

2012 ■ ANNUAL REPORT FOR ■ THE NATIONAL BREAST CANCER COALITION



THE NATIONAL BREAST CANCER COALITION:

1991-2020

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®**—knowing how to end 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:

We are getting there. We all knew that **Breast Cancer Deadline 2020®** was a daunting goal. But we also knew that the National Breast Cancer Coalition (NBCC) has a history of taking on daunting challenges and succeeding. 2012 was a year of accomplishments for NBCC that has brought us closer to our deadline goal. How can we possibly miss? NBCC has amazing advocates, and committed and passionate supporters. With all of that behind us, we will achieve our mission.

It will not be easy. As we all know, this year 425,000 women around the world will die of breast cancer and it is estimated that, at the current rate of progress, by 2030 that number will be nearly 750,000. Each day 108 women die in this country alone. That loss of life tells us that whatever progress has been made is tragically insufficient and that without the deadline we will be far from success.

Throughout our history, NBCC has worked side by side with scientists, advocates, government and industry to end breast cancer. Together we have successfully increased federal funding for research and helped change public policy. We know that conventional, conservative approaches to breast cancer will not help us achieve our **Breast Cancer Deadline 2020®** goal—knowing how to stop women and men from getting breast cancer and from dying of it.

The decades of investments in breast cancer research and health care have brought about new tools, technology and knowledge that now must be harnessed to the larger goal of ending breast cancer and saving lives.

As we lay out in our 2012 Annual Report, we have a detailed strategic plan of action to achieve **Breast Cancer Deadline 2020®**. We have brought together advocates and researchers who are working collaboratively on our Artemis Project® for a Preventive Breast Cancer Vaccine. We continue to educate new advocates through Project LEAD® and we are reaching thousands of new advocates around the world with our new Online Center for NBCC Advocacy Training. Our grassroots are taking action and have developed blueprints for action to be implemented their states. In November 2012, we announced former US President Bill Clinton will serve as the Honorary Chair of **Breast Cancer Deadline 2020®**. And NBCC took the lead inviting breast cancer organizations from across the country to sign a petition to Genentech, urging them to do what is in the best interest of women as they develop T-DM1 clinical trials for early breast cancer. Nearly 60 organizations signed onto that petition. And 75,000 NBCC advocates asked the President to make **Breast Cancer Deadline 2020®** a national priority.



There is so much more to do. And we cannot do it alone. We will lead collaborations, change the conversation, and empower and organize the public to get behind **Breast Cancer Deadline 2020®**. And with your help we will galvanize the scientists, industry, policy makers and other leaders to do their part so we can end breast cancer everywhere for everyone.

Sincerely,

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

Fran Visco
President, National Breast Cancer Coalition

JANUARY 1,
2020

We Will Know How to End Breast Cancer

As the calendar turned to another year closer to the deadline, the National Breast Cancer Coalition got another year closer to knowing how to end breast cancer by the end of the decade.

3

PRIMARY STRATEGIES DESCRIBED IN BLUEPRINT FOR BREAST CANCER DEADLINE 2020®

[The Blueprint](#), released in August 2012, details NBCC's strategic plan of action to harness the energy, resources and leadership around the world to achieve its mission using three primary strategies:

Research needed to end breast cancer

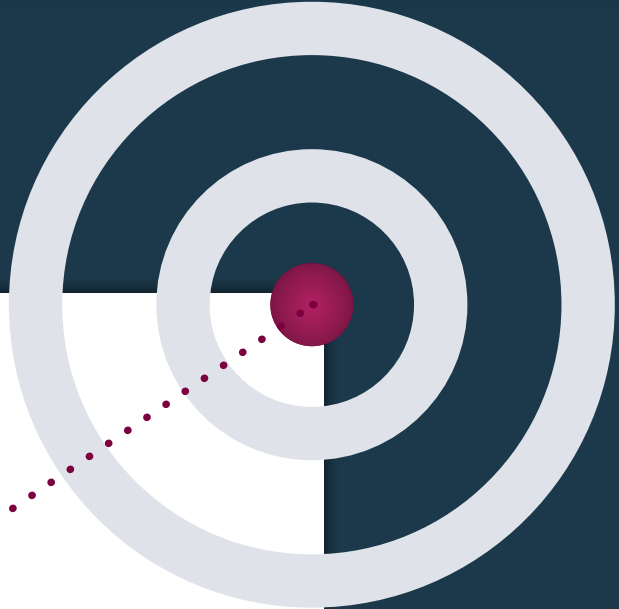
Global **access** to necessary information and lifesaving interventions; and

