support makes all our services possible. Your support brings hope.

Thank you,

Dorothy Gibbons

Chief Executive Officer and Co-Founder

Sarathy Gibbons

2017 ACCOMPLISHMENTS

3D Mammography
Breast Imaging Center of Excellence
Online Scheduling
Mobile Mammography Health Coach
Valet Parking



Breast Imaging Center of Excellence

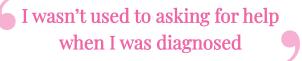
The Rose is a Breast Imaging Center of Excellence, a designation that assures you that our organization, all equipment, technologists, physicians and processes have met the highest standards of care in breast imaging. The Rose is the only free standing non-hospital based facility to receive this award in Southeast Texas. Only 13 other facilities in Greater Houston have received this designation.

The meaning of Circles

A MOTHER'S STORY: BEING PART OF THE CIRCLE

Eileen Campbell first introduced me to the concept of Circles. "I wasn't used to asking for help when I was diagnosed," she said, "that's when my friend Dorothy Paterson told me about the circles."

Eileen pointed to the middle of her palm. "Imagine this is the person with breast cancer and surrounding her is a circle that represents her immediate family, her husband or significant other, her children and parents." She drew a circle around the point. "The woman is dealing with her diagnosis while her immediate family is also dealing with other fears and concerns."



The next circle Eileen described was larger, moving farther from the mid point and represented close friends and coworkers. After that was one for aunts and cousins. Then another, again larger than the others, representing neighbors and church families. A final one was acquaintances and friends of friends.

"People care and want to help. Maybe it's bringing dinner, or helping with housework or running an errand. Those circles all help with healing."

For our uninsured patients, The Rose is a big part of one of their circles and their only hope for survival. For some of our women, their circles don't extend out very far or if they do, they aren't filled with people who have the means to help. That is why we stay with each patient long after treatment begins and throughout her recovery. Thankfully for many, we are there to celebrate her survival. One year, five years, ten years, we rejoice in every day she is granted.

Whatever circle you fall in, your help makes her care and healing possible.



OUR VALUES

HONESTY & INTEGRITY, SPIRITUALITY, FAMILY, DEPENDABILITY, TEAMWORK

Our employees are an important, vital part of The Rose Family. This past year alone, through various events, they were able to raise over \$35,000. This money was raised to honor the thirtieth birthday of The Rose.

THE ROSE ANNUAL REPORT 2016 - 2017 | 3



She decorated her mother's scars

A DAUGHTER'S STORY: PAIN, HOPE AND FAMILY

Fatima's tribute to her mother, Ashma Moosa, left no doubts that breast cancer impacts the entire family. She was only 13 years old, in junior high school and couldn't understand what was going on when her mother was diagnosed and had surgery.

Seeing her once vibrant mother struggling through recovery was hard and as Fatima candidly shared:

"I would catch my mom looking at herself in the mirror and tracing over the scars on her chest and her face would just sink. As women, our appearance is everything for us. Not for other people but for ourselves. But when life hits you with cancer, you don't really have a choice but to embrace the changes your body undergoes."

Fatima decided to combine her passion for henna with self-love.

"I sat my mom down and told her 'don't move.' I traced over every scar on her chest with an intricate henna design. Instead of wanting to hide her scars I wanted her to be proud of them. They are reminders that SHE WON!"

In the same way as a family shares grief and concern, they also share in the joy and thankfulness for survival. That was Fatima's message. Women can survive breast cancer.

Fatima emceed the Hats and Henna High Tea Event, celebrating the 8 year anniversary of her mother's diagnosis. Fatima cited recent studies that showed Asian and Middle Eastern women do not get annual mammograms and stressed the importance of education and awareness. She recognized The Rose for being culturally sensitive to the needs of women.

Thank you Fatima and Ashma — your unceasing efforts to bring awareness is saving lives.

