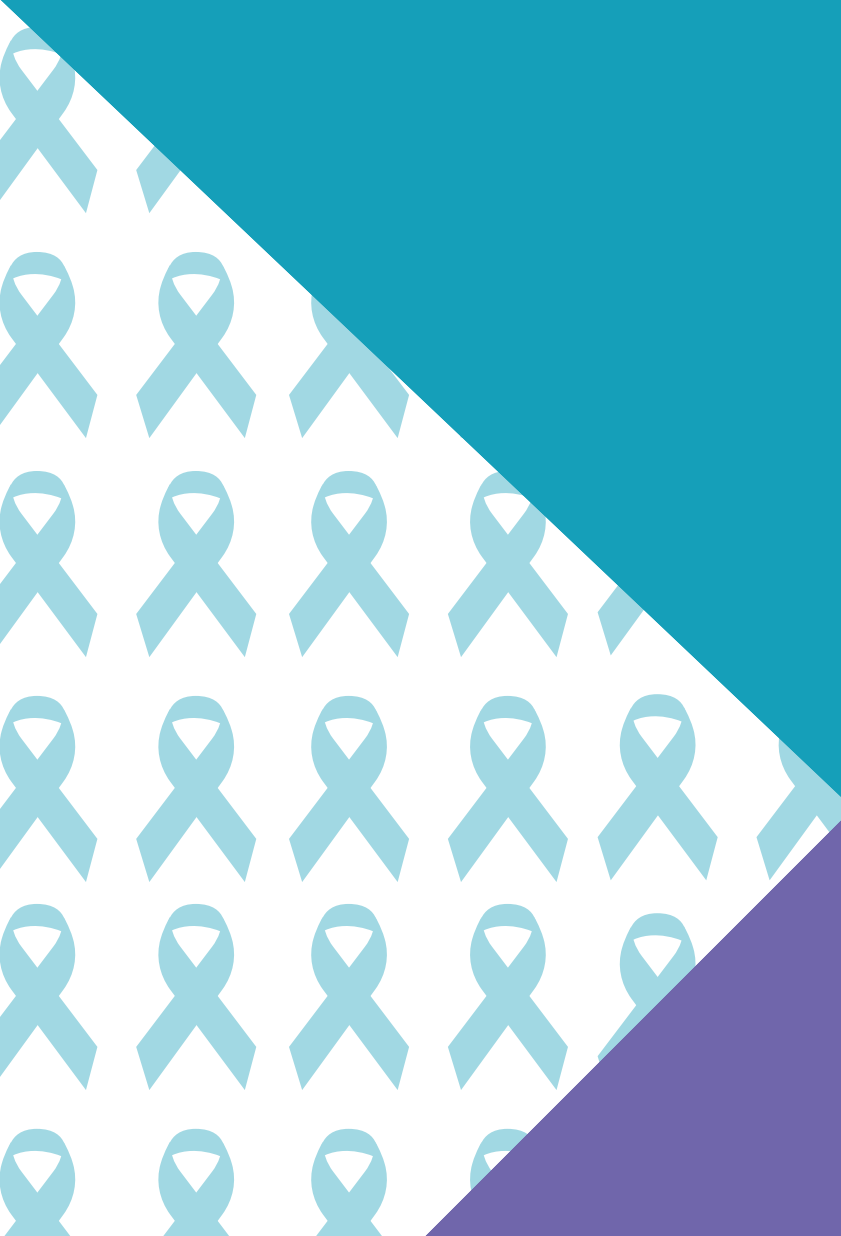


2021

ANNUAL  
IMPACT  
REPORT



**MIOCA**  
Michigan Ovarian Cancer Alliance



## MISSION STATEMENT

The Michigan Ovarian Cancer Alliance (MIOCA) strives to save lives by promoting the early detection of ovarian cancer and improved treatment outcomes. MIOCA raises awareness of ovarian cancer, provides resources and support to survivors and their families, advocates both locally and federally, educates Michigan communities, and funds innovative ovarian cancer research.