The **influence** of leaders everywhere in the fight to end breast cancer.

2nd ANNUAL MEETING OF THE ARTEMIS PROJECT®

The [second annual meeting of NBCC's Artemis Project® for a Preventive Breast Cancer Vaccine](#)

convened in California the first weekend in March. Advocates and researchers from institutions including Cold Spring Harbor Laboratory, City of Hope Beckman Research Institute, the Mayo Clinic, University of Pennsylvania, the Whitehead Institute and several others, came together for three days to collaborate on the challenges and opportunities related to the development of a breast cancer preventive vaccine.

A graphic of a target with three concentric circles and a central red dot. A dotted line extends from the center of the target towards the number '50-100'.

POTENTIAL BREAST CANCER
TARGETS TO BE ANALYZED
FOR PREVENTIVE VACCINE:

50-100

Through the generous support of National Philanthropic Trust (NPT), NBCC awarded a seed grant to Dr. Paul Spellman and Dr. Joe Gray of Oregon Health and Science University to identify possible vaccine targets using existing and developing human genomic data within different breast cancer subtypes. The analysis will generate a prioritized list of 50-100 potential breast cancer specific targets to be considered for incorporation into a preventive vaccine.

2ND



NBCC released its [*2nd Annual Progress Report*](#) summarizing the state of breast cancer and the status of **Breast Cancer Deadline 2020®**, NBCC's campaign to know how to end the disease by January 1, 2020. The report updated the 2011 Baseline Report, which described the lack of adequate progress despite billions of dollars in public and private resources directed at the disease.

