

# NBCF

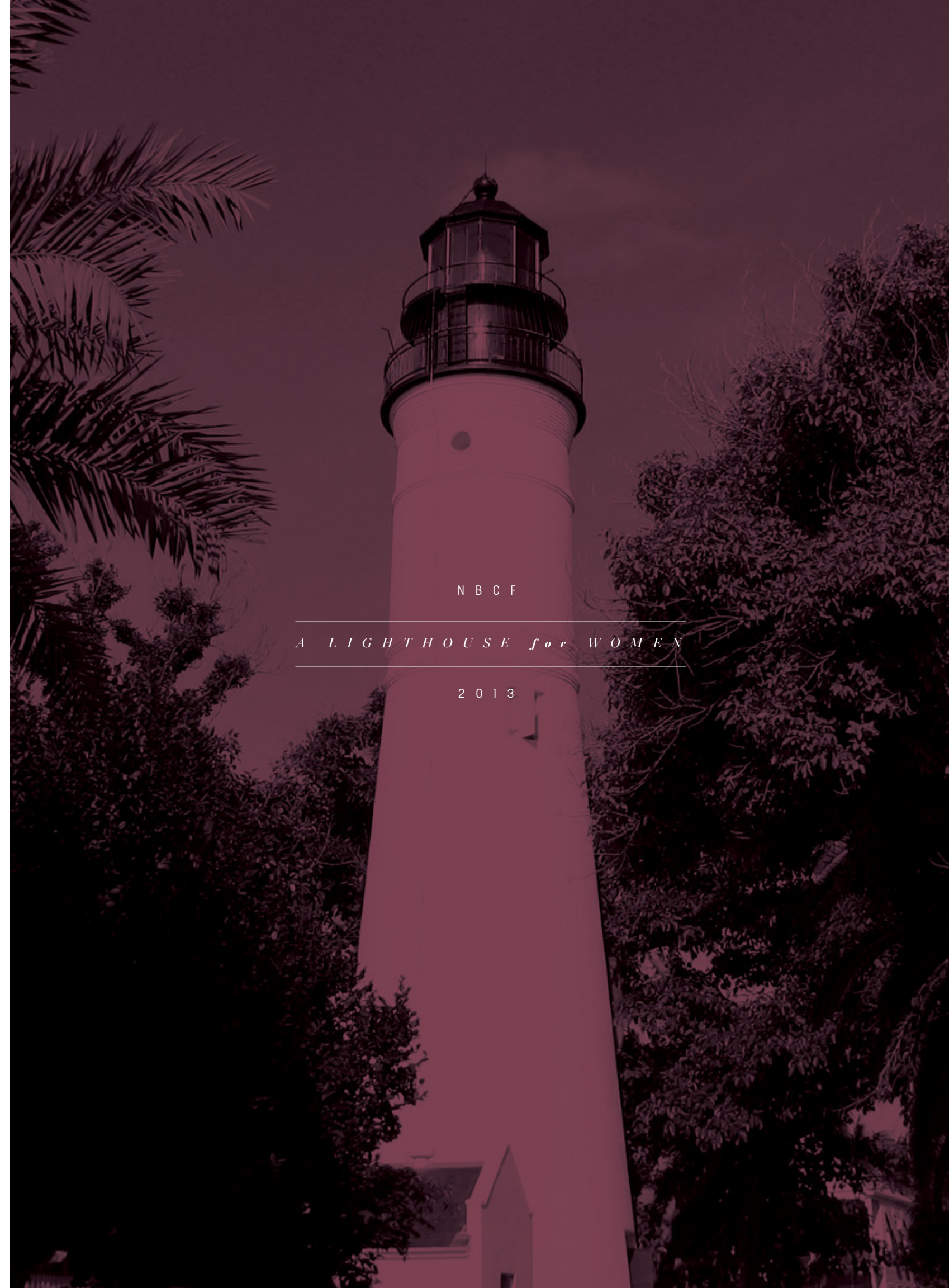
2013 ANNUAL REPORT





“*MAN MUST BEHAVE LIKE A LIGHTHOUSE;  
HE MUST SHINE DAY AND NIGHT FOR THE GOODNESS  
OF EVERYMAN.*”

MEHMET MURAT ILDAN



N B C F

*A LIGHTHOUSE f o r W O M E N*

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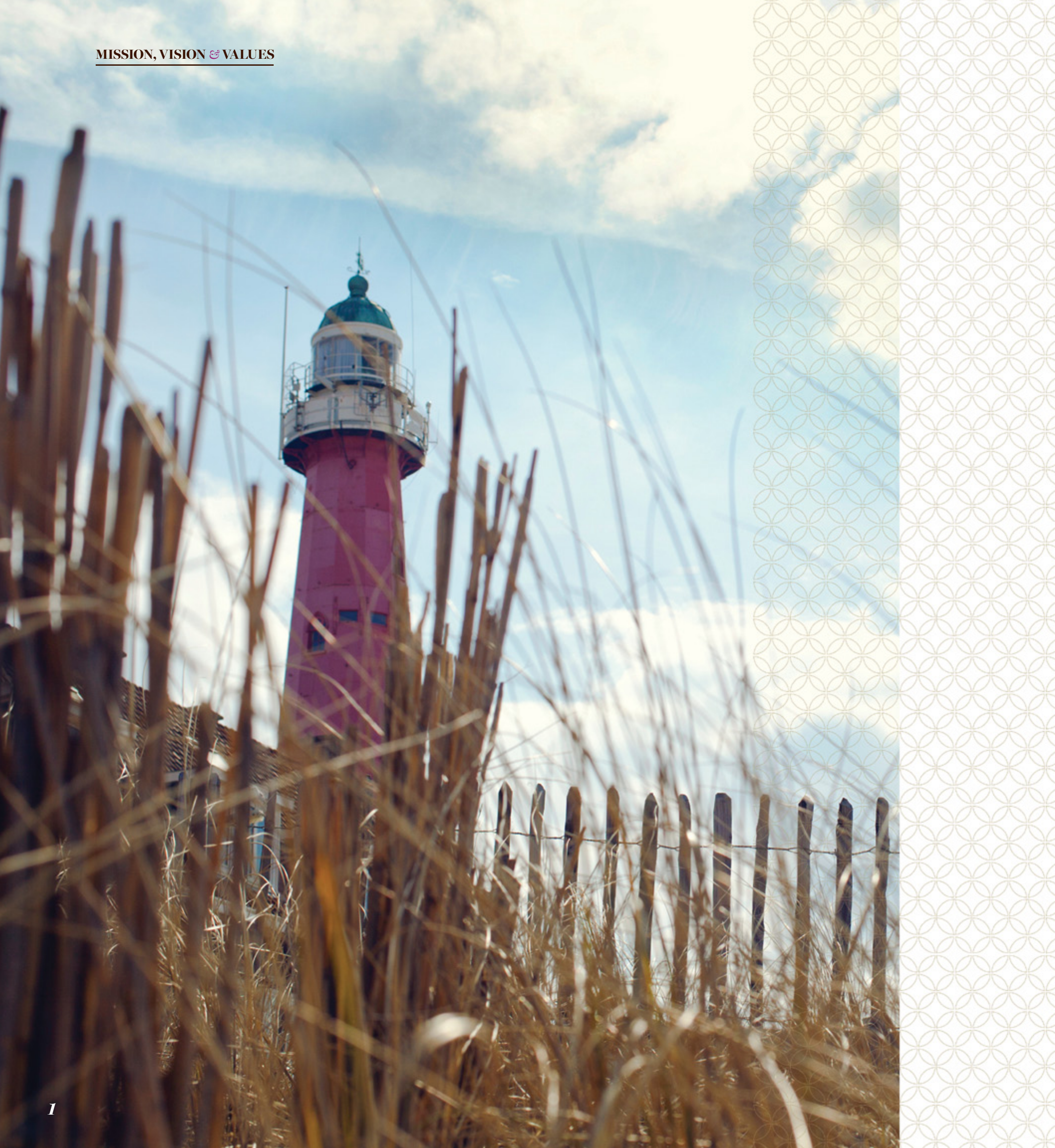
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CIRCLE



