

# NBCF

2012

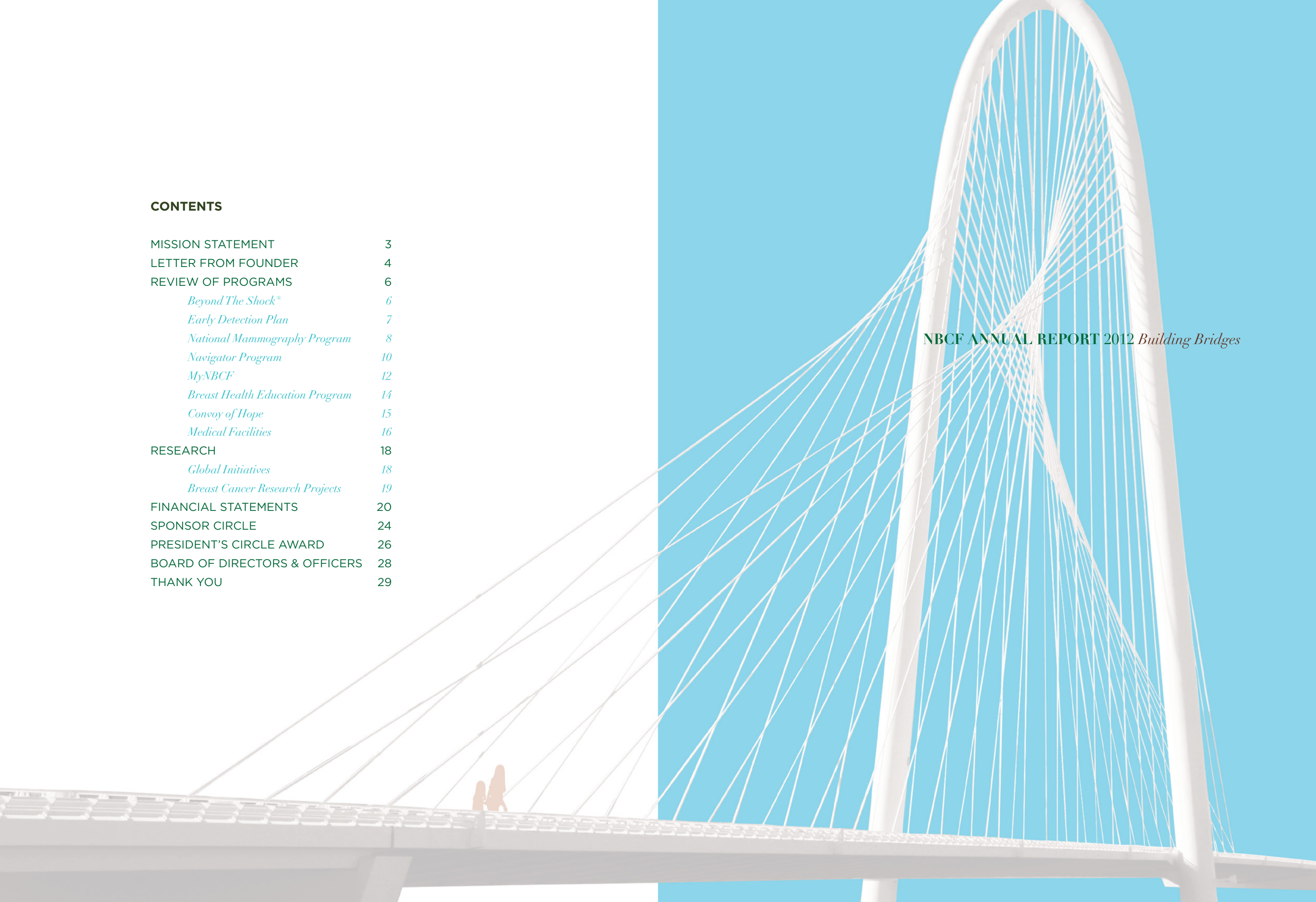
NATIONAL BREAST CANCER FOUNDATION, INC.®



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**NBCF ANNUAL REPORT 2012** *Building Bridges*





# *MISSION*

National Breast Cancer Foundation's mission is to save lives through early detection and to provide mammograms for those in need. Our mission includes increasing awareness through education, providing diagnostic breast care services for those in need, and providing nurturing support services.

# *VISION*

The vision of NBCF is to be a God-honoring charity serving those who may be affected by breast cancer. We strive to help the helpless and give hope to those without hope.

# *VALUES*

Our core values are compassion, integrity, and wisdom. Compassion for those with whom we interact. Integrity in what we say and how we fulfill our commitments. Wisdom, knowledge, and understanding in our approach to addressing challenges and opportunities.

# LETTER FROM THE *FOUNDER*

*Bridge Builders*



## THE JOURNEY

The journey of surviving breast cancer may begin with one person, but that person never goes through the experience alone. Each one is linked to a network that may include family, friends and a medical team. A survivor once told me, "You either build walls around yourself or bridges into the lives of others."

After years of surviving breast cancer, people have asked me if I ever thought NBCF would grow into one of the most highly-respected breast cancer charities in America. My answer comes from clear vision and a core of passion from the heart

of NBCF to fulfill our mission to help people who are in need of our assistance. The answer is, "Yes, I have always passionately believed in our mission to save lives and fully anticipate continued growth, as we have had every year for several years."

Two and a half million survivors have broken down the walls of fear and hopelessness as many have reached out for the help that NBCF provides. Early detection opens the door for a more positive outcome of hope beyond breast cancer.

## THE HISTORY OF BRIDGE BUILDING

The vision of NBCF was born in my heart out of my experience with breast cancer 32 years ago. I saw a great need for uninsured women to have medical assistance — a need that has grown immensely since then.

I believe it was a vision instilled from God, which is why it never wavers. With my family strengthening me and my faith sustaining me, the walls of hopelessness in my life fell down, and together we began to build bridges into the lives of others. From its small beginnings, our family held together to overcome the tragedy in our own lives to create an organization that has now built bridges into the lives of millions of people, with the help of a dedicated and passionate team.

