SAY IT. FIGHT IT. CURE IT. STOP IT.

NATIONAL BREAST CANCER COALITION
NATIONAL BREAST CANCER COALITION FUND

The National Breast Cancer Coalition is a grassroots membership organization dedicated to ending breast cancer through the power of action and advocacy. Along with its research and education arm the National Breast Cancer Coalition Fund, the Coalition’s main goals are to increase federal funding for breast cancer research; improve access to high-quality health care and breast cancer clinical trials for all women; and expand the influence of breast cancer advocates wherever breast cancer decisions are made. Please visit www.stopbreastcancer.org for more information.
Dear Supporter:

Power. Powerful. In 2005, NBCCF once again demonstrated what a powerful, committed group of trained advocates can do. We used the power of advocacy—patient-centered, evidence-based activism—to continue to revolutionize breast cancer research and access to care. And it is your support, your energy, your counsel, that provides the incredible strength we need to achieve our mission.

Your support gave us the power to reach out to opinion leaders and the media to keep the American public from drowning in the rhetoric of breast cancer awareness. We seem as a nation to be losing sight of the fact that 3 million women and several thousand men are living with this disease—and that more than 40,000 women died in the year 2005 alone. It is so important that we not get complacent, even as we celebrate a measure of progress in research and treatment.

And, as you will read in this report, our collective power got results. In spite of intense pressure to cut the federal budget, we were able to achieve a significant level of funding for the innovative Department of Defense Breast Cancer Research Program we spearheaded more than 10 years ago. NBCCF also took the lead in the promising new arena of biomarker research, convening a group of world-renowned experts to make sure that researchers focus on areas that will quickly prove useful to women with breast cancer. Hundreds of women and men attended our Annual Advocacy Training Conference with generous scholarship funding—and most stayed for an NBCC Lobby Day on Capitol Hill that included more than 420 visits with members of Congress and their key staff. And this year, thanks especially to a major outreach campaign in Latino communities, our Quality Care Initiative helped increase access to the best breast cancer treatment for everyone in this country.

A new source of NBCCF power comes thanks to former President Bill Clinton. He joined us at our annual New York gala to launch a new program within NBCCF, the Virginia Clinton Kelley Fund, in honor of his mother who died of breast cancer while he was in office. This innovative fund honors a strong, courageous woman, and will enable us to expand the bold strategies and creative approaches to ending this disease that have been our hallmark since our founding in 1991.

As we continue to lead a grassroots revolution in the world of breast cancer, I want to thank you for your support and the power it gives us to makes this non-stop, grueling, strategic, relentless work possible. We simply could not survive without you and your personal commitment to our mission—ending breast cancer, once and for all.

Be well.

Fran Visco
President
REVOLUTION IS NOT A ONE-TIME EVENT, and the need for revolution in breast cancer research, one of the core reasons for NBCCF’s founding in 1991, takes enormous effort, focus and courage. We were then, and remain now, focused on changing the prevailing system of incremental, safe research that has more often than not produced little meaningful impact on women’s health.

The Department of Defense Breast Cancer Research Program is a direct result of our 1992 campaign to dramatically increase federal funding specifically targeted to innovative, multi-disciplinary, high-impact breast cancer research. It created and fosters an unprecedented partnership that unites the military, scientific, medical and breast cancer survivor and advocacy communities to develop and carry out research to end breast cancer. It is the federal government’s only breast cancer research program that involves consumer advocates at both the scientific peer review and the programmatic review stages, and it serves as a model of transparency and accountability for all government programs. NBCCF trained advocates are highly engaged in every aspect of the DoD program. We are there to make certain that hard-fought research dollars are well spent on important questions that will produce the answers women with breast cancer as well as their families and friends demand and deserve.

Biological Research

The use of biomarkers—measurable cellular or subcellular materials that demonstrate the presence of malignancy or predict tumor behavior—is an area of promising research, and NBCCF once again demonstrated its leadership by convening in November 2005 a Strategic Consensus Conference: Shaping the Future of Biomarker Research to Ensure Clinical Relevance.