## 2021 OVERVIEW

The Michigan Ovarian Cancer Alliance (MIOCA) was founded in 2011 out of the need for a statewide resource to provide ovarian cancer awareness and support for families throughout Michigan. This year, MIOCA is proud to have reached our 10th anniversary of serving the community.

While our work has grown and evolved over the past ten years to meet the changing needs in our communities, our commitment has remained the same. We strive to save lives by promoting the earlier detection of ovarian cancer and improved treatment outcomes.

While this past year looked different as a result of the COVID-19 pandemic, with your involvement our progress continued as we raised awareness about ovarian cancer, provided resources and support to survivors and their families, advocated for policy important to the health of the community and funded innovative ovarian cancer research.

We are thankful for the partnership and collaboration with so many in this mission and look toward the additional opportunities for progress for ovarian cancer in the years to come.



## COMMUNITY PROGRAMS & SURVIVOR SUPPORT

Remaining connected and supported during the pandemic was a critical goal of MIOCA. This year, we found new and modified ways to continue to offer opportunities for education, connection, and increased awareness virtually. MIOCA provided support to ovarian cancer survivors at individual and group levels:

### SURVIVOR GROUPS



In 2021, MIOCA continued to engage with monthly support groups. Throughout the year, the Teal Sisters continued to meet virtually, along with the Northern Michigan Support Network led by the Cowell Family Cancer Center and sponsored by MIOCA. Additionally, the West Michigan Support Network was relaunched virtually, and the new Younger Survivor Support Network began meeting in November.

Thank you to the Donald R. and Esther Simon Foundation for their support of the MIOCA survivor programs. In 2021, MIOCA received a grant of \$17,000 from the Donald R. and Esther Simon Foundation to expand upon existing groups and support programs to better meet the needs of individuals who have been diagnosed with ovarian cancer throughout Michigan.



### SUPPORT TOTES

This year we sent 37 Support Totes containing comfort items, resources, and helpful information to individuals across Michigan who had received a new diagnosis or experienced a recurrence.



### EDUCATIONAL PROGRAMS

MIOCA also found ways to continue to offer opportunities for education and connection through virtual programming. This included hosting 5 webinars to facilitate virtual education and wellness opportunities. MIOCA connected with individuals through these programs with topics including Art Therapy, Sexual Health, Music and Mindfulness, Resilience Education for Families and Caregivers, and Ovarian Cancer Advocacy. In addition, MIOCA offered virtual office hours throughout the year to provide opportunity for connection and engagement with MIOCA staff and board members.



## PUBLIC EVENTS & AWARENESS



### TIME TO TEAL EVENT

Due to the COVID-19 pandemic, MIOCA postponed many of our in-person events. However, with added precautions, participants were able to enjoy a hybrid Mother's Day Time to Teal Stroll in Ann Arbor on Sunday, May 9, 2021. Just under 100 people took part in the Mother's Day stroll. Pammy's Peeps was once again our #1 fundraising team in 2021 and together with the other teams we raised awareness about ovarian cancer and over \$27,000 in funds to support MIOCA's mission.



### TIE MICHIGAN TEAL

During Ovarian Cancer Awareness Month in September, MIOCA raised awareness through the Tie Michigan Teal Program. This year, 21 cities and towns gave permission to tie awareness ribbons and post informational materials throughout the area. In addition, volunteers also tied ribbons in participating neighborhoods, businesses, hospitals and doctors' offices throughout the state.



Thank you to all of the volunteers who helped to raise awareness and make this program possible!



## NEXT GEN OVARY FUN DAY

Thank you to our University of Michigan Next Gen chapter for their work on Ovary Fun Day. On Sunday, December 5th, students put on an informative and fun event that helped raise awareness among a younger generation. Thank you to all of the event sponsors that helped create a memorable experience and to all the attendees for participating.

