

2009 ANNUAL REPORT



National Breast Cancer Coalition

“... IF YOU WANT TO
BE PART OF NBCC,
YOU ACTUALLY WANT
TO DO SOMETHING
REAL ABOUT
BREAST CANCER.”

FROM THE PRESIDENT



Dear Friend of NBCC,

Our mission is to end breast cancer. Our actions show that these are not just words. We intend to achieve that mission. Throughout the years, the National Breast Cancer Coalition has been characterized as demanding. Unsatisfied. Impatient. We are. We are because nearly 1.3 million women worldwide will be diagnosed with breast cancer this year, and more than a half million women will die from the disease. And there is not a single woman who is not at risk of becoming one of these statistics. That's unacceptable.

As I look at our accomplishments during the year, we made a bit of progress. Our number one priority, guaranteed access to quality health care for all, is now part of the Patient Protection and Affordable Care Act, which was signed into law in March 2010. While passage of the law marks an unprecedented step forward and reflects many of the principles and priorities we adopted years ago in our Framework, the law is nowhere near enough. Our work is just beginning. Implementation of health care reform needs guidance from more than policy makers—it needs the voice of the consumer advocate. NBCC has been and will continue to be at the table to ensure the rights of breast cancer survivors and women at risk of the disease are protected.

In 2009, we advocated for \$150 million to fund the Department of Defense Breast Cancer Research Program, and Congress delivered. More than \$2.5 billion has been appropriated to this innovative program that we launched in 1992. But it's not enough to just make certain scientists have the money they need to conduct their research. How are they using that research money to bring an end to breast cancer?

Even with our progress, we cannot achieve our mission to eradicate breast cancer unless we do more. It's time to do more.

It's time to end breast cancer.

Let's be clear what that means—it means never again will another woman or man hear a doctor tell them they have this disease. They won't hear it because we will have achieved our mission and we will have ended breast cancer.

It's time for a new revolution. It's time to end breast cancer.

Sincerely,

A handwritten signature in dark ink that reads "Francisco". The signature is fluid and cursive, with a long horizontal stroke at the end.

ABOUT US



Carolina Hiestrosa, NBCC Executive VP of Programs and Planning, testifying before Congress

Our demand for increased funding for scientific research helped create an unprecedented breast cancer research program administered by the U.S. Department of Defense—the peer-reviewed Breast Cancer Research Program that continues today.

Our advocacy and collaborations with scientists helped bring about new models of research, including a significant breakthrough in breast cancer research and care—the first targeted therapy for a particularly aggressive form of breast cancer.

Our determination that knowledgeable advocates take their rightful place as decision makers led us to create unprecedented programs to educate the public and to train tens of thousands of advocates who challenge the status quo and demand more from hospital boardrooms to Capitol Hill.

Our vision and advocacy led to the first-ever system of access to care for thousands of low-income women with breast and cervical cancer, the Breast and Cervical Cancer Treatment Act.

Since our inception, NBCC has been a powerful voice for women and men across the country. As we advance our mission of eradicating breast cancer, three primary goals guide our work:

RESEARCH:

To promote research into the cause of and optimal treatments and cure for breast cancer, through increased federal funding for meaningful research and innovative collaborations among scientists and advocates.

ACCESS:

To improve access to high-quality breast cancer information, treatment and care for all women, particularly the underserved and uninsured. Legislation and changes in the regulation and delivery of health care are all critical in meeting this goal.

INFLUENCE:

To increase the involvement and influence of those living with breast cancer and other breast cancer activists across all decision making linked to breast cancer.

OUR VALUES & ACTIONS

We act based on values that are the foundation of the National Breast Cancer Coalition. They define who we are and how we work. Our decisions and behavior are grounded in these values; they guide all our relationships. We live them every day.

Our values and behaviors include:

Urgency

We must end breast cancer now.

Tenacity

Until breast cancer is eradicated, we will never give up and we will never back down.

Questioning

We challenge the status quo, view everything with a critical eye and analyze all information before we act.

Courage

We ask hard questions and make difficult decisions. When the evidence dictates, we reject popular or accepted thinking.

Knowledge

We do our homework and make strategic choices based on evidence.

Inclusion

We require diversity of thought, action and perspective in everything we do. We want everyone at the table.

Focus

We strategize how to have meaningful impact; we bring about real change.

Integrity

We are committed to our mission and hold ourselves and others accountable for positions and actions taken.

Innovation

We challenge ourselves and others to create new models and approaches.

Compassion

No one else should suffer.



2009 HIGHLIGHTS

Health Care Reform

NBCC succeeded in its decade-long commitment to expand access to quality health care for all. In 2009, NBCC endorsed the bill that eventually became the Patient Protection and Affordable Care Act (PPACA). In March 2010, the House and Senate passed and the President signed into law the health care reform package that reflects many of the elements and priorities set forth in NBCC's Framework for a Health Care System Guaranteeing Access to Quality Health Care for All.

Our PSA

NBCC friends Sheryl Crow, Olivia Wilde (House), Mark Harmon (NCIS), Marg Helgenberger (CSI), Regina King (Southland), and Calista Flockhart (Brothers and Sisters) helped spread the word by appearing in a NBCC public service announcement.



Myths and Truths

In October, NBCC launched the 31 Myths & Truths in 31 Days campaign to challenge women and men to get educated, speak up and take action to end breast cancer. Warning that "hearing the truth about what you thought you knew about breast cancer may surprise you. And it should motivate you," NBCC used the high visibility of Breast Cancer Awareness Month to encourage important grassroots action and advocacy while dispelling commonly believed myths and revealing relatively unknown truths about breast cancer.



Mammography Screening Guidelines

Since its founding, NBCC has believed that public health messages regarding breast cancer and screening must be evidence-based. In 2009, NBCC responded quickly to the release of revised US Preventive Services Task Force (USPSTF) screening guidelines, often as the lone voice in support of the evidence-based guidelines. NBCC worked hard to educate the public on the science of screening studies and the importance of following the evidence. The USPSTF is a government-appointed, independent panel of experts in primary care and prevention that systematically reviews the evidence and develops recommendations for clinical preventive services. Their 2009 recommendations included recommending against universal screening mammography for women aged 40-49, recommending every other year screening for women 50-74 and recommending against teaching breast self-examination.



Project LEAD® Workshops

In 2009, NBCC created a new approach for its science training program, Project LEAD, in order to make this premier training accessible to a broader audience. The Project LEAD Workshop is an introductory-level 2-day course, open to everyone interested in learning the basic biological concepts of breast cancer, the fundamentals of research methods and study design, and the skills to be critical readers of breast cancer science in the media every day. Graduates of the Workshop interested in more advanced study and the work of NBCC research advocacy, are encouraged to apply to the intensive six-day Project LEAD Institute.