**ANNUAL PROGRESS
REPORT RELEASED**

National Breast Cancer Coalition

PROJECT
LEAD®



NEARLY

60

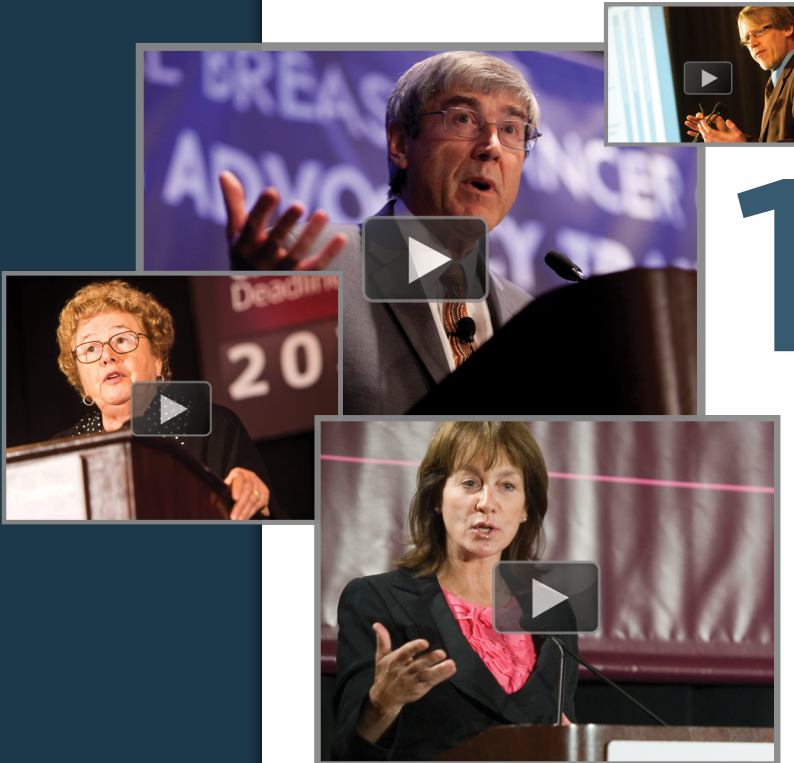
NEW ADVOCATES GRADUATE FROM PROJECT LEAD® INSTITUTE

Nearly 60 advocates attended the 2012 [Project LEAD®](#) Institute to study molecular biology, genetics, mutations, epidemiology, research design and much more during the five and a half day course. As NBCC President Fran Visco explained in her welcome remarks, advocates with the critical ability to ask the right questions and work alongside scientists to help focus research are a crucial part of the strategy for achieving the mission of **Breast Cancer Deadline 2020®**. Throughout the week-long program, students heard lectures from a renowned group of scientists, clinicians and researchers from the National Institutes of Health (NIH), Massachusetts General Hospital, University of Buffalo, Roswell Cancer Center, UCLA, City of Hope, Amherst College and the Scripps Research Institute.

THE CENTER FOR NBCC
ADVOCACY TRAINING
REACHES

1,000s

Debuting in October, NBCC launched the [Online Center for NBCC Advocacy Training](#) to give advocates from around the world an opportunity to re-live or experience for the first time some of the great highlights and sought-after speakers featured at NBCC's events. Advocates can now hear some of the best thinkers in the world of breast cancer who have presented at NBCC's Project LEAD® courses, Advanced Topics sessions, Advocate Summits and more.



During the 2012 Annual Advocate Summit, each advocate attended a State Action Planning Workshop—a hands-on training that resulted in state blueprints for year two work in support of **Breast Cancer Deadline 2020**[®]. Advocates in 35 states, and the District of Columbia, developed regional plans that focused on increasing the number of signatures on NBCC's Petition to the President and organizational endorsements of **Breast Cancer Deadline 2020**[®].



35

STATES TAKING
ACTION ON
**BREAST
CANCER
DEADLINE
2020**[®]

MORE THAN



ADVOCATES ATTEND
THE 2012 ANNUAL
ADVOCATE SUMMIT

The [NBCC Annual Advocate Summit](#), formerly the Annual Advocacy Training Conference, kicked off the event with an [inspiring and energizing opening rally](#). More than 600 advocates shared their **Breast Cancer Deadline 2020[®]** work with those in attendance. The plenary sessions reflected a thought-provoking and exciting mix of topics focused on research updates from year one of **Breast Cancer Deadline 2020[®]**, a discussion of what the breast cancer community could learn from other social change movements, the barriers standing in the way of progress, and a political analysis of what it will take to make ending breast cancer a priority during the 2012 Presidential election cycle.



50

Representing nearly every state in the nation, 50 grassroots leaders came to Washington in March for an intensive two-day training program. These grassroots leaders are trained in advocacy techniques and public policy.

GRASSROOTS
LEADERS GET
TRAINED AS
TEAM LEADERS



Lobby Day 2012 was another hugely successful day for NBCC advocates, who came out in force to seek support for NBCC's 2012 public policy agenda. Advocates' primary focus was to substantially increase the number of cosponsors on *H.R. 3067*, the *Accelerating the End of Breast Cancer Act*. Immediately before our May Lobby Day, there were 127 cosponsors. By the month's end, we had reached 220 cosponsors, more than half the members of the House of Representatives, including 29 of the 54 critically important members of the House Energy and Commerce Committee which had jurisdiction over the bill.