## COMMUNITY OUTREACH

Community outreach and awareness remains a high priority for MIOCA to continue to increase visibility of ovarian cancer and recognition of its symptoms. Throughout 2021, in addition to our existing programming, MIOCA participated in twelve community outreach opportunities through a combination of in person and virtual events. Through these events and partnerships with local groups, MIOCA reached over an additional 700 individuals across the state with information about ovarian cancer.

## COMMUNITY EVENT SPONSORS & TEAMS

### TIME TO TEAL SPONSORS

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**FUNDRAISING TEAMS:** Team 21, Ovary Achievers, Team Dee Forever, Team Mimi, Pammy's Peeps, Norma's Support Crew

**COMMUNITY PARTNERS:** Go Blow: A Blow Dry Bar, Cherry Republic, Ann Arbor Running Co., The M Den, Black Diesel Coffee, Detroit Cookie Co., Kilwins, Elmo's T-Shirts.

### OVARY FUN DAY SPONSORS

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 Sola Salon Studios  
 The M Den  
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 Zingerman's Roadhouse



# TEAL ATTACK

Since starting in 2015, Teal Attack has been an integral part of the Michigan Ovarian Cancer Alliance. Founded by Karen O'Brien, this movement focuses on engaging with high school and collegiate athletic programs to increase awareness across age groups about ovarian cancer and raising funds in support of the mission of MIOCA.



***"I created Teal Attack with the hope of bringing awareness to many females via high school or college athletics, specifically volleyball. It's not just the athletes we reach but their moms, grandmas, sisters, and aunts to name a few. In 7 years, we have reached females at over 80 events and have raised over \$325,000. I'm proud to have partnered with MIOCA in accomplishing these awareness events."***

***Karen O'Brien***

**For participating schools, it provides an opportunity for engagement, education and support for the community.**

*"Teal Attack has allowed us to educate our players, their families and friends about ovarian cancer. At the same time, it has allowed us to honor and celebrate the fight of local legendary volleyball coach Karen O'Brien. I love the fact that we can do something local for a great cause. And, our young women can learn something while honoring others."*

Kim Berrington, Siena Heights University  
Women's Head Volleyball Coach



## TEAL ATTACK EVENTS

- Teal Attack Golf Outing at the Dundee Golf Club
- East Jackson at Manchester High School Volleyball
- Hillsdale at Blissfield High School Volleyball
- St. Mary Catholic Central at Airport Carleton High School Volleyball
- Lutheran Northwest at Plymouth Christian High School Volleyball
- Saline at Bedford High School Volleyball
- Novi at Howell High School Volleyball
- Union City at Bronson High School Volleyball
- Hillsdale at Dundee High School Volleyball
- Canton at Novi High School Volleyball
- Monroe at Ida High School Volleyball
- Concordia University at Siena Heights University Volleyball



## FUTURE HEALTHCARE PROFESSIONALS

As statewide facilitators of the Survivors Teaching Students: Saving Women's Lives® Program of the Ovarian Cancer Research Alliance, MIOCA teams educated future healthcare professionals (i.e., medical, nursing, or other allied health professional students) through 20 presentations with schools throughout Michigan.

## 100+ WOMEN WHO CARE

MIOCA was honored to be chosen as the Spring charity by 100+ Women Who Care of Washtenaw County. In May 2021, MIOCA received donations of \$19,700 in support of awareness efforts and programs.

Thank you to 100+ Women Who Care of Washtenaw County for their thoughtful support in ensuring progress toward earlier detection of ovarian cancer and greater resources for individuals who are diagnosed!

## SPEAK PRESENTATIONS

During 2021, the SPEAK (Survivors Promoting Early Awareness and Knowledge) Program, continued to provide informational presentations to community members in virtual formats. The SPEAK Program raises awareness of ovarian cancer and increases the public's understanding of symptoms so individuals seek medical advice sooner. During presentations, ovarian cancer survivors discuss the myths, facts, symptoms, and risk factors of the disease, answer questions, and share informative literature for future reference.