Buenos Aires Project LEAD®

In December 2009, we held our 3rd NBCC International Project LEAD in Buenos Aires, Argentina. Project LEAD is a course designed to teach advocates the language and concepts of the science of breast cancer. Attendees learned the facts about biology, genetics, research design and clinical trials to work effectively with researchers and scientists to end this disease. NBCC strengthens advocacy around the world to improve breast cancer clinical trials, research and access to high quality health care for all.

Barnes & Noble Partnership



Marie Policastro, Manager, Partnership Marketing and Fran Visco, NBCC President

For its dedication toward ending breast cancer, we honored Barnes & Noble College Booksellers with the NBCC 7th Annual Corporate Community Fundraising Award. The award was presented at the Annual Advocacy Training Conference on Sunday, May 3, 2009. During its October 2008 breast cancer promotion, local college bookstores across the country donated proceeds from the sale of exclusive breast cancer t-shirts, hats and socks, raising more than \$56,000 for NBCC. Their efforts introduced our work to new young audiences and future advocates, and helped to increase research funding and improve access to quality health care for people with breast cancer.

Emerging Leaders

To change the systems that impact all of us and fight back against breast cancer, young adults must get involved and be a part of breast cancer activism and improving health care systems. The NBCC Emerging Leaders Initiative trains young women and men who have an interest in breast cancer advocacy, the political process and systems change.

In October 2009, we held a special Emerging Leaders workshop to connect potential leaders of this initiative with other people across the country like themselves who have an interest in breast cancer advocacy. Over two days, 42 attendees participated in sessions teaching the most current information in breast cancer science, public policy advocacy and research advocacy. They were trained on how advocates have the power to contribute meaningfully and change research. They learned how to be advocates for issues at both the state and national level. They also participated in a lobby day that took them to Capitol Hill, placing them in front of our national representatives where they used their newly acquired skills to effectively discuss the need for legislation to ensure the right research is pursued and that we implement a health care system that works for all of us.



Emerging Leader Shira Sternberg with First Lady Michelle Obama at a Rose Garden event

RESEARCH

“There has been an impressive effort by many nonprofit organizations to raise private funds and public consciousness around breast cancer. However, the kind of research and development work needed to cure breast cancer cannot be achieved without substantial federal funding. NBCC plays a vital part of the large effort to address breast cancer because it is the only organization that focuses on public policy as a mission priority. Their sustained lobbying efforts have brought more research funding to the cause than all other nonprofits combined, and ensure that there will be a safe and accessible cure for breast cancer in the future through improved protocols and treatments for women today. NBCC is the best hope we have to see an end to breast cancer in our lifetime.”

—Ethel Klein, New York, NY



Department of Defense Breast Cancer Research Program

Thanks to our grassroots advocacy, Congress has approved Department of Defense Breast Cancer Research Program (DOD BCRP) funding each year since its inception, totaling more than \$2.5 billion.

In 2009, NBCC successfully advocated for \$150 million in funding for the program. We applauded the 214 bipartisan Members of the House of Representatives and the 57 Senators who signed on to letters supporting \$150 million for the DOD BCRP in FY 2009. Representatives Nita Lowey (D-NY), Tom Davis (R-VA), Judy Biggert (R-IL) and Jim McGovern (D-MA) sponsored the letter in the House. Senators Tom Harkin (D-IA), Olympia Snowe (R-ME), Patrick Leahy (D-VT), Susan Collins (R-ME) and Arlen Specter (D-PA) sponsored the letter in the Senate.

The DOD BCRP was created in 1992 as a result of NBCC’s \$300 Million More campaign to increase federal funding for breast cancer research. A unique program, the goal of the DOD BCRP is to fund the type of high-risk, high-reward research that has the potential for significant scientific progress. Scientific proposals from around the world are considered throughout the highly selective funding process. The program chooses the most innovative studies, selecting those that facilitate collaboration among many scientific disciplines and strongly challenge the status quo. The DOD BCRP recognizes NBCC’s long-held understanding of the importance of consumer review and the advocate’s role in strengthening research models and processes.

Comparative Effectiveness Research

Research dollars are important, but allocating funds to the right type of research is paramount. At NBCC, we strongly push for models that include comparative effectiveness research—the type of research that measures results based on which treatment works best considering the individual patient, circumstance and total body of evidence available.



In March of 2009, we were proud to learn that the Institute of Medicine (IOM) was commissioned to create a Committee on Comparative Effectiveness Research (CER) Priorities to review and recommend national priorities for CER to be conducted or supported with funds from the American Recovery and Reinvestment Act of 2009, commonly referred to as the Stimulus Bill. The bill allocated \$1.1 billion for CER.

Such attention to CER was a victory in itself, but the victory was furthered when our Executive VP of Programs and Planning, Carolina Hinestrosa (pictured left), was appointed to be a part of the IOM committee to formulate recommendations to Congress.

Carolina worked on the report through its conclusion, but passed away on June 21, 2009 from a complication of her breast cancer treatment, before the publication of the recommendations. In recognition of her tireless work and incredible passion, the IOM committee dedicated the report in her memory.

Beyond the Headlines

Media outlets often have 30 seconds of air time or less than half a page to tell a story. In such a short clip or sound bite, highly complicated and nuanced science can be reduced to a rigid black and white issue. NBCC goes Beyond the Headlines to fully explain and further comment on the top stories in the world of breast cancer to ensure the full evidence is presented and understood by the public.

In 2009, the most popular topic covered by hundreds of media outlets was the US Preventive Services Task Force (USPSTF) revised recommendations of mammography screening. The revised guidelines were issued by the USPSTF, a government-appointed, independent panel of experts in primary care and prevention that systematically reviews the evidence and develops recommendations for clinical preventive services. Revisions include recommending against universal screening mammography for women aged 40-49; recommending every other year screening for women 50-74 and recommending against teaching breast self-examination.

Mammography is a complex issue—an issue that has been oversimplified into a basic message that by simply receiving a mammogram, cancer can be prevented or found early enough to be cured.

For more than 10 years, the National Breast Cancer Coalition has reviewed and analyzed each newly published article looking at mammography screening. After each analysis, NBCC has taken the position that mammography screening has significant limitations and should be a personal choice rather than a public health message.

Our researchers also have reviewed the articles and studies on breast self-examination and historically informed the public that there was no evidence that monthly breast self-examination saved lives. When the evidence from well-designed prospective randomized trials, in addition to that of other studies, showed harm and no benefit from this practice, we changed NBCC’s message accordingly. We continue to affirm those positions and are gratified that the US Preventive Services Task Force has changed their recommendations to be more in line with the existing evidence.

Women deserve to know the facts and have the right to make informed decisions regarding their health care. By going Beyond the Headlines, we work to ensure the truth is heard and understood so that meaningful action may follow.

ACCESS & QUALITY

“My good fortune, to find and join NBCC, provided me with insight into this group of remarkable individuals who share a goal of solving the riddle of breast cancer through science and service to women and their families. We survivors gain strength from their spirit, work, and accomplishments. I salute them with thanks.”

