



Oregon Community Foundation Grants \$120,000 to Susan G. Komen's *Poder y Vida* Initiative

Initiative to save Latinas' lives with breast cancer education and screenings

Portland, Ore., March 24, 2015 – The Oregon Community Foundation has granted \$120,000 to support Susan G. Komen Oregon and SW Washington's "*Poder y Vida*" (Power to Live) initiative. *Poder y Vida* is Komen's five-year Latina Initiative project aimed at saving lives by increasing breast cancer screening rates and reducing late-stage breast cancer diagnoses among Latinas in Northwest Oregon.

Oregon Community Foundation's donation over three years will help support the provision of breast health information and outreach to Latino households through community health workers.

"The number one factor in surviving breast cancer is early detection," said Margaret Klein, Director of Programs for Komen Oregon and SW Washington. "With this support, we will be able to reach more Latina women with the message of early detection and care. This grant will help us save more lives."

Oregon Community Foundation joins other partners in supporting *Poder y Vida*, including: Kaiser Permanente, Meyer Memorial Trust, Wells Fargo, Collins Foundation, Reser Family Foundation, Spirit Mountain Community Fund, Jackson Foundation, Wessinger Foundation, Juan Young Trust and Wheeler Foundation. KUNP Univision-MundoFox and Bustos Media are *Poder y Vida's* media partners, helping to reach tens of thousands Latino households.

In Oregon, breast cancer is the leading cause of cancer deaths among Latinas. In Oregon and SW Washington, Latinas have a higher rate of late-stage breast cancer diagnosis, while breast cancer screening rates for Latinas nationally has been lower than average. These disparities, coupled with the rapid growth of the Latino population in Oregon, have made Latinas a high priority for Komen.

Megan Schumaker, senior program officer, Oregon Community Foundation, says, "OCF is pleased to support Susan G. Komen's work in Oregon to address this particular health disparity, and we are impressed by the number of partners involved."

About The Oregon Community Foundation

The mission of The Oregon Community Foundation is to improve life in Oregon and promote effective philanthropy. They work with individuals, families, businesses and organizations to create charitable funds — more than 1,700 of them — that support the community causes they care about. These funds support the critical work that nonprofits are doing across Oregon. Through these funds, OCF annually awards more than \$80 million in grants and scholarships.

About Susan G. Komen Oregon and SW Washington

In the last 23 years, more than \$30 million has been funneled into Oregon and SW Washington from signature Komen fundraising efforts. Nearly \$19.2 million has funded community programs and services that support early detection, survivor support and advocacy for underserved populations. In addition, more than \$11.5 million has been dedicated to cutting-edge research facilities locally. More information is available at KomenOregon.org.

About Susan G. Komen

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Nationally, since its founding in 1982, Komen has funded \$2.6 billion in funding to research, screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide.

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