*"On behalf of the Major League Baseball Players Alumni Association, I want to thank Michelle Shepherd, Karen O'Brien and the ovarian cancer survivors that spoke on our webinar for sharing their stories and educating members of our Wives Club. It was very informative, yet personable and a great opportunity for our members to learn more about ovarian cancer awareness. Thank you for your time and vulnerability sharing your experiences with us!"*

**KATE TYO**  
VP of Membership & Development, MLBPA



## ONLINE ENGAGEMENT

During a year when we were encouraged to stay distant, MIOCA made connection possible across each of our social media platforms. We posted regular informative and fun content for our audience and were able to communicate with survivors and supporters on a personal level. We were able to raise funds, spread awareness and share new research through social media. We are excited to grow our followings on these platforms in 2022 to reach more Michiganders with our mission.



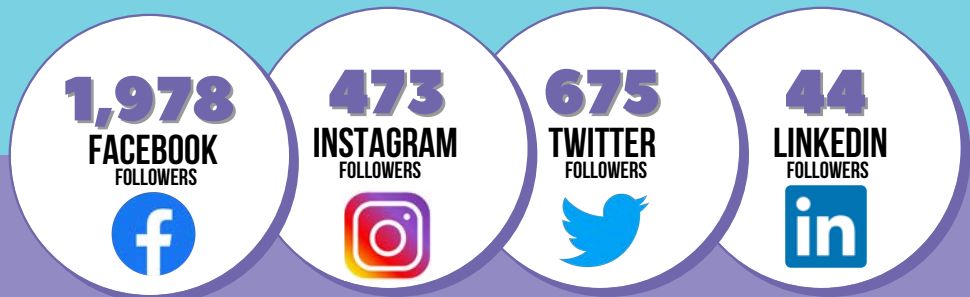
**36,048**  
COMBINED FACEBOOK  
AND INSTAGRAM REACH



**23,031**  
TWITTER  
IMPRESSIONS



**\$21,603**  
AMOUNT RAISED  
THROUGH FACEBOOK  
FUNDRAISERS



### 30 DAYS OF TEAL

Throughout the month of September, MIOCA ran the 30 Days of Teal Campaign to raise awareness about ovarian cancer. These posts with awareness messages, program information, and resources reached over 22,000 through social media.



# RESEARCH


Through the Geri Fournier Ovarian Cancer Research Awards, a total of \$100,000 was granted to two research teams in Michigan working to improve treatment outcomes and early detection. Since starting this grant program in 2014, MIOCA has now awarded \$700,000 to Michigan researchers.

 **\$100,000**  
IN RESEARCH GRANTS  
AWARDED IN 2021

**\$700,000**   
AWARDED TO MICHIGAN  
RESEARCHERS SINCE 2014

## 2021 RESEARCH GRANT RECIPIENTS

 Mats Ljungman, PhD,  
University of Michigan, Radiation  
Oncology “Precision Targeting of Ovarian  
Cancer with CRISPR”

 Radhika Gogoi, MD, PhD,  
Karmanos Cancer Institute, Wayne  
State University School of Medicine  
“BRCA1 and 2 Mutations in Ovarian Cancer”