Era of Hope

An important part of the DOD initiative is the Era of Hope, a meeting designed to report to the public on the research funded by the program. There may be no other forum in the scientific community where such a diversity of scientific disciplines—basic scientists, clinicians, epidemiologists, nano-technologists, mathematicians, physicists and more—come together on an equal footing with consumers to look at the complexity of breast cancer research, challenge each other, explore controversial issues and learn and plan together. Thanks to NBCCF’s efforts, consumers play key roles in every aspect of the Era of Hope meeting. At the 2005 Era of Hope, controversial issues were confronted head-on, and everyone was challenged to think in new ways.

Thanks to NBCCF’s efforts, consumers play key roles in every aspect of the Era of Hope meeting.

Assembling a group of world-renowned researchers from government and academia, FDA regulators, consumers, clinicians and industry representatives, we focused on how biomarkers can be most useful in diagnosing and treating women with breast cancer. Results
were beyond our expectations: a set of five principles for a clinically relevant, collaborative and patient-centered approach to conducting biomarker research. These principles serve as a framework for the recommendations developed by the conference panel. NBCCF will next mobilize to implement these in order to accelerate progress in saving lives.

NBCCF is grateful to the funders of the biomarkers conference: the Regis Foundation for Breast Cancer Research, the Doris Duke Charitable Foundation, Hurricane Voices and the Virginia Clinton Kelley Fund.

**Clinical Trials Initiative**

Why a clinical trials program? Because NBCCF brings a unique patient perspective to every aspect of the trials process. In 2005, we collaborated with Allos Therapeutics on its eNRICH clinical trial, which is testing a drug to increase the efficacy of radiation for women with brain metastases. Another new NBCCF initiative is our work with the National Cancer Institute and the North American Breast Cancer Intergroup on TAILORx, a trial to determine whether a genomic test can predict the response to chemotherapy among women with early breast cancer who are estrogen receptor positive and HER2-neu negative. This trial is important because if successful, it would help determine who is likely to benefit from chemotherapy and spare those who won’t from this harsh treatment.

Behind the Headlines

The American public hears about important research chiefly through the popular media. Unfortunately, news articles sometimes include hype, exaggerations and errors that mislead women with breast cancer and others concerned about the disease. In our Behind the Headlines program, we provide evidence-based analysis of research studies, the facts, to better explain what the research actually means for women with breast cancer.

From mammography to treatments for early breast cancer to the impact of low-fat diets on breast cancer risk, we analyze the studies and give the information individuals need to make decisions that will impact their lives. For example, when news stories created a misconception that digital mammography was generally superior to traditional film mammography in detecting breast cancers we set the record straight. In fact, digital mammography does not detect more breast cancers in women over 50 years of age, the largest group of women at elevated risk. While it does find more breast cancers among younger women and women with dense breasts, a much smaller group, we do not know if it actually saves lives. The media reports of this study created a false sense of scarcity of the more expensive digital technology even though the population for whom a potential benefit was found is relatively small. Our website posting explained the findings, encouraged women to get more information before coming to any premature conclusions and helped alleviate anxieties.
NBCCF’s Commitment to Quality Information and Universal Access to Health Care

NBCCF is committed to providing evidence-based facts about breast cancer. Whether it is our position about mammograms, or our belief in maintaining the integrity of drug clinical trials, being true to that goal sometimes requires that we take unpopular stands. Our integrity is our hallmark; it has earned NBCCF the unswerving respect of scientists, lawmakers, policy experts and thousands of breast cancer survivors.

To provide the best breast cancer information available, NBCCF this year developed new fact sheets and breaking news analyses. All of these were posted to our website, www.stopbreastcancer.org. The topics ranged from gene profile testing to analysis of overall adjuvant treatment for women with HER2 positive early breast cancer. In addition we updated our earlier position paper indicating no link between abortion and breast cancer risk. Our members and the general public look to us for the truth about breast cancer and we continue to deserve their trust.

Many women feel overwhelmed and frightened when they are diagnosed with breast cancer. In order to provide the tools they need to take control of their health care and make difficult treatment decisions, NBCCF has produced a third edition of our Guide to Quality Breast Cancer Care. Because we want to reach the largest possible audience, we have made it available on our website. We also revised our short, easy-to-read booklet How to Get Good Care for Breast Cancer. Both the English and Spanish versions are available at no cost by calling toll free 1-866-624-5307.