Hats and Henna High Tea Event Raised \$9,227











The Rose became her family

A PATIENT'S STORY: FINDING FAMILY AND CELEBRATING LIFE

The year 2017 was difficult for many families, and Mitra's was no exception. But there was one thing that no one, no event, and no disaster could take away — the triumphant confidence of surviving 10 years being diagnosed with breast cancer.

Mitra was only 27 when she came to The Rose. She was uninsured and gripped with fear remembering how her mom was diagnosed late at 28 years old. Dr. Janet Hoagland, the leading physician then, made sure not to mistake the tumor as fibroadenoma commonly seen in young women. When Dr. Hoagland insisted on doing a biopsy, Mitra says "it was almost like my mom was there next to me." Dr. Hoagland stayed in touch with her throughout the years - even attending her wedding.

The Rose was her GPS, navigating her through the complex healthcare system and appointments.

Another place she found family and comfort was by attending The Rose's support group for young women. "Everyone was further along in their treatments so they were all like big sisters to me and they continue to be."

According to Mitra, The Rose was her GPS, navigating her through the complex healthcare system and appointments. In her book, This

Was No Coincidence, she writes of how she witnessed first-hand what other women who lived outside of Texas face when attempting to handle breast cancer without anyone holding their hand through the entire process. They are so engulfed in dealing with the healthcare system all the while juggling being a mother and wife, that many never get a chance to deal with the emotions like Mitra could. "That's when I realized how good I have it here in Houston with The Rose. I'm a walking poster child of what The Rose can do for someone searching for relief when diagnosed with cancer" Mitra said. She shares, "they didn't just navigate the system, they gave me hope."

Ten years is monumental when it comes to SURVIVING breast cancer. With the aftermath of Harvey, Mitra knew that no one should ever have to survive alone. We totally agree with Mitra, "getting help isn't easy but sometimes you just have to celebrate yourself!"



The Rose was featured in Mitra's book. "This Was No Coincidence" in Chapter 8, titled "The Rose as my GPS."

To learn more about her book visit: www.mitraship.com



Meet Rosie

Extending the circle of family

Before the first mammogram was ever done on our mobile coach christened "Rosie," she was recruited as a clinical facility for Harvey Relief and used to provide medical care for twenty-five families. We are so proud that the newest addition to our services, our first self-contained Mobile Mammography Health Coach, has such capacity. Rosie comes equipped with the latest in breast screening technology:

3D mammography as well as a separate patient examination

suite which is being used for other preventive screenings and is bringing good health throughout Southeast Texas.

3 insured women

Call to schedule 28

ROSC Quality Breast Health Care

Featuring 3D Mammography and More

MISSION: SAVING LIVES THROUGH
QUALITY BREAST HEALTH SERVICES,
ADVOCACY AND ACCESS
TO CARE FOR ALL















Call to schedule 281-464-5136



CPRIT Circle of Care

EXPANDING OUR SERVICE AREA

Thank you notes are always appreciated, but this one was extra special. Teresa sent us the note pictured above to share with the Cancer Prevention and Research Institute of Texas (CPRIT). While she may not know of CPRIT's incredible impact throughout Texas, she was clearly thankful that their funding had made it possible for her to receive a diagnostic work-up at The Rose.

Studies show that women in rural Texas counties have greater barriers in accessing healthcare and are more likely to have breast cancer diagnosed at a late stage which in some cases is fatal. Thank goodness CPRIT is helping us change those outcomes.

Over the next two years, CPRIT's grant of \$1.3 million will allow us to serve 2,700 women in 38 counties, many of them rural areas. Their support since 2010 has allowed the expansion of our Mobile Mammography Program from the Houston Metropolitan Area to most of Southeast Texas. Most importantly, CPRIT has meant screening and care to over 10,000 women...many who just like Teresa had nowhere else to turn.

REACHING WOMEN WHERE THEY LIVE, WORK AND PRAY

Our Community Engagement Team is reaching women where they live, work and pray. Living in the regions they serve, our Team knows that "access to care" means different things to different people. Insured or uninsured, bringing breast cancer screening directly to your business, school, church or clinic means happier employees, healthier communities and lives saved. To learn more about scheduling a mobile mammography day, contact the Mobile Team at 281-464-5136 or email mobileteam@therose.org.



