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"POWERFUL VOICES"

National Breast Cancer Coaliton & National Breast Cancer Coaliton Fund









It is an amazing—yet not surprising—accomplishment: In 2003, a survey of congressional staffers named the National Breast Cancer Coalition (NBCC) one of the top 20 most influential groups in national health policy.

This is amazing not only because the other groups have vastly more resources than we do, but because we are the only grass-roots organization—and the only breast cancer group—to make it on the list. It is not surprising, however, because of our advocates—their **commitment** to ending breast cancer, and their willingness to learn, get involved and speak out.

This recognition truly is a testament to the power and effectiveness of our dedicated, informed breast cancer advocates.

"Through its **advocacy** and activism, the National Breast Cancer Coalition has literally been a life saver. All Americans owe a debt of gratitude to the Coalition," proclaimed one U.S. Senator.

NBCC was founded in 1991 by a small group of people who witnessed the indifference surrounding breast cancer: indifference to a disease that killed tens of thousands of women each year and affected millions of others; indifference to the chronic underfunding of breast cancer research; indifference to the barriers that prevented women from getting quality health care. In response—with determination, hope and **Vision**— NBCC was born.

Where once decisions about breast cancer research and policy were made without us, now advocates' voices ring out. And the most powerful voice of all is the National Breast Cancer Coalition.



The Power of United Voices

In 2003, NBCC successfully lobbied the House and Senate Defense Appropriations Subcommittees for funding of \$150 mil-

lion for the Department of Defense Peer-Reviewed Breast Cancer Research Program. This program, which NBCC helped create in 1992, is forging new directions for breast cancer research, **prevention** and treatment. It has won total cumulative funding of more than \$1.6 billion for breast cancer research and has been an important model that other research programs have sought to replicate.

NBCC is fighting for continued funding for this important initiative next year, and continues to play a leadership role in

its activities.

Another example of our **Successful** efforts is the establishment of four research centers to study the potential links between breast cancer and the environment. These centers, funded by grants from the National Institute of Environmental Health Sciences (NIEHS), will work collaboratively with each other and with consumer advocates to increase our understanding of

what role environmental factors play in breast cancer.

The unique success of the DOD program has been widely recognized. One Senator said, "Unfortunately, breast cancer knows no boundaries. It affects women despite their age, race, religion, economic status and family history. Breast cancer affects women and those who love and care for them. The research conducted through the Department of Defense Breast Cancer Research Program has moved us forward in finding a cure for this devastating disease."

NBCC was a catalyst in making these centers a reality—a fact that was recognized in a Science magazine article, which stated, "The [NIEHS] grants mark the latest victory for the National Breast Cancer Coalition." We have insisted that advocates have a seat at the table every step of the way—from planning the agenda to reviewing the research.



However, NBCC also recognizes that these **research** centers are just a small step toward our understanding of the causes of breast cancer. Because of this, we have renewed our efforts to advocate for enactment

of the Breast Cancer and Environmental Health Act, a bill that creates the federal infrastructure and authorizes \$30 million per year for five years for research that investigates the relationship between environmental factors

and breast cancer.



"Unfortunately, breast cancer knows no boundaries. It affects women despite their age, race, religion, economic status and family history...."

The Strength of Determination

In October 2000—after four years of tireless advocacy on the part of NBCC activists—the Breast and Cervical Cancer Treatment Act (P.L. 106-354) was signed into law. This ground-breaking federal legislation guarantees medical treatment to low-income, uninsured women who have been screened and diagnosed with breast or cervical cancer through a national program operated by the Centers for Disease Control and Prevention (CDC).

pass its own legislation in order to "opt in" or participate in the program. Thanks to the **powerful** voices of NBCC's grassroots activists, just three years after NBCC successfully fought for the enactment of the Breast and Cervical Cancer Treatment Act, 49 states and the District of Columbia have opted in.

On December 8, 2003, President Bush signed into law the Medicare Prescription Drug Improvement and Modernization Act.

