

The National Breast Cancer Coalition's  
**2021 Virtual Advocate Leadership Summit**

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**BE BOLD TOGETHER:**  
**Advocates in Action to End Breast Cancer**

**The Summit: Thursday, May 13 – Saturday, May 15**  
**Lobby Day Briefing and Preparation: Monday, May 17**  
**Lobby Day: Tuesday, May 18**

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**OUR MISSION** is to end breast cancer through the power of action and advocacy.

Founded in 1991, the National Breast Cancer Coalition (NBCC) is a collaboration of activists, survivors, researchers, policymakers, grassroots groups, and national organizations that have come together as disruptive innovators for social change.

We link hundreds of organizations and tens of thousands of individuals from across the country into a dynamic, diverse coalition that gives breast cancer a meaningful voice in Washington, D.C., and state capitals; in laboratories and health care institutions; and in local communities everywhere.



[www.stopbreastcancer.org](http://www.stopbreastcancer.org)

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## BREAST CANCER FACTS & FIGURES

### INCIDENCE

Excluding basal cell and squamous cell skin cancers, breast cancer is the most commonly diagnosed cancer among women in the U.S. In 2021, there will be an estimated **281,550\*** new cases of invasive breast cancer diagnosed in women; **2,650\*** cases diagnosed in men and an additional **49,290** cases of ductal carcinoma in situ (DCIS)\*\* diagnosis in women. (ACS, 2021)

### Lifetime Risk

In the United States, a woman's lifetime risk of being diagnosed with invasive breast cancer has increased since 1975.

(ACS, 2021; DeSantis et al., 2021)



**2021** | **1 in 8**  
**12.8%**



**1975** | **1 in 11**  
**9.09%**

### Incidence By Age

Older women are much more likely to get invasive breast cancer than younger women. From 2013-2017, the median age of a breast cancer diagnosis was 62 years of age. (NCI, 2021)

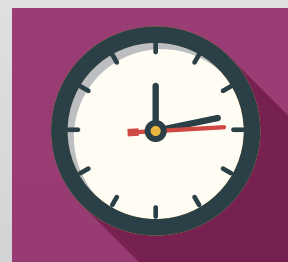
\*These statistics do not account for the effect of the COVID-19 pandemic.

\*\*Annual incidence counts of lobular carcinoma in situ are no longer measured following its removal from the 2017 edition of the AJCC breast cancer staging system.

### MORTALITY

Progress in breast cancer mortality reduction has slowed in recent years. The mortality rate was decreasing by about 1.9% annually between 1998 and 2013. Annual declines have slowed to 1.0% between 2013 and 2018. (ACS, 2021)

While the breast cancer mortality rate has declined the number of women and men who die each year is rising and will continue to rise as the aging population grows.



**Every 13 minutes, a woman dies from breast cancer.**

### Mortality By Age

From 2014-2018, the median age at death from breast cancer was 69 years of age. (NCI, 2021)

The National Breast Cancer Coalition's

# 2021 **Virtual** Advocate Leadership Summit



**JOIN** with fellow survivors, advocates, and members of the breast cancer community, who are lending their voice and transforming breast cancer research and public policy, and ensuring quality healthcare for all.

At the 2021 Virtual Advocate Leadership Summit, exciting plenaries and skill-building workshops will focus on the most critical areas of breast cancer research, science, and public policy. Attendees will have opportunities to network with other breast cancer survivors and advocates, and connect with leading researchers in the field.

Our annual Lobby Day follows the Summit on Tuesday, May 18, when advocates will meet with their elected officials under the leadership of NBCC about our 2021 legislative and policy agenda. The Lobby Day Briefing and preparation will take place on Monday, May 17.

# YOU Can Become a Summit Champion!

## Register and Create Your Fund Now.

[www.stopbreastcancer.org/events/2021-summit](http://www.stopbreastcancer.org/events/2021-summit)

We've simplified the steps into just four easy actions for you to become a Summit Champion so you can begin to raise funds.

**STEP 1**  
Create your fundraising page.



**STEP 2**  
Load your photo and share your personal story.



**STEP 3**  
Email family, friends, and colleagues and ask them to make a donation to the National Breast Cancer Coalition Fund.



**STEP 4**  
Manage your page, script emails, check on your donations, and send thank you notes.



### Want to Make a Donation to a Summit Champion's Fundraising Page?

That's easy! Click Donate to credit your donation to a specific fundraiser or team.

### Need Help?

If you need help or have questions about creating or managing your Summit Champion pages, please email Darryl D'Ateno at [ddateno@stopbreastcancer.org](mailto:ddateno@stopbreastcancer.org). He is happy to assist you!

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# **SUMMIT CHAMPIONS:** **Fundraise to Attend the Summit**

**You can fundraise to attend the 2021 Virtual Advocate Leadership Summit through our Summit Champion initiative. It's easy!**

**All you need to do is:**

- Set up a personal fundraising page.
- Send your personal link to family, friends, co-workers, or anyone who might support you.
- Your supporters can click on the link you give them and donate online with a credit card or they can send a check to NBCC.
- You will be able to see donations and watch your total increase.
- NBCC will track your page to see how much money you've raised and notify you when you can register for the Summit.

## **Individual Registration \$150**

When you raise \$150, you will receive a registration to the 2021 Virtual Summit! The registration entitles you to access all programming via webcast/webinar, access to recorded sessions for three-months, and participation in our Virtual Lobby Day.

## **Registration for You and a Friend \$275**

Raise \$275, and you and a guest will receive registrations to the 2021 Virtual Summit. The registration entitles both of you to access all programming via webcast/webinar, access to recorded sessions for three-months, and participation in our Virtual Lobby Day.

## **Summit Registration and President's Council Membership \$1,150**

Raise \$1,150, and you will receive a registration to the 2021 Virtual Summit, as well as membership in the exclusive President's Council for one year! As a member of the President's Council, you will gain access to exclusive events and trainings throughout the year.

## **Summit Champion \$5,000**

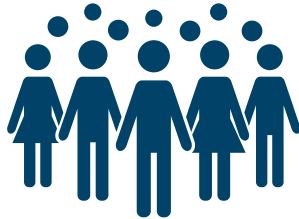
Raise \$5,000 and you will receive a registration to the 2021 Virtual Summit, membership in the exclusive President's Council for one year, recognition on the registration website and Virtual Event platform as a Summit Champion, and an exclusive invitation to a summer webinar on the Artemis Project.

**Set up your Summit Champion fundraising page now to support NBCC and earn a free summit registration.**

# Together we will end breast cancer.



**Make a donation and jumpstart your fundraising**



**Recruit your friends**



**Customize your personal page with a photo and story**



**DONATE**



**Fundraise with Facebook and raise awareness**

## Here are some **TIPS** to help you with your fundraising:

- Start asking for donations early.
- Set a goal and tell people what it is.
- Let everyone know that you're attending the Leadership Summit to become an Advocate because you want to help end breast cancer.
- Research your company's matching gift program. You could double the money you raise!
- Remember to thank every individual who helps you reach your goal.
- Let them know you appreciate them and that they're helping make a difference. Provide updates — let people know how much you've raised and how close you are to reaching your goal.
- After the Summit e-mail your supporters with some facts from the Summit.