

National Breast Cancer Coalition

2011 Annual Report

The
**Breast
Cancer**
Deadline

2020

Founded in 1991, the National Breast Cancer Coalition's (NBCC) mission is to eradicate breast cancer through the power of action and advocacy. On September 20, 2010, NBCC set a deadline and launched a plan of action to reach its mission: **Breast Cancer Deadline 2020®**—the end of breast cancer by January 1, 2020.

NBCC increases federal funding for breast cancer research; monitors how research funds are spent; expands access to quality health care for all; and ensures that trained advocates influence all decision making that affects breast cancer.

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

Our activism has generated more than \$2.77 billion new dollars for breast cancer research. Our research initiatives and advocacy 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 vision and advocacy led to the first-ever system of access to care for thousands of low-income women with breast and cervical cancer. And we've trained more than 11,000 advocates who challenge the status quo and demand more wherever breast cancer decisions are made—from hospital boardrooms to Capitol Hill.

There was a time when breast cancer was virtually ignored by those with the power to do something about it. Today we are holding these key stakeholders—and ourselves—accountable to **Breast Cancer Deadline 2020®**.

From the President

In the 21 years since the National Breast Cancer Coalition (NBCC) was founded, we have accomplished a great deal. I am proud of our history—it is a history of taking on big issues in breast cancer, challenging business as usual, facing controversy head on and making a real difference. We have made some progress but it is not enough. In the United States, we still lose 40,000 women every year to breast cancer, and around the world that number is nearly 500,000. That is not success.

In September 2010, NBCC launched **Breast Cancer Deadline 2020®**—our global initiative to end breast cancer by January 1, 2020. In 2011, NBCC convened two strategic summits around the priority areas of primary breast cancer prevention and the causes and prevention of breast cancer metastasis. We held our annual meeting of the Artemis Project®—our pilot program to develop a preventive breast cancer vaccine. We brought together our advocates for our Annual NBCC Advocacy Training Conference and Lobby Day. We released our Baseline Status Report on the state of breast cancer. The *Accelerating the End of Breast Cancer Act* was introduced in the House (and subsequently in the Senate) and has secured bipartisan support from nearly half of the members of Congress.

At the same time, NBCC has implemented a strategic communications plan to build support and influence among the media, and empowered and mobilized breast cancer survivors and advocates from across the globe to join with us.

NBCC is making rapid progress toward **Breast Cancer Deadline 2020®**. Our ability to continue to build on the momentum of this campaign and make a real difference is in large part due to our supporters. All those at risk—and all who care about them—must join a revolutionary activist movement with the goal of ending breast cancer. The goal is achievable—with the right amount of passion, leadership and funding. Are you with us?

Sincerely,

A handwritten signature in blue ink that reads "Francisco". The signature is written in a cursive, flowing style.

Research

The significant investments in breast cancer research over the years have brought us to the point where a collaborative, deadline-driven, mission approach is viable. The **Breast Cancer Deadline 2020®** campaign capitalizes on the investments made by our nation and others around the world that have resulted in the knowledge, tools and technologies needed to end breast cancer. The goal is to take what is known and build upon it for the sole purpose of ending the disease, not to create better tools to identify breast cancer or better mechanisms for managing it. NBCC initiatives include facilitating collaboration and leveraging existing financial resources to harness the knowledge of years of research to catalyze innovation and prevent breast cancer and stop deaths from the disease.

Research: 2011 Highlights

NBCC convened two strategic summits around the priority areas of primary breast cancer prevention and the causes and prevention of breast cancer metastasis. We held our annual meeting of the Artemis Project®—our pilot program to develop a preventive breast cancer vaccine.

NBCC also issued a ground-breaking baseline report on the state of breast cancer, which shed light on the reality of breast cancer, while offering an advocate perspective on the barriers that have hindered progress.