400+

CONGRESSIONAL MEETINGS ON
LOBBY DAY

About one month after NBCC's Lobby Day, the *Accelerating the End of Breast Cancer Act* was introduced by Senator Sheldon Whitehouse (D-RI), along with Senators Grassley (R-IA), Brown (D-OH), Collins (R-ME), Shaheen (D-NH), Murkowski (R-AK), Warner (D-VA) and Heller (R-NV) as companion legislation to the bill in the House of Representatives which was introduced in 2011 by Reps. Karen Bass (D-CA-33) and Rep. Charlie Bass (R-NH-2).

The legislation is a vital component of **Breast Cancer Deadline 2020[®]** and focuses on ending breast cancer by identifying strategies for the primary prevention of the disease and identifying methods to prevent breast cancer metastasis, thereby saving lives.



SENATORS
INTRODUCE THE
ACCELERATING
THE END OF
BREAST CANCER
ACT AS COMPANION
LEGISLATION TO THE
HOUSE BILL





In November, [NBCC announced that President Bill Clinton will serve as the Honorary Chair of Breast Cancer Deadline 2020®](#)—the Coalition’s strategic plan of action to end breast cancer by January 1, 2020.

“It’s time to give breast cancer a deadline,” said President Clinton. “That’s why I applaud the National Breast Cancer Coalition’s ambitious campaign to end breast cancer by 2020. The stakes are too high, the losses have been too great to let another decade go by without ending breast cancer.”

President Clinton has a long history of collaboration with NBCC. His commitment to NBCC’s mission to end breast cancer began with his administration and continues to the present time.

1

FORMER US
PRESIDENT
TO SERVE AS
HONORARY CHAIR
OF THE GLOBAL
CAMPAIGN,
**BREAST CANCER
DEADLINE 2020®**



*WE ENDORSE
BREAST CANCER
DEADLINE 2020®*

By the end of 2012, 265 state and local organizations representing nearly all 50 states, as well as a half dozen countries endorsed Breast Cancer Deadline 2020®. NBCC's grassroots network continues its strong focus on soliciting likely supporters such as breast cancer support groups and women's health and advocacy groups.



265

ORGANIZATIONS
GLOBALLY
ENDORSE
BREAST CANCER
DEADLINE 2020®



During the 2012 election cycle, NBCC and its advocates worked tirelessly to educate the candidates on the importance of ending breast cancer and making it a national priority. Thousands of NBCC advocates reached out to the candidates and asked them to support **Breast Cancer Deadline 2020[®]**. Leading up to the Presidential election, and throughout the campaign season, 75,000 individuals from across the country signed petitions to send a strong message to the future President echoing this request.

75,000

NBCC ADVOCATES ASK PRESIDENT TO
SUPPORT BREAST CANCER DEADLINE 2020[®]



MORE THAN **300** GUESTS HONOR
STEPHANIE SPERBER, PRESIDENT, UNIVERSAL
PARTNERSHIPS AND LICENSING AT *LES GIRLS 12*



NBCC honored Stephanie Sperber, President, Universal Partnerships and Licensing for her commitment to ending breast cancer and for her work in support of NBCC at the *Les Girls 12* cabaret. More than 300 guests attended the event at the Avalon Hollywood in October. Once again, *Les Girls* was a fantastic show with an incredible line up of performers, and hosts Monica Potter and Peter Krause. NBCC is grateful to Stephanie, the *Les Girls* Committee, and the many stars who donated their time and talent to the event.



3

HONORED AT NBCC'S 17TH ANNUAL NY GALA



NBCC's 17th Annual New York Gala took place on November 28 at Gotham Hall. NBCC's grassroots advocates who were recipients of the 2012 Advocacy Awards, N. Beth Emery and Julia Moore, exemplify the spirit of NBCC—passionate, relentless and mission-driven. NBCC also honored Eileen R. Heisman, President & CEO of National Philanthropic Trust with the NBCC Leadership Award for her commitment to ending breast cancer. These awards honor individuals who have made a true difference in the world of breast cancer. NBCC is pleased to recognize them for their leadership and the extraordinary work they have done to help NBCC reach its goal of knowing how to end breast cancer by January 1, 2020.

