

PANHANDLE BREAST HEALTH

ANNUAL REPORT

2024



OUR MISSION

Panhandle Breast Health works to decrease breast cancer deaths by providing education and reducing financial barriers to increase screening rates. We do this by providing no-cost screenings, and by collaborating with other organizations to advocate for early detection in the Texas Panhandle.

STRATEGIC PLANNING

PBH's Board of Directors dedicated time and thoughtful effort to develop a Strategic Plan that will guide the organization's direction over the next three to five years. Our visionary goals for the Strategic Planning period are to:

- Diversify Funding Sources
- Increase and retain staff and grow PBH's Board of Directors
- Expand services into the rural areas of the Texas Panhandle
- Increase awareness about PBH in our community
- Expand education efforts.

The board also identified our core values:

- Courage
- Empowerment
- Inclusivity
- Transparency
- Compassion
- Accessibility
- Diversity
- Equality
- Innovation

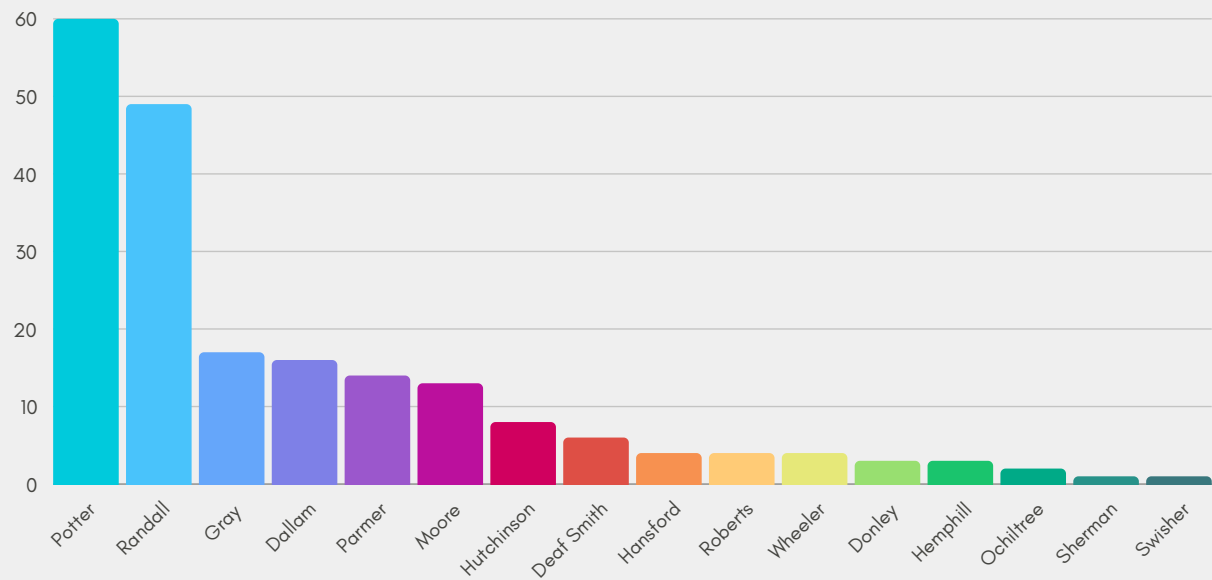
This effort was funded by a HRMC Community Grant through Amarillo Area Foundation and was led by Jacy Jenks, CFRE of The Nonprofit Connection.

MESSAGE FROM THE EXECUTIVE DIRECTOR

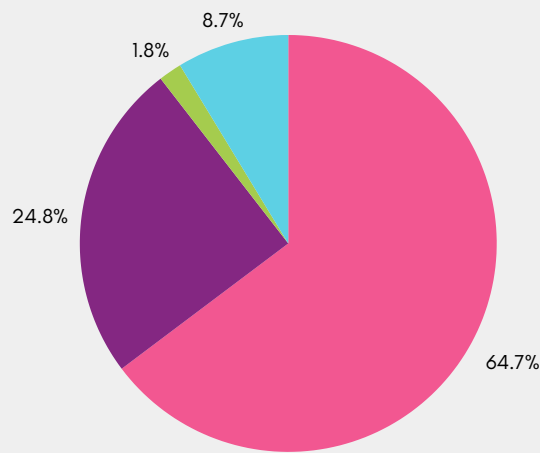


Our first step in implementing the Strategic Plan was to strengthen our leadership and outreach capacity by recruiting additional board members, particularly individuals with medical expertise, and expanding our volunteer base. We also launched a new monthly giving program as part of a broader effort to diversify our fundraising strategies, alongside the introduction of new community events.

