

2015

NBCC's mission is to **end breast cancer**  
through the power of action and advocacy.

# Annual Report



A Message from the

# President

*This year, we are more than halfway to **Breast Cancer Deadline 2020**<sup>®</sup> — the National Breast Cancer Coalition's (NBCC) campaign to know how to end breast cancer by January 1, 2020.*

When we set the Deadline in 2010, NBCC made a bold and risky commitment. We have never shied away from taking risks or thinking big. We have never grown comfortable or become complacent because of our many successes. The stakes are just too high—complacency costs lives; more than 40,000 women and 400 men die of breast cancer every year in this country alone; more than half a million women worldwide. We cannot allow that to continue.

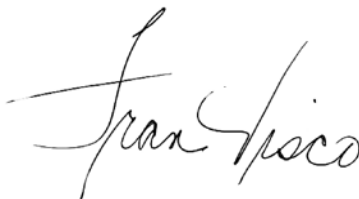
This year, with your support, we made progress and overcame challenges to our goal of knowing how to end breast cancer. Our Artemis Project<sup>®</sup> participants met again to discuss our two areas of focus—primary prevention of breast cancer and preventing metastasis—and took steps toward developing clinical trials in 2017. We trained dozens more advocate leaders in the science of breast cancer at our Project LEAD<sup>®</sup> Institute and more than a hundred advocates from all over the country learned advocacy and leadership skills at our third-annual Advocate Leadership Summit in Washington, D.C.

We also beat back a challenge to the Department of Defense Breast Cancer Research Program (DoD BCRP), which was threatened during the annual Congressional appropriations process in the summer of 2015. With NBCC's National Action Network, we prevailed in preserving the funding for this groundbreaking program that supports unconventional approaches that might provide important breakthroughs. We will remain vigilant to protect the DoD BCRP, which was first established as a direct result of NBCC advocacy.

In the year ahead, we must raise more funds to reach the \$150 million target we set as the budget for **Breast Cancer Deadline 2020**<sup>®</sup>. We must also continue our efforts to ensure that the DoD BCRP continues and that the funding is used to answer important questions. We must get the Accelerating the End of Breast Cancer Act enacted into law. And we must continue to train advocate leaders who can take a place at the table to help make breast cancer research decisions.

2015 was a year of great progress for NBCC, but a lot of work remains to be done. The task ahead is daunting, but that challenge won't stop NBCC. When you consider what we, together, have already accomplished, we know that this ambitious goal can be achieved. How do we know we can do it? Because since its inception, NBCC has been the undeniable leader in identifying and marshalling the policy, scientific, clinical and research tools needed to end breast cancer.

With your continued support and action, NBCC will achieve our goal of knowing how to end breast cancer by 2020.



Fran Visco  
President, National Breast Cancer Coalition

Training

# Advocate Leaders

*Leadership is key to ending breast cancer. In 2015, NBCC continued to train women and men from the U.S. and internationally to advance our mission.*

## **PROJECT LEAD®: NBCC'S UNPRECEDENTED SCIENCE TRAINING FOR THE PUBLIC**

NBCC held a Project LEAD® Institute in July 2015. The Project LEAD® Institute is our most intensive science course and trains advocates in cancer biology, genetics, DNA, RNA, proteins, epidemiology, clinical trial research design and much more. This is a six-day program, based on adult learning principles, with a stellar faculty and veteran mentors who guide graduates for a year following the course. The July 2015 course included 52 students from 22 states and four countries.

## **2015 LEADCASTS**

In addition, NBCC held two LEADcasts during 2015. In March Alana Welm, PhD, University of Utah, lead a presentation on Breast Cancer Metastasis: Are We Making Progress? Dr. Welm presented an analysis of the status of research in breast cancer metastasis and highlighted the work being done on the Artemis Project on understanding and stopping metastasis. In October Steve Shak, MD, Genomic Health, presented results of the Tailorx study. This study included significant NBCC advocate involvement, was designed and conducted by ECOG-ACRIN and sponsored by the National Cancer Institute. The study demonstrated that 99% of women with low Oncotype DX® Recurrence Score® results of 10 or less who received hormonal therapy alone without chemotherapy had less than a one percent chance of distant recurrence at five years.





