



2024



Art
Education
Prevention
Action



KEEP A BREAST FOUNDATION

The Keep A Breast Foundation™ is a 501 (c)(3) nonprofit organization.
Our mission is to reduce breast cancer risk and its impact globally through art, education, prevention, and action.

(KEEP A BREAST)

ART. EDUCATION. PREVENTION. ACTION.

Keep A Breast is dedicated to Margaret Kilgallen

Margaret was a painter and muralist whose work revolved around sentimental values and a person's sense of close community solidarity. She is the reason I started KAB 24 years ago. Margaret opted to forgo chemotherapy so that she might carry her pregnancy to term. She died at age 33, three weeks after her daughter Asha was born. The work we do is in her memory and rooted in her passion for community solidarity.



I founded Keep A Breast when I was 27.

Next year (2025!) will mark a quarter century of KAB, something I'm deeply proud of and so many people have joined in along the way. Here we are, in a whole new world with 24 years of prevention behind us, as we look forward to the future of prevention.



While our core message stays the same, we have evolved and the way we deliver that message has evolved too. The teenager on the Warped Tour, who was once our main audience, is older and starting their own careers and families. Historically under-served and marginalized communities need information and access to that information more than ever. We are here for all this and will evolve with the needs of the communities we serve.

Keep A Breast is unlike any other breast cancer nonprofit in the world. Rather than the traditional message of finding a cure, **we choose to focus on a message of prevention and early detection.** Instead of raising money for big pharma, **we choose to educate, without judgment or blame, on actionable steps our community can take for themselves to lower their risk.**

We are successful because we educate in unconventional spaces. You will find us in the music, art, surf, and skate communities. We want people to learn about prevention, early detection, and self-checks while they are out with a friend, collaborating with a peer, or connecting on social media. We want them to learn where they're comfortable, so it will soak in, because being your own health advocate isn't about checking for cancer, it's about knowing your "normal".

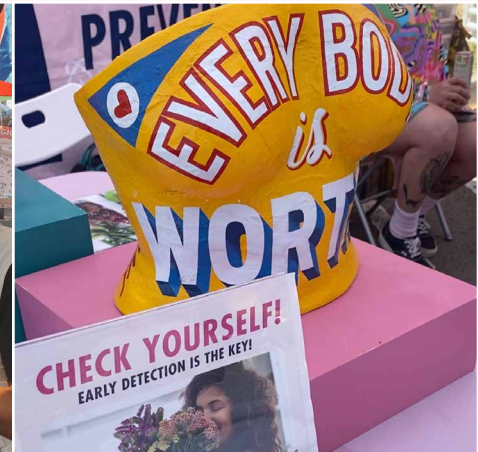
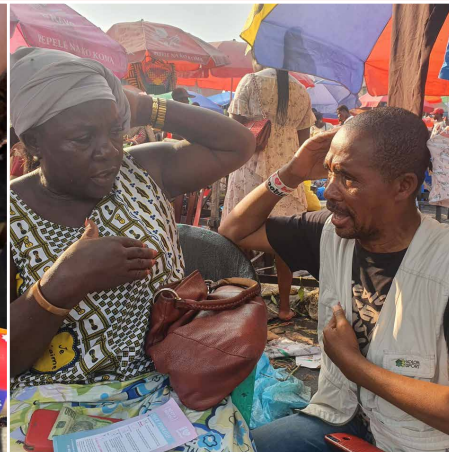
XO,

Shaney Jo Darden

- WE USE ART TO START CONVERSATIONS ABOUT THIS SERIOUS AND COMPLEX TOPIC
- WE USE ART TO SHARE INFORMATION THAT IS ENGAGING AND BEAUTIFUL, AND EMPOWERS ACTION
- WE USE ART TO INFLUENCE PEOPLE TO BE A PART OF A COMMUNITY THAT CARES ABOUT EACH OTHER
- WE USE ART TO MEET PEOPLE WHERE THEY ARE



Our Mission
 IS TO REDUCE
 BREAST CANCER RISK
 AND ITS IMPACT GLOBALLY
 THROUGH ART, EDUCATION,
 PREVENTION, AND ACTION.



