



**BRA COUTURE KC**  
Creating a Network for Cancer Care

# BRA COUTURE KC

MEDIA KIT • 2025/2026

## WHAT WE DO

***Bra Couture KC's hospital cancer care centers are the single source of critical care resources for cancer patients not covered by hospitals, Medicaid or limited insurance.***

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 goal to expand to 4 more hospitals and into the rural communities in 2025-26. These centers serve both uninsured/underinsured men and women cancer patients and are managed by on-site cancer nurse navigators.

BCKC also 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 close to \$6 million over the past 15 years and cared for more than 32,000 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 confronting 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
- Liquid food supplements & 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 cancer patients
- Funds for the annual free mammogram program at Samuel U. Rodgers Medical Center
- Funding for Cancer Action
- Creating Rural Gas card programs

## 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 cancer patients for lymphedema services 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
- Liberty Hospital Breast Cancer Patients in Need fund

**15 YEARS • 32,000+ SERVED**

**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 holds 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, a VIP, and a General Admission event. The highlight of the event is our famous artistic fashion 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 custom designed to celebrate their 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.

## Creating a Network for Cancer Care

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.

## 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 2012. 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 our 2025 event raised \$760,000.**

## CLOSE TO \$6 MILLION IN 15 YEARS

### 2011

420 tickets sold and  
\$90,000 raised

### 2025

1,300 tickets sold and  
\$760,000 raised

## FIND US ONLINE

WEBSITE: [BraCoutureKC.com](http://BraCoutureKC.com)  
FACEBOOK @BraCoutureKC  
INSTAGRAM @BraCoutureKC  
TWITTER @BraCoutureKC

## OUR MAJOR SPONSORS

UMB Bank, Women of Wealth, Bayer Corporation, University of Kansas Cancer Center, Reece Nichols, Signature Flight Support, KCTV5 Cares, Cumulus Media, Infiniti of Kansas City, Verda Mae Foundation, Club Pilates, Fred & Jami Pryor, HCA, Design Resources, Inc., HerLife Magazine, InKC Magazine, Pepsi Corporation, KCPT, Supplement Super Store, Mike & Jody McCamon, Deffenbaugh Family Foundation, Mid America Cancer Care