NBCF celebrates 21 years of existence this year. Everything about NBCF is designed for growth and expansion. Staff and consultants are carefully chosen to give the highest quality of skills and services to our constituents. We consistently scrutinize our infrastructure to stimulate and accommodate growth. Our partners have similar missions. Our values remain steadfast.

## PEOPLE BUILDERS

NBCF has been described by many as the bridge that connects people. Breast cancer is devastating to families, so NBCF fills in the gap, providing life-saving breast health care services through early detection. We have always connected relationships, whether it is with women we help, hospitals which we support, or sponsors who value our partnership. Caring sponsors support our efforts as we reach into hospitals in every state in the United States to assess hospital needs, provide services, and create breast cancer programs to help the needy.

## PEOPLE CROSSING

NBCF helps patients understand their healthcare options by providing mammograms and diagnostic services for those who can't afford them and educational resources. Our Early Detection Plan (EDP), available as an iPhone app, has become a life-saving reminder to women in America to incorporate early detection techniques into their lifestyles.

Beyond the Shock®, named the #1 Breast Cancer app on iTunes, delivers a cutting-edge online resource for those newly diagnosed with breast cancer.

NBCF's National Mammography Program (NMP) provides free mammograms and diagnostic services for uninsured women in all 50 states through our network of medical providers. Additionally, our Navigator Program helps navigate patients through their diagnosis of breast cancer.

Our Breast Health Education Program offers breast cancer community services through outreaches in a 50-state partnership tour with Convoy of Hope, which is known for its multi-faceted distribution of services such as food and clothing to hundreds of thousands of needy people.

We provide bridge funding for research that accelerates personalized cancer care years before institutionalized funding is available to medical facilities. Our global initiatives reach world-wide through our research and distribution of Beyond the Shock®, which delivers culturally-sensitive educational content that is currently translated into five languages.

As you peruse the NBCF Annual Report, take time to consider the effect of your support. Your donations help build bridges into the lives of women and their families all over the world, giving them help and hope for their future.

Thank you from NBCF!

*Janelle Hail*

# REVIEW OF *PROGRAMS*

## *Beyond The Shock® - A Bridge Around the Web and Around the World*

*Over* a million people around the world are diagnosed with breast cancer each year. That's why NBCF created Beyond The Shock® (BTS), an online guide to learn about the disease, ask questions and get answers, and hear real stories from survivors. BTS is translated into five languages: English, Spanish, Portuguese, Chinese Mandarin, and French, which represents 2.5 billion native speakers of these languages around the world.

This year, NBCF added a feature integrating BTS user-generated questions and answers with social media platforms like Facebook and Twitter. This feature allows those affected by breast cancer to expand their ability to get information and to share their journey and survivorship with their friends and family.

With over 1 million video views and 65K app downloads, BTS is now the #1 breast cancer app on iTunes. Visit [BeyondTheShock.com](http://BeyondTheShock.com) to learn more about this program.

## *Early Detection Plan - A Plan to Detect Breast Cancer Early*

*The* best way to survive breast cancer is to have a plan that helps you detect the disease in its earliest stages. The Early Detection Plan (EDP) helps remind women to perform routine breast self-exams and to schedule clinical breast exams and mammograms, depending on age and health history.

Also available for download as an iPhone app, this program sends texts, push notifications, and email reminders and will increase the chances of detecting breast cancer early. Our hope is that every woman in America will have and use the EDP, and we know that having an EDP will help save thousands of lives.



### BEYOND the SHOCK®

**1** MILLION VIDEO VIEWS  
**65** THOUSAND APP DOWNLOADS  
**#1** BREAST CANCER APP on ITUNES

### EDP APP

**TEXT / PUSH NOTIFICATIONS / EMAIL REMINDERS**  
*that can increase the chance of detecting breast cancer early.*

# REVIEW OF *PROGRAMS*

## *National Mammography Program - A Bridge to Survivorship*

**NBCF's** National Mammography Program (NMP) was created as a bridge between donors and sponsors who wish to help and the women that need assistance nationwide. Working with partner facilities in all 50 states, the NMP provides life-saving early detection services to women that would otherwise not be able to afford them. The bridge that was created grows stronger with each passing year - in fiscal year 2012, the NMP network included 94 facilities and provided over 25,000 free mammograms and breast diagnostic services.

NBCF is committed to the responsibility of maintaining and growing a successful program and ensuring that underserved women will be able to receive both early detection services and breast cancer treatment regardless of their ability to pay for services. NBCF requires that every NMP network partner has resources in place to provide a continuum of breast care services and treatment after an abnormal finding or diagnosis of breast cancer.

### A BRIDGE TO SURVIVORSHIP

NBCF's NMP demonstrates its success with every life that is saved. In May 2011, a 29-year-old woman in Connecticut noticed a lump on her breast. She was enrolled in school, had no insurance at the time, and was in dire need of help. She went to St. Vincent's Medical Center Breast Clinic, an NMP partner facility, to seek medical assistance. Through the NMP, this young woman received a free ultrasound and diagnostic mammogram that helped the physician to diagnose Stage 2 breast cancer. Fortunately, through early detection and necessary treatment, this young woman's life was saved.

#### 2012 NMP NETWORK

94

FACILITIES

25,681

FREE MAMMOGRAMS AND  
BREAST DIAGNOSTIC SERVICES

*“Over the past five years, our partnership with the National Breast Cancer Foundation has played a catalytic role in the development and expansion of our breast health and mammography program for underserved women. Since 2010 alone, we have more than tripled the number of uninsured women who are receiving life-saving mammograms and leveraged our National Breast Cancer Foundation funding to enlist additional funding partners in the cause.”*

- MARK NEWTON

*President & CEO of Swedish Covenant Hospital, Chicago, IL*



# REVIEW OF *PROGRAMS*

*Navigator Program - Help Across the Bridge*

*Sometimes*, underserved women need a guiding hand to help them cross the bridge that will lead them to breast cancer screenings and treatment. By funding patient navigation programs in medical facilities within our network, we are able to extend our hand to women in need. Patient navigation is a proactive approach to helping patients overcome the barriers of cost, fear, and misinformation surrounding breast cancer.