WHY WE CHOOSE PREVENTION

Breast cancer is the most common cancer in women in the United States. Deaths from breast cancer have declined over time, but it remains the second leading cause of cancer deaths among women overall and the leading cause of cancer death among Latina and Hispanic women.

EACH YEAR IN THE UNITED STATES, ABOUT 240,000 CASES OF BREAST CANCER ARE DIAGNOSED IN WOMEN AND ABOUT 2,100 IN MEN.

ABOUT 42,000 WOMEN AND 500 MEN IN THE U.S. DIE EACH YEAR FROM BREAST CANCER.

BLACK WOMEN HAVE A HIGHER RATE OF DEATH FROM BREAST CANCER THAN ALL OTHER WOMEN.
 (CENTERS FOR DISEASE CONTROL AND PREVENTION)

And although we hope a cure is found, prevention of breast cancer occurring in the first place is at the core of our mission.

*Prevention
 is the cure*

OUR ROLE IN REDUCING BREAST CANCER OVER THE LAST 24 YEARS

Since 2000, The Keep A Breast Foundation has played an integral role in building breast cancer awareness and prevention methods among young people through art, education, prevention and action.

Keep A Breast has evolved from an art project, originally created to help one person, into the leading global youth-based breast cancer prevention organization serving millions.

Keep A Breast is headquartered in Yucca Valley, California, with global affiliates in Europe, based in France, and partners in Mexico, Zambia, Kenya, and The Democratic Republic of Congo.

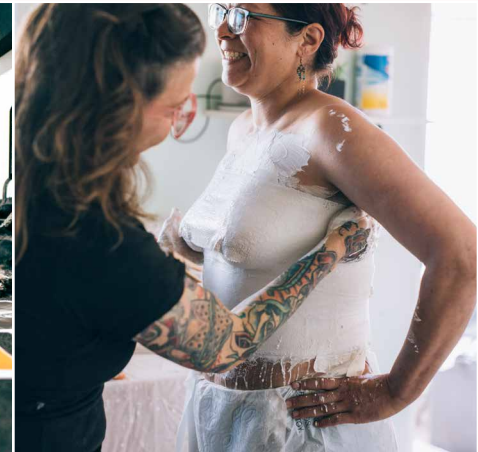
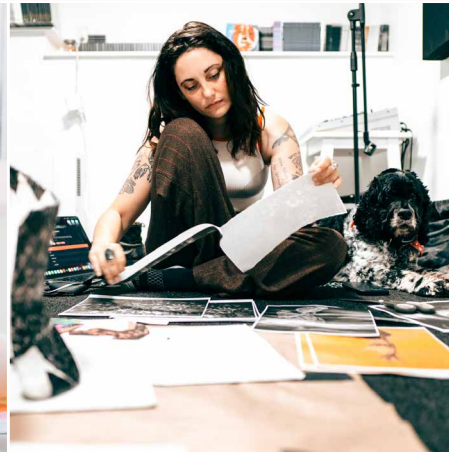
Constantly challenging the pink ribbon status quo, Keep A Breast has always encouraged young people to develop a loving relationship with their physical health, to get to know their "normal," and to be aware of changes so they know when something is wrong.

Unlike other breast cancer organizations, Keep A Breast focuses on action, prevention, and early detection, with a primary audience between 25-34 years of age.

Our goal is to reduce the rate of breast cancer, not just treat it. We are constantly finding innovative ways to reach people all over the world and empower them to be their own health advocates.