## 2015 ADVOCATE LEADERSHIP SUMMIT, WASHINGTON D.C.

We convened our third Advocate Leadership Summit in Washington, D.C. May 2 – May 4, 2015. 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. A sample of the sessions, along with the presenters included:

### **An Armchair Conversation: How Far Have We Come With The Artemis Project® And What's Next?**

*Silvia Formenti, MD*, Weill Cornell Medical College;  
*Frank Calzone, PhD*, Biotechnology Consultant

### **Immunology: The Next Big Trend or the Real Thing?**

*Silvia Formenti, MD*, Weill Cornell Medical College;  
*Leisha Emens, MD, PhD*, Johns Hopkins University School of Medicine;  
*Stephanie Goff, MD*, Surgery Branch, National Cancer Institute

### **A Story: How a Concept Gets to a Clinic in Your Neighborhood**

*Barney Graham, MD, PhD*, Vaccine Research Center, NIAID;  
*James Gulley, MD, PhD*, Genitourinary Malignancies Branch, Center for Cancer Research, NCI;  
*John Schiller, PhD*, Neoplastic Disease Section, Laboratory of Cellular Oncology, Center for Cancer Research, NCI

### **Big Data, Intellectual Property and Open Source Sharing: What Does it All Mean for Ending Breast Cancer?**

*Robert Cook-Deegan, MD*, Institute for Genome Sciences and Policy, Duke University;  
*Aled Edwards, PhD*, Structural Genomics Consortium and University of Toronto;  
*Susan Love, MD, MBA*, Dr. Susan Love Research Foundation

We enable the attendees to return to their communities ready to carry out the work of NBCC and **Breast Cancer Deadline 2020®**.

Accelerating Innovation in

# Research

*We expanded the group of scientists and advocates working on the **Artemis Project**<sup>®</sup>, broadening the disciplines, perspectives and institutions fueling this effort. In March, we held the annual meetings of both Artemis Projects<sup>®</sup> (primary prevention and preventing metastasis).*

## **PRIMARY PREVENTION— PREVENTIVE VACCINE PROJECT**

The primary goal of the 2015 annual meeting was to identify the protein targets within breast tumor cells that can be used to develop a preventive breast cancer vaccine for healthy women. A second goal was to further develop a strategic plan for vaccine creation and clinical trial development to enable the initiation of a clinical trial by 2017. At the end of the two-and-a-half day meeting, participants selected six protein targets to be incorporated into a new vaccine, developed a strategy with milestones to create and test this vaccine and established a timetable to accelerate the process.

## **PREVENTION OF METASTASIS PROJECT**

Based on discussions at the annual meeting, it was determined that a second Artemis Project<sup>®</sup> would focus on tumor dormancy and the immune system. Since that meeting, a group of Artemis participants have begun testing how the immune system interacts with dormant disseminated tumor cells; those cells that migrate from the primary tumor site.

## **CLINICAL TRIALS**

We have continued to play an important role in the EMBRACA Trial to test a first in class PARP inhibitor in women with metastatic breast cancer and the BRCA mutation. Our U.S. Project LEAD<sup>®</sup> advocates worked on the Protocols Committee, the Data Safety Monitoring Board, have reviewed and edited educational materials and have conducted national education and outreach for the trial. We have also helped connect international advocates to the EMBRACA trial efforts in many of the countries where sites have been newly established.

Leveraging Government

# Resources

to Save Lives

*As a result of NBCC's grassroots advocacy, the Department of Defense Breast Cancer Research Program (DOD BCRP) was created in 1992 to "eradicate breast cancer by funding innovative, high-impact research through a partnership of scientists and consumers." NBCC's advocacy has brought about more than \$3 billion for the worldwide research community through the DOD budget alone.*