1,000,000s & 1,000,000s

REACHED THROUGH
INTERVIEWS IN MAJOR
NEWS OUTLETS

1.87 million daily readers for the *New York Times*; 3.2 million readers globally for *USA Today*; 21 million viewers around the world through *Reuters*; more than 18 million readers internationally on *The Daily Beast*; 37 million reached through [Fran Visco's column on Huffington Post](#); and 87 million viewers reached as [Visco and Actress Peri Gilpin appeared on The Marie Show](#). With additional interviews on NPR, PBS, and local CBS and Fox affiliates, NBCC continued to shift the public dialogue about breast cancer from awareness and screening to prevention and saving lives.



The New York Times



REUTERS



THE HUFFINGTON POST



50,000

NBCC FOLLOWERS ON SOCIAL MEDIA

With nearly 50,000 followers on [Facebook](#), [Twitter](#) and [YouTube](#), NBCC continues to inform and activate the public on the issue of breast cancer. NBCC's website and social media pages deliver information about the current state of breast cancer and the **Breast Cancer Deadline 2020[®]** plan of action to end the disease.



2012

NATIONAL BREAST CANCER COALITION FUND ASSETS & LIABILITIES

ASSETS

Cash & Cash Equivalents	155,480
Accounts Receivable	3,339,204
Prepaid Expenses	67,899
Investments	1,242
Property & Equipment (net)	87,652
Deposits	38,167
TOTAL ASSETS	3,689,644

LIABILITIES

TOTAL LIABILITIES	1,415,828
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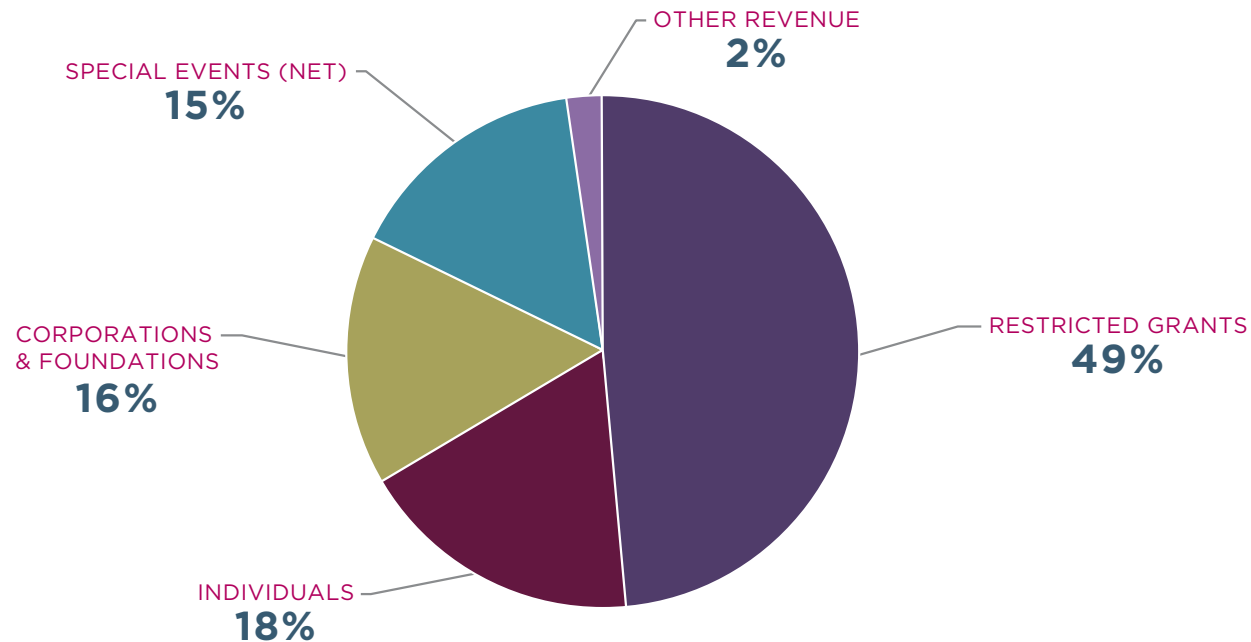
NET ASSETS

