

2014

NATIONAL BREAST CANCER COALITION

# 2014 Annual Report



## A MESSAGE FROM THE PRESIDENT

We launched **Breast Cancer Deadline 2020®** because we knew we had to bring back urgency to breast cancer—if we were going to end it any time soon. We knew we had to change the systems of research and health care and push government to get involved in our mission. We could not afford to continue on...and on...and on along the same paths. We needed to get more advocates a seat at the research table. We needed to push scientists to ask different questions. We needed to speak out on quality care issues and increase access to care.

In 2014, we advanced our number one legislative priority, the *Accelerating the End of Breast Cancer Act*, and remained a leader in the push for funding innovative breast cancer research. The Department of Defense Breast Cancer Research Program (DoD BCRP) was established as a direct result of the National Breast Cancer Coalition's (NBCC) hard-fought efforts. The annual Congressional appropriations process is grueling and complex, but NBCC's efforts ensured that continued funding for the program remains a top priority. The program is committed to breaking the mold—supporting unconventional approaches that may ultimately provide important breakthroughs. In the struggle to understand and defeat breast cancer, the DoD BCRP continues to be one of our most effective tools.

The National Breast Cancer Coalition was recognized in *Science Magazine* in March 2014 for our advocacy for the DoD BCRP. The article stated that the DoD BCRP “has awarded nearly \$3 billion in grants, making it the second largest funder of breast cancer research in the United States.” I was honored when, in the same *Science Magazine* article, I was called “the most influential nonscientist ever in the field of breast cancer research.” It took informed advocacy to make the DoD BCRP a reality and to get nonscientists a place at the research table, and in 2014 we trained more women and men from around the country at our annual Advocate Leadership Summit in Washington, D.C. and through our world-renowned science education program, Project LEAD®.

We made important progress in the Artemis Project®, our innovative, advocate-led, mission-driven research model that ensures appropriate focus on the end result. The 2014 annual meeting of the Artemis Project for a Preventive Vaccine resulted in identification of the specific steps needed over the next 18-24 months to meet the milestone of a clinical trial by 2017. NBCC's first annual meeting for the Artemis Project on the Prevention of Metastasis convened in 2014 and resulted in an action plan to address not only tumor dormancy but also other factors that may play major roles in the metastatic process.

I ask that you continue to support our efforts to educate more advocates in the science of breast cancer in order to better collaborate with leading breast cancer scientists, to advance our research agenda through the Artemis Project, to maintain our influence in the public policy arena and to push for quality care and health care access to better serve all communities.

Together, we will meet **Breast Cancer Deadline 2020**. Together, we can end breast cancer.



**FRAN VISCO**  
PRESIDENT, NATIONAL BREAST CANCER COALITION



## ACCELERATING INNOVATION IN RESEARCH

**DoD Breast Cancer Research Program (DoD BCRP)** NBCC advocates continue to participate in the DoD BCRP. Fran Visco, as well as NBCC Board members Joy Simha and Pat Haugen, all sit on the Integration Panel (IP), the committee that oversees the program. Over the past year, NBCC advocates helped design new program announcements and reviewed hundreds of proposals to make funding recommendations.

**The Artemis Project** In 2014, we expanded the group of scientists and advocates working on the Artemis Project, broadening the disciplines, perspectives and institutions fueling this effort. The 2014 Annual Artemis Meeting brought together the preventive vaccine development research team and the team focused on metastasis prevention, with a day of overlap in order to take advantage of the synergy between the two projects.

**Primary Prevention–Preventive Vaccine Project** At the annual meeting we shared preliminary results from the preventive vaccine seed grants, identified the next round of seed grants, and developed plans for the next 24 months. Participants decided to focus on identifying “best bets” among already identified targets and facilitating testing of vaccine targets.

Previously, several participants had formed a data mining group to review public data sets to search for vaccine targets. This group met by teleconference during 2014 to update one another and address issues.

**Prevention of Metastasis Project** Annual meeting participants identified four topics to develop plans of action for the next two years: Human Genetics and Lifestyle Factors; Niche: Microenvironment and Host; Metabolism; and Immune System Factors. In September, a small group meeting was held to further refine plans in the area of Niche: Microenvironment and Host. Participants designed a new project to look at the relationship between primary and metastatic breast cancer in the same individual and identified literature searches to be conducted by advocates.

**Clinical Trials** NBCC brought its voice to a number of international clinical trials on the development of cutting edge treatments involving PARP inhibitors and CDK4/6 inhibitors. NBCC collaborated with:

- BioMarin in the EMBRACA and ABRAZO trials to develop BMN 673 as a potential first best in class PARP inhibitor for patients with hereditary forms of cancer with BRCA mutations
- Pfizer in their Paloma 2 and 3 trials to develop the CDK4/6 inhibitor

NBCC-educated advocates attended investigator meetings, served on the Data Safety Monitoring Board, reviewed consent forms and performed outreach in their communities for the trials.