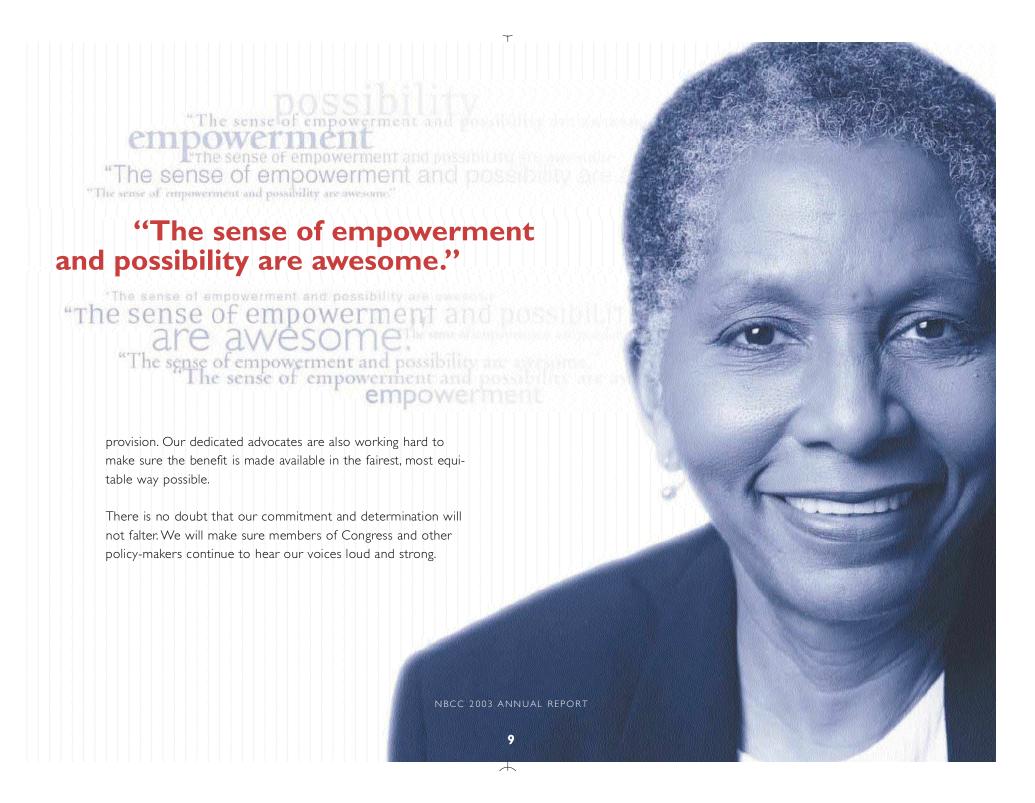
The Breast and Cervical Cancer Treatment Act creates a life-saving link

Before the bill was passed, low-income, uninsured women could be screened for free through the CDC program, but once diagnosed with cancer they were on their own to secure treatment—no easy task for women with no insurance and little money. Our nationwide community of activists refused to accept this halfway measure.

The Breast and Cervical Cancer Treatment Act creates a **life- saving** link between diagnosis and treatment. Each state must

NBCC did not take an official position on the bill because it was not comprehensive and simply did not meet NBCC's high **standards**. Although we were initially pleased to have an oral anti-cancer drug benefit included in the bill, we were concerned that its imprecise language could potentially exclude tamoxifen and other medications from being covered by the pilot program.

Rest assured, NBCC is waging a campaign on all fronts to ensure that tamoxifen is covered under the Medicare oral anti-cancer



Raising Our Voices

Today, NBCC's nationwide network of grassroots advocates is larger and more **effective** than ever. With hundreds of member organizations and thousands of individuals, our network includes a Field Coordinator system with volunteers in every state and a National Action Network that alerts breast cancer activists across the country about urgent policy issues.

Two years ago, NBCCF's Board approved the establishment of networks managed and serviced by the national office in targeted areas around the country. In 2003, we launched our first breast cancer advocacy network in Seattle, Washington. The Washington State Breast Cancer Advocacy Network held its first meeting in Spring 2003, and has been successfully working to **educate** and gain support from their congressional delegation for NBCC's legislative priorities, and to grow the network's membership and visibility across the state. We are also in the process of developing a breast cancer advocacy network in Northwestern Pennsylvania, with outreach activities set to begin in 2004.