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DIRECTORS  
AND OFFICERS







The 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.

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.

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.



# the LAND NEVER FORGOTTEN



JANELLE HAIL  
FOUNDER and CEO

Thirty miles off the coast of Cape Cod, Massachusetts, lies a 14-mile stretch of land that formed into an island 5,000 years ago as it was cut off from the mainland by a glacier. The island of Nantucket became a converging point where land met sea and tied to the far reaches of the world. The quest for oil drew a melting pot of people in the 1800's as Nantucket, a migration point for whales, became the whaling capitol for world commerce.

Sankaty Head Lighthouse, the oldest lighthouse on the island, guided travelers of commerce and those with an entrepreneurial spirit from all over the world. Without that lighthouse, ships would have wrecked, courses would have been miscalculated, and industry would not have advanced.

### NBCF, THE LIGHTHOUSE ON A HILL

The National Breast Cancer Foundation (NBCF) has become a beacon of light to millions of women converging to a place in history where breast cancer has affected one in eight women. NBCF is a place where women can go for answers to escape from a deadly disease that destroys precious lives and threatens to rip families apart.

“Never has there been so much unearthed optimism and ability to guide women toward a future of living healthy lives.”

Our *National Mammography Program* provides funding in all fifty states through our network of hospitals for women who cannot afford mammograms and diagnostic services. We also support 12 mammography units and 22 *Patient Navigation* programs across the nation, all of which save lives and give hope to the hopeless.

NBCF's educational resources continue to give every woman the opportunity to form her own *Early Detection Plan* with monthly reminders to schedule mammograms, clinical exams and breast self-exams. With the *Early Detection Plan*, an army of over 2 million survivors will have a beacon of hope that may save their lives.

Our mass of volunteers has been activated through community outreaches in a 50-state partnership with Convoy of Hope, a disaster relief organization. NBCF distributes educational materials and offers free services to needy women.

Through NBCF's worldwide beams of light, we partner with some of the finest scientists and researchers in the world. We provide breakthrough research funding for The University of Texas MD Anderson Cancer Center, which is ranked No. 1 best hospital for cancer care by *U.S. News & World Report*. NBCF has also broken new ground with Worldwide Innovative Network of personalized cancer by being an original funder of a breakthrough clinical trial that matches tumor biology and therapeutics in individual patients.

NBCF enters 2014 with hopes of finding a cure for breast cancer through targeted research funding. Never has there been so much unearthed optimism and ability to guide women toward a future of living healthy lives.

### NANTUCKET TRANSFORMED

Over the years, Nantucket transformed itself as industry changed, and the Industrial Revolution required new ways of finding oil resources. At first, deep depression set in on the people of Nantucket, and they feared that they would die on their tiny island. But, they reinvented themselves, and the town became a tourist destination. Out of this colony emerged some of the greatest literary minds and inventors of all time. Ralph Waldo Emerson, Henry David Thoreau, and

Herman Melville, who was inspired to write *Moby-Dick*, were among the many famous lecturers in the Nantucket Antheneum. Lucretia Coffin Mott empowered women with her courageous message opposing slave labor. Walter Folger, a self-taught mathematician, scientist, and astronomer, invented the Folger Clock, an astronomical clock that continually directed travelers through treacherous waters. Captain Christopher Burdick was the first man to chart the last continent on earth, Antarctica. Charles Henry Webb, journalist and publisher, helped launch the career of Mark Twain, a then unknown writer. James Folger went to the West and started a famous coffee business for miners. Before the reign of Donald Trump, Rolan Massey became a real estate tycoon, purchasing property throughout Manhattan.

People spoke of Nantucket as what America would be if winnowed down to 50 square miles. Inventors, literary geniuses, astronomers, artists, bellwether for conservationists, fishermen, refugees from religious persecution—a curious blend of talented people emerged out of Nantucket, a place which Herman Melville called, “An elbow of sand, a beach without a background.”

### NBCF'S FUTURE

There are organizations larger than NBCF, but none with a greater core of vision to send light across the nation and around the world. Our intention to save lives is deliberate and our strategy tireless. In a nation facing uncertainty, NBCF is a lighthouse of safety and surety—a place where communities can thrive and people can renew and reinvent their lives and future. Behind the unfaltering vision is an army of sponsors who believe that women should have a right to live, hospitals that will go to any length to help the hopeless, and volunteers who will fight for the rights of all women. Whatever the future of our nation holds, NBCF will continue to enlighten and guide, always remaining steady with the way we manage our finances and execute our programs. Thanks to all who are an intricate part of our success! The lives saved are the hope for our future. What greatness awaits our country!

*Janelle Hail*

# Beyond The Shock®

MAKING AN IMPACT WITH HARLEY-DAVIDSON



This past year, Harley Davidson sponsored *Beyond The Shock (BTS)* to promote the importance of early detection and education about breast cancer. Harley-Davidson produced four *BTS* "Hear Now" stories that highlighted the impact of *Beyond The Shock* and promoted the program to its customers and constituents. Since this partnership began, *Beyond The Shock* has had 1.2 million more views and now hosts over 10,000 users.