Personal Stories, Public Action™ Campaign

“I am gratified that NBCCF wants to hear the personal stories…from women who … felt lost in the process of gaining information … or treated paternalistically by their physician.”

—NBCCF Advocate

Breast cancer is not an abstract concept—it is a disease that affects each individual in a different way, and with different impact on all aspects of life. In order to put a face on breast cancer for policy makers and the broader health care community, NBCCF continues to gather stories through our Stop Breast Cancer: Personal Stories, Public Action™ Campaign. We now have more than 600 stories, from every state in the nation. They are helping NBCCF identify and better understand the real issues behind the health care crisis and shape strategies for improvement through social and political change.

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NBCCF In Action

NBCCF trains its advocates to be leaders whenever and wherever breast cancer decisions are being made. We have taken a seat at many decisionmaking tables, including:

- Department of Defense Breast Cancer Research Program Integration Panel
- National Action Plan on Breast Cancer
- President’s Cancer Panel
- National Cancer Advisory Board
- Association of American Medical Colleges Task Force on Financial Conflicts of Interest in Clinical Research
- National Institute of Environmental Health Sciences Public Interest Committee
- Breast Cancer International Research Group
- Institute of Medicine Clinical Research Roundtable
- Institute of Medicine Committee on Improvements to Mammography Quality Standards Act
- Institute of Medicine Roundtable on Evidence-Based Medicine
- American Medical Association Ethical Force
- The Breast Cancer and Environmental Research Centers
- The Cochrane Collaboration Consumer Coalition
- National Quality Forum, Breast Cancer Technical Panel
- Institute of Medicine Committee on New Approaches to Early Detection and Diagnosis of Breast Cancer
- Markle Foundation, Connecting for Health, Personal Health Technology Program

...and more
Training the Breast Cancer Leaders of Today and Tomorrow

One of the hallmarks of NBCCF is our commitment to train advocates to demand a seat at the table in all forums where research and health care decisions are made, and play an active role once they are included. From our acclaimed science training course Project LEAD® through Team Leader Training, our in-depth session on how to influence public policy, to our Annual Advocacy Training Conference, we offer both practical tools and inspiration to the health care leaders of today and the future.

Project LEAD®

“Advocates are very knowledgeable about where we’re at and where we’re going in research. They can discuss this on a personal level, on a human level, on a policy level and on a scientific level, given the success of Project LEAD.”

—Dennis Slamon, M.D., Ph.D., UCLA School of Medicine, April, 2005

This year Project LEAD, NBCCF’s universally respected science and advocacy training program, commemorated its 10th anniversary. To mark this milestone, more than 200 of the program’s alumnae came together in Washington at the NBCCF Advocacy Conference. Faculty members presented updates on subjects such as the development of cancer at the molecular level, the structure and function of DNA, RNA and proteins, clinical trials and quality care. In addition, Col. Janet R. Harris, U.S. Army Medical Research and Materiel Command—Congressionally Directed Medical Research Programs, spoke about the project’s enormous impact on the DOD Breast Cancer Research Program. At a celebratory dinner, Dr. Andrew von Eschenbach, then director of the National Institutes of Health, praised the program as a model of international standing in the research community.

During 2005, 106 advocates participated in Project LEAD courses in Nashville, Alexandria, Minneapolis and Washington. In addition, we held the second Quality Care Project LEAD pilot, bringing the number of breast cancer activists now trained to identify quality breast cancer care to 50.

NBCCF is grateful to the Avon Foundation for its longstanding and generous support of Project LEAD.

Team Leader

The goal of Team Leader Training is to build a cadre of informed volunteer breast cancer activists, who are able to communicate about our legislative priorities to members of Congress and their staffs, serve in a leadership capacity and advocate for important breast cancer and other health policy issues in their
local communities. Team Leader consists of two days of training that include presentations, interactive sessions, group role-play sessions and mock lobby day meetings with Capitol Hill staffers. These advocates will then take a leadership role in NBCC’s annual Washington Lobby Day event and lobby days as needed throughout the legislative session, leading the meeting with their state representatives, senators and their staffs.