# ADVOCACY

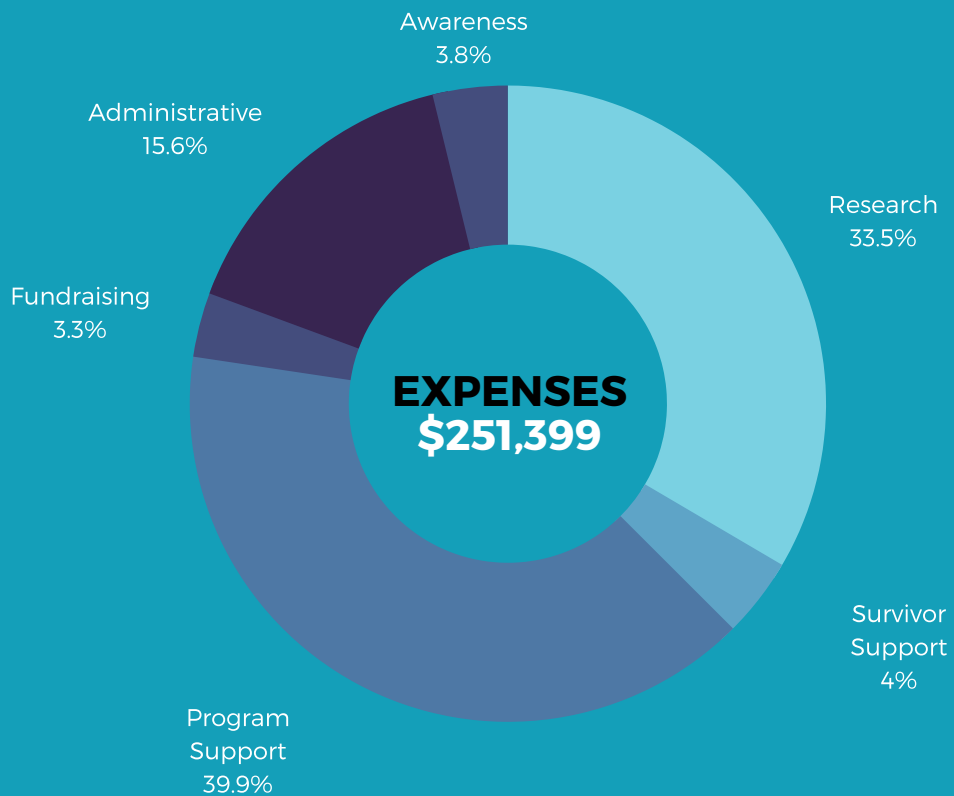
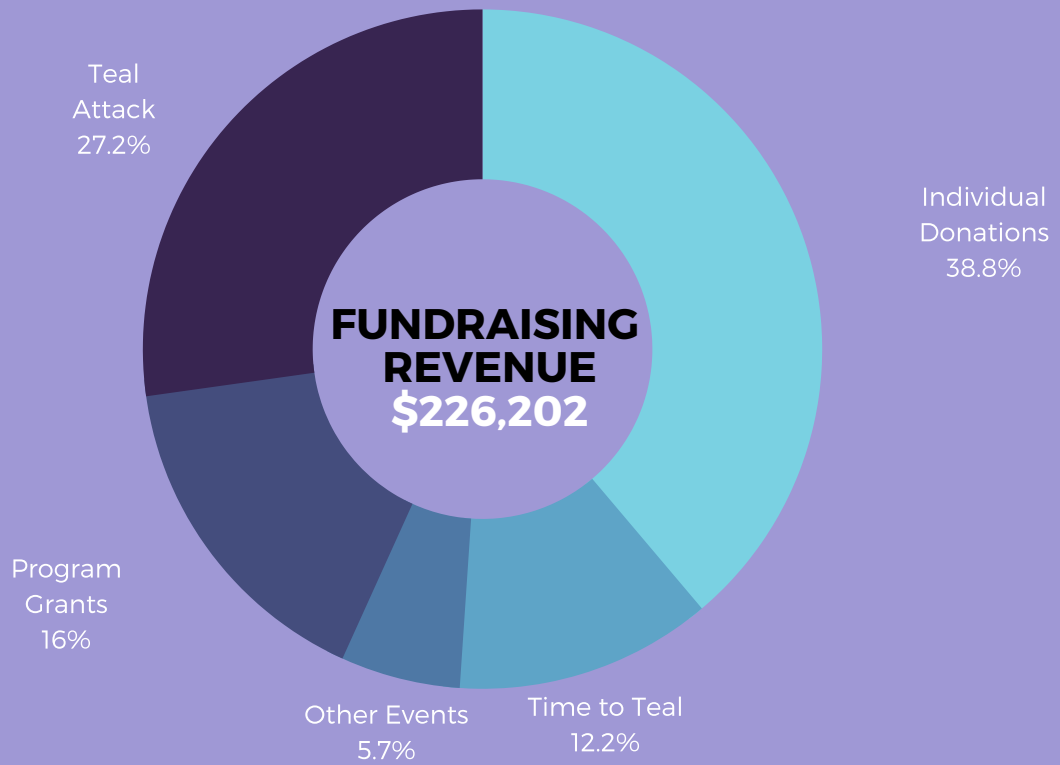