#1 BREAST CANCER APP IN ITUNES FOR 2012-2013

10,382

TOTAL USER ACCOUNTS

2,024,334

TOTAL PAGE VIEWS

2,184,180

TOTAL VIDEO PLAYS



Helping women fight breast cancer now

The best way to fight breast cancer is to have a plan that helps women detect the disease in its early stages. Our *Early Detection Plan (EDP)* allows women to create a plan that sends reminders to do breast self-exams and schedule clinical breast exams and mammograms based on age and health history. As part of Breast Cancer Awareness Month 2012, we partnered with P&G and several other sponsors for a large-scale *EDP* promotional campaign that resulted in over 60,000 app downloads. Our goal is to have 100,000 *EDP* users by December 2014.



Available for iPhone and Android phones.





# National Mammography Program (NMP)

We partner with medical facilities across the country to support our mission by providing free mammograms and diagnostic breast care services to underserved women. The *National Mammography Program* requires that medical facilities within our network have the capacity to continue treatment after an abnormal finding or diagnosis of breast cancer.

81 NUMBER of FACILITIES IN THE U.S.

25,863

FREE MAMMOGRAMS & BREAST DIAGNOSTIC SERVICES 2012-2013

“The NMP has played a major role in our community by providing screening mammograms to women who would otherwise not have been able to obtain them. The NMP has been a real life saver.”

GARY WHITMAN, M.D.  
MOBILE MAMMOGRAPHY MEDICAL DIRECTOR  
THE UNIVERSITY OF TEXAS MD ANDERSON CANCER CENTER



12 MOBILE MAMMOGRAPHY UNITS Supported by NBCF

129,174

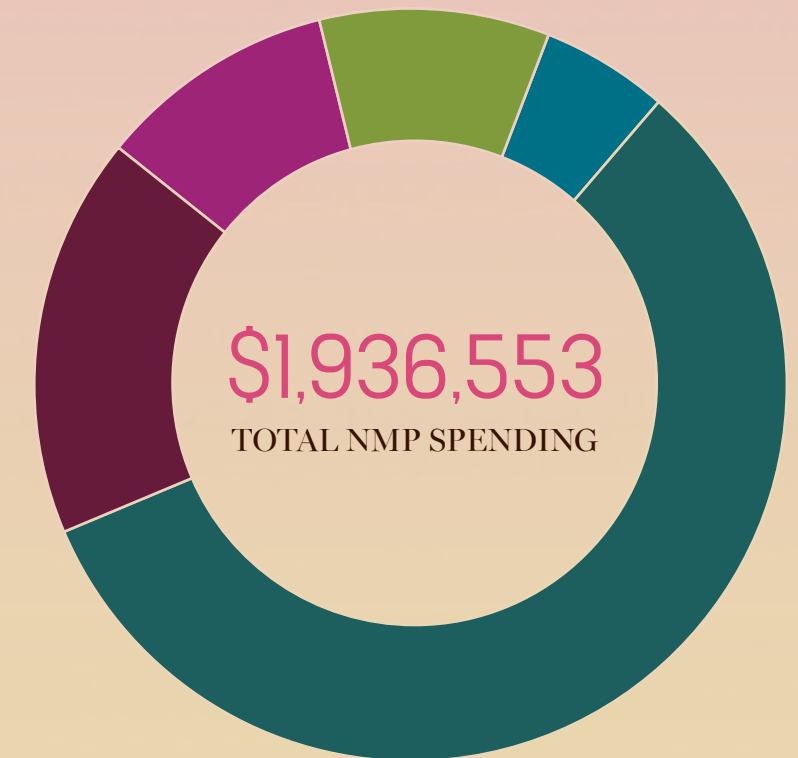
NUMBER OF SCREENINGS PROVIDED BY THESE UNITS



MOBILE MAMMOGRAPHY UNITS  
The Dana-Farber Cancer Institute Mobile Mammography Unit is able to provide services to at least 550 women in Boston, Massachusetts community health centers.

## NMP Services

- 57% SCREENING 14,740
- 18% DIAGNOSTIC 4,629
- 10% CLINICAL BREAST EXAMS 2,722
- 10% ULTRASOUND 2,486
- 5% COMPUTER AIDED DIAGNOSTIC 1,286







# Navigator Program

NURSES GUIDING THE WAY

While NBCF provides free breast care services through its *National Mammography Program (NMP)*, sometimes the underserved are unaware that the program even exists. Through the NBCF *Patient Navigator Program* at medical facilities within our network, NBCF is able to promote the NMP to those who need it most. The NBCF *Patient Navigator Program* is a proactive approach to help patients overcome the barriers of cost, fear, and misinformation surrounding a disease and its prevention. By helping underserved women to navigate the healthcare system, navigators provide the vision that gives them hope.

The role of economic and racial disparities is one of the biggest challenges facing breast cancer patients today. Women of African-American and Latina descent have a much higher mortality rate of breast cancer. Studies have shown that this is a result of socio-economic barriers and the lack of access to quality healthcare. The role of patient navigation is to eliminate these barriers. NBCF currently supports patient navigation programs in 22 hospitals across the country. Our funding is directed to the salaries and program expenses of trained, qualified *Patient Navigators* in non-profit hospitals that treat uninsured, low income patients.

“A key component of this comprehensive care is the patient navigator program, which provides patients with the guidance, resources and comfort they need from diagnosis through treatment and into recovery and survivorship.”