KEMPER MODLIN MANAGER OF MOBILE OPERATIONS



MANAGING ALL 38 **CPRIT COUNTIES** ASHLEY FRANCIS



GREATER HOUSTON METROPOLITAN AREA ADA GARCIA



BRAZORIA COUNTY & GULF COAST REGION CANDICE SAXTON



ANGELINA COUNTY & DEEP EAST TEXAS JESSICA KNIGHT



SIGNATURE EVENTS

A Time to Care Luncheon | \$69,600

Bikers Against Breast Cancer | \$29,469

CHAIR: CHARLES CHRISTY

Shrimp Boil | \$90,327 CHAIR: IT'S A COMMUNITY AFFAIR!

Hats and Henna High Tea | \$9,227

The Rose @ The Ensemble Theatre | \$31,298

CHAIRS: ZAWADI BRYANT, CARL DAVIS, CHRIS NOBLE, KIM ROXIE, YEMI SHOLOTAN. ASHLEY TURNER & CHERYL TURNER

THIRD PARTY EVENTS

Our extended family of national and local businesses, schools, churches and community organizations raised more than \$500,000 to support The Rose. Some of our top community fundraisers include:

30 FOR ANA
AVIANO COMMUNITY ENLISTED SPOUSES CLUB

BP THINK PINK

CALPINE GOLF TOURNAMENT

CHICK-FIL-A — SIX AREA LOCATIONS

THE CLUB AT FALCON POINT

COMMUNITY HEALTH CHOICE

HARRIS COUNTY SHERIFF'S OFFICE PINK BADGE

HOUSTON WASTE SOLUTIONS

JUMP FOR THE ROSE

THE KROGER COMPANY

MAMAS AND MARTINIS

MASSAGE HEIGHTS HOUSTON

OKRA CHARITY SALOON

RUDY'S COUNTRY STORE AND BAR-B-Q

SERVE UP A CURE

SMOKIN' BAYOU BOYS

STRATFORD PLAYHOUSE

STRIKING AGAINST BREAST CANCER

SUN COAST RESOURCES

TNT SALES, INC

WILLIE'S GRILL AND ICEHOUSE













The circle of support allows us to care









Where do all these good people come from?











BIKERS AGAINST BREAST CANCER

Regular people who give, so we can serve







By the Numbers

Overall Numbers	
Uninsured patients	6,982
Patients diagnosed with cancer	380
Uninsured diagnosed	152
Women diagnosed after having first mammogram	60
Age of the youngest diagnosed patient	24
Age of oldest patient served	101
Age of youngest patient served	8
Male patients	168
Total patients	40,174

Patient Ethnicitie	S	
	PATIENTS	DIAGNOSED
Asian	3,071	22
African Americans	5,552	62
Caucasians	12,958	143
Hispanic	18,393	149
Other	200	4

Young Women Services	
Patients under the age of 40	2,730
Uninsured women	668
Patients diagnosed with cancer	40
Uninsured diagnosed with cancer	21

Cancer Diagnosis by Age	
0-34 years old	21
35-39 years old	19
40-49 years old	91
50-64 years old	158
Above 65 years old	91

Medical Services Provided		
	INSURED	UNINSURED
Mammogram Screening	27,296	4,769
Mammogram Diagnostic	7,067	2,488
Ultrasound	8,713	2,867
Biopsies	875	533
Bone Density	5,282	6
Office Visit	8,499	2,723
Clinical Breast Exam	5	488
Pathology & Excisional Biopsies	4	394
BCCS Program Case Mgmt	0	446
TOTAL	57,741	14,714
GRAND TOTAL	72,	,455