TOTAL NET ASSETS	2,273,816
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TOTAL LIABILITIES & NET ASSETS	\$3,689,644
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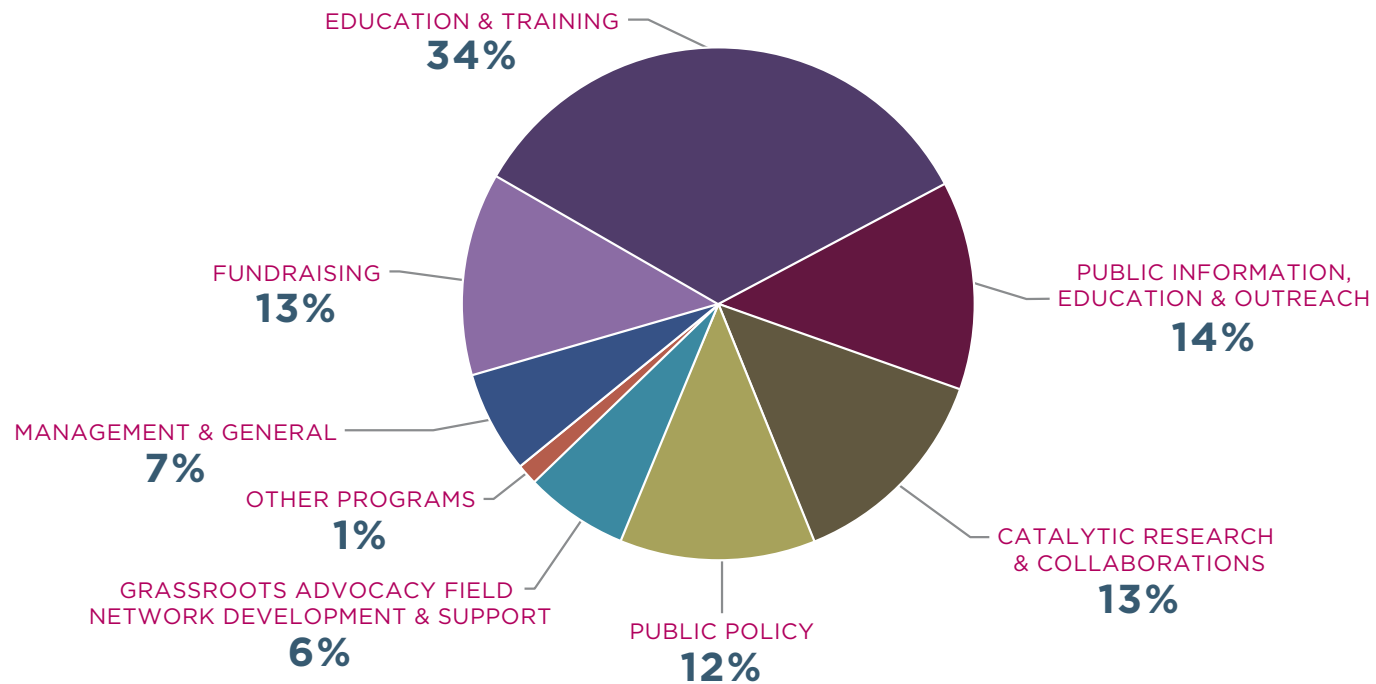
NATIONAL BREAST CANCER COALITION FUND
2012 PUBLIC SUPPORT & OTHER REVENUE:

\$5,626,206



NATIONAL BREAST CANCER COALITION FUND 2012 EXPENSES:

\$5,107,049



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\$5,000 TO \$9,999

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2012

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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.

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.

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