Annual Advocacy Training Conference

“We knew that we needed a revolution to accomplish our mission. To examine this revolution, we first need to recognize that there are two types of advocacy: individual, where you decide to help one person or community to raise money for one scientist or institution; or system advocacy, where you create systems of access to care that help thousands and funding for the worldwide scientific community, setting an overall research agenda ... [As] NBCC activists, we focus on the second —on changing the systems of research and care. And that advocacy is extraordinarily difficult ... we cannot afford to be anything less than leaders in our mission to end breast cancer. “

—Fran Visco, May, 2005

NBCCF’s 13th Advocacy Training Conference drew more than 600 participants from around the country, and the world, generating much excitement about Fran Visco’s call for a breast cancer revolution to make sure that the right research is funded. While continuing to drive home fundamental skills, the agenda also added eleven new science and advocacy workshops, displays highlighting the work of 15 member organizations and dozens of distinguished speakers. After the Conference ended, Lobby Day provided conferees the opportunity to have meaningful conversations with their elected representatives and their staffs. They left Washington inspired and renewed, ready for another year of fighting for change.

Sponsors

2005 Annual Advocacy Training Conference
Avon Foundation
Project LEAD® 10th Anniversary Symposium

Principal Underwriters
Bristol-Myers Squibb
sanofi-aventis

Underwriters
Eli Lilly and Company
Ortho Biotech

Benefactors
Amgen
Genentech
Novartis
Roche

Patrons
AstraZeneca
Entertainment Industry Foundation
Merck & Co.

Donors
Affymetrix
Genomic Health

Contributors
Allos Therapeutics, Inc.
Barr Laboratories
Cytyc LP

Supporter
AB Data, Inc.
NBCCF advocates enjoy the Annual Advocacy Training Conference
EVENTS

Advocacy in Action Golf Classic
NBCCF’s Advocacy in Action Golf Classic at the Tournament Players Club at Avenel near Washington, DC, featured players from the Women’s Futures Tour, a visit from Miss USA Chelsea Cooley and some tough competition. Shown left is Barr Laboratories CEO Bruce Downey kicking off the event.

Congressional Award Reception
NBCCF honored Rep. Anna Eshoo at a March 10th event at the Washington home of Bobby Juliano. Several of her colleagues joined in the celebration of her commitment to ending breast cancer: (left to right) Representatives Anna Eshoo and Lois Capps, Fran Visco, Rep. George Miller, and House Minority Leader Nancy Pelosi.

Insiders’ Briefing on Breast Cancer and Women’s Health Care Policy
Senator Hillary Clinton joined more than 100 NBCCF members and friends at the home of Katja Goldman and Michael Sonnenfeld on March 4th in New York for a spirited discussion of women’s health issues.

She is shown left with host committee members Carol Wall and Dorian and Katja Goldman.
Les Girls Cabaret

On Monday, October 17 more than a dozen stars from the entertainment industry donated their time to NBCCF’s fifth annual Les Girls Cabaret at the Avalon Hollywood in Los Angeles. Attendees enjoyed lively and humorous song and dance routines performed by some of Hollywood’s most popular television and movie personalities.
Virginia Clinton Kelley Fund and the New York Gala

NBCCF’s 2005 New York Gala included a very special feature, former President Bill Clinton’s launch of The Virginia Clinton Kelley Fund within NBCCF. This program pays tribute to a woman whose life exemplified the vision and strength to overcome seemingly insurmountable odds to achieve her goals and embodied the grassroots spirit of the National Breast Cancer Coalition Fund. The Virginia Clinton Kelley Fund will support NBCCF programs, which educate and train breast cancer survivors to influence research and public policy, foster innovation in research and health care and expand access to quality care. This fund will also support collaborations among women with breast cancer, researchers and health care stakeholders.

Two outstanding grassroots advocates, both trained to lead teams of NBCC members to lobby for breast cancer research funding on Capitol Hill, were honored at the event: Sandra Dave, who continued her NBCC activism even while repairing her home damaged by Hurricane Katrina, and Jennifer Levinson, who serves as a mentor for many young survivors.
October 26, 2005

Warm greetings to all those gathered for the launch of the Virginia Clinton Kelley Fund within the National Breast Cancer Coalition.