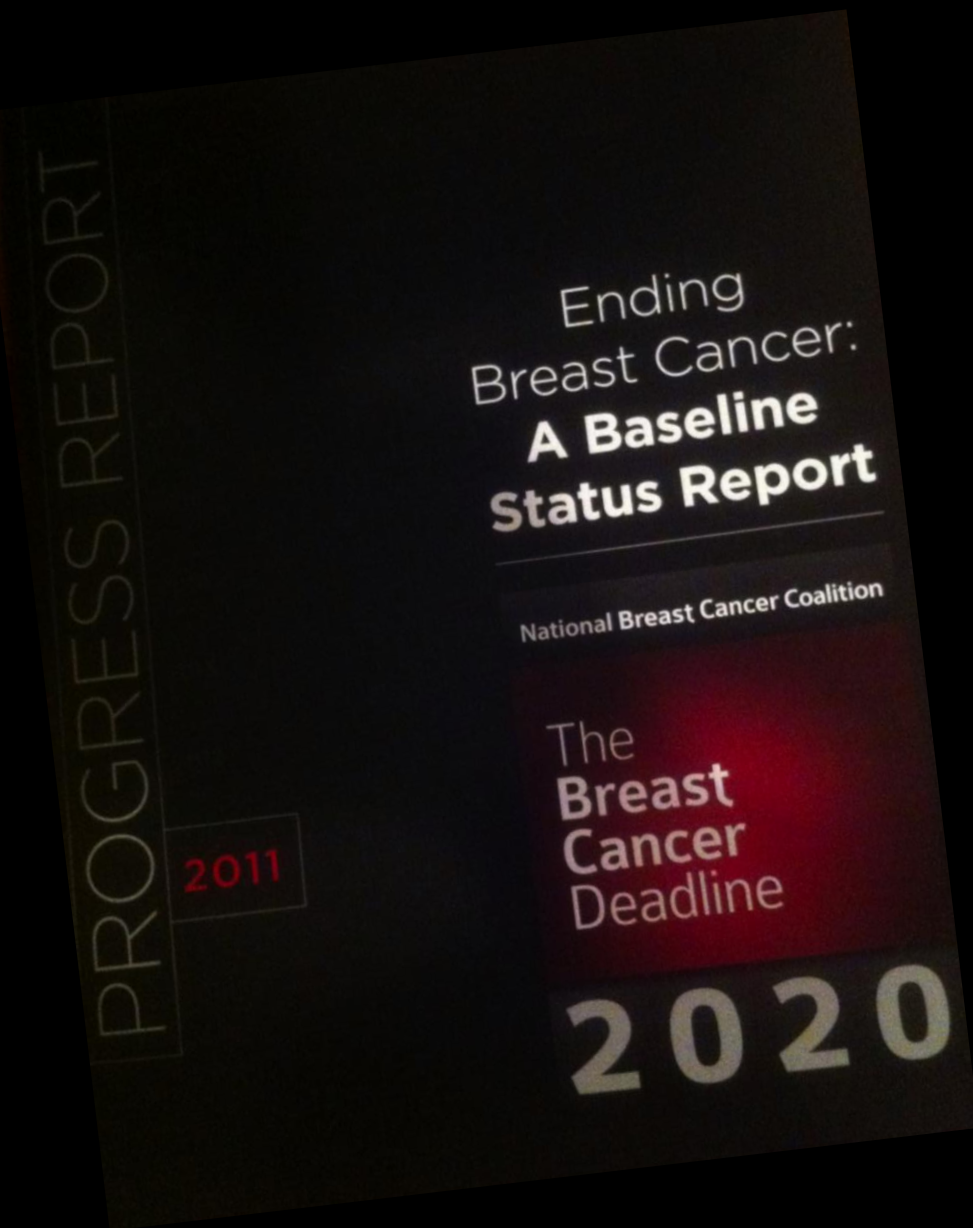
ARTEMIS PROJECT® FIRST ANNUAL MEETING

A cornerstone of **Breast Cancer Deadline 2020®** is learning how to prevent breast cancer from ever developing.

Scientists from academia and industry, including epidemiologists, immunologists and computational biologists, as well as regulators, providers, clinicians and advocates attended the first annual meeting of the Artemis Project® for a preventive breast cancer vaccine.

Working in collaboration, they developed the initial research plans, an outline of objectives, a basic work plan and a timeline for the development of a preventive vaccine to end breast cancer.





ENDING BREAST CANCER: A BASELINE STATUS REPORT RELEASED

NBCC issued a baseline report on the state of breast cancer, which provided an overview of the trends in research, advocacy, and public policy surrounding breast cancer. The report shed light on the reality of breast cancer, while offering an advocate perspective on the barriers that have hindered progress.

By disclosing the reality of breast cancer trends, research, advocacy and public policy, our Progress Report offers a framework for NBCC's plan of action and a benchmark to track future progress toward achieving **Breast Cancer Deadline 2020®**.

SUMMIT ON PREVENTION OF METASTATIC BREAST CANCER

Learning how to prevent the spread of breast cancer to other parts of the body is a goal of **Breast Cancer Deadline 2020®**.

The Summit on Prevention of Metastatic Breast Cancer represented a key step toward a plan for the research necessary to understand the process of breast cancer metastasis.

The 35 participants at the Summit divided into multi-disciplinary groups to discuss what we know, what we need to know, creative approaches for prevention and what we need to do to move forward and achieve progress for women.



National Breast Cancer Coalition Primary Prevention Summit

October 2011

Purpose

The National Breast Cancer Coalition (NBCC) will convene 30-45 leading investigators, regulators, and advocates for a Primary Prevention Summit focused on developing a strategic plan to answer the question: What needs to be done so that, by 2020, we understand how to prevent breast cancer?

Goal

The goal of the Summit is to develop consensus among key stakeholders on the three to four most promising avenues of research to answer the key question: how to prevent breast cancer. Furthermore as an outcome of the Summit, we will develop a strategic plan for ensuring that this research takes place, is translated to the clinic and results in lives saved as quickly as possible.

Process

The Prevention Summit Planning Committee is surveying leading scientists in the field, as well as other innovators outside of the field, to assess current research on primary prevention, and to identify key issues that warrant further investigation. Based on this and other related research, the Committee and NBCC staff will develop materials and presentations for the Summit on selected topics.

The Summit will be held October 1-3, 2011 in Aspen, Colorado. There will be a few brief presentations, but the majority of the Summit will be devoted to discussion, debate and the development of consensus on the three to four most promising avenues of research, within the context of the **Breast Cancer Deadline 2020***.

The final day of the Summit will be devoted to developing a strategic plan and recommendations for focusing efforts on the identified avenues of research, which may include future catalytic meetings hosted by NBCC.

There are no limits on the avenues of research to be discussed and identified as crucial to meeting the **Breast Cancer Deadline 2020***. Recommendations could include, but are not limited to, research on interventions for primary prevention, new designs for clinical trials, new paradigms for understanding prevention, or any other issues.



P 202.296.7477 | F 202.265.6854 | BreastCancerDeadline2020.org
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SUMMIT ON PRIMARY PREVENTION OF BREAST CANCER

NBCC convened a multi-disciplinary group of visionaries including breast cancer advocates, scientists, clinicians and others who identified the major questions that need to be addressed to understand how to prevent breast cancer by the end of the decade.

The goal of the Summit was to develop consensus among key stakeholders on the three to four most promising avenues of research to answer the key question: how to prevent breast cancer.

Furthermore, a strategic plan was developed for ensuring that this research takes place, is translated to the clinic and results in lives saved as quickly as possible.

October 1-2 | Aspen, CO

Public Policy

All stakeholders play a key role in achieving the goals of **Breast Cancer Deadline 2020®**. The government and public officials are no exception. In the US, the federal government is the largest funder of biomedical research. Laws regulate and support access to care and health care systems. Third party payors are subject to state and federal regulations. In fact, every aspect of breast cancer is touched by public policy. It is imperative that policy leaders are educated and trained and have no agenda related to breast cancer other than to save lives, and to end the disease.

Public Policy: 2011 Highlights

The *Accelerating the End of Breast Cancer Act* was introduced in the House (and subsequently in the Senate) and has secured bipartisan support from nearly half of the members of Congress. This victory underscores the power of grassroots advocacy, a critical component in **Breast Cancer Deadline 2020®**, NBCC's initiative to end breast cancer by January 1, 2020. Leading up to this victory, advocates highlighted the urgency behind the introduction of the *Accelerating the End of Breast Cancer Act* during NBCC's annual lobby day, which included more than 400 meetings on the Hill.



VISCO TESTIFIES BEFORE SENATE APPROPRIATIONS SUBCOMMITTEE ON DEFENSE

NBCC President Fran Visco testified before the Senate Appropriations Subcommittee on Defense to ask members of the Subcommittee to continue to fund the Department of Defense peer reviewed Breast Cancer Research Program (DOD BCRP) for the Fiscal Year (FY) 2012.

“To continue the success of the program, you must ensure that it maintain its integrity and separate identity, in addition to level funding,” said Visco in her testimony. “This is important not just for breast cancer, but for all biomedical research that has benefited from this incredible government program.”