In December 2003, NBCCF began a campaign to educate consumers and policy-makers about the importance of our No. I legislative priority: guaranteed access to quality health care for all. The *Stop Breast*

Cancer: Personal Stories, Public Action™ campaign is important not only for women with breast cancer and their families, but for everyone in this country who has ever had problems obtaining quality health care.

As breast cancer activists, we know all too well that the present health care system—or rather, lack of a system—does not work for everyone. Guaranteed access to **quality** health care is essential to ensuring that those with breast cancer get the care they need when they need it. The problem of access will not be solved easily or quickly. But it is also a problem too important—and too devastating—to ignore.

Through our *Stop Breast Cancer: Personal Stories, Public Action* campaign, we are asking women with breast cancer and others who have personal stories about problems with access to quality care to share them with us. All of these stories will help the National Breast Cancer Coalition Fund paint a picture of health care access in the United States. With the help of our advocates, we will make sure this important message goes where it will be heard and where it will create real change for women.

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Advocacy into action. "Breast cancer is a political of the politica



Fresh Thinking, Fresh Voices

The National Breast Cancer Coalition Fund worked to educate and **energize** diverse constituencies of the breast cancer advocacy world, from activists to legislators to researchers to visionaries, whose voices may lead to fresh approaches to policy and research.

Everyone wants quality care, and most health providers strive to offer it. Yet, shockingly, there is no national consensus as to what constitutes "quality health care" for breast cancer. NBCCF launched our Quality Care Initiative to establish this vital definition. By working with activists, scientists, policy experts, insurers and health care providers, we have identified six core values that are the essential components of quality breast cancer care: Access, Information, Choice, Respect, Accountability and Improvement.

In 2002, NBCCF published a revised, expanded edition of the *Guide to Quality Breast Cancer Care*, which provides patients with the information and tools they need to increase their chances of getting the highest quality care available. The *Guide* has been extremely well received and we exhausted our stock of printed copies in 2003. However, **determined** to make the information available for breast cancer patients across the country and around the world, NBCCF has posted an electronic version online at *www.stopbreastcancer.org*.

The shorter, easy-to-read booklet, *How to Get Good Care for Breast Cancer*, is being widely distributed. A Spanish version is underway and will be available at the 2004 annual conference.

NBCCF continues to look for ways to spread the message of quality care to patients, providers and other decision-makers. Our position paper, "Principles for Achieving Guaranteed Access to Quality Health Care for All," was published in December 2003. And our pilot Quality Care Project LEAD training course will be held in 2004.

2003 brought a number of additional victories and firsts:

In 2004, NBCCF is embarking on a new partnership with Allos
 Therapeutics focused on women with brain metastases from breast cancer.

- The Coalition began planning a strategic consensus conference to identify ways to improve the clinical trials process so that we get the answers we need more quickly.
- Our clinical trial partner, Biomira, concluded its Phase III trial of Theratope for metastatic breast cancer; and advocates continued to conduct outreach for BCIRG's adjuvant trial of Herceptin.

We will continue to make strides in advancing breast cancer research by vigilantly pursuing every avenue possible.

Growing Power and Participation

Even as we sparked new **initiatives** and achieved policy breakthroughs, we conducted our ongoing activities with the same energy and commitment that has always propelled our movement. We know that the power of our voices derives not only from passion but also from the rigorous preparation and training of our activists.

For the past 12 years, thousands of dedicated, inspired individuals from all over the United States and the world have come to NBCCF's Annual Advocacy Training Conference to **strengthen** their resolve, hone their skills and interact with extraordinary breast cancer activists.

Our 2003 conference drew nearly 700 attendees, and featured the first NBCCF-sponsored Poster Session, many new workshops and former EPA Administrator, Christie Todd Whitman as the keynote speaker. Participants sharpened their advocacy skills and learned about current and **emerging** issues in breast cancer treatment, research and policy.

Most participants had never experienced anything like it. One advocate said, "I like that we asked questions and actually talked about tough issues." Another proclaimed, "I felt valued, and that we all have a voice!"



Following the conference, activists **converged** on Capitol Hill to educate members of Congress and their staffs about breast cancer concerns and to seek commitments for action. And our visits truly have an impact.

One Senator commented, "We've made extraordinary progress on all fronts, especially in recent years, in the ongoing battle against breast cancer, and we couldn't have done it without the constant and consistently effective support of the Coalition."