—Norma Nutman, Oradell, NJ

Informational Webinar Series

With the goal of increasing access to and improving the quality of breast cancer care for everyone, NBCC continues to bring together the brightest minds in breast cancer research and advocacy to share ideas and enact change. With the help of technology, these individuals are able to convene much more frequently online through our webinars. In 2009, we hosted a webinar series that included sessions that addressed timely and newsworthy breast cancer topics.

“Setting the Stage: NBCC and Health Care Reform” took place in August of 2009 and served to educate listeners about the often convoluted debate on health care reform. By focusing on NBCC’s Framework and breaking down the new health care legislation, the webinar illustrated our efforts on health care reform while also equipping listeners with tools to personally advocate in favor of this legislation.

In September of 2009, we hosted our second webinar, “Health Care Reform Can Happen This Year!” Speakers NBCC President Fran Visco and Director of White House Office of Public Engagement, Tina Tchen, spoke to listeners about the elements of NBCC’s Framework reflected in legislative proposals for health care reform.

In November 2009, the webinar “Health Care Reform Needs Your Support Now!” provided listeners with an update from Reva Price, Policy Advisor to Speaker Nancy Pelosi (D-CA) U.S. House of Representatives, on the progress of health care reform as well as our priorities for NBCC moving forward. Listeners were encouraged to continue advocating, not just for the passage of health care reform, but for patient-focused health care.

In December of 2009, we presented “The Truth About the USPSTF Breast Cancer Screening Guidelines,” focusing on clarifying the new, highly scrutinized guidelines, as well as explaining NBCC’s support of the guidelines. By providing the facts and allowing time for questions, our listeners were able to discern myth from truth to reach educated conclusions regarding the new guidelines.

Health Care Reform

For more than a decade, the National Breast Cancer Coalition has made access to quality health care for all its top legislative priority. In 2007, our grassroots Board of Directors approved a Framework for a Health Care System Guaranteeing Access to Quality Health Care for All, which builds on Principles it adopted in 2003. Throughout the process of developing the Framework, we applied our longstanding commitment to advancing evidence-based medicine and training consumers to strive towards systems change. In 2009, NBCC endorsed the bill that eventually became the Patient Protection and Affordable Care Act (PPACA), based on its adherence to many of the principles and priorities we adopted in the Framework. PPACA was signed into law in March 2010, marking an unprecedented step forward to the goal of access to quality health care for all.

Quality Care Initiative

NBCC was an early leader in the quality care field, launching our Quality Care Initiative in 1999 with the goal of increasing access to and improving the quality of breast cancer care for everyone. The Quality Care Initiative is guided by NBCC’s patient-centered, evidence-based vision of quality care and its six overlapping core values. One of these principles is consumer involvement at all levels of decision making. NBCC was instrumental in making sure such language was incorporated in the health care reform legislation. And as the health care reform implementation process moves forward, we are closely following developments at the federal and state level to ensure that the voices of those living with breast cancer are heard every step of the way.

In the past year, NBCC-trained advocates were appointed to major national and state committees in the areas of comparative effectiveness, evidence-based health care and quality care measures, and are attending major stakeholder meetings. Our website KnowBreastCancer.org contributes greatly to an understanding of quality care and evidence-based health care, and the advocates trained in our Quality Care Project LEAD® course are leading the advocacy work in communities around the country in systems change.



2009 Quality Care Project LEAD graduating class

INFLUENCE

Advocacy is only as effective as the advocates behind the movement. Lobbying on the Hill, passing along social media links and spreading the word only goes so far. Here at NBCC, we recognize the best advocate is one that can answer the question, “Why?” Why is health care reform so important? Why should comparative effectiveness research be demanded? Why should I reconsider my yearly mammogram? NBCC strives to educate passionate advocates so that when the inevitable questions follow, an NBCC advocate can—and will—confidently answer.

In 2009, we launched **The Center for NBCC Advocacy Training**, a centralized home for our programs teaching breast cancer activists the public policy and research-focused approach to advocacy that NBCC has pioneered. The Center’s exciting 2009 inaugural year offered a full year of programs for advocates at all skill levels, teaching participants the necessary tools needed to play a part in scientific and policy decision making around critical issues in breast cancer.



Work group discussion on epidemiology at the 2009 Project LEAD Institute

Speak Out to End Breast Cancer

In 2008 and 2009, NBCC piloted the Speak Out to End Breast Cancer workshops offered throughout the country to attract new audiences and advocates to the National Breast Cancer Coalition. Strengthening our political and organizational base, nearly 200 attendees participated in Speak Outs in Los Angeles, Philadelphia, Huntington Beach, CA, Boston, and Minneapolis. Of those participating, the majority have gone on to other advocate training programs, such as our science Project LEAD® courses and the Annual Advocacy Training Conference. Also, many have gone on to become NBCC members, and further their fundraising and political involvements.

NBCC’s Advocacy Training Conference

Each year the NBCC Advocacy Training Conference is packed with four days of information, learning, lobbying and networking.

Throughout the conference, Fran Visco spoke of NBCC’s history of challenging the status quo and the organization’s successful track record of inciting real change in the breast cancer community.

“I am proud that the National Breast Cancer Coalition is often called controversial. I’m proud that we think, and we strategize what’s the right thing to do, and no matter how unpopular, we then do it. I am proud of this revolution. Think. Strategize. Then act. This is the National Breast Cancer Coalition. This is a revolution. And I welcome you all to be a part of it,” Visco said to conference attendees.



Plenary sessions covered all issues in the world of breast cancer from health care reform to the latest, most promising research findings:

- *Politics & Breast Cancer: New Congress, New Administration... What Will They Do?* offered compelling viewpoints about universal access to care and the importance of advocacy. Panelist, Judy Feder, Senior Fellow at the Center for American Progress, received rousing applause when she encouraged participants by saying, “It’s going to take every voice that you’ve got, that you know, and raising that voice so that when those members of Congress are voting on legislation, they know that it is not safe to come back to their district unless they’ve delivered health reform.”
- *How Will Health Care Reform Impact Breast Cancer?* provided an in-depth discussion of the current health care system and how to create a system that will provide guaranteed access to quality health care for all.
- *Getting Back to Basics: What Do We Actually Know About Breast Cancer?* raised valid points about where breast cancer research stands and challenged assumptions about the biology of and treatments for the disease.
- During *Is it Time to Change Medical Practice?* Fran Visco moderated a discussion between Dr. Harold Burstein of the Dana Farber Cancer Institute Breast Oncology Center and Dr. Dennis Slamon of UCLA that focused on research pointing to a re-evaluation of the widespread use of anthracyclines to treat breast cancer.



In addition to plenary sessions, advocates chose from among 27 workshops, 11 of which were offered for the first time. The most popular proved to be *Breast Cancer Treatment: New and Emerging Therapies, Complementary and Alternative Medicine: What Does the Evidence Show?* and *Exploring the Role of Stem Cells in Breast Cancer*, one of three offerings specifically designed for Project LEAD® graduates.