We remain committed to building relationships in rural areas to ensure that underserved populations are aware of and can access our services. The growing number of applications and inquiries reflects a rising awareness of PBH's mission across the region. Our education and outreach efforts continued strong in 2024, with 52 events and media appearances reaching over 30,000 people.



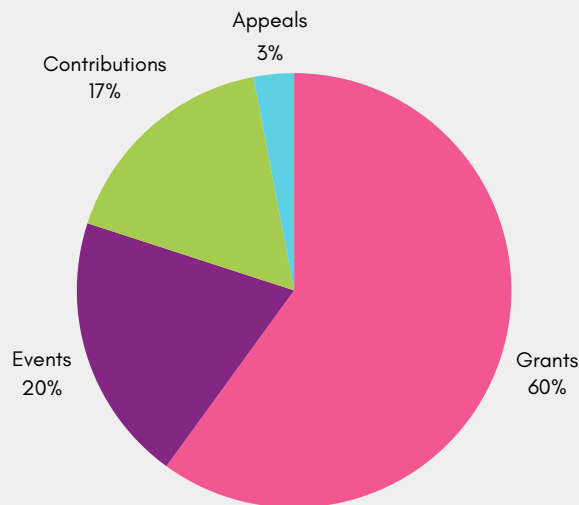
The graph above reflects mammograms completed in 2024. While PBH serves all 26 counties in the Texas Panhandle, we did not receive applications from every county.



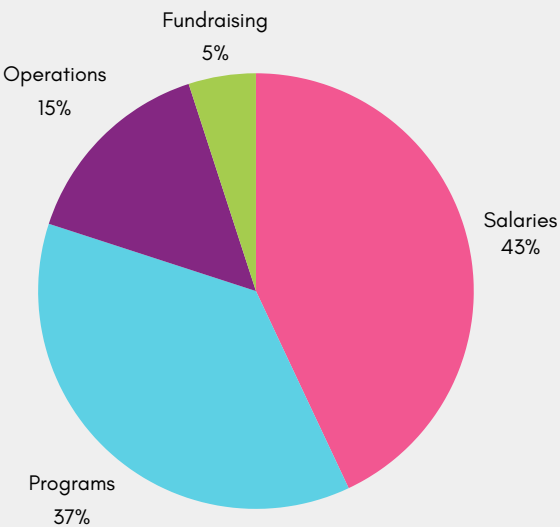
SCREENINGS

Panhandle Breast Health received 218 mammogram applications in 2024 and paid for 199 procedures. Out of these applications 64.8 percent received a regular screening mammogram, 24.7 percent received a diagnostic mammogram and 1.8 percent needed a biopsy.

2024 INCOME



2024 EXPENSES



WHO WE SERVE

In 2024 the average age of applicants was 52 years old with the youngest being 28 years old. The average distance traveled was 79 miles with multiple individuals traveling over 100 miles roundtrip to access services. In 2024, we sent out \$270 in travel relief in the form of gas cards to any applicant who traveled 100 or more miles.

HEALTHCARE PARTNERS



PBH partners with BSA Harrington Breast Center and Pampa Regional Medical Center to provide breast cancer screenings for uninsured residents of the Texas Panhandle. At left, Elizabeth Pakravan and Judy Neill participate in Harrington Breast Center's annual Mammo Party.

We are able to provide no-cost services through the generosity of businesses, individuals and foundations, including:

- David D. & Nona S. Payne Foundation
- Prevent Cancer Foundation
- Potter County Grant
- HRMC Community Grant
- C.J. & Syble Fowlston Charitable Trust
- Pantera Gives (Pantera Energy Company)
- Dr. Kent Roberts & Ilene Roberts Balliett Foundation
- Paul F. & Virginia J. Engler Foundation

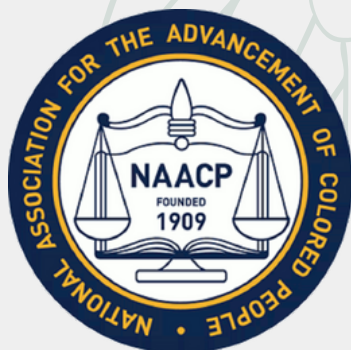
HEAL THE CITY FREE CLINIC

In 2024, Heal the City Free Clinic referred 32 women to our program for breast cancer screenings. This marked the beginning of a new collaboration with Heal the City. This program is funded, in part, by a HRMC Community Grant.