Navigators' goals are to increase the number of women educated about early detection programs and scheduled for screening mammograms and to decrease the percentage of women diagnosed with breast cancer that are lost to follow-up. Ultimately, navigators work to increase survivorship of women nationwide through early detection and diagnosis of breast cancer.

In 2012, NBCF supported 16 navigation programs and provided over 126,000 patient navigation services to women in need.

## AN OUTSTRETCHED HAND

In each facility, the impact of the Navigator Program resonates in the voices of women who have been helped. A patient recently diagnosed with breast cancer spoke of her experience with Shelly Rodriguez, a nurse navigator at an NBCF supported program in Kingman, AZ. She said that Shelly was there with her from diagnosis through treatment and was always there to answer any questions that she or her husband had.

"Shelly provides a valuable service to people like myself who are scared, nervous, and really don't know what to expect," the patient stated. "When you're going through something as difficult and life-changing as a breast cancer diagnosis, it's nice to have a truly caring and compassionate person by your side."

This is just one of the many people whose life has been made better because a navigator reached out her hand to help her across the bridge that led to breast cancer survivorship.

2012  
NAVIGATOR  
PROGRAM

16 NAVIGATION  
PROGRAMS SUPPORTED

126,218

PATIENT NAVIGATION  
SERVICES to WOMEN IN NEED

# REVIEW OF *PROGRAMS*

## *MyNBCF - Connecting Women to Women*

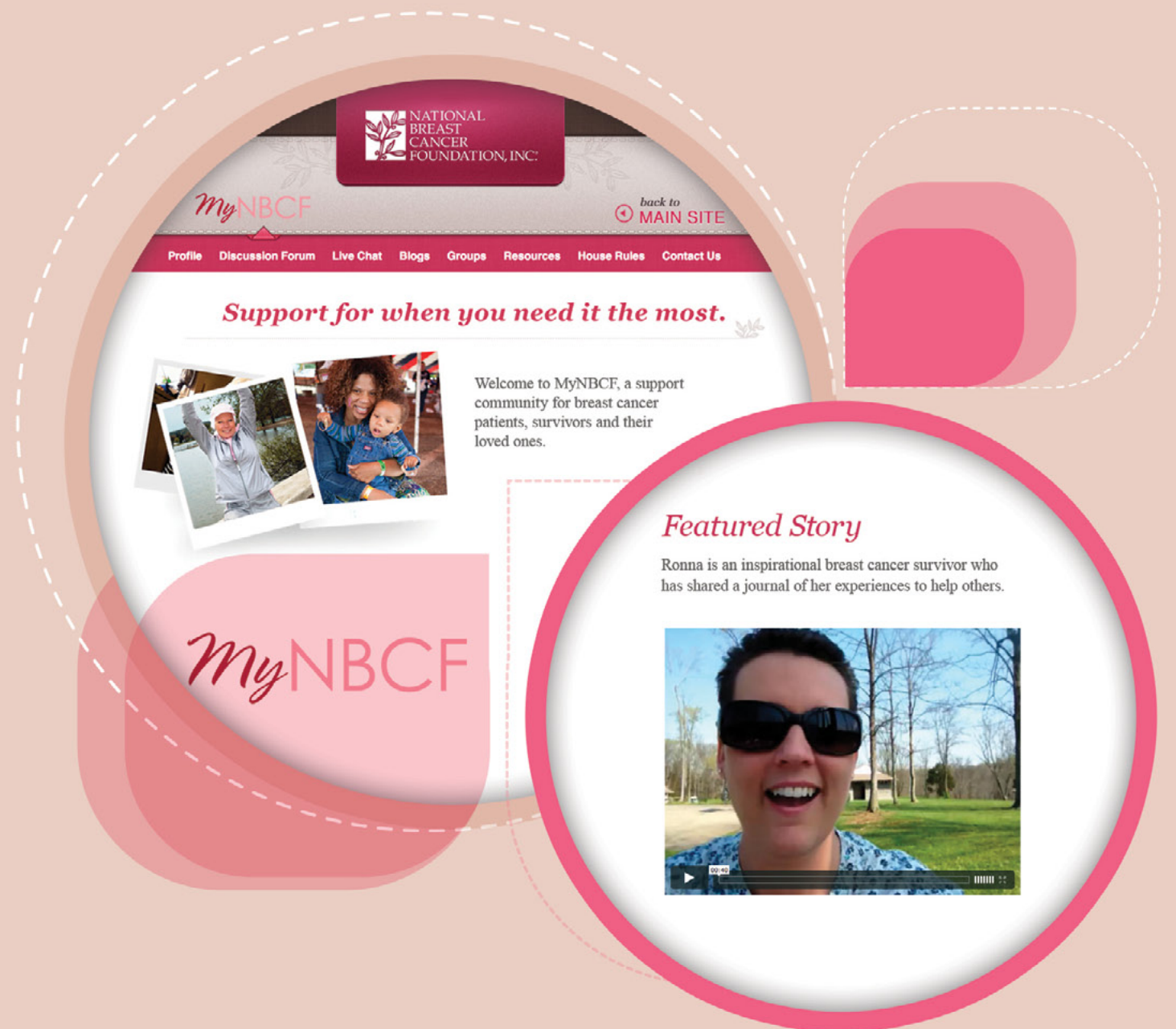
*MyNBCF* is an online support group for women facing a diagnosis of breast cancer, survivors, and their loved ones. NBCF created this community as an organic, self-sufficient group of women that could govern themselves and give feedback on what features they would like to include.