Throughout the conference, advocates experienced advance previews of the new NBCC brand and upcoming website, KnowBreastCancer.org, explored a variety of interactive exhibits and participated in valuable legislative training sessions to prepare for the important work of lobbying for NBCC priorities on Capitol Hill.

INFLUENCE (continued...)

Quality Care Project LEAD®

Held November 4-7, the 2009 Quality Care Project LEAD brought together 32 breast cancer advocates to learn how to improve quality of health care through systems change. The course topics included health services research methodology, measuring health outcomes, systems change theory, structure of the US health care system, health care reform policies and models of advocate involvement. Graduates of this program go on to represent NBCC on local and national advisory committees such as the National Quality Forum, Agency for Health Research and Quality, and the Institute of Medicine. Graduates work to ensure that any legislative health care reform effort adheres to NBCC's quality care principles and core values.

Project LEAD® Institute

The 2009 Project LEAD Institute took place July 27 – August 3 in San Diego. With a revised curriculum, the Project LEAD Institute offered participants a week-long intensive study of cancer biology, genetics, epidemiology, research design and advocacy. Participants experienced enhanced features including a Mentors program, advanced breast cancer topic sessions and two research seminars. The course's 49 graduates are now prepared to collaborate with leading breast cancer scientists on research projects, review breast cancer research proposals, serve on local, state and national panels, committees and institutional review boards and help make important decisions in breast cancer research, policy and systems change.

Project LEAD® Workshops

These 2 ½ day training programs are focused on providing advocates an introductory education in the science of breast cancer. Project LEAD workshops were offered twice in 2009: April 3-5 in Philadelphia and October 23-25 in Los Angeles. LEAD Workshop students study the biological concepts underlying breast cancer, learn the research methods used to gather new evidence and test new ideas, and develop skills to be critical thinkers to better understand breast cancer science reported in the media every day. Nearly 85 beginner-level advocates participated in the workshops and now are eligible to apply for more advanced-level training at the Project LEAD Institute.



Best Practices in Breast Cancer Advocacy awardees at poster session and reception

Best Practices Awards

We value innovation and high-impact strategy. NBCC's Best Practices in Breast Cancer Advocacy Awards are granted to organizations demonstrating unique programs with the ability to bring about systems change in the breast cancer advocacy community.

In 2009, NBCC awarded \$190,000 to 14 organizations to advance their current Award-winning programs, or to aid in the development of previously nominated programs. These grants, generously made possible by the Breast Cancer Fund of National Philanthropic Trust, provided organizations with the capability to create or continue programs that will have a lasting impact on systems of research, access and public policy. All recipients are grassroots organizations that are managed by, and reflect the voices of, the people most affected by breast cancer.

The 2009 awarded organizations were: Alamo Breast Cancer Foundation (San Antonio, TX); The Annie Appleseed Project (Delray Beach, FL); Breast Cancer Alliance of Greater Cincinnati (Cincinnati, OH); Delaware Breast Cancer Coalition (Wilmington, DE); Family Services Center of Coffee County (Enterprise, AL); Georgia Breast Cancer Coalition Fund (Woodstock, GA); Inflammatory Breast Cancer Research Foundation (Bainbridge Island, WA); Linda Creed Breast Cancer Foundation (Philadelphia, PA); Nueva Vida (Washington, DC); Rhode Island Breast Cancer Coalition (Coventry, RI); SHARE (New York, NY); Virginia Breast Cancer Foundation (Richmond, VA); Wisconsin Breast Cancer Coalition (Whitefish Bay, WI); and the Women of Color Breast Cancer Survivors' Support Project (Inglewood, CA).

NBCC: VOICE OF BREAST CANCER ON CAPITOL HILL

Fran Visco Testifies Before Congress

Throughout 2009, Fran Visco was called upon to submit testimony to House committees exploring pertinent issues in breast cancer, including health care reform and the United States Preventive Services Task Force revised guidelines on breast cancer screening. Ms. Visco testified twice before the House Energy and Commerce Health Care Subcommittee and once before the House Education and Labor Committee—each time highlighting NBCC’s priorities and the issues most important to focus on in the goal of eradicating breast cancer.

House Education and Labor Committee: June 22, 2009

Testimony on health care reform at the Tri-Committee Draft Proposal for Health Reform hearing:

“NBCC strongly supports comparative effectiveness research and believes that it is necessary to help ensure quality, affordable health care for all. We need a high level of evidence for doctors and patients to choose which care is appropriate, for whom, and under what circumstances and who should pay for it.”

House Energy and Commerce Committee Health Subcommittee: October 7, 2009

Testimony on the state of breast cancer and the importance of health care reform:

“Let us be very careful not to make the same mistakes again. This holds true for the breast cancer bills currently pending before this committee and also holds true for health care reform. Currently, opponents of meaningful health care reform have begun to use incomplete, outdated and misleading statistics about breast cancer to support their arguments in opposition to these efforts. NBCC wants to set the record straight for the members of this Committee and for anyone else who may have come across this misleading information.”

House Energy and Commerce Committee Health Subcommittee: December 2, 2009

Testimony on the USPSTF revised mammography screening guidelines:

“Because a health message has been given over and over again and has become rooted in the public consciousness does not make it correct. Indeed, too many times, policy, messaging and beliefs have taken hold when there was in fact no real evidence behind them, and these actions resulted in harm to women.”



Advocacy in Action Grants

Grassroots advocacy is the foundation of NBCC. Membership organizations throughout the country work in their respective hometowns to ensure our priorities are a focus within the local community. Advocates delivering NBCC’s informed patient perspective at the local level is vital to advancing our objectives at the national level.

The National Breast Cancer Coalition Fund is proud to fund member organizations to advance local advocacy work to move beyond awareness to action. Generously funded by the Breast Cancer Fund of National Philanthropic Trust, the Advocacy in Action grants are used for outreach programs to engage diverse communities in advocacy; meetings in state capitals to promote advocacy agendas; expanding advocacy outreach through websites and newsletters; and assisting individuals through scholarships to attend research/science advocacy training courses such as the Advocacy Training Conference in Washington, DC.

In 2009, NBCC awarded 21 grants, as a result of a separate competitive application process.

