

# Gilead Oncology Corporate Giving Program



## Summary of Impact: Final Report

Oncology

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### Funding Opportunity Announcement: Toward Health Equity for Black People Impacted by Triple-Negative Breast Cancer (TNBC)

Data collected from July 2021 – March 2024

Grantees listed on page 4

## \$5.7M in grants to 21 U.S. organizations

Toward Health Equity for Black People Impacted by Triple-Negative Breast Cancer (TNBC) is the inaugural grant cohort of the Oncology Corporate Giving Program, supporting grassroots community-based groups, especially those led by Black women, in three key areas.



Education

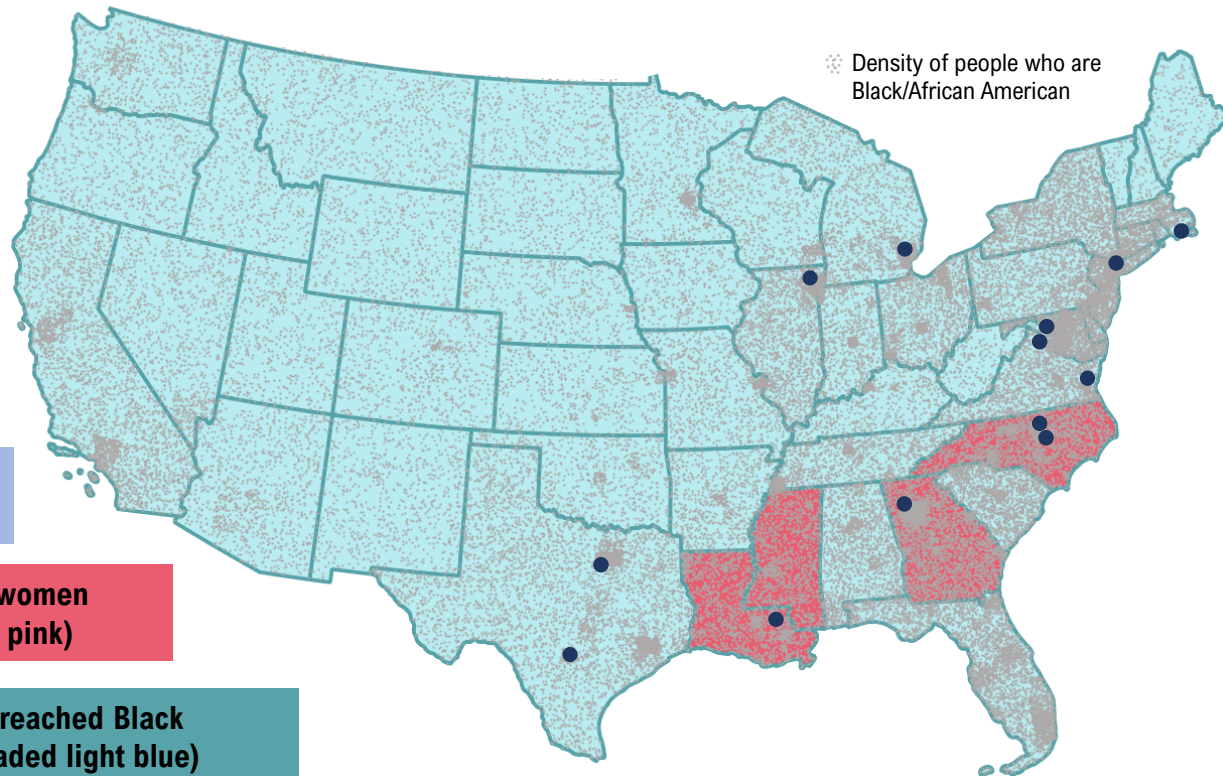


Connection to Care



Organizational Capacity Building

Gilead's health equity approach included funding programs in locations with the highest proportion of Black residents, to ensure Black women would be reached.



8 grants reached Black women in 21 cities (●)

5 grants reached Black women across 4 states (shaded pink)

An additional 11 grants reached Black women nation-wide (shaded light blue)

## Why is this work important?

Health equity and TNBC have been afterthoughts in the breast cancer conversation.

- TNBC is the most aggressive type of breast cancer.
- Black women are twice as likely to be diagnosed with TNBC as white women.<sup>1-3,5</sup>
- When Black women are diagnosed, it's more often at a later, more dangerous stage.<sup>4,5</sup>

Grantees have worked to elevate awareness and action around TNBC to begin to bridge the health equity gap.<sup>5</sup>

1. American Cancer Society. Triple-negative breast cancer. 2021.
2. Keegan T, et al. Occurrence of breast cancer subtypes in adolescent and young adult women. Breast cancer. 2012, Res 14, R55.
3. Plasilova M, et al. Features of triple-negative breast cancer. Medicine (Baltimore). 2016, 95(35): e4614.
4. Cho B, Han Y, Lian M, et al. Evaluation of Racial/Ethnic Differences in Treatment and Mortality Among Women with Triple-Negative Breast Cancer. JAMA Oncol. 2021;7(7):1016-1023. Doi:10.1001/jamaoncol.2021.1254.
5. Toward Health Equity for Black People Impacted by TNBC. <https://www.gilead.com/purpose/partnerships-and-community/tNBC>American Cancer Society. Triple-negative breast cancer. 2021.