The DOD BCRP was established in 1992 as an unprecedented model of consumer involvement and innovative research.

It is the second-largest funding agent of extramural breast cancer research in the world. NBCC’s efforts have helped secure more than \$2.77 billion for the DOD BCRP, which has attracted more than 29,000 proposals since its inception.

NBCC advocates joined more than 1,600 DOD BCRP awardees, advocates, and invited speakers at the Era of Hope conference in Orlando, FL in August 2011. Advocates and expert scientists from different fields and research areas discussed unanswered questions, shared ideas, identified promising directions in breast cancer research, and developed collaborative partnerships. The 2011 conference was dedicated to Carolina Hinestroza, NBCC’s Executive Vice President, who died in 2009.

The
Breast
Cancer
Deadline

2020

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FOR IMMEDIATE RELEASE

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National Breast Cancer Coalition Supports the FDA Decision to Remove the Breast Cancer Indication from Avastin®

NBCC Statement

Washington, D.C., June 28, 2011—Since 2008, the National Breast Cancer Coalition (NBCC) has argued that accelerated approval by the US Food and Drug Administration (FDA) for bevacizumab (Avastin®) was lowering the bar on drug approval. Based on the results of randomized clinical trials, there is no evidence the drug extends the lives of breast cancer patients, however evidence indicates it increased the risk of harm.

In December 2010, the FDA announced it was beginning the process of removing breast cancer as an indication for the drug Avastin because it has not been shown to be safe and effective for that use. The FDA made this decision after reviewing the results of four clinical studies of Avastin in women with breast cancer that show no improvement in overall survival and insufficient benefit in slowing disease progression to outweigh the significant risks to patients. The risks include severe high blood pressure, bleeding and hemorrhage, the development of perforations (or "holes") in the body, including the nose, stomach and intestines, and heart attack, or heart failure.

NBCC applauds the FDA's December 2010 decision for responding to the scientific evidence in the face of significant political and public pressure.

Women deserve access to treatments that evidence proves effective and that have minimal side effects. Women deserve treatments that save lives. We understand how painful it is that we do not yet know how to cure metastatic disease. But we need to focus advocacy, public policy and resources on saving lives and doing more good than harm. To continue focusing on a drug that does not live up to its promise, will instead take away attention that should be focused on finding a way to end this disease for the 400,000 women worldwide who will die of breast cancer this year alone.

BRUNSWICK TESTIFIES AT FDA AVASTIN HEARING

NBCC's Vice President Christine Brunswick, spoke at the FDA hearing to consider its decision to withdraw the breast cancer indication from the Avastin label.

Brunswick told the panel, "The drug does raise false expectations and does detract from focusing on other research that may produce effective and lifesaving drugs."

NBCC has continually voiced concerns about the FDA approval of Avastin® for breast cancer. Despite our fervent wish that it were otherwise, we understood that the science simply did not support approval.

There was no benefit to survival and, at the same time, there were significant harms, including some deaths. The FDA's mandate is to apply scientific evidence to promote and protect the health of the public, not simply to get drugs on the market regardless of their effectiveness or harm. The FDA's decision to remove the breast cancer indication from Avastin® sends a strong message that we need drugs that have meaningful benefit and minimal harm. That is the innovation we all seek.

June 28 | Washington, DC

CONGRESSIONAL FORUM

“AN END TO BREAST CANCER: IS IT POSSIBLE?”



FRAN VISCO
NBCC PRESIDENT

NBCC hosted a Congressional forum, “An End to Breast Cancer: Is it Possible?” on Capitol Hill.

NBCC President Fran Visco and Dr. H. Kim Lysterly of Duke University Medical Center told the assembled House and Senate staffers what progress has been made to end breast cancer, why a new approach is needed and the role NBCC and other stakeholders—including Congress—need to play to achieve **Breast Cancer Deadline 2020®**.



DR. H. KIM LYERLY
DUKE UNIVERSITY MEDICAL CENTER

ACCELERATING THE END OF BREAST CANCER ACT (HR 3067)

NBCC's advocacy succeeded in getting landmark breast cancer legislation introduced into the US House of Representatives that would take an unprecedented step forward in making the end of breast cancer within the decade a national priority.

Policy makers on Capitol Hill introduced NBCC's legislation, the *Accelerating the End of Breast Cancer Act* at the end of September. This legislation focuses on identifying strategies for the primary prevention of breast cancer and identifying methods to prevent breast cancer metastasis. The legislation would create the Commission to Accelerate the End of Breast Cancer comprised of representatives of biomedical research, business, breast cancer advocacy and other related and unrelated disciplines.



September 26 | Washington, DC

LAUNCHED: BREAST CANCER CAUCUS 2012



To the Candidates:
Do you support **Breast Cancer Deadline 2020®?**

In each presidential election campaign since NBCC's inception in 1991, our members have educated the candidates and the public about the importance of a political approach to breast cancer. NBCC looks beyond general statements of support from candidates and public officials. We hold policymakers accountable for how they vote and govern with regard to our substantive legislative and public policy priorities. During 2011, NBCC launched its Breast Cancer Caucus 2012 to urge presidential candidates to see breast cancer not only as a health issue, but a political one as well. Candidates were asked to answer this question: "Do you support **Breast Cancer Deadline 2020®?** If so, as President, what would you do to achieve the goal of ending breast cancer by January 1, 2020?"

Public Outreach

Despite years of campaigns to raise awareness, ever expanding screening programs, increased fundraising efforts and research, breast cancer incidence and mortality have not changed significantly. Media, advocates, researchers, policy makers and others must be educated to shift the essential public dialogue about breast cancer from awareness and screening to prevention and saving lives. We must make certain that leaders in government, industry and all areas embrace the deadline with courage and conviction and make ending this disease a priority.

Public Outreach: 2011 Highlights

NBCC began implementation of a strategic communications plan to build support and influence among the media, and empowered and mobilized breast cancer survivors and advocates from across the globe to join with us.

Editors Luncheon: Changing the Conversation with the Media

Peggy Northrop, then Editor-in-Chief of *Reader's Digest* and Daniella Vitale, Chief Merchant and Executive Vice President of Barneys New York, hosted an intimate gathering of top New York editors of women's publications. During the event, NBCC President Fran Visco shared her vision for **Breast Cancer Deadline 2020**®.