This is an extraordinary and very moving experience for me. I lost my mother to breast cancer eleven years ago, and I still think of her every day. This Fund is the perfect way to pay tribute to her courage, her tenacity, and, above all, her generous spirit and drive to get done the things that need to get done. The Fund also continues the longstanding partnership Hillary and I have had with the National Breast Cancer Coalition. It has been enormously gratifying for us to work with NBCC over the years to increase funding for breast cancer research, to strive to make quality health care available to everyone, and to seek out the innovative ideas that will one day bring breast cancer to an end.

Thanks to everyone who has already pledged support for the Virginia Clinton Kelley Fund and for NBCC's ongoing efforts to win this battle -- in my mother's honor and in honor of all the women and men who have lost their lives to this disease.

I look forward to being a part of this event and to the future success of the Fund.
THE NATIONAL BREAST CANCER COALITION

Breast cancer is more than a health issue. It is also a political issue that we can impact through public policy and public pressure. NBCC has led the way in this arena. We are not here just to make noise—though we certainly do make noise when the situation warrants. We train breast cancer advocates to work with our nation’s top decisionmakers so they understand and act on our priorities, an agenda that is strategic and focuses on the real needs of women and men with breast cancer.

Last year NBCC educated members of the congressional leadership that breast cancer is not “taken care of,” and that it is futile to fund window-dressing—pink ribbon projects that will have no impact on ending breast cancer—while denying resources to serious programs. This year, NBCC’s advocates worked with lawmakers and staff to bring about genuine legislative accomplishment. We succeeded, despite serious obstacles, in obtaining congressional approval of $127.5 million in funding for the Department of Defense peer-reviewed Breast Cancer Research Program. Our tenacity resulted in maintaining the strength of this innovative program.

This year we also made significant progress in moving forward the Breast Cancer and Environmental Research Act, a longtime NBCC priority. At our insistence, the bill was re-introduced at the beginning of the legislative session and quickly garnered strong bipartisan support: 62 co-sponsors in the Senate and 185 in the House in 2005, with more added in early 2006. Our Congressional Forums continued to educate Congress on the importance of this policy.

In 2000, NBCC led efforts to guarantee that underserved women diagnosed with breast cancer, have access to a system of health care and get the treatment they deserve. In 2005, we had to defend the Breast and Cervical Cancer Treatment Program from severe Medicaid funding cuts. Thanks in part to our relentless work, the Medicaid cuts were reduced. Preserving the funding for this program remains a high priority for NBCC.

The National Breast Cancer Coalition embodies the power of responsible, meaningful advocacy—and, thanks to our powerful advocates, NBCC has become a “household name”—in both houses of Congress.

The National Breast Cancer Coalition is NBCCF’s sister grassroots organization, dedicated to ending breast cancer through the power of action and advocacy.
New York advocates discuss NBCC’s legislative priorities with Sen. Charles Schumer (D-NY)

Sen. Lincoln Chafee (R-RI) with NBCC board member Marlene McCarthy

Iowa advocate explains NBCC’s agenda to Rep. Tom Latham (R-IA)

Rep. John Murtha (D-PA), accepts an award from NBCC
“We cannot afford to leave the decisions to policy makers, scientists, health-care providers or industry. We must be the leaders in our mission to end breast cancer.”

—Fran Visco

“I think it is very misleading to tell people that digital mammography is a better alternative to conventional mammography. We don’t know that yet. Catching more cancers doesn’t necessarily mean you’re going to avoid more deaths from breast cancer…You just may be seeing cancer sooner, so that for a longer period of time you have cancer but you aren’t affecting progression.”

—Carolina Hinestrosa

“Without question, people fear cancer. It seems to be so random. People will naturally want to do everything they can to avoid it, and that makes them vulnerable to all sorts of unsavory marketing ploys.”

—Carolina Hinestrosa, NBCCF executive vice president

The Washington Post

September 16, 2005

“I think it is very misleading to tell people that digital mammography is a better alternative to conventional mammography. We don’t know that yet. Catching more cancers doesn’t necessarily mean you’re going to avoid more deaths from breast cancer…You just may be seeing cancer sooner, so that for a longer period of time you have cancer but you aren’t affecting progression.”