MyNBCF maintains a safe, private, and encouraging support group with peer-to-peer counseling related to breast cancer. MyNBCF provides online resources for women facing a diagnosis of breast cancer and allows women to engage in discussion forums, live chats, blogs, and groups.

### COMMENTS FROM MyNBCF USERS

*"It gave me a calming when I read the experiences of the ladies here on this site. I have a terrible case of the dreaded what-ifs, and this community helps me so very much. You have found a good place to come and ask your questions. Someone here will be able to give you the help you are looking for to help you make your decisions."*

*"This web site is a Godsend. I'm so glad its here to help us all to go through this journey. I always find something that I can use to carry me from day to day. Today I got so much from reading the feedback from my last post. My sisters in Pink, I not only feel like you guys understand, but are there riding through this journey with me, side by side."*



# COMMUNITY



# REVIEW OF *PROGRAMS*

## *Breast Health Education Program*

*NBCF* has recently created a Breast Health Education Program to provide breast cancer education and early detection services to women at community outreaches across the country. Through our new Breast Health Education Program, we are building bridges to reach more women in the community and to inform them about life-saving resources that are available in their area.

At outreach events, women are educated about the importance of early detection and trained how to effectively conduct breast self-exams. Additionally, local hospitals partner with NBCF to pre-qualify women for mammograms paid for by NBCF. Women are also given the opportunity to sign up for NBCF's Early Detection Plan and to learn about breast cancer on Beyond The Shock®. Women receive day planners in which they are reminded about performing breast self-exams and scheduling clinical breast exams and mammograms.

It is our hope that this program will allow us to build more bridges to reach out to women across the country and impact many more communities through early detection and increased survivorship.

## *Convoy of Hope - Building Bridges Across the Country*

*In* 2012, NBCF joined Convoy of Hope, a relief organization that offers free groceries, shoes, job and health fairs, and children's activities to those in need through community outreach events in all 50 states. By partnering with Convoy of Hope, NBCF has built a bridge into communities and is able to deliver its Breast Health Education Program to women across the country. At these outreaches, NBCF is able to provide breast cancer education and breast self-exam training, and pre-qualify women to receive free mammograms funded by NBCF at local partner hospitals.

"We're incredibly excited about the opportunity to bring these valuable and needed services to the female guests at our community outreaches," says Hal Donaldson, president of Convoy of Hope. "The leaders at NBCF share our values of cherishing life and honoring people."



# REVIEW OF *PROGRAMS*

## *Medical Facilities*

<b>ALABAMA</b>	Alabama Department of Public Health	<b>MONTANA</b>	Montana Cancer Control Programs
<b>ALASKA</b>	Alaska Department of Health		Northwest Healthcare, The Women's Center
	Providence Alaska Medical Center	<b>NEBRASKA</b>	The Nebraska Medical Center
<b>ARIZONA</b>	Kingman Regional Medical Center	<b>NEVADA</b>	Nevada Health Centers
	Mayo Clinic		St. Rose Dominican Hospitals, Barbara Greenspun WomensCare Center
<b>ARKANSAS</b>	Baptist Health Breast Center	<b>NEW HAMPSHIRE</b>	LRG Healthcare
	Baptist Health Foundation	<b>NEW JERSEY</b>	Hackensack University Medical Center Foundation
	University of Arkansas for Medical Sciences (UAMS), Winthrop P. Rockefeller Cancer Institute-UAMS Mammovan		New Jersey Department of Health
<b>CALIFORNIA</b>	Breast Cancer Connections	<b>NEW MEXICO</b>	University of New Mexico Hospitals
	Los Angeles Christian Health Centers	<b>NEW YORK</b>	American-Italian Cancer Foundation Mobile, No-Cost Breast Cancer Screening Program
	Mad River Community Hospital	<b>NORTH CAROLINA</b>	Duke University Medical Center
	Sharp Chula Vista Medical Center		Presbyterian Breast Center
	White Memorial Medical Center: Cecilia De La Hoya Cancer Center	<b>NORTH DAKOTA</b>	Sanford Roger Maris Cancer Center
<b>COLORADO</b>	McKee Breast Center	<b>OHIO</b>	Cleveland Clinic: The HOPE Program - Fairview Hospitals
<b>CONNECTICUT</b>	St. Vincent's Medical Center: Elizabeth Pfriem SWIM Center for Cancer Care		Cleveland Clinic: The HOPE Program - Lakewood Hospitals
<b>DELAWARE</b>	Bayhealth Foundation		Genesis HealthCare System
<b>D.C.</b>	Sibley Memorial Hospital Foundation		Mary Rutan Hospital
<b>FLORIDA</b>	Boca Raton Regional Hospital: Christine E. Lynn Women's Health & Wellness Institute		MetroHealth
	Jupiter Medical Center		OhioHealth Foundation
	Liga Contra el Cáncer/League Against Cancer		Southeastern Ohio Regional Medical Center
	Martin Memorial Diagnostic Center		TriHealth: Mary Jo Cropper Family Center for Breast Care
	Mayo Clinic		University Hospital Case Medical Center, Breen Breast Health Pavillion
<b>GEORGIA</b>	Good News Clinics	<b>OKLAHOMA</b>	OU Breast Institute
	St. Joseph's/Candler - Candler Hospital	<b>OREGON</b>	Adventist Medical Center
	University Breast Health Center	<b>PENNSYLVANIA</b>	Allegheny General Hospital
<b>HAWAII</b>	The Queen's Medical Center-Women's Health Center		Fox Chase Cancer Center
<b>IDAHO</b>	Saint Alphonsus Comprehensive Breast Care Center		Magee-Womens Foundation
<b>ILLINOIS</b>	Blessing Hospital		Thomas Jefferson University Hospital
	The Breast Care Center at St. Alexius Medical Center	<b>RHODE ISLAND</b>	Our Lady of Fatima Hospital: St. Joseph Health Services of RI
	Swedish Covenant Hospital	<b>SOUTH CAROLINA</b>	Pearlie Harris Center for Breast Health: Bon Secours St. Francis Health System
<b>IOWA</b>	John Stoddard Cancer Center	<b>SOUTH DAKOTA</b>	All Women Count! South Dakota Department of Health
<b>INDIANA</b>	Community Howard Regional Health		Sanford Clinic Breast Health Institute
	Indiana University Health, Methodist Cancer Program	<b>TENNESSEE</b>	University of Tennessee Medical Center Cancer Institute's Breast Health Outreach Program (BHOP)
	St. Vincent Indianapolis Hospital		Vanderbilt Medical Center
<b>KANSAS</b>	University of Kansas Cancer Medical Center	<b>TEXAS</b>	Breast Cancer Resource Centers of Texas
<b>KENTUCKY</b>	Comprehensive Breast Care Center: University of Kentucky Markey Cancer Center		Parkland Comprehensive Breast Center
	James Graham Brown Cancer Center		The University of Texas MD Anderson Cancer Center
<b>LOUISIANA</b>	LSUHSC School of Public Health: The Louisiana Breast & Cervical Health Program	<b>UTAH</b>	Huntsman Cancer Hospital (University of Utah Hospitals & Clinics)
<b>MAINE</b>	Maine Medical Center Cancer Institute	<b>VERMONT</b>	Comprehensive Breast Care Program at Brattleboro Memorial Hospital
<b>MARYLAND</b>	Johns Hopkins Sidney Kimmel Comprehensive Cancer Center		Springfield Hospital
<b>MASSACHUSETTS</b>	Massachusetts General Hospital	<b>VIRGINIA</b>	Alleghany Highlands Free Clinic
<b>MICHIGAN</b>	POH Regional Medical Center: McLaren - Oakland		Virginia Commonwealth University Medical Center
	Spectrum Health: Betty Ford Breast Care Services	<b>WASHINGTON</b>	Fred Hutchinson Cancer Research Center - Seattle Cancer Care Alliance
	St. John Hospital & Medical Center: Van Elslander Cancer Center - Liggett Breast Center	<b>WEST VIRGINIA</b>	United Hospital Center
<b>MINNESOTA</b>	Mayo Clinic	<b>WISCONSIN</b>	The Breast Cancer Program at Froedtert
<b>MISSISSIPPI</b>	Mississippi State Department of Health, Breast & Cervical Cancer Program	<b>WYOMING</b>	Wyoming Department of Health, Breast & Cervical Cancer Early Detection Program
<b>MISSOURI</b>	St. Anthony's Medical Center, Breast Imaging and Diagnostic Center		
	St. Luke's Hospital Breast Care Center		