Another member of Congress said, "We can't afford to let up in the fight to find a cure. The National Breast Cancer Coalition is the gold standard in the United States, keeping this critical issue in the fore. I couldn't have a better, more effective partner to accomplish its goals in Congress."

As a result of the 2003 Lobby Day, hundreds of members of Congress officially signed on to NBCC's legislative priorities.

During 2003, more than 100 advocates participated in Project LEAD® (Leadership, Education and Advocacy Development) courses in Tampa, Seattle, Denver and Philadelphia. Since 1995, almost 1,000 participants have mastered scientific concepts and learned how the research process works, equipping themselves to speak out as knowledgeable consumer advocates on peer-review panels and other scientific bodies that make decisions about breast cancer research.

Not content to rest on our laurels, NBCCF is working to make this successful program even better. A significant curriculum revision is currently underway. Futhermore, we are creating important **opportunities** for our graduates to continue networking and learning about current research and scientific efforts. Project LEAD Grads Online, a continuing education web portal, is being piloted in February 2004.

During 2003, NBCCF held its second Clinical Trials Project LEAD course. Twenty-three students from around the country participated in this intensive course, which was open only to Project LEAD graduates. Faculty for the course included eminent basic scientists, researchers and regulatory directors from the Food and Drug Administration, Johns Hopkins, the Mayo Clinic and other institutions.

Many of the faculty commented about how much they learned from the advocates and how challenged they were by the thought-provoking and incisive questions and comments advocates had made. In fact, one presenter stated that he had never had a teaching experience as stimulating as this course—where he learned so much and where the curriculum and format were so **extraordinary**.

Raising Our Voices at Home and Worldwide

The National Breast Cancer Coalition has become a primary **resource** for advocates, policy-makers and the media when they want knowledgeable, uncompromising information and perspectives about breast cancer issues. NBCCF introduced a series of position statements, fact sheets and analyses on scientific and medical issues to keep the public informed.

Through resources such as these position papers, our website and grassroots network, we continue to translate complex scientific concepts into layman's language so advocates can educate themselves and their communities about scientific developments and the issues involved. When controversies arise, the Coalition moves quickly to make sure our members and the public have **access** to the facts behind the headlines.

In 2003, we published position papers on such varied topics as:

- Abortion and Breast Cancer Risk
- Access to Investigational Interventions Outside of Clinical Trials
- Breast Cancer Advocate Involvement in the Research Process
- Breast Self-Exam
- Core Values of Breast Cancer Research
- Enforcement

- High Dose Chemotherapy With Bone Marrow Transplant or Stem Cell Support
- Principles for Achieving Guaranteed Access to Quality Health Care for All
- · Quality Care
- Screening Mammography
- Tamoxifen and Raloxifene Use in Healthy Women

ACTIVISTS. We kept our nationwide network of activists instantly apprised of policy changes and calls to action. A "Breaking News" feature was added to the home page of our redesigned website, www.stopbreastcancer.org, to instantly alert visitors to current issues in breast cancer. We sent our print newsletter, Call to Action, to a growing national readership and developed a bi-monthly electronic update, NBCC Advocacy Matters, which was launched in November 2003.

We received additional coverage of our publicity campaign entitled "Not Just Ribbons." Print ads were featured in numerous national publications, such as Ms., Good Housekeeping, Redbook, Prevention, Oprah, Conde Nast, Ebony, Sunset, and New York Magazine.

We also increased the national press coverage of NBCC's work. In 2003, The New York Times, the Los Angeles Times, The Washington Post and numerous other major publications sought out NBCC's advice in their coverage of the breast self-exams, mammography and clinical trial debates. NBCC President Fran Visco was interviewed on NBC's "The Today Show" in October for NBCC's perspective on where we are in the fight to end breast cancer. A New York Times editorial on the early halt of a clinical trial cited our organization by name—a true **distinction**, as it is something the paper's editors rarely do.

committees and caucuses of the U.S. Senate and U.S. House of Representatives as well as many other governmental entities.

NBCC members served on advisory bodies that include the President's Cancer Panel, the National Advisory Council for the Agency for Healthcare Research and Quality, the National Cancer Policy Board, and the National Cancer Advisory Board.