The 2009 Advocacy in Action Award recipients were: Adelphi University/Adelphi NY Statewide Breast Cancer Hotline & Support Program (Garden City, NY); Alamo Breast Cancer Foundation (San Antonio, TX); Between Women, Inc. (Brawley, CA); Bosom Buddies, Inc. (Phoenix, AZ); Breast Cancer Alliance of Greater Cincinnati (Cincinnati, OH); Breast Cancer Care and Research Fund (Los Angeles, CA); Breast Cancer Options (Kingston, NY); Capital Region Action Against Breast Cancer (CRAABI) (Albany, NY); Delaware Breast Cancer Coalition, Inc. (Wilmington, DE); Florida Breast Cancer Foundation (Hallandale, FL); Georgia Breast Cancer Coalition Fund (Woodstock, GA); Linda Creed Breast Cancer Foundation (Philadelphia, PA); Minnesota Breast Cancer Coalition (Cottage Grove, MN); National Black Leadership Initiative on Cancer, Savannah Coalition Inc. (Savannah, GA); National Coalition for Cancer Survivorship (NCCS) (Silver Spring, MD); New Hampshire Breast Cancer Coalition (Lee, NH); Nueva Vida (Washington, DC); Rhode Island Breast Cancer Coalition (Coventry, RI); St. Louis Breast Cancer Coalition (St. Louis, MO); Virginia Breast Cancer Foundation (Richmond, VA); and the Wisconsin Breast Cancer Coalition (Milwaukee, WI).



Lobby Day 2009

Following the Advocacy Training Conference, several hundred advocates attended more than 400 scheduled appointments with their respective Senators and Representatives to urge the support of NBCC’s legislative priorities of Guaranteed Access of Quality Health Care for All and \$150 Million for FY10 for the Department of Defense Breast Cancer Research Program.

Well-prepared advocates strongly represented NBCC during successful, issue-focused meetings. Lobby Day concluded with a Congressional Awards Reception at which time NBCC recognized members of Congress who have supported NBCC’s priorities. Awardees for 2009 included: Sen. Daniel Inouye (D-HI), Sen. Tom Harkin (D-IA), Sen. Patrick Leahy (D-VT), Sen. Susan Collins (R-ME), Sen. Olympia Snowe (R-ME), Sen. Arlen Specter (D-PA), Rep. John Murtha (D-PA), Rep. Nita Lowey (D-NY), Rep. Frank LoBiondo (R-NJ), Rep. James McGovern (D-MA), Rep. Judy Biggert (R-IL) and Rep. Bill Young (R-FL).

NBCC EVENTS



Les Girls 9

On October 5, 2009 we entertained more than 250 guests at our 9th annual Les Girls Cabaret at the Avalon Hollywood. The evening included a celebrity-filled cabaret preceded by a cocktail hour featuring the Les Bags silent auction. Once again, it was a great show with incredible talent. We successfully reached our fundraising goal for NBCC, while also raising awareness of our important mission to eradicate breast cancer.

Special thanks to Les Girls 2009 event committee:

Phyllis Arkin	Alec Call	Allison Janney	Jackie Lewis	Arleen Sorkin
Padma Atluri	Trisha Cardoso	Bryan Johns	Allison Mackie	Pamela West
Royce Bergman	Jo Champa	Joe Keenan	Beth Rickman	
Gerry Bernardi	Brian Cosgrove	Danica Krislovich	Ellen Schultz	
Maggie Blanc	Vicky Fu	Tawnya Kuns	Jennifer Shore	
Cindy Broder	Sherry Goldman	Krista Levitan	Jan Silverman	



Tea & Advocacy in Martha's Vineyard

On August 5, 2009 we welcomed nearly 300 guests to our Tea & Advocacy event held on Martha's Vineyard. In a gorgeous tent overlooking Edgartown Harbor, the overcast weather could not spoil a party worthy of any Bollywood premiere!

With mehndi (henna hand painting), tassology (reading of tea leaves) and delicious Indian fare, the afternoon was a delight for all who attended. As always, we could not have done it without a dedicated Honorary Committee, co-chaired by Rose Styron, Geraldine Brooks and Charlayne Hunter-Gault and a hard-working volunteer committee led by Joan Kriegstein, Marjorie Randell-Silver and NBCC Board Member Judi Hirshfield-Bartek. Thanks to all of these wonderful ladies and to everyone who participated in making our event such a success.



New York Gala

On November 5, 2009, the National Breast Cancer Coalition Fund recognized four outstanding individuals for their work to help end breast cancer at the 14th Annual New York Gala, held at Cipriani 42nd Street in New York City.

This year's honorees (pictured bottom left) were Linda Wells, Editor-In-Chief, Allure magazine, and Daniella Vitale, President, Gucci America, who each received NBCC's Wo(men) Who Get It Right® Advocacy Award.

Melissa Fischer of Texas and Samantha Reed of Virginia received the 2009 Grassroots Advocacy Awards.

"Our Wo(men) Who Get It Right® awards went to both Daniella Vitale and Linda Wells for their tremendous contribution and ongoing efforts to end breast cancer," said Fran Visco, NBCC President. "Our grassroots advocates, Melissa Fischer and Samantha Reed, embody the spirit of NBCC: passionate, relentless, and mission-driven— we are delighted to recognize them for their leadership and the extraordinary work they have done."

The event exceeded its fundraising goal under the leadership of the incredible NY Gala co-chairs: Nathalie de Gunzburg, Chairwoman, Dia Art Foundation; Alan T. Ennis, President and CEO, Revlon; Karen Katz, President and CEO, Neiman Marcus Stores; Doug Morris, Chairman and CEO, Universal Music Group; and Sumner M. Redstone, Chairman, CBS Corporation and Viacom.

Award-winning musical artist John Legend (pictured above) was the evening's musical performer. Actress Dana Delany of "Desperate Housewives" and actress Paula Patton (pictured bottom right) who starred in "Precious" were on hand to present awards to the honorees.



2009 FINANCIALS

Thanks to our donors and supporters, the total revenue raised to support the National Breast Cancer Coalition Fund in 2009 was over \$6 million, which included nearly \$2 million for projects in future years. The remaining \$4 million was matched almost equally by grants and contributions from prior years that were intended for use in 2009. As a result, NBCC was able to invest nearly \$8 million in our mission to eradicate breast cancer.

Of those funds, nearly 85% of total expenses were invested in program activities such as education, training, research and public policy. Compared to two years ago, NBCC's annual revenues and expenditures have increased by approximately 25%, which translates into further education of advocates, increased support of member organizations, more convening of innovative leaders in breast cancer, greater impact on the international stage, and stronger leadership in access to quality health care.

NBCC's net assets as of December 31, 2009 were greater than \$5.3 million, ensuring a secure expansion and continued investment in our mission.

Your contributions enable us to continue important work to end breast cancer once and for all. We are grateful to each and every one of you who supported us in 2009.