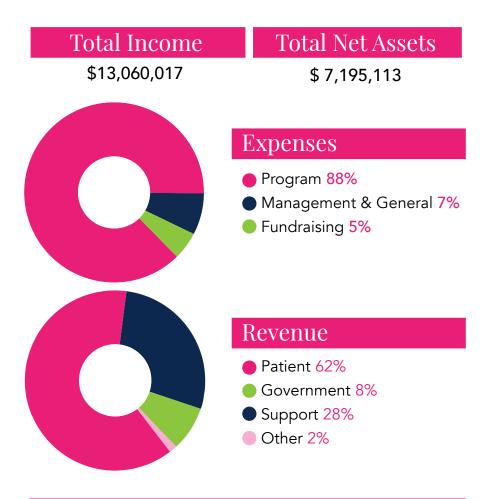
Patient Navigation Services	
Patients navigated into treatment	193
Patient and survivor support	551
Patient interactions	5,015

Mobile Mammography	
Mobile units	4
Patients served	10,137
Uninsured patients	3,887
Patient residency counties	53
Mobile site counties	28
Unique mobile sites	236
Event dates	746

12 | ANNUAL REPORT 2016 - 2017 THE ROSE

OUR MISSION

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



I KNOW WHERE MY MONEY GOES

We are pleased that Charity Navigator has listed The Rose in their top six highly rated charities under the category of Breast Cancer Medical Services.

Our donors "give to The Rose because they know where their money goes."



Welcome our newest board member



Laura Schwinn is the newest member of The Rose Board of Directors. She brings 20 years of experience at the Senior Executive Level, most recently as CEO of C&C Reservoirs, a privately held international analytic, content and software provider. Prior to that she was the first woman to hold the position of global vice president of a manufacturing and technology product service line at Halliburton, operating in over 60 countries. Her deep interest in supporting The Rose

was prompted by her personal experience of losing her step-mother to breast cancer and seeing the impact this had on her sisters. She is an active advocate for equality and women and was recently honored by Houston Business Journal as one of its 2017 ten exceptional women leaders in energy. Welcome aboard, Laura!

2016 - 2017

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^{*}Deceased and greatly missed.

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\$500,000+

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Episcopal Health Foundation The Cullen Trust for Health Care

\$199,999 - \$50,000

Avon Breast Cancer Crusade The Barbara and Fred Kort Foundation The Bill and Helen Crowder Foundation The Fondren Foundation The George Foundation

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\$49,999 - \$25,000

30 for Ana

BP Think Pink, BP America, Inc., Legal, Ethics & Compliance Isla Carroll Turner Friendship Trust Massage Heights Houston Rudy's "Country Store" and Bar-B-Q Serve Up a Cure TNT Sales, Inc.



With your generous support, The Rose is able to provide women with the quality breast health care they need. Thank you to all that have contributed talents, time and resources to support The Rose thoughout the year.

\$24,999 - \$5,000

Albemarle Foundation, Baton Rouge Albemarle Foundation, Pasadena Alice Kleberg Reynolds Foundation Angels Among Us Foundation Ann Wismer

Ashma Khanani-Moosa and Abdul Moosa, M.D. Augusta Pines Ladies Golf Association Aviano Community Enlisted Spouses Club Baker Hughes Foundation BP Foundation, Inc. Calpine Foundation

Cancer Fighters of Houston, Inc. Chick-fil-A at Beltway 8 and Wallisville Road

The Club at Falcon Point Comerica Bank

Daniel Casso, M.D. and Araceli Casso, M.D.

Dorothy and Patrick Gibbons Eileen Campbell and Doug Perley

Elaine and David Wynegar Elizabeth Buchanan

Employees Community Fund of Boeing Houston

Fort Bend Junior Service League

Harris County Sheriff's Office

Houston Waste Solutions The Jacobson Family Foundation

James W. Freyer Jump For The Rose Kathy W. Herring

The Kroger Co Foundation Lady Guardians / Goddess Squad

Latin Women's Initiative

Local Independent Charities of Texas

Lyons Foundation Mamas and Martinis

MD Anderson Cancer Center - Breast Center

Melissa and John Zapp

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OKRA Charity Saloon

Painting with a Twist, La Marque,

Donna Mittendorf Painting with a Twist, Pearland,

Donna Mittendorf Pfizer

Pinnacle Financial Strategies Foundation, Jeanne and Joe Gillen

Pink Alliance

RYDE for a Reason

Side-Out Foundation - Dig Pink at The John

Cooper School Smokin' Bayou Boys

Southern Glazer's Wine and Spirits

Stratford Playhouse

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Texas Citizens Bank, Tom Watson Tomball Regional Health Foundation