PABLO VELEZ, PHD, RN,  
CHIEF EXECUTIVE OFFICER  
SHARP CHULA VISTA MEDICAL CENTER

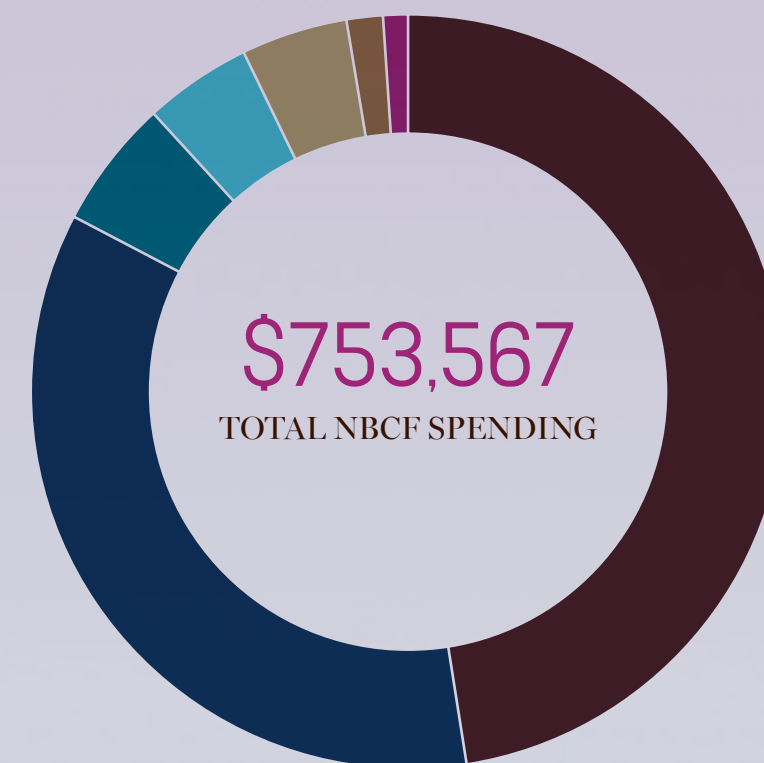
AN NBCF PATIENT NAVIGATOR HAS THE FOLLOWING DUTIES:

- Educating underserved women about the importance of screenings.
- Eliminating barriers of financing, transportation, childcare, and language to women receiving screenings.
- Answering questions about a diagnosis of breast cancer.
- Ensuring the patient keeps treatment appointments regardless of barriers.
- Following-up with survivors.

We hope to grow the *Patient Navigation* program from 22 funded *Patient Navigators* to 30 in 2014. It is the ultimate goal of NBCF to have *Patient Navigators* in all 50 states.

## NBCF Services

■ 47.5%	OUTREACH 47,374
■ 35.5%	MAMMOGRAMS 35,417
■ 5.5%	BIOPSY/WORK-UP 5,456
■ 4.5%	ABNORMAL RESULTS 4,555
■ 4.5%	SURVIVORSHIP/FOLLOW-UP 4,454
■ 1.5%	DIAGNOSIS 1,483
■ 1%	TREATMENT 1,043



22 Patient Navigation Programs

99,782

PATIENT NAVIGATION SERVICES TO WOMEN IN NEED

15 days TIME BETWEEN SCREENING & DIAGNOSTIC FOLLOW-UP

Parkland Hospital's Navigator Program was started by NBCF in July 2012 and has eliminated a language barrier and decreased the time between screening and diagnostic follow-up from 109 days to 15 days.

“I really thought that when bad things happened, no one would help. I lost my job and can't get re-hired. But I got my mammogram today and I feel like a whole woman. I feel like someone cares what happens to me.”

DUKE UNIVERSITY PATIENT



## Breast Health Education

Convoy of Hope was founded in 1994 and has served more than 55 million people through international children's feeding initiatives, community outreaches, disaster response, and partner resourcing. Each year in the United States, Convoy of Hope holds up to 50 community outreaches with the help of thousands of volunteers who serve tens of thousands of guests. At each outreach free groceries, job and health fairs, and activities for children are provided.

In 2013, NBCF partnered with Convoy of Hope at six community outreaches. At each outreach, NBCF staff and volunteers helped women sign up for *Early Detection Plans*, educated them about the importance of early detection, and pre-qualified patients for screenings at local hospitals. In many of the outreaches, NBCF provided free screening mammograms for the uninsured through its *NMP* medical facilities.

*Convoy of Hope is a 501(c)3 faith-based nonprofit.*



**6** NUMBER of OUTREACH EVENTS ACROSS THE UNITED STATES with CONVOY of HOPE

**379** COH/NBCF VOLUNTEERS

**3,121** EARLY DETECTION PLAN SIGN-UPS

**4,182** WOMEN SERVED

**285** WOMEN PRE-QUALIFIED FOR MAMMOGRAMS

## Pink Ribbon Red Ribbon® Initiative

Pink Ribbon Red Ribbon® builds on existing healthcare programs to integrate cervical cancer prevention—including increased access to HPV vaccinations, screenings, and treatment, as well as breast and cervical cancer education in sub-Saharan Africa and Latin America. The primary goal of the partnership is to reduce deaths from these growing women's cancers in developing nations.

Women in developing nations are often uncomfortable and unable to seek and access testing and treatment for cervical and breast cancers due to the stigma that is often associated with these diseases. In sub-Saharan Africa and Latin America, these cancers are two of the leading causes of cancer death in women, making it a priority to develop opportunities for women to receive the care they need. Pink Ribbon Red Ribbon is attempting to fill that gap by building on the President's Emergency Plan for AIDS Relief platforms, infrastructure and resources.

In July 2012, NBCF representatives travelled with President George W. Bush and Mrs. Laura Bush to Zambia and Botswana. Through this partnership, NBCF has committed support to create and fund a full-time National Health Promotion Manager position to expand access to breast cancer education, promote advocacy and increase awareness of breast cancer for women in Zambia.



KEVIN HAIL (NBCF CHIEF OPERATIONS OFFICER), AMANDA HAIL, PRESIDENT GEORGE W. BUSH, MRS. LAURA BUSH, DOUGLAS FEIL (NBCF VP OF PROGRAMS) IN KABWE, ZAMBIA

“These cancers are two of the leading causes of cancer death in women, making it a priority to develop opportunities for women to receive the care they need. Pink Ribbon Red Ribbon is attempting to fill that gap.”





## MEDICAL FACILITIES

### ALABAMA

MONTGOMERY - *Alabama Department of Public Health*

### ALASKA

ANCHORAGE - *Alaska Department of Health*

### ARIZONA

KINGMAN - *Kingman Regional Medical Center*

### ARKANSAS

LITTLE ROCK - *University of Arkansas for Medical Sciences/  
Winthrop P. Rockefeller Cancer Institute*  
NORTH LITTLE ROCK - *Baptist Health Breast Center*

### CALIFORNIA

ARCATA - *Humboldt Community Breast Health Project*  
ARCATA - *Mad River Community Hospital*  
CHULA VISTA - *Sharp Chula Vista Medical Center*  
LOS ANGELES - *Los Angeles Christian Health Centers*  
LOS ANGELES - *White Memorial Medical Center*