HUFFINGTON POST



[The End of Breast Cancer: 20 Years Down, 9 to Go](#) April 24

In her blog on *Huffington Post*, NBCC President Fran Visco wrote: “We should all be very proud of our accomplishments. And frustrated. Despite the billions of dollars for research and care and thousands of advocates pushing for meaningful progress, things have not changed all that much.” Her blog offered insights coming from the release of NBCC’s first Progress Report.

[Progress In Breast Cancer: A Reality Check](#) May 3

Fran Visco delivered a sobering message in her blog about the reality of our progress in breast cancer, noting that we must understand the reality of the disease at every level.

“If we are going to end breast cancer, we need a paradigm shift. More of the same will not produce different results. We owe it to all of our daughters and sons, and granddaughters and grandsons, to try something new.

*“The plan is to disrupt the status quo on all fronts with the sole purpose of directing attention and resources where needed to achieve **Breast Cancer Deadline 2020**®.”*

[The Truth About Breast Cancer](#) October 11

Fran Visco challenged readers to know the truth about breast cancer in her blog on *Huffington Post*: “You would probably think that, with all the breast cancer activism that happens in the U.S. during October and all of the media attention it receives, we have made significant progress toward ending breast cancer.

“The truth is, we have not.”

[WARNING: Breast Cancer Awareness Month May Be Hazardous to Your Health](#) November 15

“The irony of Breast Cancer Awareness Month is that by the end of the month there was significantly more misunderstanding in the public about the disease,” said Fran Visco in response to the enormous amount of misinformation distributed about breast cancer during Breast Cancer Awareness Month.

ARE YOU *ON THE CLOCK*?

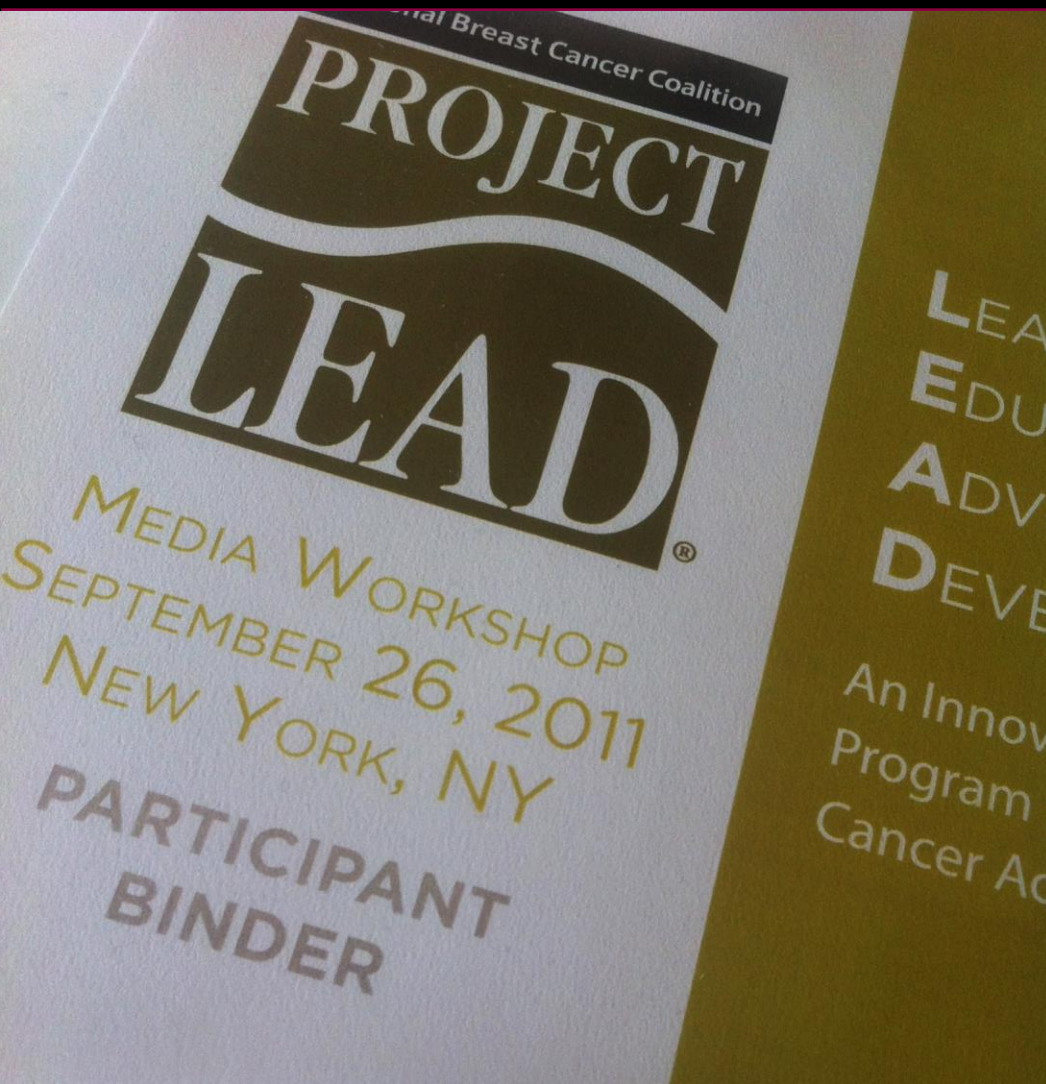


The National Breast Cancer Coalition is counting down the days, hours, minutes and seconds to **Breast Cancer Deadline 2020®**, the end of breast cancer by the end of the decade. The numbers on our clock are much more than time ticking by. They are a visible declaration that we are fighting for real people's lives.

The faces ***On the Clock*** inspire our work.
Are you ***On the Clock***?

NBCC launched "*On The Clock*," an interactive engagement and fundraising opportunity.

Anyone who supports **Breast Cancer Deadline 2020®** has the opportunity to get *On The Clock*, or to honor a loved one by putting them *On The Clock*.



MEDIA PROJECT LEAD®

Health editors and writers of women's magazines, journals, general and social networking media came to NBCC's special one-day session of Media Project LEAD®.

The event was co-hosted by Peggy Northrop, then Editor-in-Chief of *Reader's Digest* and Cindi Leive, Editor-in-Chief of *Glamour*.

Attending members of the media were educated on the biology and epidemiology of breast cancer. They were also challenged to present evidence-based breast cancer information in ways that are understandable to the public as well as statistically and contextually accurate and balanced.

31 TRUTHS ABOUT BREAST CANCER

NBCC delivered 31 Truths about Breast Cancer every day in October, reminding people that the truth is sometimes hard to accept.