# RESEARCH

*Global Initiatives - Building Bridges Worldwide*

*Since* 1991, NBCF has been dedicated to spreading the message of early detection throughout the United States. For the past twenty years, survival rates have increased in the U.S., and advancements in treatment and early detection have saved countless lives.

However, breast cancer is on the rise in Asia, Africa, and Europe. And, unlike the U.S., the survival rates are decreasing. At NBCF, we see a critical need to join hands with scientists, doctors, researchers, and advocates around the world, to join forces against this disease and make a global impact on the lives of women. We have much to offer other countries related to breast cancer awareness and how effective it can be, but we also desire to learn from doctors and scientists that are diagnosing and treating the disease so that we can share this knowledge.

That's why NBCF is partnering with collaborative organizations like Worldwide Innovative Networking (WIN) and The University of Texas MD Anderson's Global Academic Program (GAP). These global organizations strive to increase breakthroughs in early diagnostics and therapy by sharing knowledge and research discoveries with scientists, doctors, and researchers from all over the world. NBCF founder & CEO, Janelle Hail, is a founding board of director of WIN and serves on the Board of Visitors at The University of Texas MD Anderson.

## WORLDWIDE INNOVATIVE NETWORKING

Worldwide Innovative Networking in personalized cancer medicine (WIN), initiated by the Institut Gustave Roussy [France] and The University of Texas MD Anderson Cancer Center [USA], is a non-profit, non-governmental organization bringing together 22 cancer centers and industry partners from five continents to address the challenge of increasing the efficacy of cancer diagnostics and therapeutics.

## THE UNIVERSITY OF TEXAS MD ANDERSON GLOBAL ACADEMIC PROGRAMS

The mission of The University of Texas MD Anderson's Global Academic Programs (GAP) is to create a global collaborative network dedicated to basic, translational, clinical and population-based research, prevention, and education, to accelerate their mission of Making Cancer History®.