### COLORADO

LOVELAND - *McKee Medical Center*

### CONNECTICUT

BRIDGEPORT - *St. Vincent's Medical Center*

### D.C.

WASHINGTON, DC - *Sibley Memorial Hospital*

### DELAWARE

DOVER - *Bayhealth Foundation*

### FLORIDA

BOCA RATON - *Boca Raton Community Hospital*  
JACKSONVILLE - *Mayo Foundation*  
MIAMI - *Liga Contra El Cancer/League Against Cancer*  
STUART - *Martin Memorial Diagnostic Center*

### GEORGIA

AUGUSTA - *University Health Care Foundation*  
GAINESVILLE - *Good News Clinics*  
SAVANNAH - *St. Joseph's/Candler- Candler Hospital*

### HAWAII

HONOLULU - *The Queen's Medical Center/Women's Health Center*

### IDAHO

BOISE - *Saint Alphonsus*

### ILLINOIS

CHICAGO - *Swedish Covenant Hospital*  
HOFFMAN ESTATES - *St. Alexius Medical Center*

### INDIANA

INDIANAPOLIS - *St. Vincent's Foundation*  
KOKOMO - *Howard Regional Health System*

### IOWA

DES MOINES - *John Stoddard Cancer Center*

### KANSAS

WESTWOOD - *University of Kansas Cancer Center,  
Breast Cancer Prevention Center*

### KENTUCKY

LEXINGTON - *University of Kentucky Markey Cancer Center*  
LOUISVILLE - *James Graham Brown Cancer Center at the  
University of Louisville*

### LOUISIANA

NEW ORLEANS - *LSUHSC Foundation- Department of Health*

### MAINE

SCARBOROUGH - *Maine Medical Center Cancer Institute*

### MARYLAND

BALTIMORE - *Johns Hopkins Avon Foundation Breast Center*

### MASSACHUSETTS

BOSTON - *Dana-Farber Cancer Institute*

### MICHIGAN

GRAND RAPIDS - *Spectrum Health Foundation*  
PONTIAC - *POH Riley Foundation (McLaren Oakland)*

### MINNESOTA

ROCHESTER - *Mayo Foundation-Rochester*

### MISSISSIPPI

JACKSON - *Mississippi State Department of Health*

### MISSOURI

CHESTERFIELD - *St. Luke's Breast Care Center*  
ST. LOUIS - *St. Anthony's Medical Center*

### MONTANA

HELENA - *Montana Department of Public Health*  
KALISPELL - *Northwest Healthcare*

### NEBRASKA

OMAHA - *Nebraska Medical Center*

### NEVADA

CARSON CITY - *Nevada Health Centers*  
HENDERSON - *St. Rose Dominican Hospital, WomensCare Center*

### NEW HAMSHIRE

LACONIA - *LRGHealthcare*

### NEW JERSEY

HACKENSACK - *Hackensack University Medical Center Foundation*

### NEW MEXICO

ALBUQUERQUE - *University of New Mexico Hospital*

### NEW YORK

NEW YORK - *American-Italian Cancer Foundation*

### NORTH CAROLINA

CHARLOTTE - *Presbyterian Cancer Center*  
DURHAM - *Duke University*

### NORTH DAKOTA

FARGO - *Sanford Medical Center Fargo*

### OHIO

CINCINNATI - *TriHealth c/o The Bethesda Foundation*  
CLEVELAND - *Cleveland Clinic*  
CLEVELAND - *University Hospitals Case Medical Center*  
COLUMBUS - *OhioHealth Foundation*  
ZANESVILLE - *Genesis Healthcare System*

### OKLAHOMA

OKLAHOMA CITY - *OU Breast Institute*

### OREGON

PORTLAND - *Adventist Medical Center*

### PENNSYLVANIA

PHILADELPHIA - *Fox Chase Cancer Center*  
PHILADELPHIA - *Thomas Jefferson University Hospital*  
PITTSBURGH - *Allegheny General Hospital*  
PITTSBURGH - *Magee-Womens Hospital*

### RHODE ISLAND

NORTH PROVIDENCE - *St. Joseph Health Services of Rhode Island*

### SOUTH CAROLINA

GREENVILLE - *Bon Secours St. Francis Health System, Inc.*

### SOUTH DAKOTA

PIERRE - *South Dakota Department of Health*  
SIOUX FALLS - *Sanford Breast Health Institute*

### TENNESSEE

KNOXVILLE - *University of Tennessee Medical Center, Cancer Institute*  
NASHVILLE - *Vanderbilt Medical Center*

### TEXAS

BELLAIRE - *Rose Galleria*  
DALLAS - *George W. Bush Foundation*  
DALLAS - *Parkland Hospital Foundation*  
HOUSTON - *The University of Texas M.D. Anderson Cancer Center*

### UTAH

SALT LAKE CITY - *University of Utah Hospital and Clinics*

### VERMONT

BRATTLEBORO - *Brattleboro Memorial Hospital*  
SPRINGFIELD - *Springfield Hospital Foundation*

### VIRGINIA

COVINGTON - *Alleghany Highlands Free Clinic*

### WASHINGTON

SEATTLE - *Fred Hutchinson Cancer Research Center -  
Seattle Cancer Care Alliance*