Art



KAB BREAST CASTS

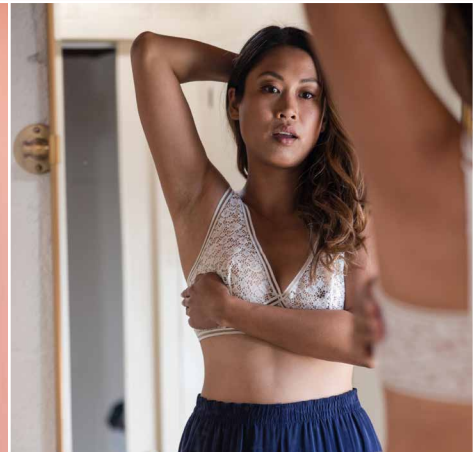
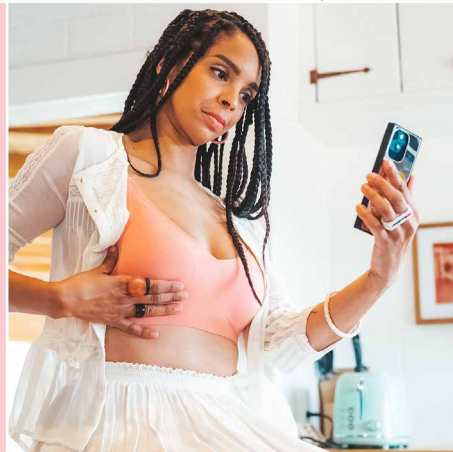
Through art, we can uniquely communicate and express deep, complex concepts and emotions. The Keep A Breast Foundation Breast Cast™ is the original and iconic symbol of Keep A Breast. KAB founder, Shaney jo Darden was inspired by Frida Kahlo to make these casts of women symbolizing the strength, resilience, and beauty in every woman.

Since our inception, Shaney jo has cast more than 1,500 women including survivors, athletes, musicians, artists and influencers. These casts have been painted by some of the world's most incredible and influential artists, such as Shepard Fairey and Dalek, and have found their way into homes, museums, galleries, and private collections around the globe. Each cast tells a unique story.





Education

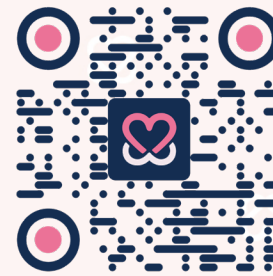


CHECK YOURSELF

The Check Yourself! program aims to encourage young people to perform a monthly self-check. With 40% of diagnosed breast cancer being self-detected, establishing what is “normal” is an important step to knowing your body and knowing when something is wrong.

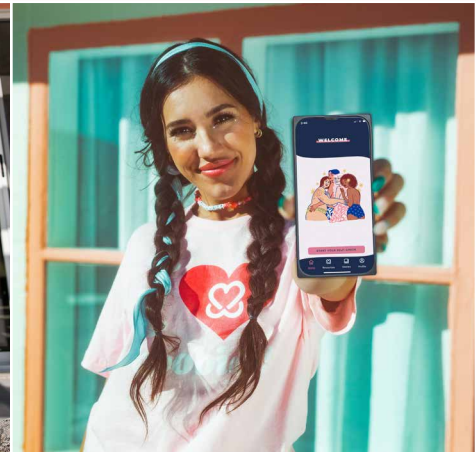
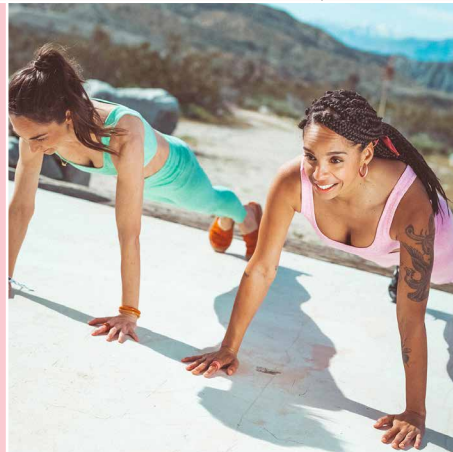
Keep A Breast has always encouraged young people to know their bodies and be aware of any changes. Knowledge is power. Engaging young people early on, in their environment, is key in helping them develop healthy habits, awareness of their own body, and confidence to advocate for their health.

We deliver this program in several unique ways, through printed education materials, our free mobile app, and art exhibitions. In addition, we host virtual talks with our founder, Shaney Jo, and in-person “lunch and learn” events for our brand partners’ staff and consumers.