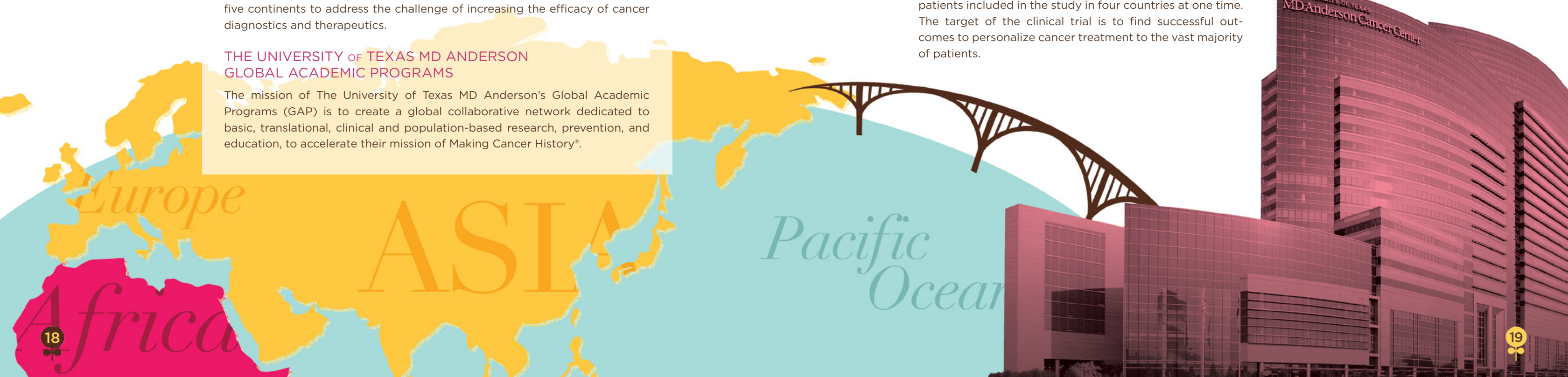
## Breast Cancer Research Projects

*NBCF* directs its research funding to advance breakthroughs in early detection and therapy. Funding is provided to The University of Texas MD Anderson Cancer Center, Cleveland Clinic, and WIN for research efforts focused on targeted therapy for breast cancer initiating cells, therapeutic and preventative drugs for breast cancer, and the first clinical trial offering a choice of therapy guided by biology to the majority of patients included in the study. Their goals are to identify and personalize cancer treatment to offer hope and healing to the countless women diagnosed each year.

Researchers have found that gene therapy delivered directly to a particularly stubborn type of breast cancer cell caused the cell to self-destruct, lowered the chance of recurrence, and helped increase the effectiveness of some types of chemotherapy. The ultimate goal of the study on gene therapy is to develop an effective vaccine which will serve as an ideal therapeutic without the taxing side effects of chemotherapy and radiation.

In the first year of the study on breast cancer initiating cells (BCICs), substantial preliminary data was accumulated for targeted therapy for these types of cells. The goal of targeted therapy is based on finding how BCICs can resist drug treatment, thus enabling researchers to develop clinical trials to suppress these cells. The success of this study could provide knowledge that will lead to effective strategies for cancer treatment.

NBCF participated in the launch of an original and academic clinical and international clinical trial offering a choice of therapy guided by biology to the majority of patients included in the study in four countries at one time. The target of the clinical trial is to find successful outcomes to personalize cancer treatment to the vast majority of patients.



# FINANCIAL STATEMENTS

*Growing and Crossing Bridges*

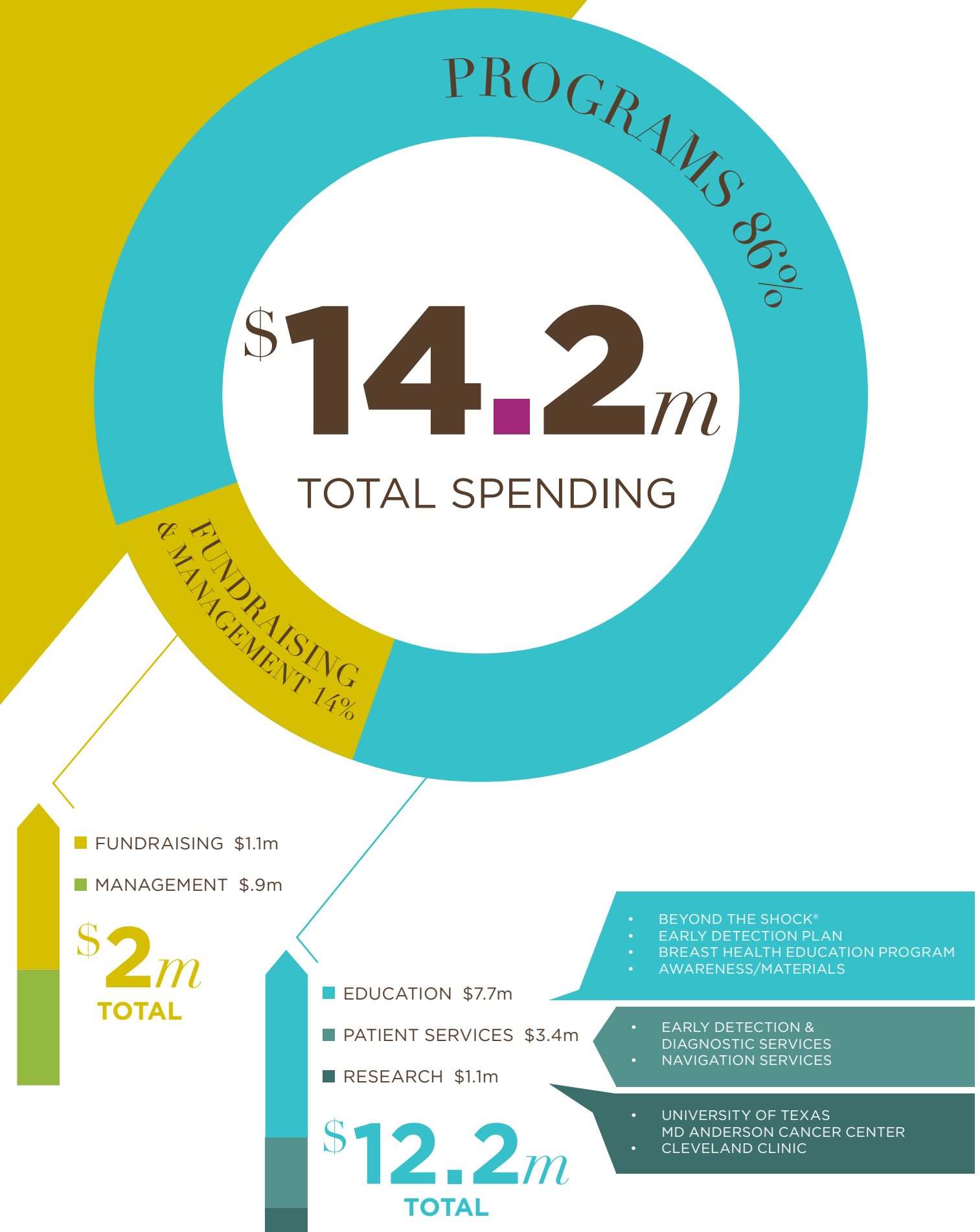
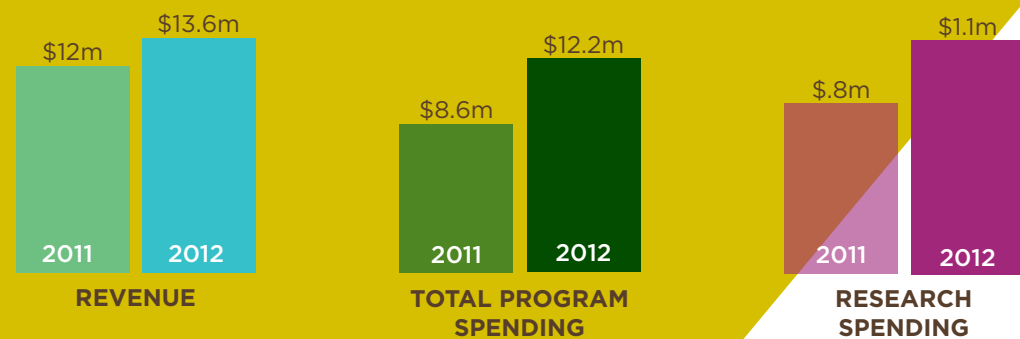
*We* are excited about the growth we experienced during this past year. Our capacity has expanded to prepare us for more challenges and create new opportunities, thanks in part to the wonderful support from our leaders, partners and advocates. Our collective efforts allow us to report a revenue increase of 13% since 2011, achieving our highest level of annual revenue of \$13.6 million.