### WEST VIRGINIA

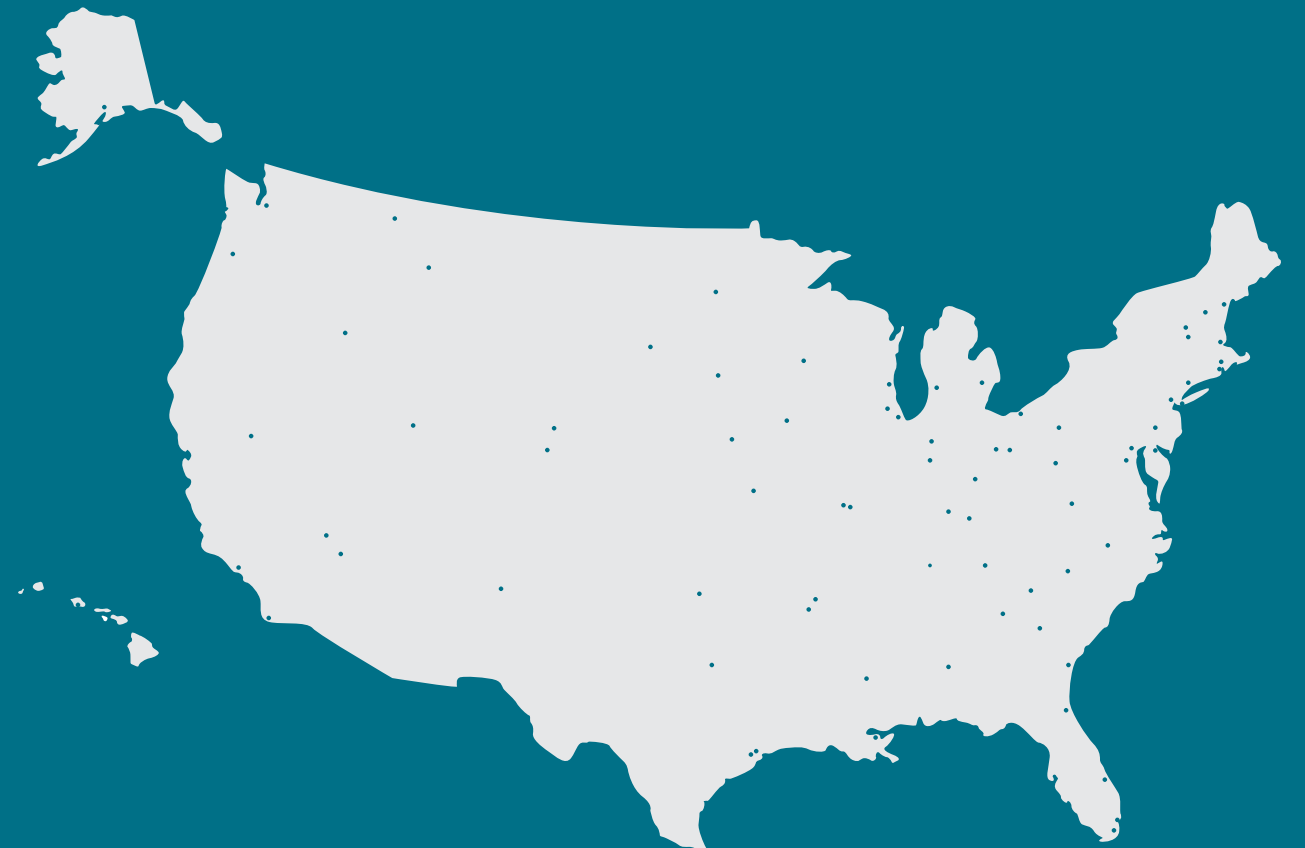
BRIDGEPORT - *United Hospital Center*

### WISCONSIN

MILWAUKEE - *Froedtert Memorial Lutheran Hospital, Inc.*

### WYOMING

CHEYENNE - *Wyoming Department of Health*





## Global Initiatives

SHINING LIGHT AROUND the WORLD

“It is the first clinical trial offering a choice of therapy guided by each patient’s individual biology for 100% of patients included in the study, with the goal of accurately predicting the most effective targeted experimental therapy or standard chemotherapy for each patient.”

### WORLDWIDE INNOVATIVE NETWORKING CONSORTIUM

The Worldwide Innovative Networking (WIN) Consortium in personalized cancer medicine was initiated two years ago by the Institut Gustave Roussy (France) and The University of Texas MD Anderson Cancer Center (USA). WIN is a first-of-its-kind, non-profit, non-governmental organization headquartered in Paris.

WIN’s mission is to achieve rapid and efficient translation of ground-breaking early diagnostic and personalized cancer medicine discoveries into the standards for clinical care and to significantly improve the outcomes and quality of life of cancer patients.

The WIN Consortium aims to initiate research projects each year in a global consortium guided by an independent scientific advisory board, and make an impact on personalized cancer therapy around the globe by increasing the number of patients having access to innovative, global clinical trials in the area of genomic-based cancer therapeutics.

### WINTHER TRIAL

NBCF financially launched the WIN Consortium’s WINTHER Trial, which represents a breakthrough concept to match tumor biology and therapeutics in individual patients.

The WINTHER Trial (WIN Therapeutics) is an academic and international clinical trial that applies a systems biology concept to achieve a fundamental change in the standard of care for cancer patients. It is the first clinical trial offering a choice of therapy guided by each patient’s individual biology for 100% of patients included in the study, with the goal of accurately predicting the most effective targeted experimental therapy or standard chemotherapy for each patient. The European Health Directorate awarded WINTHER its highest ranking, recognizing the trial as an advanced concept in personalized cancer therapy. This trial will be conducted simultaneously at four academic cancer centers: The University of Texas MD Anderson Cancer Center (USA), Institut Gustave Roussy (France), Vall d’Hebron (Spain), and Chaim Sheba (Israel).

## The University of Texas MD Anderson Cancer Center

LIGHTING the WAY

Inspired by America’s drive generations ago to put a man on the moon, The University of Texas MD Anderson Cancer Center has launched an ambitious and comprehensive action plan, called the Moon Shots Program, to make a giant leap for patients – to dramatically accelerate the pace of converting scientific discoveries into clinical advances that reduce cancer deaths.

This initiative focuses on:

- Breast & Ovarian
- Leukemia (CLL)
- Melanoma
- Leukemia (AML/MDS)
- Lung
- Prostate

The nation’s No. 1 hospital for cancer care, with its unparalleled resources and capabilities, is uniquely positioned to accelerate the end of cancer. It’s closer than you think. What’s learned from these initial cancer “moon shots” will ultimately lead to cures for all types of the disease.

MD Anderson’s Breast/Ovarian Cancer Moon Shot is a coordinated effort to attack two deadly cancers at the same time by combining the latest treatment technology and genetic knowledge to identify the most promising new treatments and move them into a clinical setting in a faster, more efficient way.



“The nation’s No. 1 hospital for cancer care, with its unparalleled resources and capabilities, is uniquely positioned to accelerate the end of cancer. It’s closer than you think.”



# Our Fundraisers

Each year, thousands of people across the country host an NBCF fundraiser and give their time, energy, and resources to help women now. NBCF fundraisers are created by people that have been personally touched by this disease. That's why we work hard to make the fundraising experience easy and impactful. NBCF fundraisers are able to create their own online fundraising page where they can set goals, encourage their family and friends to participate, and track each donation. Every dollar raised supports NBCF's mission to save lives.