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NBCF executive vice president

The Boston Globe

October 31, 2005

“We’ve had more than 10 years of breast cancer awareness months, and we still don’t know what causes breast cancer; we don’t know how to cure it, and we can’t prevent it. Studies suggest the environment plays a role, but we lack a national strategy that asks the right questions.”

—Carol Matyka

NBCF field coordinator

CNN.com

February 24, 2005

“Breast cancer is the disease that, for a long time, women feared the most…We tie femininity to physical appearance, and people think primarily of breast cancer that threatens your breasts—though those who have it realize, more significantly, that it threatens your life.”

—Fran Visco

Philadelphia Daily News

October 19, 2005

“I think people feel that [breast cancer is] taken care of. Because [there is]…such a pleasant spin on it, this pink spin, that people think there’s all this awareness. We have a lot of awareness; we need action.”

—Fran Visco

The Baltimore Sun, March 3, 2005

Philadelphia Daily News

October 19, 2005

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—Fran Visco
"I think women understand that what we’re talking about here is a reduction in risk; we’re not really talking about absolutely preventing a disease...Without question [drug trials] are helping us learn more about benefit and risk. Women are learning more about these issues and discussing them with their doctors. I think that’s a very good thing."

—Fran Visco

"The worst piece of advice I ever got was, ‘Just listen to your doctor and do what she tells you.’ I needed to do my own research and talk to people who’d been through it."

—Fran Visco

"As soon as we make investigational drugs available to people outside of clinical trials, fewer people will want to enroll in trials. The focus will be on making certain more and more people have access to those investigational, unproven, drugs just based on false hope."

—Fran Visco

On April 27, 2005, NBCCF President Fran Visco and Cynthia Pearson, NBCCF board member and executive director of the National Women’s Health Network (center), joined The New York Times science reporter Gina Kolata (right) as part of the New York Times’ Times Talks series. The subject of the discussion was “Taking Control of Your Health: What Can You Believe?”

Pittsburgh Post-Gazette

November 16, 2005

Fort Worth Star-Telegram

December 19, 2005

CBS News Sunday Morning

November 13, 2005
### Statement of Financial Position

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<th>Assets</th>
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| **TOTAL LIABILITIES & NET ASSETS** | $2,148,123| $1,096,817|

### Statement of Activities 2005

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| Change in Net Assets           | $906,621|
| Net Assets Beginning of Year   | $461,080|
| Net Assets End of Year         | $1,367,701|
Public Support & Other Revenue 2005

- Donations 75.02%
- Special Events (net) 22.24%
- Rental Revenue 1.78%
- Conference Registration 0.50%
- Interest & Other Revenue 0.47%

Expenses 2005

- Fundraising 8.11%
- Project LEAD 26.80%
- Advocacy Training Conference 12.19%
- Membership & Network Support 9.84%
- Clinical Trials & Research Initiative 8.82%
- Congressional Forum 1.41%
- Quality Care Initiative 2.03%
- Personal Stories Campaign 2.25%
- Other Programs 1.14%
- Education 5.41%
- Management & General 7.00%
- Public Policy 9.30%
- Public Outreach 5.70%
CORPORATE & FOUNDATION DONORS

$1,000,000 & above
Avon Foundation

$500,000 to $999,999
Breast Cancer Fund of the National Philanthropic Trust

$100,000 to $499,999
Amgen
Bristol-Myers Squibb Company
Genentech, Inc.
The Joyce and Irving Goldman Family Foundation
sanofi-aventis US, Inc.
Vance Wall Foundation

$50,000 to $99,999
Eli Lilly and Company
Entertainment Industry Foundation
Johnson & Johnson
The Karan-Weiss Foundation
Perelman Family Foundation, Inc.
Revlon
Revlon Group Foundation, Inc.
Time Warner, Inc.

$25,000 to $49,999
American Express Foundation
Barnes and Noble College Booksellers, Inc.
The Clinton Family Foundation
Cytcb, LP
Display Producers Inc.
Generic Pharmaceutical Association
Giorgio Armani
The Kaplan Thaler Group Ltd.
Mellam Family Foundation

$10,000 to $24,999
Abbott Laboratories
Active Concepts, LLC
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“I remember when you couldn’t even say breast, let alone breast cancer. Women did not say those words. That has changed quite a bit.”

—Fran Visco, NBCCF president, CNN.com, February 24, 2005