Prevention



FIT 4 PREVENTION

Fit 4 Prevention (F4P) is our national movement to raise breast cancer prevention awareness through fitness and wellness. From specialty classes and workouts to run clubs, scavenger hunts, month-long challenges and more, teams, studios and fitness centers have created events and classes that spark fun, community and educate about breast cancer prevention and early detection while fundraising for Keep A Breast. The goal of F4P is to inspire people to reduce their risk of cancers by adopting a healthier, more active lifestyle and have fun while doing it!



We're honored to have had 2,000+ studios, gyms and fitness locations nationwide join us for F4P since 2016 including F45 Training, Fit 4 Mom, YogaSix, Studio Bar and Club Pilates. We've also collaborated with incredible brands to raise visibility for this program including Mindbody, KaisaFit, Athleta, Year of Ours and Bryan Tanaka, Nicole Laeno and Dennis Dixon via a Nike Jumpman Hip Hop experience.

SOCIAL MEDIA REACH

Our social media platforms provide an enormous opportunity for breast cancer prevention education.

Our social media following is made up of 64% female and 23% male followers, primarily ages 25 - 34

Average website monthly visitors: 15k

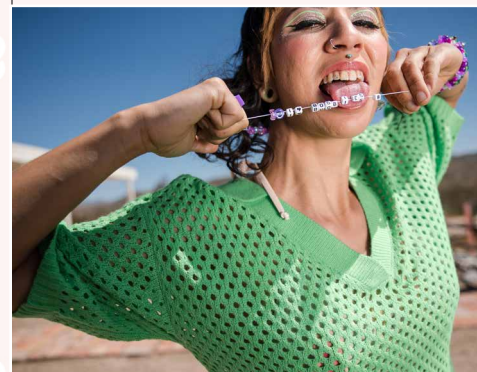
2022 website yearly page views: 294k

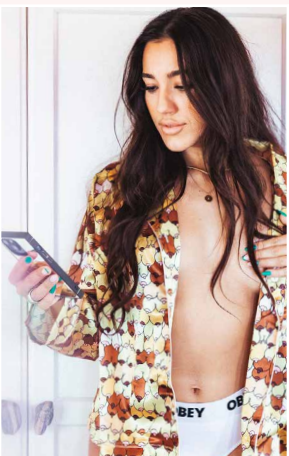
Email subscribers: 23k

Instagram: 52k

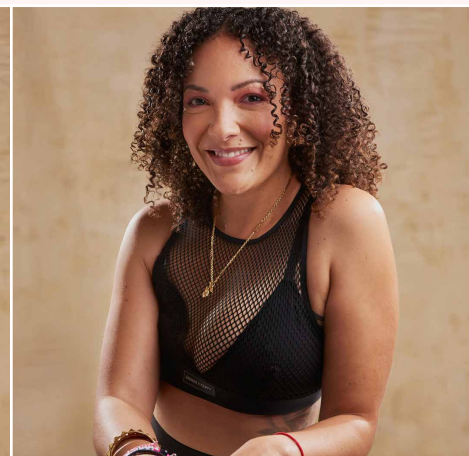
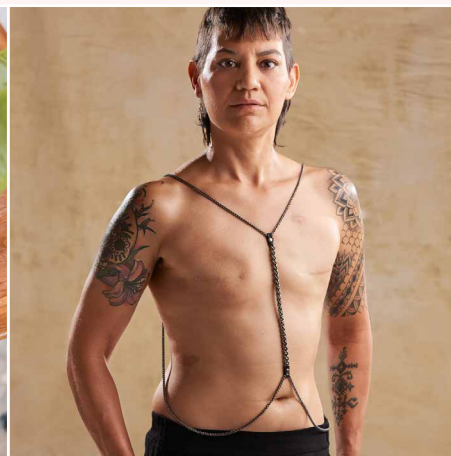
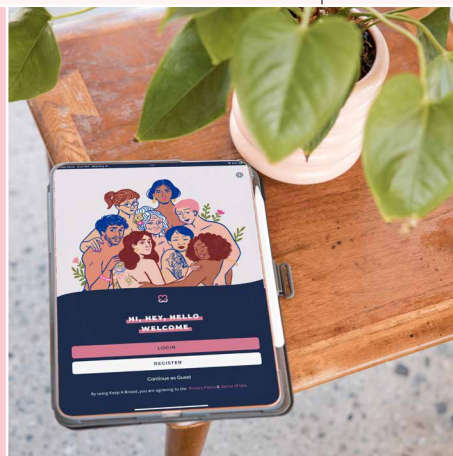
Twitter: 29k