The Coalition's voice also was resounding around the world. International advocates attended the 2003 Annual Advocacy Training Conference, Project LEAD courses and Clinical Trials

The Coalition's voice has resounded around the world.

Over the past year, NBCC was quoted or featured in additional publications that ranged from WebMD and Yahoo!News to the Boston Globe and The National Journal. Our issues and advocates appeared in numerous magazines, including Science, Latina, and People. We also were heard on National Public Radio and BBC London radio.

Furthermore, in **recognition** of NBCC's critical role in breast cancer public policy, we are often invited by Congress, the administration and states to testify on our position on various breast cancer issues. In 2003, our highly informed advocates testified before many decision-making bodies that included several

LEAD. Responding to international interest and the growing need for advocate **participation** in international research studies, NBCCF is holding its first-ever international Project LEAD course in Madrid, Spain, June 20-25, 2004.

Board members and leaders also continue to present at international forums, attend international conferences, and network with advocates around the world.





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Support For Our Vision

During 2003, friends of the National Breast Cancer Coalition reached out with extraordinary support for our activists. Here are just a few examples:

NBCCF's President's Council members continued their long track record of incredible generosity as they answered the call to provide financial **SUPPORT** to the Coalition's fight to end breast cancer. President's Council members are leaders in their communities, professional fields and the philanthropic world who are willing to make a significant financial commitment and reach into their own communities and networks to build support for the Coalition's work.

Each year, the Celebrity Golf Classic plays a significant role in raising our **Visibility** and supporting our work in the Los Angeles area. In 2003, the event was held on June 23rd at the Valencia Country Club in Valencia, Calif. Once again chaired by Steven Levitan, creator and executive producer of NBC's "Just Shoot Me," along with his wife Krista Levitan, the tournament welcomed many celebrity participants, including Richard Schiff, Kevin Nealon, Joe Theisman, James McDaniel, Kevin James, Joe Mantegna, and Michael O'Keefe, among many others.

On September 8, 2003, NBCCF held its second Advocacy in Action Golf Classic at the Tournament Players Club at Avenel in Potomac, Md. Host sponsored by the Generic Pharmaceutical Association, the successful tournament drew members of Congress and influential

D.C.-area residents. Special thanks also to Barr Laboratories for their continued support of this event.

NBCCF's annual cabaret continues to get bigger and better each year. "Les Girls 3" was held on October 20, 2003, at the Henry Fonda Music Box Theater in Hollywood, Calif. Celebrities entertained guests with **extraordinary** performances directed by Stuart Ross and Andy Chuckerman. Our talent included Peri Gilpin, Jane Leeves, David Hyde Pierce, Rita Wilson, Allison Janney, Brad Whitford, Jane Kaczmarek, John

Mahoney, Brent Spiner, Cady Huffman, Jean Smart, Christine Lahti, Steven Weber, Tia Texada, Lisa Zane, Lauren Graham, Faith Prince, William H. Macy and Felicity Huffman.

The Fifth Annual San Francisco Gala, held November 17th at the "W" Hotel, was chaired by Myrtle Potter, executive vice president and chief operating officer of Genentech,Inc., and Bay Area philanthropist Adrianna Pope Sullivan. During the event, NBCCF honored advocates



NBCC 2003 ANNUAL REPORT

18

Ileane Fagin, Irene Lopez and Carolene Marks for their outstanding work and commitment to the fight against breast cancer.

This year, the Adelson Galleries generously hosted two events to benefit NBCCF. The spring event, held May 19, 2003, included an exclusive viewing of Maurice Prendergast: Paintings of America. The exhibition featured more than 50 important watercolor and oil paintings by this pioneering modernist painter. On November 20th, more than 300 people attended Sargent's Women, an exhibition of portraits by John Singer Sargent.

NBCCF is also honored by the tremendous support demonstrated by numerous individuals and groups throughout the year. Community events raise important funds for NBCCF and demonstrate the spirit of commitment that is shared by so many of us. At the 2003 Annual Advocacy conference, the First Annual Community Fundraising Award was awarded to Fred Bradshaw for his outstanding support efforts.

Power of Commitment

Women with breast cancer have led a revolution in research, access to medical care and consumer influence. This is a fight we are determined to finish.