# Spotlight on Grantee Successes

Through education and outreach centering the experience of Black women, grantees have opened up new avenues for accessing screening, genetic testing, clinical trials, and support to address barriers to breast health care.

## Advocates for Community Wellness

Thirty-eight Black women participated in Along the Journey—a 9-week Cancer Awareness and Survivorship Support Program that included over 20 print and digital resources. Patients reported a positive impact on their well-being, and many reported changes in their diet and fitness routines.



## Equal Hope

The Return to Normal screening program navigated 1,140 Black women to breast cancer screening. Of the 1,140 women, 862 attended screening appointments—a 76% referral completion rate. Building relationships with patients and accompanying them to appointments were key strategies for success.



## Institute for the Advancement of Minority Health

IAMH trained 25 patient advocates, recruited from Historically Black Colleges and Universities, who conducted 505 risk assessments and referred 280 Black women at risk for TNBC to genetic counseling and testing.



## Mary Bird Perkins Cancer Center

Mary Bird Perkins Cancer Center provided screening to 976 Black women, 12% (119) of whom were under age 40. Seventeen women were diagnosed with cancer, including 4 with TNBC—a testament to the importance of improving rates of early diagnosis.



## Patient Advocate Foundation

Patient Advocate Foundation provided navigation services to 1,749 Black people diagnosed with breast cancer. Of the 3,185 total social and financial needs identified among this group, 98% were successfully resolved.



## Sisters Working It Out

The Sisters Thriving Together navigation program led to diagnosis of 20 cases of breast cancer, at a time when the COVID-19 pandemic had paralyzed access to routine breast health care in Chicago.



## TOUCH, The Black Breast Cancer Alliance

TOUCH's When We Tri(al) campaign seeks to escalate the participation of Black women in breast cancer research to advance the science and save lives. Of the 53,826 visits to the campaign website, nearly 1 in 12 (n=4,151) used the site to access a clinical trial portal.



## Unite for HER

The Lift HER Up program provided 550 Black breast cancer patients with educational materials and a care box, and 87% of recipients subsequently accessed integrative therapy. Patients reported improvement in quality of life, as well as healthier food choices and improved coping with stress.





## EDUCATION & SUPPORT

TNBC education designed for Black women reached hundreds of thousands

74

educational events held<sup>6</sup>

79,260

community members, patients, providers, and students received TNBC education<sup>6</sup>

677,578

people reached via social media and websites<sup>6</sup>



## CONNECTION TO CARE

Patient navigation and support services removed barriers and facilitated access to screening and care

5,493 Black women<sup>6</sup>

were successfully navigated to

1,816



screening

1,348



diagnosis & treatment

280



genetic counseling

2,049



social & financial resources



## ORGANIZATIONAL CAPACITY BUILDING

Grantees strengthened foundational skills and assets needed for sustainability

### Strengthening TNBC-focused Nonprofits

Black Women's Health Imperative provided training, technical assistance, and mentorship to five small Black woman-led non-profit organizations: **Sister to Sister Alliance**, **Touch 4 Life**, **My Style**, **Advocates for Community Wellness**, and **Sisters Working It Out**. Key outcomes included increased fundraising capacity, improved organizational processes, expanded reach, and improved leadership confidence.

- Touch4Life **increased their funding** from \$59K to \$700K in 1 year.
- A4CW **increased their annual budget** from \$160K to \$500K.

### Building Evaluation Capacity

Grantees increased their capacity to collect data and assess impact using Results-Based Accountability™ (RBA), with technical assistance from Facente Consulting.

"We've found many merits in [RBA] and have discussed adopting an RBA structure to our planning meetings into the future."  
– TNBC Grantee

## A New Web-Based TNBC Resource Hub

In September 2022, grantees convened at Gilead headquarters to network, build relationships, and establish collaborations. This structured 2-day information-sharing and idea-generating experience made space for the collective wisdom of the group to emerge, and the idea of a centralized resource hub for Black people impacted by TNBC was born. Grantees spent an afternoon brainstorming existing resources, as well as gaps. In February 2023, Gilead released a Funding Opportunity Announcement to develop a web-based resource hub, and TOUCH, The Black Breast Cancer Alliance and its partners will launch the [Black TNBC Matters](#) in Fall 2024 (although the name may change based on community input).