PBH continues to cultivate partnerships with other nonprofit organizations to make breast cancer screenings available to anyone who needs one in the Texas Panhandle, regardless of income.

COMMUNITY SERVICE AWARD

The NAACP Amarillo Branch honored Panhandle Breast Health with their 2024 Community Service Award. Board Secretary Cindy Baxter and Executive Director Judy Neill accepted the award on behalf of PBH at the R.W. Jones Freedom Fund Banquet in November.



IT'S NOT TOO EARLY CAMPAIGN



Our “It’s Not Too Early” campaign educates young women about the importance of breast health and encourages them to schedule their first mammogram at age 40. By making mammograms a routine part of annual healthcare, women are empowered to prioritize their well-being for themselves and for those they love. This initiative is funded in part by the Harrington Cancer and Health Foundation.

PBH also provides screenings for women under the age of 40 with a physician’s referral.

IMPROVING SENIOR MAMMOGRAPHY RATES



Panhandle Breast Health (PBH) and the Area Agency on Aging have partnered to educate senior women about current breast cancer screening guidelines and to encourage continued annual mammograms for those in good health. PBH believes all women should have access to regular screening mammograms for as long as they and their healthcare providers agree it is appropriate based on individual breast cancer risk. This important initiative is funded, in part, by the Mary E. Bivins Foundation.

While Medicare covers the cost of screening mammograms, many women are not utilizing this benefit. In fact, a recent study found that only about one-third of women ages 65 to 74 in the Texas Panhandle have had a mammogram within the past two years. PBH is committed to changing this by raising awareness and promoting access to life-saving screenings.

STUDENT SUPPORT THAT INSPIRES

Over the past two years, students at Bowie Middle School have supported PBH through a variety of fundraisers. In 2024, their Student Council generously donated \$382 to help advance our mission. We are deeply grateful for their continued commitment to making a difference. It’s inspiring to see young leaders who are not only community-minded, but also compassionate and generous.





Adair M. Buckner, Attorney at Law	Adrienne Hurtt
Vanessa Alcantar	IBEW Local Union 602
Amarillo Area Foundation	Susan Irlbeck
Amarillo Chamber of Commerce	James Bowie Middle School Student Council
Amarillo National Bank	Josephine Anderson Charitable Trust
Amarillo Sod Poodles	Kendra Scott, Eden Day
Anonymous Donors	Legends Realty Group
Danny Arsenault	Mary E. Bivins Foundation
Baptist Community Services	Audrey Massingill
Cindy and James Baxter	Metal Trades Council, AFL-CIO
Jim Bayless	Moore County Hospital District
Beck Cowboy Boots	Judy and Jamey Neill
Benevity	Kelly Neill
Big Texan Steak Ranch	Patrick Neill
Bobby Murray Homes	The Nonprofit Connection, Jacy Jenks
Brick & Elm Magazine	Oliver Saddle Shop
Brumley Foundation	Elizabeth Pakravan
BSA Harrington Cancer and Health Foundation	Pantera Cares, Pantera Energy Company
BSA Health System	Paul F. & Virginia J. Engler Foundation
CareXpress	PayPal Giving Fund
Carpet Tech	Prevent Cancer Foundation
Rocio Carrasco	Denise Price
Chapter AI PEO	Kaeleigh Price
Charities Aid Foundation	Rosa Price
Glennnda Cook	Jordan Pride, Pride and Associates
Avery Cox	Kenja Purkey
David D. & Nona S. Payne Foundation	Allison Roberts
Don & Sybil Harrington Regional Medical Center Fund	Texas Roadhouse
Dr. Kent Roberts & Ilene Roberts Balliett Foundation	Kristin Rodin
Education Credit Union	Rudy's Country Store and Bar-B-Q
Dayanara Fernandez	Santa Fe Federal Credit Union
Nathalie Fernandez	Bethany Scroggins
Fire Slice Pizzeria	Ella Shead
Trystan Franks	Simply Adorable Jewelry & Gifts, Jessica Roper King
Lance Gatlin	SKP Creative
Golden Spread Ag	Cookie Stevens
Ken Gomez	Street Volkswagen of Amarillo
Leticia and Robert Goodrich	Clara Brown Trimble
Kelsey Grant	Jeri Tyler
Leona Grubbs, Realty Central Services	United Supermarkets
Harrington Cancer and Health Foundation	Upshaw Insurance
Nicole and Chance Hirschler	Victor B. Glenn, CPA
Horton Neely Realtors	West Texas Golf Lounge
Lori Howard	Dr. Joanna Wilson
HRMC Community Grant	Working Ranch Cowboys Association

