



# BRA COUTURE KC

MEDIA KIT • 2022

## WHAT WE DO

Bra Couture KC (BCKC) is the only non-profit in Kansas City that has built two cancer service centers physically located within area hospitals, with a new one opening soon. These centers serve uninsured/underinsured patients and are managed by on-site nurse navigators.

BCKC also funds: two Patients in Need Funds at The University of Kansas Cancer Center, the annual free mammogram program at Samuel U. Rodgers, services at Cancer Action, and holds 200 free mammograms each year for women in underserved communities with Imaging for Women.

Through the generosity of our donors, we have raised nearly \$3 million over the past 10 years and cared for more than 10,000 cancer patients.

Our mission is to raise funds for the Greater Kansas City area to provide cancer care to uninsured/underinsured men and women cancer patients facing any cancer, and to focus on the cancer care disparity issues.

## OUR SERVICES

- Prescription assistance
- Appearance items such as wigs, prosthetics, head covers, and equipment to manage disabilities caused by cancer
- Lifesaving lymphedema garments
- Transportation for care
- Food supplements and water during treatment
- Rent and utilities paid direct and food and gas cards for those too ill to work during treatment
- Lymphedema diagnosis and treatment for uninsured/underinsured
- Free mammograms (200 annually) for women in underserved communities with Imaging for Women
- Funds for the annual free mammogram program at Samuel U. Rodger Medical Center
- Funding for Cancer Action

## OUR CENTERS

- Patients in Need Fund for uninsured/underinsured breast cancer patients at Missy's Boutique at The University of Kansas Cancer Center
- Patients in Need Fund for uninsured/underinsured lymphedema services for cancer patients at The University of Kansas Cancer Center
- Bra Couture Cancer Services Center at Truman Medical Center
- Bra Couture Cancer Services Center, Verda's Place, at Sarah Cannon at Research
- Partnering with Liberty Hospital to open a new cancer services center there

10 YEARS • 11,027 SERVED

9,061

UNINSURED/UNDERINSURED CANCER  
PATIENTS SERVED

1,966

MAMMOGRAMS PROVIDED

THE HIGHEST PERCENTAGE OF PATIENTS WE SERVE ARE AT OR 200% BELOW THE FEDERAL POVERTY LEVEL



**BRA COUTURE KC**  
*It's not about the bra*

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## HOW WE DO IT

Bra Couture KC holds an annual unique runway show and live auction at Signature Hangar at the Downtown Airport. Our event sells out at 1500 patrons. Each year features a silent auction and VIP event. The highlight of the event is our famous survivor show and auction, with men and women cancer survivors on the runway joined by players from the KC Chiefs, KC Chiefs Ambassadors, KC Royals, Sporting KC and Mavericks. Models wear one-of-a-kind costumes designed by local artists around the bra: our symbol of survival.

## IT'S NOT ABOUT THE BRA

We have the honor of working with men and women cancer survivors to plan and prepare them for their



walk on the runway. After every event we hear from these survivors that they felt beautiful again, they felt empowered again and this gave them a way to have a joyful experience with all of their loved ones after a long, arduous and frightening experience of surviving cancer.

## VOLUNTEER DRIVEN

Bra Couture KC is primarily driven by volunteers. Over 150 volunteers and board members run BCKC's annual event and its programs throughout the year.

## HISTORY

Bra Couture KC was founded in partnership with The University of Kansas Cancer Center to raise funds for uninsured/underinsured cancer patients, becoming our own 501C3 in 2014. Each year patrons and sponsors have donated more funds, giving us the opportunity to expand our services and open additional Cancer Services Centers across the metro, focusing on underserved communities.

## NEARLY \$3M IN 10 YEARS

**2010**

420 tickets sold and  
\$90,000 raised

**2019**

1,500 tickets sold and  
\$450,000 raised

## FIND US ONLINE

WEBSITE: BraCoutureKC.com  
FACEBOOK @BraCoutureKC  
INSTAGRAM @BraCoutureKC  
TWITTER @BraCoutureKC

## MAJOR SPONSORS

KCTV5 Take 5 to Care, Cumulus Media, Signature Flight Support, Infiniti of Kansas City, Nigro Brothers, Automobile Dealers Association of Kansas City, Verda Mae Foundation, FreightQuote and C. H. Robinson, Quinn Plastic Surgery, GEHA Dental, University of Kansas Medical Center, Dr. Richard Korentager and Mrs. Korentager, Scheels Sporting Goods, CrossFirst Bank, Truman Medical Center, North Kansas City Hospital, Design Resources, Inc., Hallmark Corporation, Tito's Vodka, HerLife Magazine, InKC Magazine, Tivol on The Plaza, Pepsi Corporation, KCPT, Arvest Bank, Complete Legal, Joseph Leggio, Midwest Builders, Mindcare Solutions, Myriad Oncolog, Research Medical Center