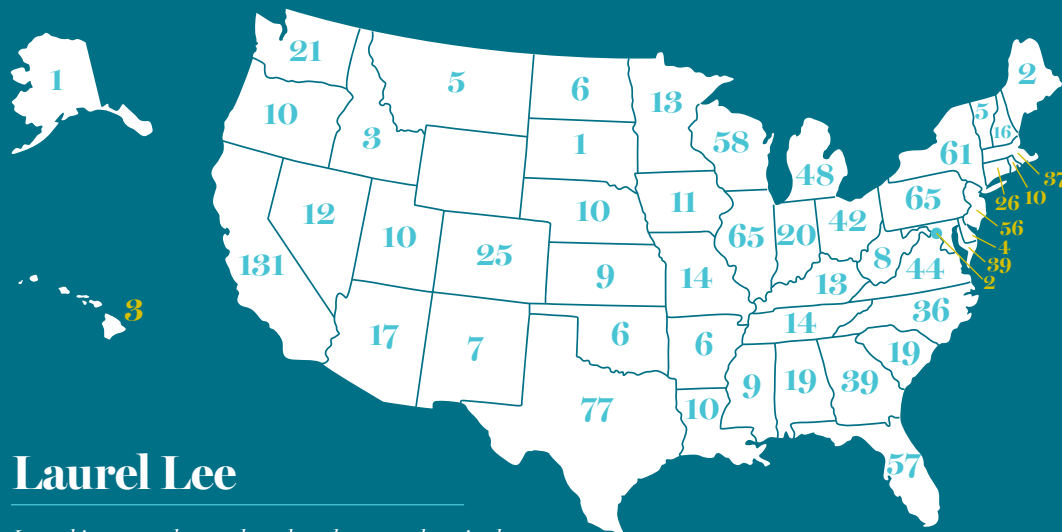
1,236

TOTAL FUNDRAISERS

\$1,555,263

AMOUNT RAISED  
for 2012-2013

FUNDRAISERS BY STATE



## Laurel Lee

Laurel is a second-year dental student, synchronized swimmer, and a granddaughter. Twenty years ago, her grandmother passed away from breast cancer. This year she remembered her by becoming an NBCF fundraiser, and surpassing her fundraising goal of \$2,000.



## Rollin' 4 Cancer

Californians Jack, Dan, John, and Roger went on a cross-country roadtrip to the Super Bowl to raise awareness and benefit NBCF. With a decked out limo, they covered 6 states and 12 cities in two weeks and were able to raise over \$5,000.



## Texas A&M

In October, Texas A&M cavalry, yell leaders, officers, company K-2, and the K-2 moms gathered together to support NBCF and K-2 unit mom and alumna, Jane Haywood. Jane is an 8-year breast cancer survivor.



“I will never forget the feeling I got when I heard the news that my sister had been diagnosed with breast cancer. Hollis is the nicest and most loving person that I know. I couldn't think of anything I could do for my sister to fix this situation we have been forced to deal with so I decided to commit to running a race in Hollis' name.”

RAWSON LIVEZEY



# Run for Hollis: Rawson Livezey

FUNDRAISER OF THE YEAR

When Rawson Livezey's sister, Hollis, was diagnosed with breast cancer, he made a pledge to run the October 2012 Atlanta half-marathon in her honor. He started a fundraiser for the National Breast Cancer Foundation to get friends and family involved in the "Run for Hollis." Within days, Rawson's fundraiser went viral. Inspired by Hollis, Rawson's family and friends joined the fundraiser, even creating bracelets with "Holliboo Is My Hero" in honor of Hollis.

Rawson did not run his race alone. The Run for Hollis team had over 70 runners in the October 2012 Atlanta half-marathon. Rawson gathered great support behind Hollis and his fundraiser. With stories like these we begin to realize that breast cancer doesn't just affect one woman. It affects families, marketplaces, and our communities. We salute Rawson Livezey on his quest to honor his sister in her battle against breast cancer. As of July 2013, Rawson has raised over \$25,700 and continues to be a loyal friend to the NBCF family.



# Financial Review

With a competitive global market where there are hundreds of thousands of charitable giving choices, we are so grateful that you have chosen and entrusted NBCF to guide your funds toward meaningful and effective programs that are helping women now.

NBCF is proud of our accomplishments this year. We were able to expand our *Breast Health Program* held in low-income areas throughout the United States, delivering on-site breast health education services and helping women sign up for the *Early Detection Plan*. We also launched our new NBCF.org website, offering a more interactive, engaging and informative place to learn more about breast cancer.

We have worked hard to keep our programs strong and sustainable. Over 25,000 diagnostic services and screenings were provided at 64 facilities, 22 *Patient Navigators* supported almost 100,000 women and another 5,000 women were served through our targeted efforts with *Convoy of Hope*. We are thrilled to boast an 83% program spend, while spending only \$.09 to raise every \$1, and manage a reserve balance of over \$5 million to ensure a safe harbor and help us weather any storms that may arise.

Our efforts to be good stewards and ensure that we navigate our funds appropriately are emphasized by our focus on the donor and the needs of our constituents. We are constantly monitoring websites such as *Charity Navigator* and *GreatNonprofits* to ensure that the things that are important to you are being updated and shared through these unbiased third party organizations. Our commitment to transparency is evident through our receipt of the highest 4-Star rating and Top Rated 2013 status from each organization, respectively.

We thank you for selecting us as your charity of choice, for believing in our mission, and for giving us the opportunity to serve so many women, families, and friends who are looking for answers and hope.

25,000+

DIAGNOSTIC SERVICES & SCREENINGS PROVIDED AT 64 FACILITIES

22 PATIENT NAVIGATORS SUPPORTING APPROXIMATELY 100,000 WOMEN

9¢ AMOUNT IT COSTS US TO RAISE \$1.00



## Total Spending

- 83% PROGRAMS \$10.8m
- 17% FUNDRAISING & MANGEMENT \$2.3m

\$2.3m **Fundraising & Management**

- FUNDRAISING \$1.1m
- MANAGEMENT \$1.2m

\$10.8m **Programs**

- RESEARCH \$0.7m
  - UNIVERSITY OF TEXAS MD ANDERSON CANCER CENTER
- PATIENT SERVICES \$3.6m
  - EARLY DETECTION & DIAGNOSTIC SERVICES
  - NAVIGATION SERVICES
- EDUCATION \$6.5m
  - BEYOND THE SHOCK®
  - EARLY DETECTION PLAN
  - BREAST HEALTH EDUCATION PROGRAM
  - AWARENESS & MATERIALS



**Statement of Financial Position** *(in thousands)*

AS OF JUNE 30,	<b>2013</b>	<b>2012</b>
<b>ASSETS</b>		
CASH AND INVESTMENTS	\$5,870	\$7,469
ROYALTIES RECEIVABLE	763	476
PROPERTY AND EQUIPMENT	780	855
OTHER ASSETS	839	851
<b>TOTAL ASSETS</b>	<b>\$8,252</b>	<b>\$9,651</b>
<b>LIABILITIES</b>		
ACCOUNTS PAYABLE	\$287	\$618
PROMISE TO GIVE OTHERS	360	400
<b>TOTAL LIABILITIES</b>	<b>\$647</b>	<b>\$1,018</b>
<b>NET ASSETS</b>		
UNRESTRICTED	7,296	8,413
TEMPORARILY RESTRICTED	309	220
<b>TOTAL NET ASSETS</b>	<b>\$7,605</b>	<b>\$8,633</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$8,252</b>	<b>\$9,651</b>