NBCC's 31 Truths were promoted on the Web, through email, in social media and the blogosphere.



Approximately 40,000 women and 450 men continue to die from breast cancer each year in the United States.



Changing the conversation one day at a time

Want the truth about breast cancer?

GIVE ME THE TRUTH

NBCC PARTNERS WITH LIFETIME

NBCC partnered with Lifetime and several other breast cancer organizations on the Lifetime original movie, FIVE, directed by Jennifer Aniston, Patty Jenkins, Alicia Keys, Demi Moore and Penelope Spheeris.

FIVE is an anthology of personal stories of five women who face breast cancer, linked together by an oncologist who gets her own diagnosis of breast cancer.



Trained Advocates

NBCC's work to end breast cancer through the **Breast Cancer Deadline 2020®** initiative requires the involvement and leadership of educated breast cancer advocates. The Center for NBCC Advocacy Training has been a leader in supplying the education, tools, training and action that enable breast cancer survivors and other advocates to take leadership roles in clinical, scientific, policy and legislative decision making that affects breast cancer research and public policy.

Trained Advocates: 2011 Highlights

The Center for NBCC Advocacy Training brought together advocates from across the nation and around the globe to participate in the Annual NBCC Annual Advocacy Training Conference as well as a host of Project LEAD® advocate training courses. These educated advocates used their new skills and knowledge to teach, engage and inform members of their organizations and networks in their home communities, exponentially multiplying the impact of the training programs.



PROJECT LEAD[®] WORKSHOP: TAMPA

This premiere 2-day training program gave 43 advocates an introductory education in the science of breast cancer.

Nationwide—and globally—the women and men NBCC has trained through its Center for NBCC Advocacy Training are shaping breast cancer public policy by participating in legislative, scientific and regulatory decisions.

January 7-9 | Tampa



4TH INTERNATIONAL PROJECT LEAD[®]

NBCC offered its fourth International Project LEAD[®] course to 30 advocates selected from around the world.

The course was taught by internationally-renowned scientists with a combination of the basic Project LEAD curriculum and a special emphasis on clinical trials, ethics, regulation and safety issues relevant to an international audience.

A woman with dark hair and glasses, wearing a dark blazer, stands at a podium on a stage. The podium features a sign that reads "The Breast Cancer Deadline 2020". Behind her is a large blue banner with the text "NATIONAL BREAST CANCER COALITION ANNUAL ADVOCACY TRAINING CONFERENCE 2020". To the left of the banner, a smaller sign reads "The Breast Cancer Deadline 2020". The stage is lit with blue light, and the audience is visible in the foreground, seated and facing the stage.

NATIONAL BREAST CANCER COALITION ANNUAL ADVOCACY TRAINING CONFERENCE 2020

More than 800 advocates came to the 2011 NBCC Annual Advocacy Training Conference (*now the NBCC Advocate Summit*) to learn how to effectively shift the conversation on a national and local level to the single-minded purpose of ending breast cancer by January 1, 2020.

Advocates attended thought provoking plenary sessions and attended educational workshops designed to prepare them for effective and meaningful meetings with their members of Congress.

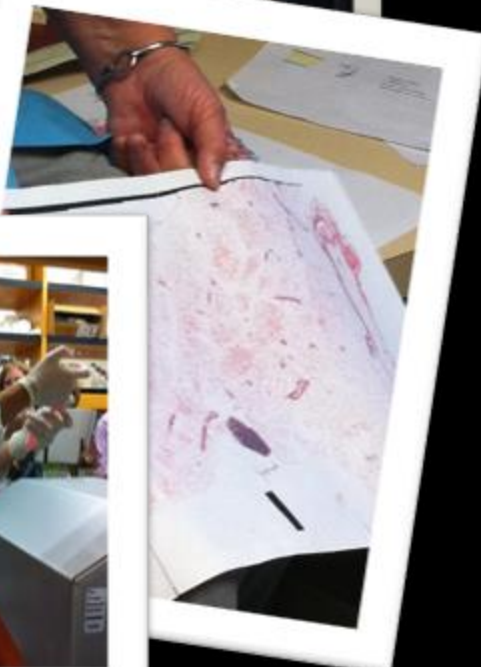
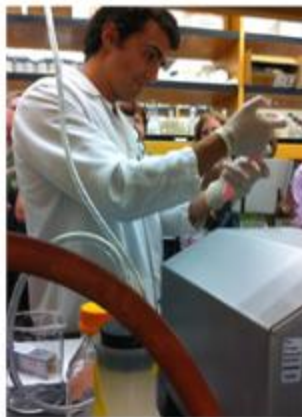
April 30-May 2 | Washington, DC

2011 PROJECT LEAD INSTITUTE®

More than 100 applications were received for the course's 52 participant spots.

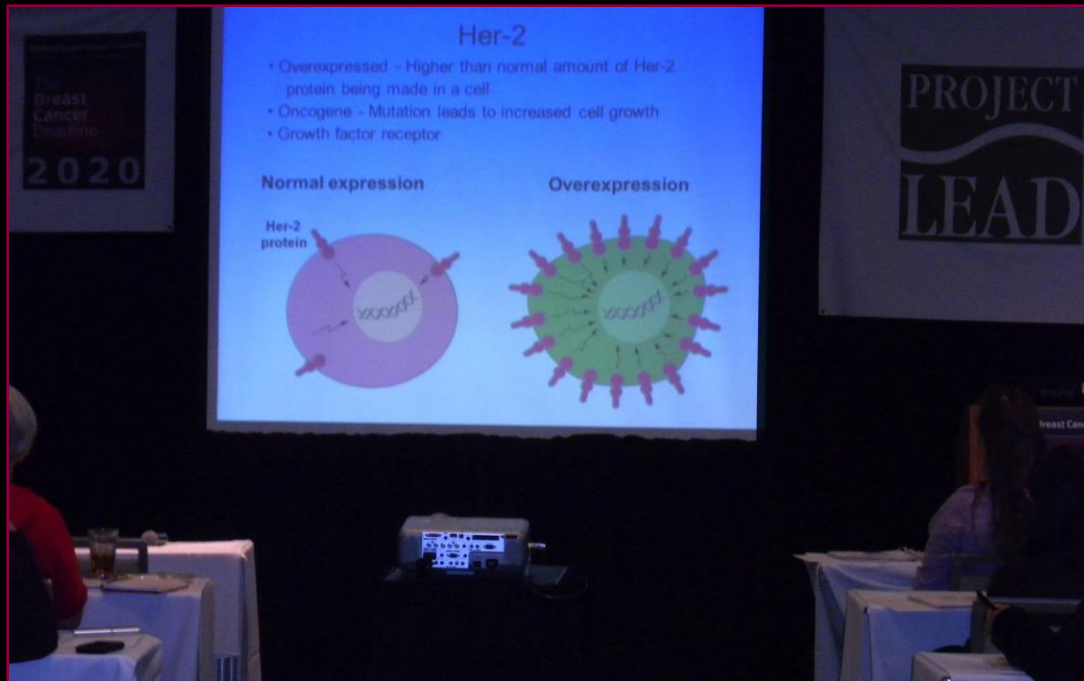
The Institute Class of 2011 was engaged in intensive study of cancer biology, genetics, epidemiology, research design and advocacy.