Trekking the Continental Divide, Robert Spong

The Trull Foundation

U.S. Development Group

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\$4,999 - \$1,000

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Deborah Kirsch Dee Coleman State Farm Insurance Deepwater Junior High School

Deer Park Art Park Players, Louise McBee Circle of Life, Circle of Wreaths Don Jones

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Women Educational Foundation Fidelity National Title - Champions, Bratober

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Fort Bend Independent School District Geary Yates

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Jenny Fitzpatrick, Homes Bring Hope

Jill Garza Jim Adler & Associates Jim Shore Designs, Inc.

John Alderman Kappa Delta Chi Sorority Kathie L. Edwards

Kendall Roehl, M.D. Kendra Scott - Baybrook Kick Ash Vape Shop, LLC Klein High School

La Porte Firefighters Ladies Auxillary Ladies Charity Club, Wednesday Charity Club

Lamar Consolidated Independent School District - High School Dance Teams

Lavish Salon & Spa Lavonne B. Hopkins Legacy Fitness

Leticia Garza Lifebridge Baptist Church Live Nation Worldwide, Inc. The Lubrizol Foundation

Lutheran South Academy

Magnolia Independent Śchool District Maliha Mian

Max Box Supplies

Memorial Drive Presbyterian Church Metal Cutting Specialists Michelle Meissner

Mix 96.5 Lounge for Life Myrleen Knott

Neighbors Emergency Center -Pearland

Northwest Houston Business and Professional Women

Oates Industries, Inc., Danny and Jeannie Earp

Pamela and James Lyle Pat and Wanda McDavid

Patricia Niday Pink Passion in Action Golf Tournament

Pipe Fitters Local 211 Play for the Pink Golf Tournament

Pottery for Prevention, Judy Mayhew Revolution Studio Rhonda Somers

Richard B. Agee Robert and Roxann Bilger

Robert Tenczar Saint Agnes Academy St. Mark's Episcopal School Sally and Vince Burkett

Salyards Middle School San Jacinto Harley-Davidson San Jacinto Tennis Association

Shell Oil Company Foundation Sheri L. Parrack Shirley Christy

Shirley Middleton Shirley and David Toomim Family Foundation

Soroptimist International of Pasadena, TX

Space City Intermediate NJHS Statoil Sue Anne P. Nichols Sun Coast Resources, Inc. TDL Construction LLC Team Aqua Garcia Terri Walker T'NT Restaurants, Inc., Corkey and Debbie Turner Toll Brothers TriNet, Mark Rosenfield, PhD Trinity Legal Discovery Turner Restaurants, Inc., Corkey and Debbie Turner University of Houston Clear Lake -Student Parents Association **USD** Foundation Veronica Hagerty Volkswagen of The Woodlands Warriors Bikers 4 Charity Wharton High School W.T. and Louise J. Moran Foundation YourCause, LLC - Chevron Employee

Matching

Your Cup of Tea





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FRONT COVER FEATURE

My name is Carrie Swatsell

Carrie Swatsell, featured on the front cover of this year's Annual Report, was diagnosed with breast cancer at 55 years old. Her family decided to lighten the mood and make her experience as positive as possible by dressing up in funny t-shirts and wearing colored wigs. It wasn't long before her social media following and circle of care grew significantly... Read Carrie's entire blogpost here: www.therose.org/blog

The Rose Southeast 12700 N. Featherwood Suite 260 Houston, TX 77034 The Rose Galleria
5420 West Loop South
Suite 3300
Bellaire, TX 77401

Make an Appointment
281-484-4708 Main Number
281-464-5136 Mobile Mammography
TheRose.org Online