## LEVERAGING GOVERNMENT RESOURCES TO SAVE LIVES

**DoD Breast Cancer Research Program (DoD BCRP)** The Department of Defense Breast Cancer Research Program (DoD BCRP) was established as a direct result of NBCC's hard-fought efforts. The annual Congressional appropriations process that provides funding for the DoD BCRP is grueling and complex, but NBCC's efforts ensure the program remains a top priority. Through this program, more than \$3 billion in federal funding has been allocated to fight breast cancer, and the program has attracted more than 40,000 research proposals since its inception in 1992.

The program remains committed to breaking the mold—supporting unconventional approaches that may ultimately provide important breakthroughs. In the struggle to understand, fight and defeat breast cancer, the DoD BCRP continues to be one of our most effective tools.

**PUBLIC POLICY** In May, NBCC held a Congressional briefing, “Breast Cancer 101: What You Need to Know to Help End Breast Cancer” in the Rayburn House Office Building. Sponsored by Rep. Shelley Moore Capito (R-WV), the briefing featured presentations by Fran Visco and Dr. Silvia C. Formenti, Chair, Radiation Oncology, NYU Cancer Institute, on the reality of breast cancer, explaining where we are in research, and the details of NBCC's **Breast Cancer Deadline 2020** campaign.

Knowing how to end breast cancer by the end of the decade is NBCC's number one priority. In Congress, our legislative priority is the *Accelerating the End of Breast Cancer Act*, which would establish the Presidential Commission to Accelerate the End of Breast Cancer, bringing together representatives from a wide variety of disciplines, including advocates, to leverage existing resources by identifying the tools, technology and ideas resulting from this nation's prior investments and that, through collaboration, could have a major effect on ending breast cancer and saving lives.

NBCC hosted two Lobby Days and one Virtual Lobby Day where advocates from across the country visited Congressional offices and used social media to advance **Breast Cancer Deadline 2020**, increase cosponsor support for our landmark legislation, the *Accelerating the End of Breast Cancer Act*, and urge continued support for the DoD BCRP. NBCC's grassroots efforts grew bipartisan support for our legislation to 242 House cosponsors and 37 Senate cosponsors. In addition, in June, the House passed a defense appropriations bill that included \$120 million for the DoD BCRP. The Senate Appropriations Committee included \$120 million for the program as well.





## TRAINING ADVOCATE LEADERS

Leadership is key to ending breast cancer. In 2014, NBCC continued to train women and men from the US and internationally to advance our mission to end breast cancer.

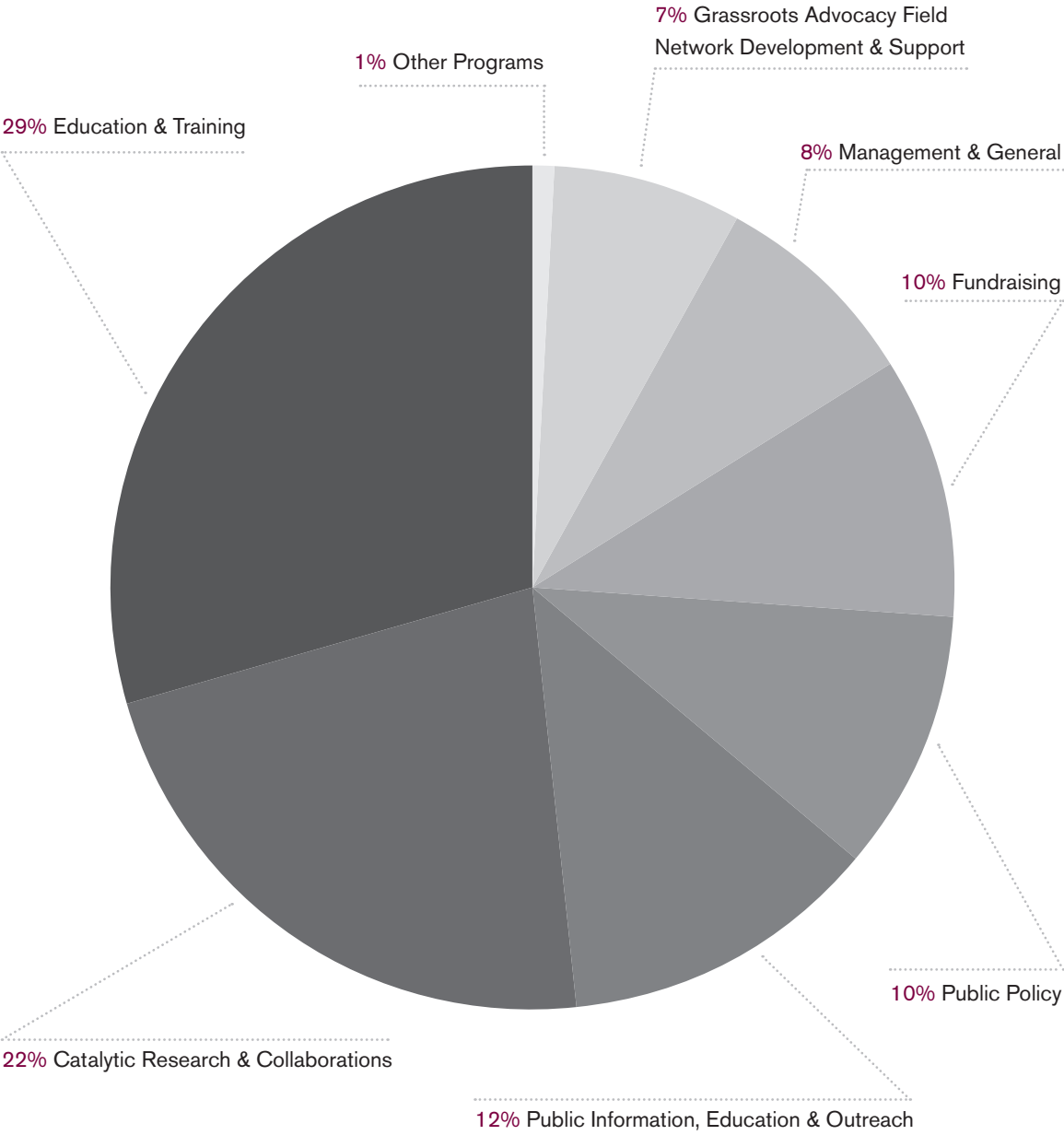
In 2014, NBCC offered the advocate community an introductory Project LEAD Workshop. The advocates who attend NBCC's science training courses study molecular biology, genetics, epidemiology, research design, advocacy and much more. Continuing education webinars on vital research topics, and special Advanced Topics sessions at scientific meetings and at our Leadership Summit helped reinforce and expand their training. 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**.