Participants also experienced advanced breast cancer topic sessions and research seminars — and attended a special field trip to the Scripps Research Institute.



July17-22 | La Jolla, CA

PROJECT LEAD[®] WORKSHOP: SEATTLE



This premiere 2-day training program gave 36 advocates an introductory education in the science of breast cancer.

With the ongoing public policy advocacy and outreach to local and online communities as part of **Breast Cancer Deadline 2020[®]**, the need for focused and effective training of advocates who have gone through the Center for NBCC Advocacy Training is even more urgent.



NBCC PROJECT LEAD[®] ADVANCED TOPICS

NBCC's annual Project LEAD[®] Advanced Topics session was held at the San Antonio Breast Cancer Symposium, the world's largest conference on breast cancer.

Steve Shak, MD of Genomic Health gave an overview of the opportunities and challenges of developing and using diagnostic tests to guide treatment decisions for cancer patients.

Advocacy

What is true for research and health care is also true for advocacy: more of the same will not produce different results. By calling for an end to breast cancer by 2020, NBCC is calling for the end of business as usual. For too long, we have been taught to lower our expectations. But it is not enough just to increase money for research. It is not enough to develop a drug that may extend life for two months or less. It is not enough simply to increase awareness of the disease while tens of thousands continue to die every year. We are no longer willing to settle for less than we deserve. The National Breast Cancer Coalition declared a mission 20 years ago: an end to breast cancer. We will settle for no less.

Advocacy: 2011 Highlights

From the nation's capital to communities throughout the country and around the world, NBCC advocates mobilized support for **Breast Cancer Deadline 2020®**. Individuals, organizations and the White House were all urged to join this revolutionary activist movement with the goal of ending breast cancer.



TEAM LEADER TRAINING

Nearly 60 NBCC activists came to Washington, DC for an intensive two-day training to advance their familiarity with NBCC's agenda, while also gaining experience in advocating for breast cancer issues at the national level.



NBCC'S LOBBY DAY

After three days of extensive training at NBCC's Annual Advocacy Training Conference, more than 600 breast cancer survivors and activists working to end the disease by January 1, 2020, held more than 400 meetings on Capitol Hill. Advocates lobbied their members of Congress on NBCC's key priorities, including:

- The *Accelerating the End of Breast Cancer Act*
- Guaranteed access to quality health care for all
- Continued level funding for the Department of Defense Breast Cancer Research Program (DOD BCRP)



NBCC ADVOCATES CHAMPION CHANGE AT THE WHITE HOUSE



In September, several NBCC advocates spoke at the White House, then posted blogs discussing what they believe is necessary to affect real, meaningful change to impact the breast cancer community—an end to breast cancer by January 1, 2020.

NBCC Advocates: Amy Bonoff, Joy Simha, Shirley Mertz, Pat Haugen, Wanda Lucas. (Shira Sternberg, not pictured.)

BREAST CANCER DEADLINE 2020® ACTION NETWORKS

The Massachusetts **Breast Cancer Deadline 2020®** Action Network held its inaugural meeting in Boston. The group heard NBCC President Fran Visco present details about **Breast Cancer Deadline 2020®**—the strategy, action plans and opportunities to be engaged (and engage others) in the movement locally.

Participants began to strategize ways they can implement network actions throughout Massachusetts.

Shortly after the Massachusetts group met, they created their own Massachusetts **Breast Cancer Deadline 2020®** Action Network group on NBCC's Facebook page.

Illinois and Washington followed suit after kickoff meetings in Chicago and Seattle, respectively.



<https://www.breastcancerdeadline2020.org/site/PageServer?pagename=2012Summit&>

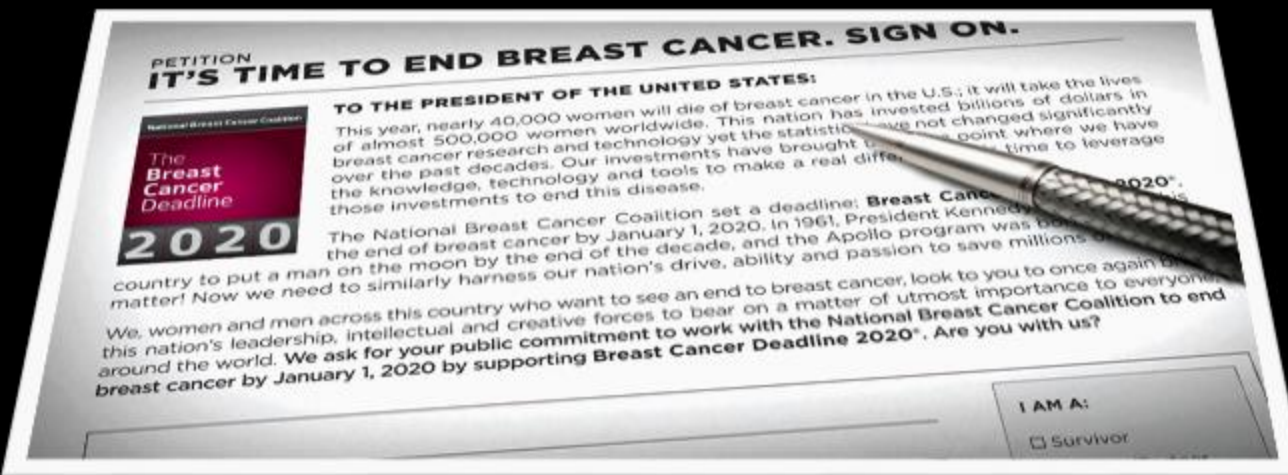
July-October | Around the US

PETITION TO THE PRESIDENT

To end breast cancer, everyone—including the President of the United States—must be On The Clock.