ASSETS

Cash & Cash Equivalents	378,154
Accounts Receivable	3,474,514
Prepaid Expenses	84,487
Investments	2,046,130
Property & Equipment (net)	186,001
Deposits	38,167

TOTAL ASSETS 6,207,453

LIABILITIES

TOTAL LIABILITIES 860,657

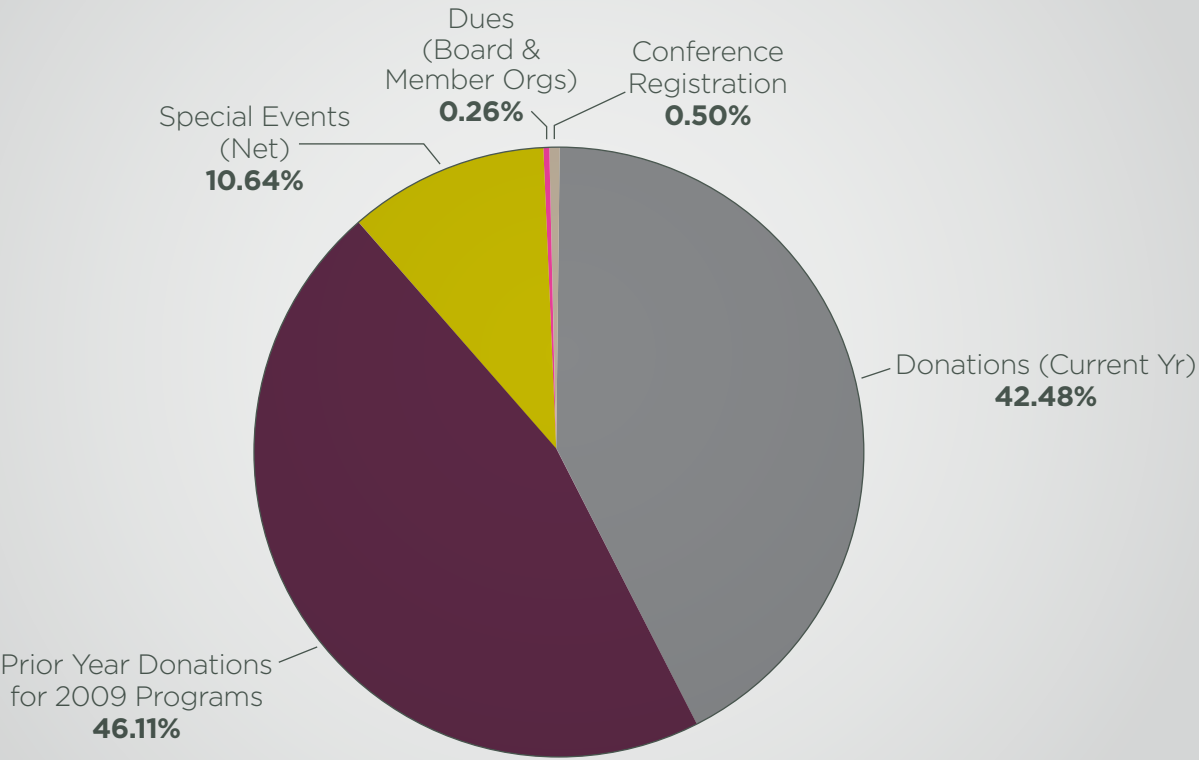
NET ASSETS

Unrestricted	810,627
Temporarily Restricted	4,536,169

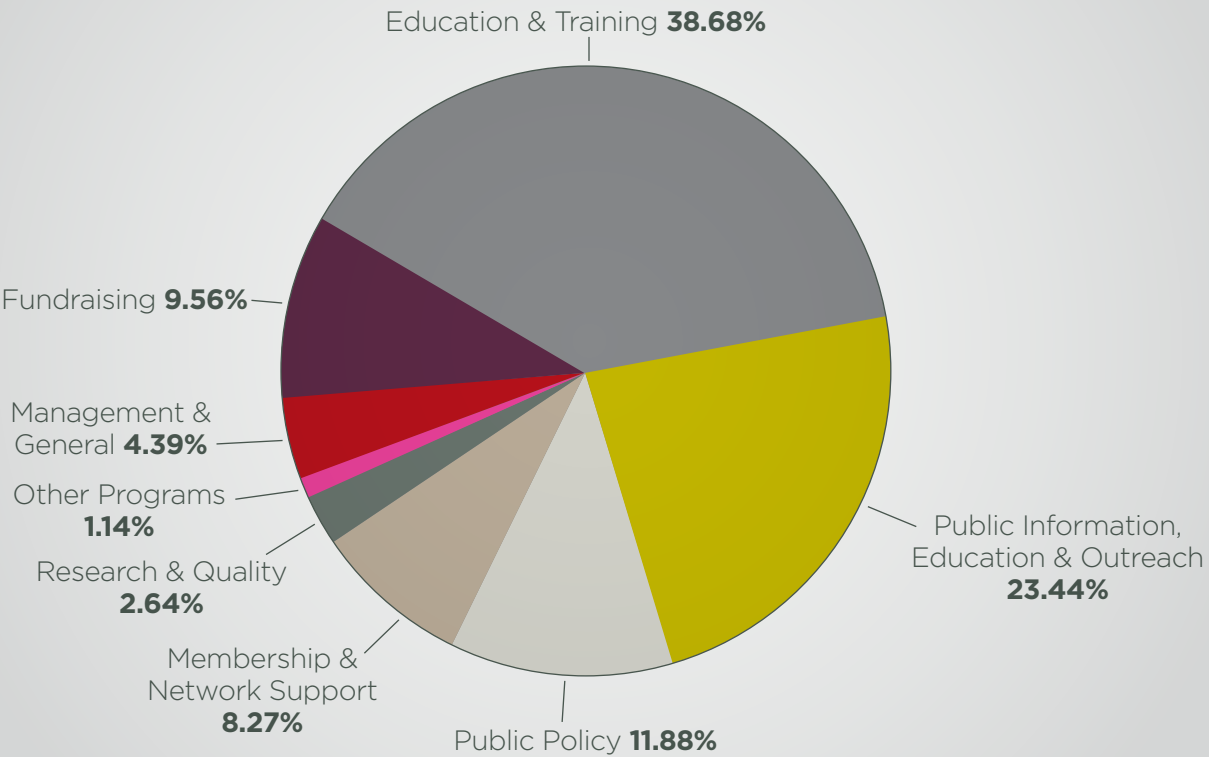
TOTAL NET ASSETS 5,346,796

TOTAL LIABILITIES & NET ASSETS 6,207,453

2009 Public Support & Other Revenue: \$7,296,769



2009 Expenses: \$7,002,794



PRESIDENTS COUNCIL

The President’s Council is a national network of like-minded women and men who provide leadership and financial support to the National Breast Cancer Coalition Fund in our mission to eradicate breast cancer. Our President’s Council members are key ambassadors, reaching into their own communities and networks on our behalf. We recognize these individuals for their generous support of \$1,000 or more in 2009. To join the President’s Council or renew your membership, please contact the Development Office at (202) 973-0569 for more information.

Thank you in advance for your support.