PBH also thanks the Amplification Fund Sponsors for The Panhandle Gives:

Atmos Energy, Bell Helicopter, Gaut Whittenburg Emerson Commercial, Mary E. Bivins Foundation,
Paul F. and Virginia J. Engler Foundation, and Western Builders

2024 MEMBERS



Thanks to Brick & Elm Magazine, PBH was the featured charity at a Sod Poodles Game. This was a wonderful opportunity to build awareness for the organization and have a great time bonding as a board.

The PBH Board of Directors plays a vital role in guiding the organization's direction by shaping its mission, setting goals and objectives, overseeing programs, and ensuring financial sustainability through development efforts. Board members are also responsible for monitoring organizational impact and endorsing key initiatives.

If you are passionate about improving breast health in the Texas Panhandle and are interested in serving, we invite you to contact us for more information.

We recognize and honor the 2024 board of directors:

- Nicole Hirscher, president
- Kaeleigh Price, vice president
- Cindy Baxter, secretary
- Jordan Pride, treasurer
- Vanessa Alcantar
- Elizabeth Pakravan
- Allison Roberts
- Jeri Tyler

CHALLENGES AND OPPORTUNITIES

The #GIVINGTUESDAY
**PANHANDLE
GIVES**



As awareness of breast health increases, so does the need for financial support. More individuals are seeking annual breast cancer screenings — a critical step in early detection and saving lives. In 2024 alone, the average cost of a screening was \$230, with total screening expenses reaching \$44,894. For some individuals, follow-up diagnostic procedures can significantly increase that cost.

Our greatest challenge is securing sufficient funding to continue providing no-cost breast cancer screenings, education, outreach, staff support, and other essential operational expenses.

You can make a difference. Every gift, no matter the size, helps sustain our life-saving mission. Here are a few ways you can support Panhandle Breast Health:

- Enroll in our Round-Up Program for as little as \$10/month
- Join our Monthly Giving Program at any level
- Participate in one of our fundraising events
- Donate through The Panhandle Gives campaign
- Contribute via the Combined Federal Campaign (CFC)

Together, we can ensure every person regardless of income or insurance status has access to the care they need.

Decreasing breast cancer deaths by increasing early detection through mammograms





CONTACT US



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pbhadmin@pbh-ama.org



panhandlebreasthealth.org

**You can support our life-saving mission by
joining our monthly giving program.
To contribute, simply scan the QR code below
or visit our website at
panhandlebreasthealth.org.**



SCAN ME

THANK YOU

We're incredibly grateful to Rudy's "Country Store" and Bar-B-Q for their continued support of Panhandle Breast Health. Thanks to their partnership and the generosity of their customers, 2024 was a record-breaking year for the Pink Cup for a Cause campaign!

This success wouldn't have been possible without you — everyone who enjoyed Rudy's delicious food and purchased a Pink Cup during Breast Cancer Awareness Month helped move our mission forward. Thank you for standing with us — and thank you, Rudy's, for being a part of our story.

Need a No-Cost Mammogram? We're Here to Help.

Routine screenings begin at age 40 for women, but if you're experiencing symptoms and have a physician's referral, we may be able to help, regardless of your age or gender. If you or someone you know could benefit from our services, please don't hesitate to reach out.

Annual Report prepared by:
Judy Neill, Executive Director
Jacilynne Bridges, Intern