Facebook: 298k

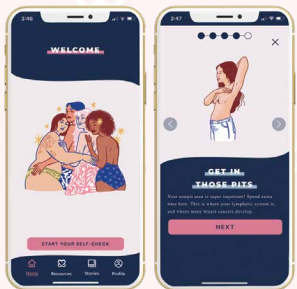




Action



THE KAB APP



The Keep A Breast App focuses on information, support, and, most importantly, access. We've changed the breast health mobile app landscape, with the first-ever app functionality that connects our breast/chest self-check app users directly with a telehealth medical professional, providing instant support if our users find something abnormal during a self-check.

Partnering with Carbon Health, a tech-enabled healthcare provider that uses smart technology, welcoming clinics and virtual services that include breast cancer screenings, has allowed us to provide easy access to medical help.

We're BIG self-check advocates as we've so commonly heard from young women who have found their own lumps (both benign and malignant) "by accident." With 40% of diagnosed breast cancers being self-detected by women who feel a lump (according to John Hopkins University), we've seen firsthand that establishing what is "normal" for you is crucial to knowing your body and creating awareness of when something is wrong.

Our self-check app is free and available in three languages: English, French and Spanish. To date, the KAB App has 46K users worldwide.

KEEP A BREAST GIVE BACK GRANT



The KAB Give Back Grant (GBG) program directly supports BIPOC women who are breast cancer survivors or have been diagnosed with breast cancer.

This program was created out of recognizing the need for support for communities disproportionately impacted by breast cancer and other diseases. While the reasons for this disparity are many and complex, continued conversation and focus around this is needed for a shift toward equality and more positive outcomes.

Our Give Back Grant program aids BIPOC women with a grant of \$500 during treatment and/or recovery to lessen the impact of the hardships unique to this community.

Since 2020, Keep A Breast has awarded more than a half million in grants to 1,020 women nationwide. Anyone who is a BIPOC woman living in the USA who has been diagnosed with breast cancer or is a breast cancer survivor may apply.



2023 GLOBAL IMPACT

Audience + Reach

Through our social media presence, web content, and global network, we're able to reach millions of people every year with our message and our mission.



Art
GLOBAL IMPACT 2023



6853
VISITORS TO EXHIBITIONS
ART




49
ARTISTS PARTICIPATED
ART



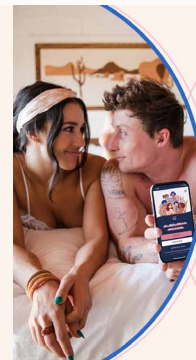
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BREAST CASTS MADE
ART