NBCC began gathering 290,000 signatures on a petition to the President calling on him to commit to **Breast Cancer Deadline 2020®** and to make the end of breast cancer by January 1, 2020, a national priority.

Why 290,000? Because nearly 290,000 women and men are diagnosed with breast cancer each year.



**Goal: 290,000
signatures by
Inauguration Day**

ORGANIZATIONAL ENDORSEMENTS

National Breast Cancer Coalition

The Breast Cancer Deadline

2020

Years

7

Days

153

Hours

11

Minutes

12

Seconds

0

Get On The Clock

GIVE

LEARN

KNOW

ACT

ABOUT NBCC

WHAT WE DO

LOGIN

T-DM1: May Be a Victory for Science. Is It a Victory for Women?

Plan for October Now. Read July's Call to Action Today!

SEE TODAY'S DEADLINE HEADLINES

Who's Behind Us

Like

51 people like this. Be the first of your friends.

The National Breast Cancer Coalition wants to show the country and the world the breadth and diversity of the breast cancer advocacy community that stands behind **Breast Cancer Deadline 2020®**. The following organizations have officially endorsed **Breast Cancer Deadline 2020®** and are saying, "Together we will end breast cancer by January 1, 2020."

[Join the voices](#) of all those who are saying, "We stand behind **Breast Cancer Deadline 2020®**."

Add your group to the list of organizations calling for an end to breast cancer. As an endorsing organization you can include information about **Breast Cancer Deadline 2020®** on your website and share the **Breast Cancer Deadline 2020®** widget. If you post the widget, we will return the gesture of support by linking from the **Breast Cancer Deadline 2020®** website to your home page. Together, we will end breast cancer by January 1, 2020."

ACCESS Health & Research Center	Adelphi NY Statewide Breast Cancer Hotline and Support Program	Advocates for Breast Cancer, Inc.
African American Breast Cancer Alliance, Inc.	African-American Community Health Group of the Central Coast	African-American Women in Touch
Alamo Breast Cancer Foundation	Alaska Oncology and Hematology	Allen Hospital
ARACOPA Coalition for Social Justice	Arizona Cancer Coalition	Army of Women
Aroostook Cancer Care, The	Beauti Spa	Between Women, Inc.

During the Annual Advocacy Training Conference, NBCC asked advocates to help garner support for **Breast Cancer Deadline 2020®** from other organizations.

By the end of 2011, nearly 70 organizations had joined the voices of all those who are saying, "We stand behind **Breast Cancer Deadline 2020®**."

Special Events

Thanks to the generosity of our friends and supporters, we are able to continue our work toward ending breast cancer



Les Girls 11 Honors Pamela Morton



More than 300 guests came to honor Pamela Morton at the Les Girls 11 cabaret at the Avalon Hollywood.

Modern Family's Julie Bowen hosted the event, while Jason Alexander directed the show.

October 17 | Los Angeles, CA

NEW YORK GALA

NBCC Leadership Award Goes to Alan T. Ennis of Revlon, Inc.

NBCC hosted its 16th Annual New York Gala at Cipriani 42nd Street, honoring Alan T. Ennis of Revlon, Inc. with the NBCC Leadership Award for his commitment to ending breast cancer.

NBCC also honored grassroots advocates, Amy Bonoff, Mary Jackson and Kathy Zeitz with the 2011 Grassroots Advocacy Awards for their leadership and extraordinary work.



2011 NBCC Financials

2011 ASSETS & LIABILITIES

Assets

Cash & Cash Equivalents	156,214
Accounts Receivable	2,433,672
Prepaid Expenses	101,041
Investments	5,713
Property & Equipment (Net)	145,716
Deposits	38,167

TOTAL ASSETS	2,880,523
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Liabilities

Total Liabilities	1,125,864
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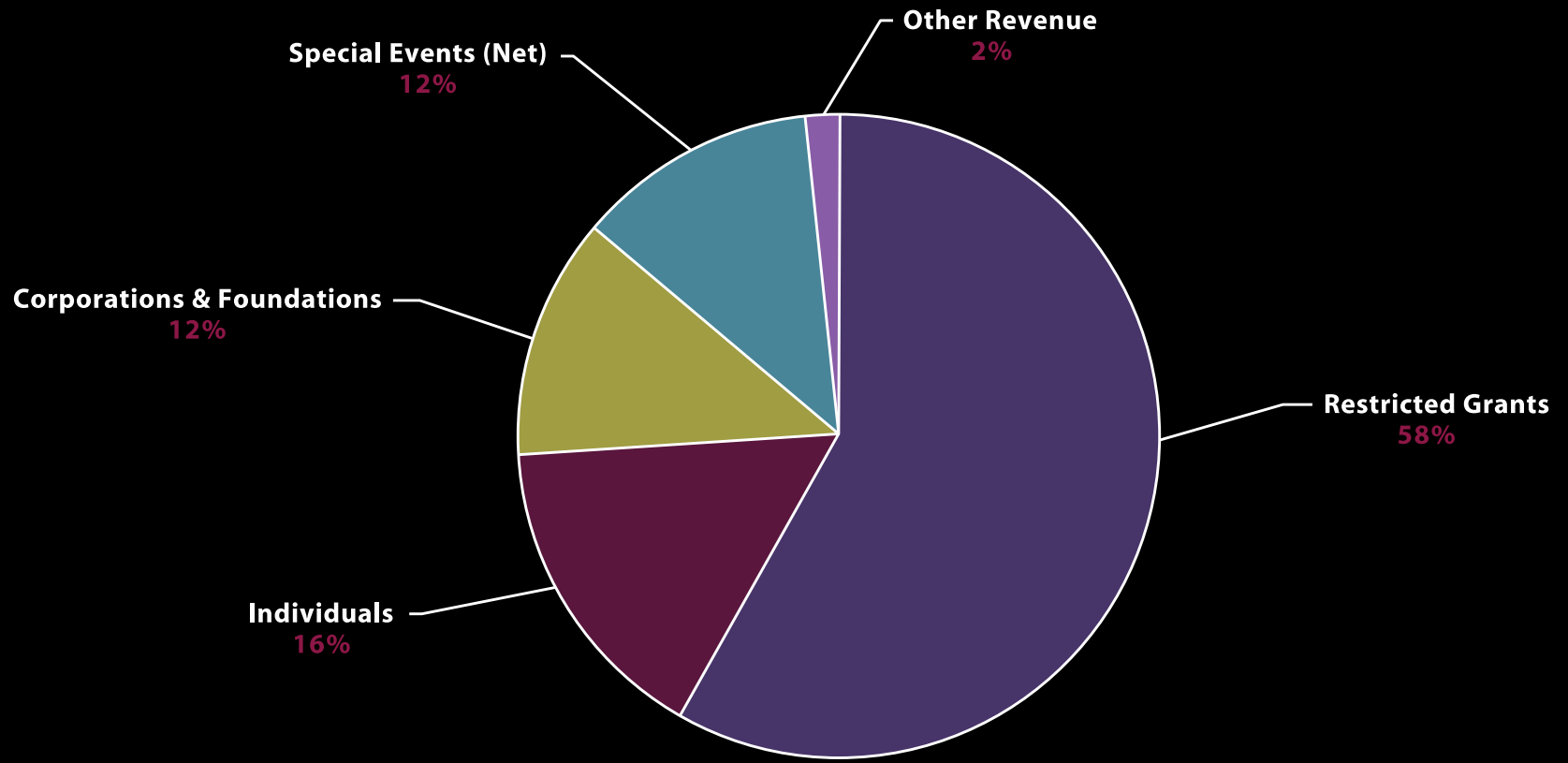
Net Assets