As we always strive to distribute our resources in the most efficient and effective manner, we were able to increase our allocation of program expenditures to 86% of total spending. Through expanded developments and additional campaigns, our constituency reach has increased by 100% since last year.

Our affiliation with Convoy of Hope has proven to be very successful in reaching underserved women with our Breast Health Education Program in communities all over the United States. The outreaches have only expanded our reach as we have committed ourselves to the 50 State Tour through 2013.

Research spending increased by 38% as we funded more projects around targeted therapy for breast cancer initiating cells, as well as studies to develop effective vaccines which will serve as an ideal therapeutic without the taxing side effects of chemotherapy and radiation.

Your trust and confidence in our ability to provide essential services to women is not taken lightly. The generosity and passion you show us every day in support of what we are trying to accomplish helps drive us to provide the best services we can offer with the funds you have so graciously entrusted to us. We consider ourselves ambassadors for women everywhere – survivors and all those touched by this disease. Together we can bring help for today and hope for tomorrow.



# FINANCIAL STATEMENTS

## Statement of Financial Position (in thousands)

As of June 30,	2012	2011
<b>ASSETS</b>		
Cash and Investments	\$7,469	\$7,729
Royalties Receivable	476	737
Property and Equipment	855	259
Other Assets	851	608
<b>TOTAL ASSETS</b>	<b>\$9,651</b>	<b>\$9,333</b>
<b>LIABILITIES</b>		
Accounts Payable	\$618	\$100
Promise to Give Others	400	-
<b>TOTAL LIABILITIES</b>	<b>\$1,018</b>	<b>\$100</b>
<b>NET ASSETS</b>		
Unrestricted	\$8,413	\$9,233
Temporarily Restricted	220	-
<b>TOTAL NET ASSETS</b>	<b>\$8,633</b>	<b>\$9,233</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$9,651</b>	<b>\$9,333</b>

## Statement of Activities (in thousands)

For the year ending June 30,	2012	2011
<b>REVENUE</b>		
Contributions and Royalties - Unrestricted	\$13,174	\$11,732
Contributions and Royalties - Temporarily Restricted	220	-
Investment Income and Gains/(Losses)	174	283
<b>TOTAL REVENUE</b>	<b>\$13,568</b>	<b>\$12,015</b>
<b>EXPENSES</b>		
Program Services	\$12,182	8,642
Management and Administrative	931	728
Fund Raising	1,055	1,029
<b>TOTAL EXPENSES</b>	<b>\$14,168</b>	<b>\$10,399</b>
<b>CHANGE IN NET ASSETS</b>	<b>(\$600)</b>	<b>\$1,616</b>

## Statement of Cash Flows (in thousands)

For the year ending June 30,	2012	2011
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Change in Net Assets	(\$600)	\$1,616
<i>Adjustments:</i>		
Depreciation and Amortization	122	164
Investment (Gain) Loss	13	(94)
(Increase) Decrease in Prepaid Expense & Receivables	19	433
Increase (Decrease) in Payables & Other Liabilities	720	1
<b>NET CASH PROVIDED BY OPERATING ACTIVITIES</b>	<b>\$274</b>	<b>\$2,120</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Proceeds from Investments	\$2,250	\$3,101
Purchases of Investments, Property and Equipment	(1,661)	(5,532)
<b>NET CASH PROVIDED BY (USED IN) INVESTING ACTIVITIES</b>	<b>\$589</b>	<b>(\$2,431)</b>
Net Increase (Decrease) in Cash and Cash Equivalents	\$863	(\$311)
Cash and Cash Equivalents at Beginning of Year	234	545
<b>CASH AND CASH EQUIVALENTS AT END OF YEAR</b>	<b>\$1,097</b>	<b>\$234</b>

## SUPPLEMENTAL DISCLOSURES:

Cash Paid for Interest	-	\$2
Acquisition of Property & Equipment through Operating Lease	\$212	-

# SPONSOR CIRCLE

## Major Benefactors \*\$1,000,000+

Ace Cash Express and NetSpend  
Carl's Jr. and Hardee's Restaurants  
CharityUSA.com  
The Dannon Company, Inc.  
Gannett Video Enterprises  
The Procter & Gamble Co.

\*Accumulative over 3 consecutive years

## President's Circle \$1,000,000+

Gannett Video Enterprises

## Diamond Level \$500,000+

The Dannon Company, Inc.  
Parade Magazine  
The Procter & Gamble Co.