**Statement of Activities** *(in thousands)*

FOR THE YEAR ENDING JUNE 30,	<b>2013</b>	<b>2012</b>
<b>REVENUE</b>		
CONTRIBUTIONS AND ROYALTIES - UNRESTRICTED	\$11,886	\$13,174
CONTRIBUTIONS AND ROYALTIES - TEMPORARILY RESTRICTED	89	220
INVESTMENT INCOME AND GAINS/(LOSSES)	135	174
<b>TOTAL REVENUE</b>	<b>\$12,110</b>	<b>\$13,568</b>
<b>EXPENSES</b>		
PROGRAM SERVICES	\$10,823	\$12,182
MANAGEMENT AND ADMINISTRATIVE	1,227	931
FUND RAISING	1,088	1,055
<b>TOTAL EXPENSES</b>	<b>\$13,138</b>	<b>\$14,168</b>
<b>CHANGE IN NET ASSETS</b>	<b>[\$1,028]</b>	<b>[\$600]</b>

**Statement of Cash Flows** *(in thousands)*

FOR THE YEAR ENDING JUNE 30,	<b>2013</b>	<b>2012</b>
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
CHANGE IN NET ASSETS	[\$1,028]	[\$600]
<i>Adjustments:</i>		
DEPRECIATION AND AMORTIZATION	202	122
INVESTMENT (GAIN) LOSS	[18]	13
(INCREASE) DECREASE IN PREPAID EXPENSE & RECEIVABLES	[276]	19
INCREASE (DECREASE) IN PAYABLES & OTHER LIABILITIES	[323]	720
<b>NET CASH PROVIDED BY OPERATING ACTIVITIES</b>	<b>[\$1,443]</b>	<b>\$274</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
PROCEEDS FROM INVESTMENTS	\$4,471	\$2,250
PURCHASES OF INVESTMENTS, PROPERTY AND EQUIPMENT	[3,015]	[1,661]
<b>NET CASH PROVIDED BY (USED IN) INVESTING ACTIVITIES</b>	<b>\$1,456</b>	<b>\$589</b>
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	\$13	\$863
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	1,097	234
<b>CASH AND CASH EQUIVALENTS AT END OF YEAR</b>	<b>\$1,110</b>	<b>\$1,097</b>

**SUPPLEMENTAL DISCLOSURES:**

ACQUISITION OF PROPERTY & EQUIPMENT THROUGH OPERATING LEASE	-	212
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**MAJOR BENEFACTORS**

*\*\$1,000,000+*

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 CHARITYUSA.COM  
 THE DANNON COMPANY, INC.  
 GANNETT VIDEO ENTERPRISES  
 PARADE MAGAZINE  
 THE PROCTER & GAMBLE CO

*\*Accumulative over 3 consecutive years*

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*\$1,000,000+*

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**SILVER LEVEL**

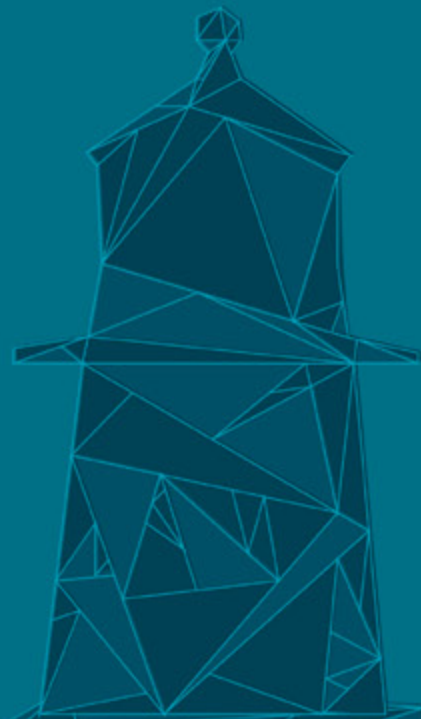
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*\$10,000+*

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# Board of Directors

## BOARD OF DIRECTORS

Janelle Hail	<i>Chairman of the Board</i>
Ronald Brooks	<i>Treasurer</i>
Myra Brown	<i>Secretary</i>
Steve Engle, MHA	<i>Director</i>
Gabi Barbarena	<i>Director</i>
Lance Hamilton	<i>Director</i>

## NATIONAL BREAST CANCER FOUNDATION OFFICERS

Janelle Hail	<i>Chief Executive Officer/Founder</i>
Kevin Hail	<i>Chief Operating Officer</i>
John Reece	<i>Chief Financial Officer/Chief Strategy Officer</i>



JANELLE HAIL



RON BROOKS



MYRA BROWN



STEVE ENGLE, MHA



GABI BARBARENA



LANCE HAMILTON

“The mighty lighthouse stands secure,  
Undaunted by the restless sea;  
Ravaged by the changing tides  
And buffeted by winds blown free.”

BECKY JENNINGS  
THE LIGHTHOUSE



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# *Thank you*

For thousands of years, lighthouses have been a point of hope for ships at sea. Without their powerful concentration of light, sailors would be forced to navigate an approaching coastline in the dark, their vessels defenseless against the shallow reefs and shoals. But, it's not simply the light that saves the day. To be seen from a distance, the light must shine from a great height. It's the towering pillar that supports the lantern room, where lamp and lens unite to form a beam of light that can be seen from a distance of several miles.

For over twenty years, NBCF has used its light to bring help and hope to those touched by breast cancer. As a result of increased early detection services and improvements in treatment options, the survival rate of breast cancer has significantly increased. This is an extraordinary accomplishment, an achievement that reflects the dedication and support of our donors, corporate sponsors, hospitals, and the people we serve. We are grateful to our partners that act as a tower of support for our mission. Thanks to your dedication, we will continue to provide early detection resources, navigating beyond the fears of this disease and toward the hope of survival.





*MAY WE BE DILIGENT AND TRUE,  
DEDICATED TO THE RIGHT  
AND LIKE THE STALWART LIGHTHOUSE STAND  
A BEACON IN THE DARKEST NIGHT.*

BECKY JENNINGS  
*THE LIGHTHOUSE*