“I am a member of the President’s Council because the National Breast Cancer Coalition is making a real difference in the fight to end breast cancer. I am a survivor and both my mother and grandmother died of the disease; I don’t want this to continue in my family or anyone else’s family. NBCC is willing to take on difficult issues and challenge the status quo, focusing on evidence-based medicine, not on continuing practices that haven’t been shown to make a difference in ending this disease. NBCC’s science and advocacy training programs are of the highest quality, setting the standard for educating and training advocates to fully participate in and impact breast cancer research and health care legislation. Supporting NBCC through the President’s Council is just a small way that I can help support the fight to end breast cancer and ensure that NBCC’s impact and influence continue to grow and thrive.”

—Patricia Haugen, Sioux Falls, SD



2009 Members

Anonymous (4)
Susanna Lachs Adler and Dean Adler
Carole S. Allen
Madeline Anbinder
Susan and Robert Appleton
In Memory of Hildy Baker
Susan V. Bershad, MD
Jennifer and Matthew Berzok
Suzanne and Donald Bezahler
Isabelle T. Bisceglgio, PhD
Christine A. Brunswick

Maureen Calloway Carnevale and Richard Carnevale
Jo Champa Farrell and Joseph Farrell
Ulrika and Joel Citron
Betta and Jerome Clair
Paula Cleary
Elinor Coleman
Mary Ellen Colten
Victoria G. Cooke
Tracy Danza
Elizabeth Denison
Judy Dering and Frank Calzone
AnnaMaria DeSalva
Roberta DiBlasi
Kay Dickersin and Robert Van Wesep
Margaret Dulany
Dale and Harry Eastman
Jane Eger
Carol and Roger Einiger

Ruth G. Eldredge
Cara Esposito
Carol A. Evans
Linda and David Evans
Ileane and Irvin Fagin
Anna M. Flores
Silvia C. Formenti, MD
Elizabeth and Richard Frank
Patricia L. Freysinger
Rebecca Fry
Mary Gallo
Karren Ganstwig-Welinsky and Howard Welinsky
Allan Goldman
Dorian S. Goldman and Marvin Israelow
Katja Goldman and Michael Sonnenfeldt
Sherry Goldman
Victoria and Lloyd Goldman
Anne and Tom Grant
Gerard Harper

Kathleen and Arthur Harris
Patricia K. Haugen
Judi J. Hirshfield-Bartek and Elmer Bartek
Ellen and Tom Hoberman
Rosemary Iversen
Allison Jackson
Janice Kamenir-Reznik and Benjamin Reznik
Kara Kandel Chisholm and Cameron Chisholm
Marie and Jeffrey Kaplan
Shari Kaufman
Eleanora Kennedy
Ethel Klein
Jill and Peter Kraus
Harvey D. Kushner
Leona and Meyer Laskin
Elaine Lasnik-Broida and Michael Broida
Sheryl and Robert Lawrence
Karen and Franklin Lewkowitz
Susan M. Love
Gary and Babette Lubben
Kristen and Kent Lucken
Jeffrey M. Lynn

Debra Madden
Linda and Michael Magidson, Zissu Family Foundation
Virginia P. Mason
Carol Matyka
Marlene and Joseph McCarthy
Pamela McGreevy
Catherine Meek
Christine M. Millen
Shannon Minor
Stephanie Murray
Betsy Myers and Rob Keller
Donald Nederostek
Gayle A. Nobbs
Christine and Dermod Norton
John Noss and the Karin Decker Noss Trust
Norma and Norman Nutman
Randy Osofsky
Trish Paliotta
Michele Rakoff and Alan Sieroty
Kathleen and David Ramon
Sylvia and Richard Rickard
Beth Rickman
Sandra Z. Rosenbaum

Elyse Rosenblum
Merry B. Ross and Patrick Zimski
Rosemary Rosso
Ellen Sassa
Tracy and Evan Segal
Doreen Seidler-Feller, PhD
Diane Senica Langley
Gail and Steven Shak
Mace Siegel
Sandra L. Spivey
Carmen and John Thain
Vicki Tosher
Lisa Y. Tung and Spencer P. Glendon
Samuel D. Turner
Frances M. Visco and Arthur Brandolph
Maria T. Vullo
Carol and Harlan Waksal
Carol and Terry Wall
Marilyn Werner
Sandra K. Westfall
Kathleen and Stanley Zeitz
Laura Ziskin

SALON SERIES

In 2009, NBCC launched a “salon” series to cultivate new relationships with individuals from across the country and to increase participation in our President’s Council. Salon hosts consisted of both longtime friends and new supporters who generously opened up their homes and underwrote these intimate events in order to introduce their friends to NBCC and to encourage open conversation about breast cancer issues. These salons have been a great success and we look forward to continuing the initiative.

It is a pleasure to extend our gratitude to our 2009 salon hosts for their generous support:

Maria Echaveste	Stephanie Murray	Doreen Seidler-Feller
Janice Kamenir-Reznik	Betsy Myers	Trudie Styler
Kristen Lucken	Beth Rickman	

You can make a personal impact on NBCC by hosting a salon of your own. To learn more, please contact Maria Marranca at (202) 973-0589 or MMarranca@stopbreastcancer.org.

CORPORATE, FOUNDATION & ORGANIZATION DONORS

\$1,000,000 and Above

Breast Cancer Fund of National Philanthropic Trust

\$500,000 to \$999,999

AVON Foundation for Women
Entertainment Industry Foundation
The Joyce and Irving Goldman Family Foundation

\$250,000 to \$499,999

Cancer International Research Group

\$100,000 to \$249,999

sanofi-aventis US, Inc.
Vance Wall Foundation

\$50,000 to \$99,999

Lilly USA, LLC
Revlon Group Foundation Inc
Sumner M. Redstone Charitable Foundation

\$25,000 to \$49,999

Amgen
Barnes and Noble College Booksellers, Inc
Bristol-Myers Squibb Company
The Canary Charitable Foundation
CBS Studios, Inc
The Clinton Family Foundation
Conde Nast Publications
Genomic Health, Inc.
Gucci America
Merck & Co., Inc.
MGM Mirage
Novartis Oncology
Skadden, Arps, Slate, Meagher & Flom LLP
The Sol Goldman Charitable Trust
Viacom International Inc.