MIOCA works to advance federal and state legislation to improve funding and support for survivors. In March 2021, representatives were able to participate virtually in the National Ovarian Cancer Advocacy Day, coordinated by the Ovarian Cancer Research Alliance.

Additionally, MIOCA advocates also participated in an OCRA fall advocacy day in November. Across these days advocates shared the importance of increased funding for ovarian cancer research and education.

These advocacy efforts play a critical role as individuals who have been impacted by ovarian cancer share lived experiences to educate legislators on initiatives needed to advance access, awareness, and care.

## 2021 FINANCIALS





THANK YOU  
TO OUR  
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ADVISORY  
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**Megan Neubauer**  
*Program Manager*

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**Danielle Wargo**  
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**FROM OUR EXECUTIVE DIRECTOR**



2021 has been a year like no other as we continue to navigate through the global pandemic and adapt to our new normal. I am incredibly proud to be a part of MIOCA's resilient team. We continue to explore creative ways to achieve our mission, which strives to save lives by promoting the early detection of ovarian cancer and improved treatment outcomes.

As a 28-year ovarian cancer survivor, I am committed to leading this important work and establishing new partnerships that advance our strategies and allow us to increase our resources to help women survive and thrive!

MIOCA truly appreciates all of our donors, volunteers, community partners and families for supporting MIOCA throughout the years. It is because of your consistency and commitment to our mission that allows us to continue to actively support innovative research, raise awareness and maintain programs that provide support for individuals and their families throughout Michigan.

**-DIONNE BOWENS**



# THANK YOU

TO EACH OF YOU FOR YOUR TIME, EFFORT,  
DONATIONS, AND SUPPORT. WE RECOGNIZE THAT  
NONE OF OUR WORK COULD BE DONE WITHOUT YOU!



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*Thank you to all of our donors listed and who gave anonymously! Your support make all of the programs and efforts of MIOCA possible. Thank you!*

## PLANS FOR 2022

- MIOCA will return to hosting in-person events to support, empower and celebrate women impacted by ovarian cancer.
  - 5/8: Mother's Day Time to Teal 5k & Fun Run
  - 7/15: Teal 10 Concert for Ovarian Cancer Awareness
  - 8/21: Shake Your Teal Feathers 5k & Car Parade
  - More to be announced!
- We have welcomed three Awareness Ambassadors to the team to assist in our efforts to increase ovarian cancer awareness across the state.
- We are collaborating with community partners to host Cooking & Cancer webinars for survivors and their families.
- We will continue to host survivor groups to provide extra support and resources for ovarian cancer survivors.
- We remain committed to joining OCRA advocacy days to advocate for our Michigan survivors and their families.
- We will work to increase our social media presence to expand our awareness campaign and to ensure that every woman knows where to seek ovarian cancer resources.

## REMEMBER!

### UNTIL THERE IS A TEST, AWARENESS IS BEST!

Know the symptoms of ovarian cancer:



**Bloating**



**Difficulty  
Eating**



**Pelvic/Abdominal  
Pain**



**Urinary  
Frequency**