At NBCC we say it loudly, and we say it often: We must put an end to breast cancer. We must know what causes it, how to cure it, how to treat it and how to prevent it. We will not rest—and we won't let anyone else rest— until we find the answers.

Through our public events, educational programs, relentless lobbying and knowledgeable network of advocates, NBCC is recognized as an authoritative voice on breast cancer issues.

But the most powerful voice belongs to you—our members, friends and supporters.

As you were reading this report, another woman received the news that she has been diagnosed with breast cancer. That woman is not alone either, thanks to the generous support of our funders and our vast grassroots advocacy network.

As one member of Congress said, "The work that the National Breast Cancer Coalition does is vital, and it saves lives. Almost all of us have been personally affected by breast cancer in some way, and it will take all of us working together to end it."

This is the vision behind the powerful voices of the National Breast Cancer Coalition: breast cancer survivors and advocates fighting together to end this disease. With our united voices, we say:

Stop breast cancer. It's in our power!



2003 NBCC/F Board of Directors

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Breast Cancer Alliance of Greater Cincinnati (BCA)

Christine Brunswick, Vice President

Metropolitan Washington, DC Chapter of NBCC

Harriet Chalfant

Kentucky Cancer Program

Bonnie Dimun

Hadassah, the Women's Zionist Organization of

America

Donna Duncan

Linda Creed Breast Cancer Foundation

Dale Eastman

Alamo Breast Cancer Foundation

Ruth Eldredge

Georgia Breast Cancer Coalition

Deborah Forter

Massachusetts Breast Cancer Coalition

Bettye Green, Secretary

African-American Women In Touch

Roberta Hantgan

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Support Program

Margaret Kirk

Y-Me National Breast Cancer Organization

Susan Love

Susan Love M.D. Breast Cancer Foundation

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Frances M. Visco, President

National Breast Cancer Coalition

Sandy Walsh

CABCO

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The National Breast Cancer Coalition/Fund extends our sincere gratitude to all of our contributors for their generous support.

For 2003 financial information, please call 1-800-622-2838.

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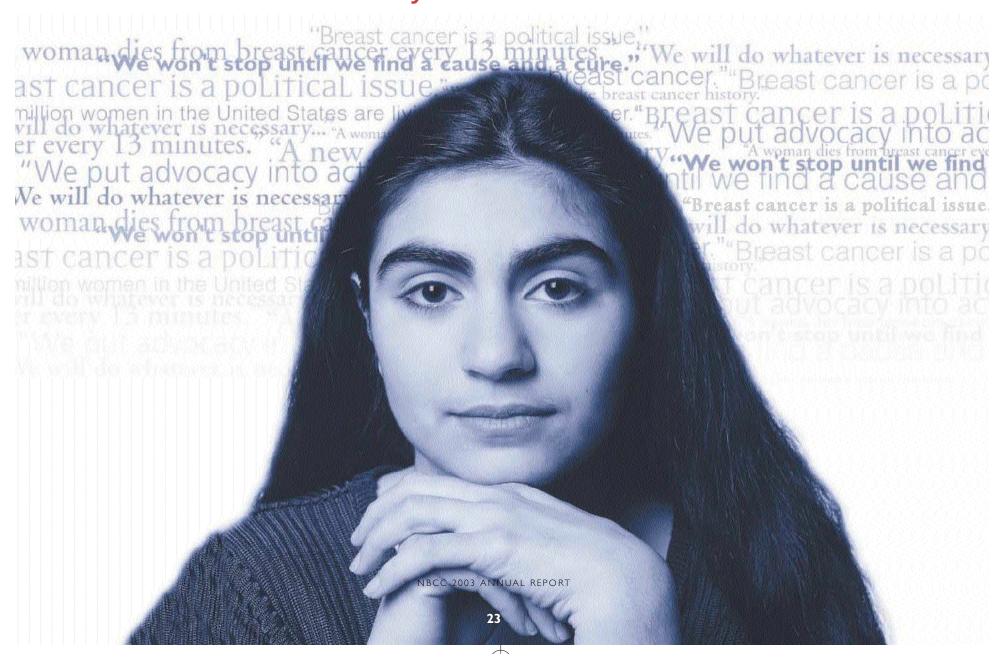
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"Powerful voices today will save the lives of tomorrow."



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