To strengthen our grassroots leadership across the country, we convened the second gathering of leaders for NBCC's Advocate Leadership Summit, held in Washington, D.C., in May of 2014. The Summit offered plenary and workshop sessions on the latest information about breast cancer research, public policy and quality health care. Leading scholars, researchers and experts in their fields attended the Summit to present cutting-edge research and relevant controversies. We combined high quality programming, innovative sessions and just-in-time leadership skills to enable attendees to return to their communities ready to carry out the work of NBCC and **Breast Cancer Deadline 2020**.



NATIONAL BREAST CANCER COALITION FUND (NBCCF) FINANCIALS

YOUR DOLLARS AT WORK



2014 EXPENSES \$3,525,935

ASSETS

Cash & Cash Equivalents	\$425,800
Accounts Receivables	\$3,813,797
Prepaid Expenses	\$62,855
Net Property & Equipment	\$371,925
Deposits	\$38,089
TOTAL ASSETS	\$4,712,466

LIABILITIES

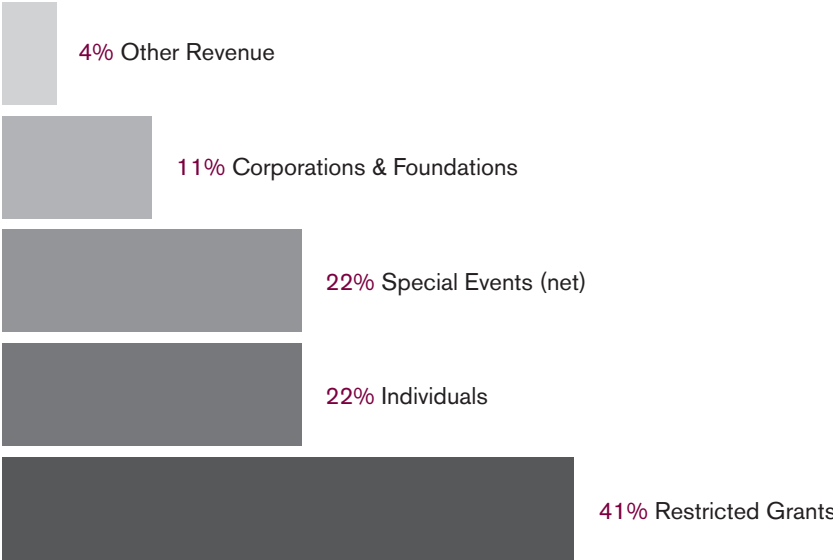
Total Liabilities	\$1,025,456
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NET ASSETS

Total Net Assets	\$3,687,010
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TOTAL LIABILITIES & NET ASSETS \$4,712,466

2014 PUBLIC SUPPORT & OTHER REVENUE \$3,625,923





2014 PRESIDENT’S COUNCIL

\* Advocates who lost their lives to Breast Cancer in 2015

The President’s Council is a national network of like-minded women and men who provide the leadership and financial support to the National Breast Cancer Coalition Fund in our mission to end breast cancer. Our President’s Council members are key ambassadors, reaching into their own communities and networks on our behalf.

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& Dean Adler  
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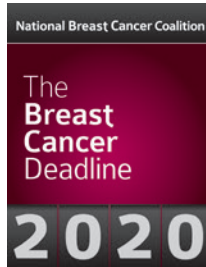
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Christine K. Norton	Carol Vance Wall
Michele Rakoff	Sara Whiting <i>(through October 2014)</i>







**National Breast Cancer Coalition**  
1010 Vermont Ave., NW, Suite 900  
Washington, DC 20005

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