## Emerald Level \$250,000+

ACE Cash Express and NetSpend  
CharityUSA.com  
Dick's Sporting Goods, Inc. and Foundation  
Healthy Advice Networks

## Platinum Level \$100,000+

Badia Spices, Inc.  
Columbia Sportswear Co.  
Del Frisco's Restaurant Group  
Ghirardelli Chocolate Co.  
Giovanni Cosmetics, Inc.  
Harland Clarke Corp.  
The Hillman Group, Inc.  
Hungry Howie's Pizza  
J. Lohr Vineyards & Wines  
Mrs. Mary C. Jorgenson Estate  
Knouse Foods  
Medline Industries, Inc.  
Morton Salt, Inc.  
Process Pink Payments  
Security Equipment Corp.

## Gold Level \$50,000+

100, LLC  
Ritter Sport Chocolates  
Chem-Dry  
HanesBrands, Inc.  
Kraft Foods Global, Inc.  
MagLite® Flashlights  
Marc Jacobs International, LLC  
Mush for a Cure  
ONEHOPE Wine  
Oven Bits  
Rediform, Inc.  
Warner Music Group  
The Yankee Candle Company, Inc.  
Ms. Barbara M. Zanin

## Silver Level \$25,000+

ACCO Brands, USA, LLC  
Adidas  
Mr. Gerald L. Alpaugh Estate  
American Golf Foundation  
Apio, Inc.  
At the Beach, Inc.  
The Concorde Collection  
Domaine Chandon  
Edible Arrangements International, Inc.  
Gina Group  
Global New Beginnings, Inc.  
Honey Dew Associates, Inc.  
Hyper Pet  
Icon Eyewear  
Jamba Juice  
Janome America  
Lifetime Brands, Inc.  
MALLORY USA, Inc.  
The Original Gourmet Food Co.  
Pactiv Corporation/Hefty  
SG Footwear/Messer Group, Inc.  
Sunbelt Snacks & Cereals  
Sunny Marketing Systems, Inc.  
The Walking Company  
Wexco Industries

## Bronze Level \$10,000+

Aames Plumbing & Heating, Inc.  
Alegria by PG Lite  
American Greetings Corporation  
Atlantic Coast Media Group, LLC  
Mr. Brett Beebe  
The Beistle Company  
Bubba Brands, Inc.  
California Giant Berry Farms  
Calvin Klein, Inc.  
Clarks Landing Marine Group  
Cleaner's Supply  
Cleveland Browns Football Company, LLC  
Coastal Contacts, Inc.  
Crabtree & Evelyn, Ltd.  
Custom Direct, LLC  
The Dannon Company Employees  
eQuilter.com  
FansEdge, Inc.  
FGX International  
Getinge USA  
Mr. George Jones  
Latinas Hat Society  
Mr. Rawson Livezey  
Nurtur, LLC DBA Aveda Institute  
Elmer T. Palm Trust  
Potandon Produce, LLC  
Scentsy, Inc.  
Select-A-Vision  
Sevenly, LLC  
June L. Silva Trust  
Lush Life Productions, Inc.  
Ms. Dena Stein  
USA Team Spirit  
Viking Range Corporation & Viking Culinary Arts Center  
Wrights  
The Yankee Candle Co. - Employees

# *PRESIDENT'S* CIRCLE GANNETT



*“Gannett is proud to partner with NBCF to raise awareness as the search for a cure continues.”*

- GRACIA MARTORE  
*Gannett President & CEO*

*Since* 2008, Gannett has donated nearly \$6 million to NBCF's mission to save lives. They have informed and inspired women diagnosed with breast cancer, provided the ease and accessibility to connect them with other survivors, and have been a catalyst for the conversations that are making a difference every day for those affected by this disease.

Most importantly, Gannett's partnership has helped NBCF spread the message of early detection by engaging a wide range of key audiences across Gannett's extensive multi-media network - from its local television stations and websites to national brands such as USA TODAY, as well as digital sites, including USATODAY.com and Nurse.com.

“NBCF has worked tirelessly to share its life-saving message about the importance of early detection of breast cancer with consumers across the United States,” said Gracia Martore, Gannett's President & CEO. “Gannett is proud to partner with NBCF to raise awareness as the search for a cure continues.”

NBCF congratulates Gannett for joining its President's Circle. This partnership is essential to us as we continue to tell women across America how important it is to detect breast cancer early.

# BOARD *of* DIRECTORS & OFFICERS

## Board of Directors

JANELLE HAIL	Chairman of the Board
RONALD BROOKS	Treasurer
MYRA BROWN	Secretary
STEVE ENGLE, MHA	Director
GABI BARBARENA	Director
LANCE HAMILTON	Director

## National Breast Cancer Foundation Officers

JANELLE HAIL	Chief Executive Officer/Founder
KEVIN HAIL	Chief Operating Officer
JOHN REECE	Chief Financial Officer/Chief Strategy Officer

*“We need the symbol of the bridge to feel just how powerful it is for us to be able to get from where we are to where we’re going.”*

- DR. EBOO PATEL

*In* reflection, we are grateful for those who have partnered with NBCF this last year to build bridges that are connecting people with help and hope. As we look to the future, our sponsors, fundraisers, supporters, donors, medical and research facilities are the bridge builders and these bridges are creating a strong foundation for the continued success of our outreach programs for the community.

We're aware that the gifts that our partners give are freely given and our admiration is immense. Gratitude longs to express itself. We want people who have helped us, encouraged us, or given to us, to know that we are appreciative of what they have done, and how much their generosity, their expertise, and their very presence has meant to us.

# THANK YOU





NATIONAL  
BREAST  
CANCER  
FOUNDATION, INC.®

*“The journey of surviving  
breast cancer may begin with one person,  
but that person never goes through  
the experience alone.”*

- JANELLE HAIL  
NBCF Founder & CEO