\$10,000 to \$24,999

America’s Health Insurance Plans
Betsey Johnson
Carat USA
Communities Foundation of Texas

Cozen and O’Connor
Elle Magazine
GlaxoSmithKline
Grand Circle Foundation
Guccio Gucci Spa
Hoffmann-La Roche, Inc.
Innovative Skincare
The John Mahoney Foundation
KPMG, LLP
Mellam Family Foundation
Oticon, Inc.
The Otis Booth Foundation
Otto Winzen Memorial Advised Fund of the Catholic Comm Fdn
PriceWaterhouseCoopers
Saks Fifth Avenue
Shorewood Packaging Corporation
Translational Oncology Research International, Inc.
William Morris Endeavor Entertainment

\$5,000 to \$9,999

Athena Cosmetics
BARKLEY
California Teachers Association
The Carole & Robert Daly Charitable Foundation
The Estee Lauder Companies
The Glen and Mary Ann Charles Family Foundation
The Hargrove Pierce Foundation
Hologic, Inc.
Impact Fulfillment Service, Inc.
Ines Salvanti Charitable Remainder Annuity Trust
Jewish Communal Fund
Jewish Community Foundation of Los Angeles
Milly
Paris Art Label Co. Inc.
Stephen and Mary Birch Foundation, Inc.
Susan G. Komen for the Cure
Theory
Video Service Group

\$2,500 to \$4,999

American Chai Trust
Anbinder Family Foundation
Andrew Weiss Gallery
Balenciaga America, Inc.
Bank of America
Breast Cancer Alliance of Greater Cincinnati
Brioni Roman Style, USA Corp.
C. B. Coleman & Joan F. Coleman Charitable Foundation
CG Abogados

Colliers ABR, Inc.
CRUMBS Bake Shop
Daniel M. Neidich and Brooke Garber Foundation
Departures Magazine
Elite Sportswear
Fossil Partners, L.P.
Hilda Laura V Haynes Family Foundation
Isaacs and Company
The Loreen Arbus Foundation
Marketing Horizons Display, LLC

Meredith Corp.
Pharos Capital Group, LLC
Prada Usa Corp
The Rhode Island Breast Cancer Coalition
Safilo USA, Inc
Thorlos
Time Warner, Inc.
Truist
United Talent Agency Foundation
The Viola Fund

INDIVIDUAL DONORS

\$50,000 and Above

Xiaoqiong Bi

\$25,000 to \$49,999

Fern and Lenard Tessler

\$10,000 to \$24,999

Gerald Bernardi and Joe Keenan
Cynthia and Robert Broder
Jane and Jimmy Buffett
Rosemary and Peter Casey
Patricia L. Freysinger
Thomas R. Kline
Susan M. Love
Christine and Dermod Norton
Daniella Vitale and David Biro
Pamela West
Ann C. Yahner

\$5,000 to \$9,999

Susanna Lachs Adler and Dean Adler
Susan V. Bershad, MD
Amy Bonoff
Debbie and James Burrows
Marc Cherry
Jo Champa Farrell and Joseph Farrell

Musa Mayer
John Noss and the Karin Decker Noss Trust
Perri Peltz and Eric Ruttenberg
Michele Rakoff and Alan Sieroty
Jane L. Rosenthal
Mace Siegel
Carly Simon
Arleen F. Sorkin and Christopher Lloyd
Samuel D. Turner
Frances M. Visco and Arthur Brandolph
Laura Ziskin

\$2,500 to \$4,999

Anonymous
Soozan Baxter
Bonnie Berger
Christine A. Brunswick
Judy Bernstein Bunzl and Nicholas Bunzl
Karen A. Clark
Judy Dering and Frank Calzone
Kay Dickersin and Robert Van Wesep
Dale and Harry Eastman
Patti and James Elliott

Patricia F. Garcia-King
Sherry Goldman
Anne and Tom Grant
Anneliese Harstick
Allison Jackson
Shari Kaufman
Josh N. Kuriloff
Mark A. Lee
Krista and Steven Levitan
Kevin Lewis
Howard A. Lipson
Gary and Babette Lubben
Marlene and Joseph McCarthy
Beth Rickman
Beth and David Rothenberg
Amanda Rubin and Scott Blankman
Allison R. Schneirov and Steven L. Fisch
Lisa and Michael Schultz
Pamela T. Schumann and Richard L. Keller
Teri Trotter
Robert Weigel

BOARD OF DIRECTORS

Adelphi NY Statewide Breast Cancer Hotline and Support Program

Director: Marie Kaplan
Alternate: Hillary Rutter

African American Women in Touch

Director: Carolyn DeArmond
Alternate: Kathy Johnson

Alamo Breast Cancer Foundation

Director: Dale Eastman
Alternate: Joy Moose

Bosom Buddies, Inc.

Director: Kathleen Zeitz
Alternate: Karen Lewkowitz

Breast Cancer Alliance of Greater Cincinnati (BCA)

Director: Kathy Ball
Alternate: Ann Hernick

CABCO

Director: Sandy Walsh
Alternate: Michele Rakoff

Delaware Breast Cancer Coalition, Inc.

Director: Victoria Cooke
Alternate: Rena Howard

Georgia Breast Cancer Coalition Fund

Director: Ruth Eldredge
Alternate: Wendy Rohrssen

Inflammatory Breast Cancer Research Foundation

Director: Kathleen Livingston
Alternate: Ginny Mason

Linda Creed Breast Cancer Foundation

Director: Donna Duncan
Alternate: Linda Camerota

Mautner Project

Director: Leslie J. Calman, Ph.D.
Alternate: Kate McQueen

Metropolitan Washington, DC Chapter of NBCC

Director: Christine Brunswick
Alternate: Rosemary Rosso

Minnesota Breast Cancer Coalition

Director: Christine Norton

National Breast Cancer Coalition

Frances M. Visco

National Women’s Health Network

Director: Cindy Pearson
Alternate: Amy Allina

Nueva Vida

Director: Larisa C. Caicedo
Alternate: Mary Jo Vazquez

Revlon Breast Center, UCLA Oncology Services

Director: Sherry Goldman
Alternate: Janice Boron

Rhode Island Breast Cancer Coalition

Director: Marlene McCarthy
Alternate: Jean Albert

Sense of Security

Director: Vicky Tosher
Alternate: Nancy Olson

SHARE

Director: Anne Grant
Alternate: Ivis Febus-Sampayo

Dr. Susan Love Research Foundation

Director: Susan Love, MD, MBA
Alternate: Judi Hirshfield-Bartek

Virginia Breast Cancer Foundation

Director: Gay Rudis
Alternate: Vernal Branch

Women of Color Breast Cancer Survivors’ Support Project

Director: Shirley Brown
Alternate: Carolyn Tapp

Young Survival Coalition

Director: Joy Simha
Alternate: Elizabeth Wohl

The National Breast Cancer Coalition (NBCC) is a 501(c)(4) organization that lobbies through its grassroots network for increased funding for innovative research and a seat at the table to oversee how those funds are spent and for public policies to expand access to quality health care for all. NBCC designs and works to enact legislation, policy and regulation necessary to achieve our mission to end breast cancer.

The National Breast Cancer Coalition Fund is a 501(c)(3) entity that designs and runs programs to educate, train and inform advocates, policy makers, scientists, providers and the public about science, health care and advocacy; collaborates with the research community on innovative research; effects change in the health care system to advance access to quality health care for all and gives a powerful, effective voice to breast cancer advocates everywhere.

NBCC’s mission is to end breast cancer through action and advocacy.



National Breast Cancer Coalition

1101 17th Street, NW, Suite 1300, Washington, DC 20036
P 202.296.7477 **F** 202.265.6854 **StopBreastCancer.org**