Total Net Assets	1,754,659
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TOTAL LIABILITIES & NET ASSETS	2,880,523
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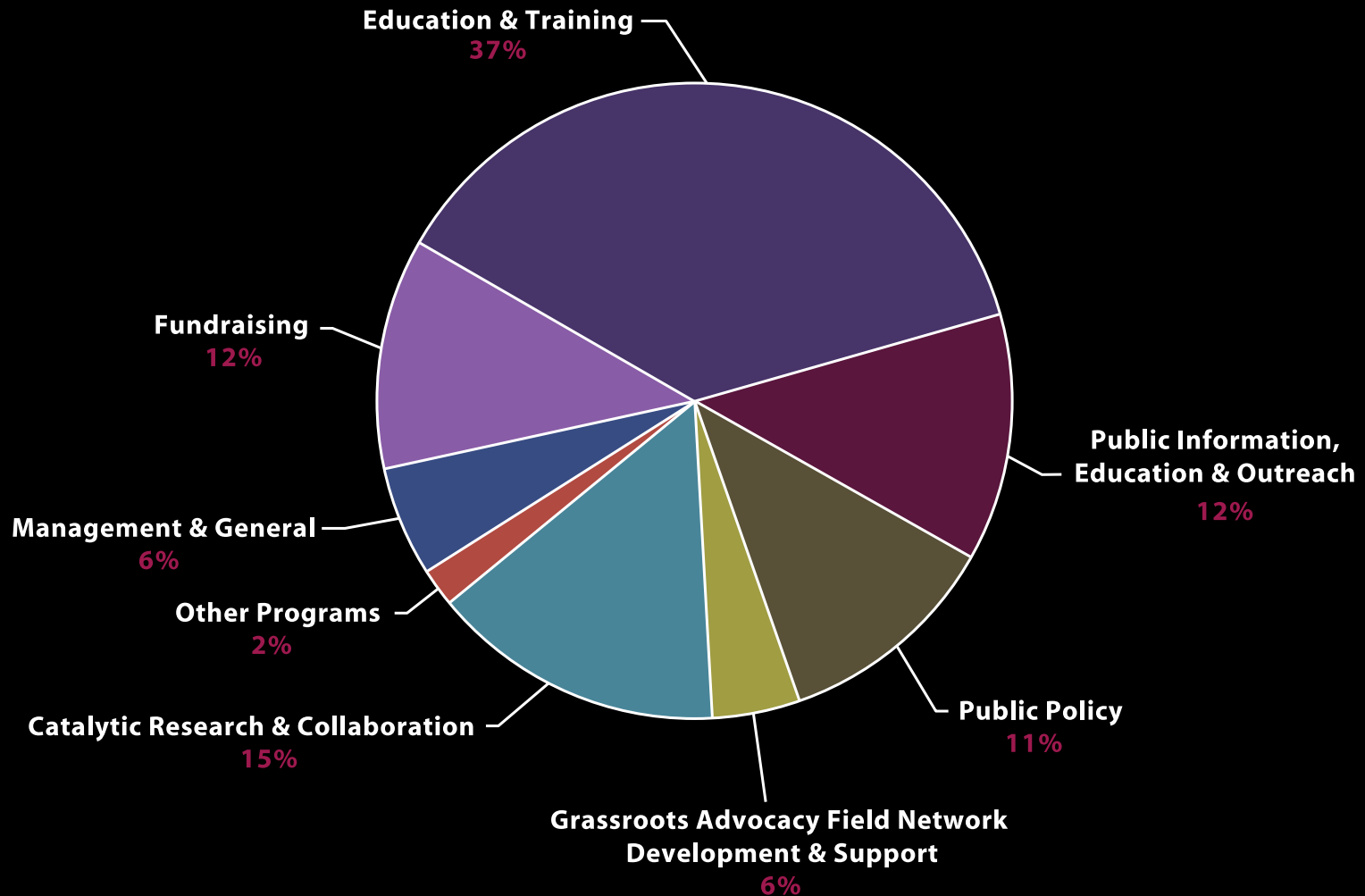
2011 PUBLIC SUPPORT & REVENUE

\$5,693,316



2011 EXPENSES

\$6,352,474



2011 NBCC Board of Directors

Adelphi NY Statewide Breast Cancer Hotline and Support Program

Director: Marie Kaplan
Alternate: Hillary Rutter

African-American Women in Touch

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Alternate: Kimberlie Warren

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Alternate: Dawn Anderson

Women of Color Breast Cancer Survivor's Support Project

Director: Shirley Brown
Alternate: Carolyn Tapp

Young Survival Coalition

Director: Joy Simha
Alternate: Elizabeth Wohl

The National Breast Cancer Coalition is a 501(c)(4) organization that lobbies through its grassroots network for increased funding for innovative research, 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. The National Breast Cancer Coalition designs and works to enact legislation, policy and regulation necessary to achieve its 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.

2011

1 Year Closer to the End of Breast Cancer

January 1, 2020

Are You With Us?

National Breast Cancer Coalition

The
**Breast
Cancer**
Deadline

2020

1101 17th Street, NW, Suite 1300, Washington, DC 20036
P 202.296.7477 | F 202.265.6854 | BreastCancerDeadline2020.org