

Unite for HER 2023 Highlights



About Unite for HER

Unite for HER is a 501(c)3 national nonprofit organization that supports breast cancer and ovarian cancer patients by providing integrative therapies, services, education, resources, and support at no personal cost.

Our mission is to enrich the health and well-being of those diagnosed with breast and ovarian cancers – for life – by funding and delivering integrative therapies.

2022/2023 Impact

5,322

Members supported through Unite for HER Wellness Programs

49%

Percentage of members of color or underrepresented

545

Members served through Empowered Living survivorship program pilot

25,085

Integrative therapies provided to members this year

61

Wellness events hosted

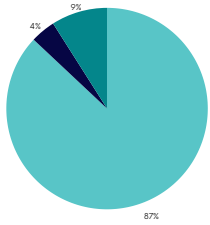
80+

New hospital and recruiting partnerships

Finances

Total Revenue: \$4,311,389

Program Services & Outreach: 87%
Management & General: 4%
Fundraising: 9%



Highlights

- Poster presentation at the **2022 San Antonio Breast Cancer Symposium** highlighting the impact of integrative care on metastatic breast cancer patients
- Launched **Unite for THEM**, recognizing non-binary program members. Upon registration, members select their gender identity and receive appropriate program materials reflecting their selection
- **Expanded access to programming with new Spanish Wellness Program materials**, a full-time Spanish-speaking patient liaison, and regular Spanish virtual programming
- Launched the **Empowered Living Survivorship Program** for breast and ovarian cancer survivors at all stages and dates of diagnosis, providing members with educational resources and support, education, and virtual events

97%

of patients agree that Unite for HER made a positive impact on their quality of life with cancer



93% of patients reported a reduced level of stress

80%

of patients reported significant improvements in their side effects



28% of patients reported being able to eliminate or reduce at least one prescribed medication to manage side effects

Project Lift HER Up

Outcomes for 550 black breast cancer patients newly diagnosed, living with MBC or TNBC

Passport Utilization



87% of 550 members funded by grant used Passport Services

Improvement of Side Effects



86% of members reported improvement in side effects

Improved Quality of Life



93% of respondents reported improved quality of life

Healthier Food Choices



91% of respondents reported making healthier food choices

Increased Exercise or Movement



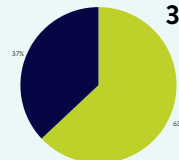
85% of respondents reported an increase in exercise or movement

Improved Coping with Stress

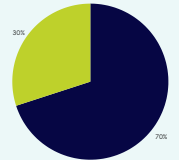


84% of respondents reported improved coping with stress through tools they learned

Patient Profile



30% Metastatic
70% Newly Diagnosed



Education Recap

3,341

Total registrants of educational events this fiscal year

169,311

Total reach of educational social media content

12

Ask the Experts

12

Speaker Series

12

Virtual Hangouts

48

Live cooking webinars

4

Potty Talk Series



Food for Thought

Led by our team of Registered Dietitians, this free series educates members and the public through live virtual cooking classes and digital media.

Potty Talk

Licensed medical and wellness experts discuss gastrointestinal issues and anxiety associated with treatment. Members attended live digital seminars and Q&A sessions to review common side effects, discuss coping strategies, and answer personal questions.