



BRA COUTURE KC

MEDIA KIT • 2024

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, supporting a total of 6 cancer services centers, with a new one opening at Liberty Hospital in the fall of 2023. These centers serve both men and women uninsured/underinsured cancer patients and are managed by on-site nurse navigators.

BCKC supports two Patients in Need Funds at The University of Kansas Cancer Center, the annual free mammogram program at Samuel U. Rodgers, and cancer services at Cancer Action

Through the generosity of our donors, we have raised over \$4 million over the past 12 years and cared for more than 17,000 cancer patients.

Our mission is to raise funds to provide cancer care services not provided to uninsured/underinsured cancer patients in the Greater Kansas City area facing any cancer and to focus on cancer related disparity issues facing our uninsured community.

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
- 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 University Health Truman
- Bra Couture Cancer Services Center, Verda's Place, at Sarah Cannon at Research
- Annual free mammogram program at Samuel U. Rodgers Health Center
- Partnering with Liberty Hospital to create a Patients in Need fund for uninsured/underinsured breast cancer patients in the fall of 2023.

12 YEARS • 17,000+ SERVED

17,741

UNINSURED/UNDERINSURED CANCER PATIENTS SERVED

6,800

MAMMOGRAMS PROVIDED

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



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HOW WE DO IT



Bra Couture KC will hold our annual unique runway show and live auction at the elegant Grand Ballroom in downtown Kansas City. Our event sells out at 1200 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, and other elite local athletes. Models wear one-of-a-kind runway fashions designed around the bra...our symbol of survival. These designers are local artists and designers from the Kansas City Design Community.

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.

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 journey of surviving cancer.



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HISTORY

Bra Couture KC was founded in partnership with The University of Kansas Cancer Center to raise funds for uninsured/underinsured breast 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 to open additional Cancer Services Centers across the metro, and to expand to provide care for men and women with any cancer. Our focus is the underserved communities in our city. We are proud to announce BCKC raised over \$500k in 2023, breaking the half-million mark.

OVER \$4M IN 12 YEARS

2011

420 tickets sold and
\$90,000 raised

2023

1,200 tickets sold and
\$516,000 raised

FIND US ONLINE

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

OUR MAJOR SPONSORS

KCTV5 Take 5 to Care, Cumulus Media, Infiniti of Kansas City, Automobile Dealers Association of Kansas City, Verda Mae Foundation, Quinn Plastic Surgery, GEHA, University of Kansas Medical Center, Dr. Richard Korentager and Mrs. Korentager, CrossFirst Bank, University Health System, Design Resources, Inc., Tito's Vodka, HerLife Magazine, InKC Magazine, Pepsi Corporation, KCPT, Complete Legal, Joseph Leggio, Midwest Builders, Mindcare Solutions, Myriad Oncology, Research Medical Center, Bayer Corp, Hologic Corp., Orange Theory Fitness, Merck Corp.

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2024 EVENT: GRAND BALLROOM - APRIL 19, 2024
BRACOUTUREKC.COM FOR DETAILS/TICKETS/SPONSORSHIP

EVENT THEME:

TOGETHER WE CAN...

Bra Couture KC was launched to provide care for uninsured / underinsured breast cancer patients.

In 2024, we will once again bring together, survivors, supporters, donors, and volunteers to raise funds to help uninsured/ underinsured men and women of any cancer, fight their journey to survival.



Bra Couture has grown to a \$500k fundraiser due to three amazing things: first, donor generosity in ticket sales and sponsorships resulting in increased attendance every year, from 450 to 1200 attendees.

Secondly, BCKC is volunteer-driven and every year these volunteers have stepped up to accommodate patron attendance. BCKC is so excited to move to the Grand Ballroom at the KC Convention Center and to retain the space needed to accommodate and grow beyond our 1200 patrons.

Lastly, the Kansas City community has requested more and more donations to provide care to uninsured patients.

To meet this demand, BCKC now provides care for both men and women and all cancers. The **ONLY** criteria to receive funds for cancer care from BCKC is being uninsured/underinsured.