6. Detailed data are shown on page 4: "Grantees and Grantee-Level Data"

# Grantees and Grantee-Level Data



Agency	Data Highlights
<b>Advocates for Community Wellness</b>	<p><b>19</b> breast cancer awareness workshops</p> <p><b>456</b> women of color educated on breast health</p>
<b>Association of Cancer Care Centers</b>	<p><b>84</b> multidisciplinary care team members participated in a survey around provider confidence</p>
<b>Black Women's Health Imperative</b>	<p><b>5</b> organizations participated in capacity-building</p> <p><b>15</b> training sessions geared towards Black non-profit leaders</p> <p><b>52</b> mentoring sessions on nonprofit management topics</p>
<b>Cancer Support Community</b>	<p><b>68</b> views of <a href="#">Ask Ruby videos</a></p> <p><b>144</b> downloads of <a href="#">TNBC fact sheet</a></p>
<b>Center For Excellence in Nonprofits</b>	<p><b>3,886</b> individuals/organizations attended workshops</p>
<b>Equal Hope</b>	<p><b>35,048</b> Black women provided with information on the importance of breast cancer screening</p> <p><b>557</b> Black women successfully navigated to diagnostic breast cancer screening</p> <p><b>840</b> Black women successfully navigated to breast cancer screening</p>
<b>Family Reach</b>	<p><b>10</b> participants attended <b>1</b> interactive webinar on financial resources for Black TNBC patients</p> <p><b>308</b> reads of <a href="#">Conversation Guide: Asking for Financial Health During Cancer Treatment</a> on social media</p>
<b>Gilda's Club Metro Detroit</b>	<p><b>6</b> educational lectures by experts in the field focused on TNBC</p> <p><b>95</b> attendees at <b>1</b> Young Breast Cancer symposium on TNBC, financial toxicity, and local resources</p> <p><b>7,000</b> reached via TNBC Day of Awareness social media campaign</p>
<b>Institute for the Advancement of Minority Health</b>	<p><b>2,547</b> people participated in in-person workshops on genetic testing</p> <p><b>41,422</b> reached via social media regarding information about genetic counseling and testing</p> <p><b>280</b> Black women referred for genetic counseling</p>
<b>Kay Yow Cancer Fund (two grants)</b>	<p><b>2</b> conferences on TNBC for women's basketball coaches</p> <p><b>800</b> women's basketball coaches attended convenings on TNBC</p> <p><b>3,500</b> coach packets with TNBC information distributed</p> <p><b>637</b> participants in <b>30</b> educational sessions on learning skills to break down barriers to healthcare</p> <p><b>30,000</b> online followers with access to TNBC infographic</p>
<b>Mary Bird Perkins Cancer Center</b>	<p><b>2,328</b> young Black people, cancer survivors, and medical providers educated on TNBC risk factors</p> <p><b>241</b> Black women with abnormal screening results navigated to services to resolve the findings</p> <p><b>976</b> Black women screened for breast cancer</p>
<b>Patient Advocate Foundation</b>	<p><b>1,749</b> Black people diagnosed with breast cancer received social needs navigation</p>
<b>SHARE</b>	<p><b>9</b> educational webinars presented at <b>1</b> annual health disparities conference "<a href="#">Getting Our Fair SHARE</a>"</p> <p><b>314</b> live virtual participants at TNBC educational webinars</p> <p><b>1,922</b> postcards distributed about "What Black Women Need to Know About TNBC"</p> <p><b>13,769</b> virtual views on educational programs</p> <p><b>382,635</b> reached via social media posts</p>
<b>SisterLove, Inc.</b>	<p><b>671</b> TNBC educational e-books downloaded</p> <p><b>21,347</b> people reached virtually via Project NANA</p>
<b>Sisters Network Inc.</b>	<p><b>1,200</b> attendees at <b>5</b> <a href="#">Pink Power 5 City Tour</a> TNBC educational events</p>
<b>Sisters Working It Out</b>	<p><b>5,865</b> women in Black communities provided with health education, resources, and psychosocial support</p> <p><b>300</b> Black women navigated to services to address barriers to care, such as transportation</p>
<b>The Chrysalis Initiative</b>	<p><b>36</b> patients recruited during filming of the Erase the Line PSA</p>
<b>Tigerlily Foundation (two grants)</b>	<p><b>6,600</b> community members participated in conversations about addressing barriers to equitable care</p> <p><b>12,000</b> community members and patients attended virtual listening summits</p>
<b>TOUCH, The Black Breast Cancer Alliance (two grants)</b>	<p><b>11,200</b> in person participants received information on clinical trials</p> <p><b>53,826</b> visits to <a href="#">When We Tri(al) clinical trial information website</a></p> <p><b>120,930</b> people reached through social media outreach and webisodes provided by interns from 16 historically Black colleges and universities</p>
<b>Tougaloo College</b>	<p><b>10</b> students trained in data collection and community education</p> <p><b>20</b> providers trained on how to track and teach monthly breast exams</p> <p><b>130</b> women in the Mississippi Delta region engaged and educated on TNBC</p>
<b>Unite For HER</b>	<p><b>550</b> Black breast cancer patients received integrative therapy</p>