Education
GLOBAL IMPACT 2023



32,360
SELF-CHECKS PERFORMED
VIA KEEP A BREAST APP
EDUCATION



46,361
USERS GLOBALLY
KEEP A BREAST APP
EDUCATION



176,344
SELF-CHECK CARDS DISTRIBUTED
CHECK YOURSELF PROGRAM
EDUCATION



Prevention
GLOBAL IMPACT 2023



151M
SOCIAL MEDIA FOLLOWERS
PREVENTION



18M
WEBSITE VISITORS
KEEP-A-BREAST.ORG
PREVENTION



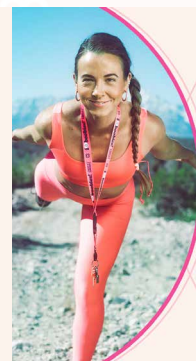
144
EDUCATION BOOTH ACTIVATIONS
CHECK YOURSELF PROGRAM
PREVENTION



Action
GLOBAL IMPACT 2023



\$232K
GIVEN TO 464 BIPOC BREAST CANCER SURVIVORS
GIVE BACK GRANT PROGRAM
ACTION



295
PARTICIPANTS
FIT 4 PREVENTION PROGRAM
ACTION



168
VOLUNTEERS
EVENTS + STUDIES FUNDRAISERS
ACTION

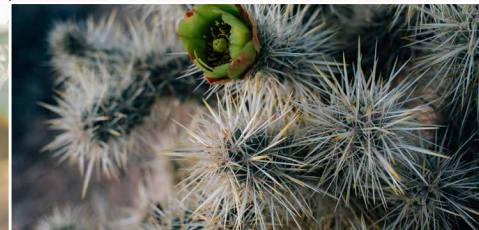


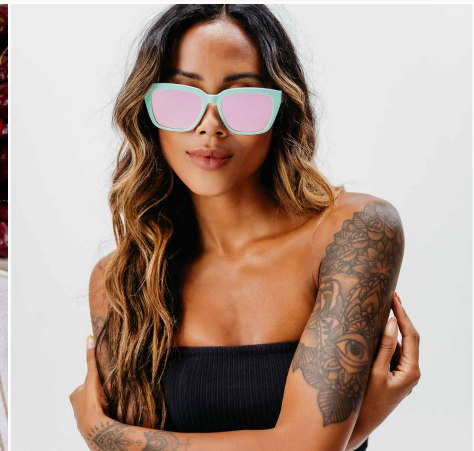
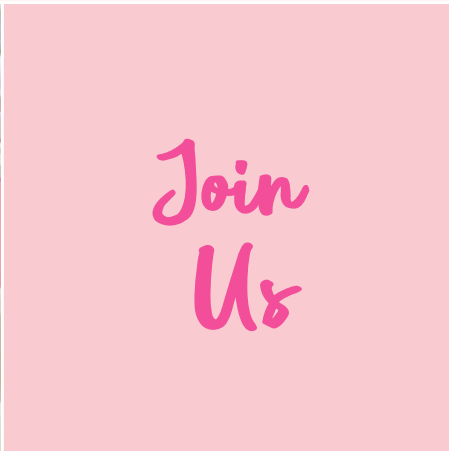
Evolution

THE VALLEY

The Valley is a wellness retreat center for breast cancer survivors, those diagnosed with breast cancer, their families and loved ones. KAB's latest initiative, this center will be located on 10 acres within a small community close to Joshua Tree National Park in California. The center will provide holistic programming including immersive movement, sound therapy, breathwork, spa treatments, therapeutic touch and trauma healing within the context of this safe, nurturing space surrounded by calming vistas. — The Valley is the future of KAB —

The vision for this monumental project is to ultimately foster community relationships that help provide the emotional support needed to cope with a breast cancer diagnosis. In creating this conscious, supported and positive environment, we aim to empower our guests with needed mental, physical and emotional resources, while also connecting them with peers to encourage survivor self-advocacy and strength in the power of intentional relationships.





AUTHENTIC PARTNERSHIPS

At Keep A Breast, we hold ourselves to a higher standard.

Our partnerships are truly authentic. We seek to align ourselves with people and brands who share our core values, do not use carcinogens toxins in their products, and do not test on animals.

We do all we can to educate and empower young people about their lifetime breast cancer risk and give them tools for cancer prevention. While many other organizations and companies focus on promoting "awareness", we focus on prevention. That's why we consider October to be Breast Cancer Prevention Month, not awareness month.

We're all about creating long-term friendships and partnerships with brands that are mutually beneficial and morally aligned.

SOME OF THE WAYS YOU CAN GET INVOLVED:

- Product Collaborations
- Event Sponsorship
- Product Sales Donations
- Content Collaborations
- Ambassador Programs
- Benefactor Programs
- Employee Donor Matching
- Event Hosting
- Sponsor a Survivor
- Gifts and Donations

Work with us to further our mission (and yours!)

WELCOME TO CREATING CHANGE

We believe that together we can make an impact in breast cancer prevention. Thank you for joining us in empowering people around the world to be their own health advocates and prevent breast cancer.

CONTACT US

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