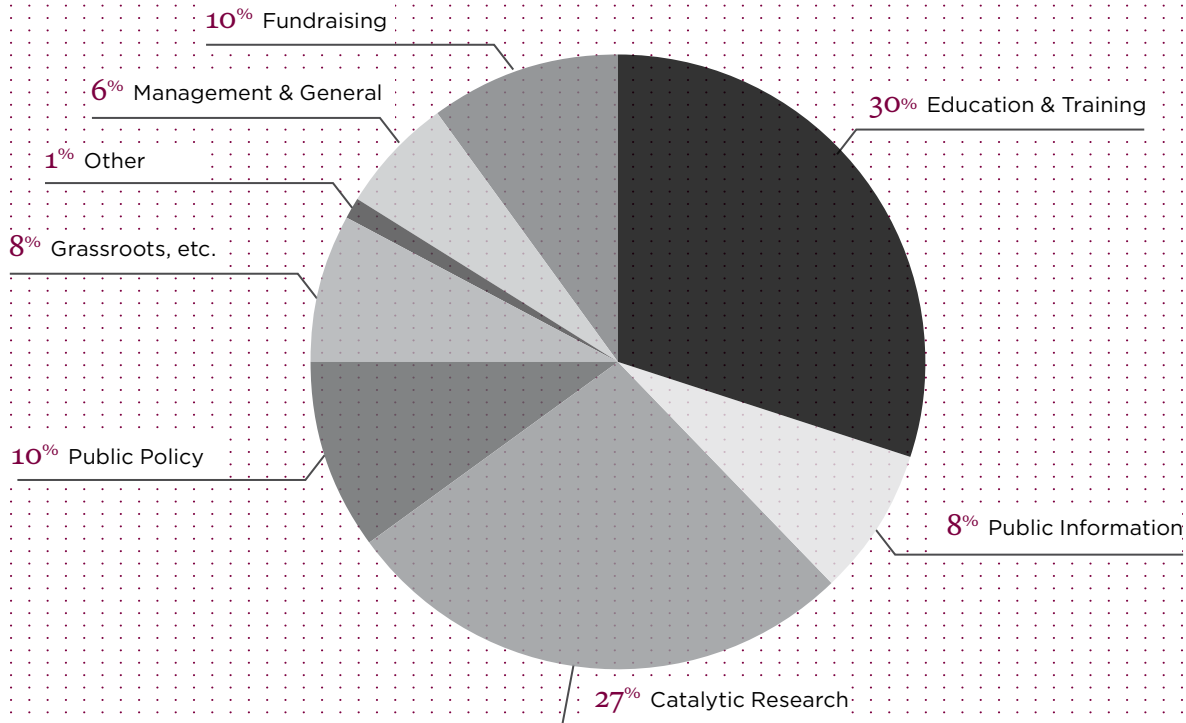
Congressional support and funding for the DOD BCRP remains strong even after a significant challenge in the summer of 2015 that would have essentially eliminated the program. NBCC advocates were critical to ensuring that the challenge was not successful. Immediately after getting word that the program was being challenged, NBCC mobilized our National Action Network, our most enthusiastic and responsive grassroots advocates, to flood Senate offices with messages urging them to vote against the effort to destroy this important program. We continue to fight for funding for this program through the Congressional appropriations process, but know that we may experience significant threats towards the program in the coming year.

## LOBBY DAY 2015

In May of 2015, NBCC hosted a Lobby Day where advocates from across the country visited Congressional offices and used social media to advance **Breast Cancer Deadline 2020<sup>®</sup>**, increase cosponsor support for our landmark legislation, the Accelerating the End of Breast Cancer Act (AEBCA) and urge continued support for the DOD BCRP. NBCC's grassroots efforts grew bipartisan support for our legislation with House and Senate cosponsors. Further, the lobbying efforts resulted in Congress passing a funding bill that included \$120 million for the DOD BCRP.



# Your Dollars at Work

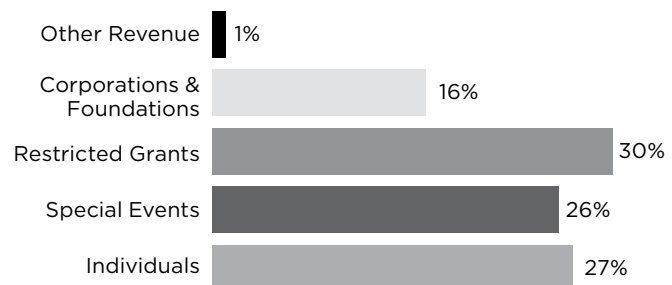


## ASSETS

Cash & Cash Equivalents	607,464
Accounts Receivable	2,586,442
Prepaid Expense	87,322
Net Property & Equipment	324,633
Deposits	57,134
<b>Total Assets</b>	<b>3,662,995</b>
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Liabilities	599,253
<hr/>	
<b>Total Net Assets</b>	<b>3,063,742</b>
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<b>Total Liabilities &amp; Assets</b>	<b>3,662,995</b>

## 2015 PUBLIC SUPPORT & OTHER REVENUE

\$3,074,275



## President's

# Council

*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.*

Eliza Adams  
Terry K. Adams  
Madeline and Stephen Anbinder  
Amy L. Applebaum  
Susan and Robert Appleton  
Annette and Avram Bar-Cohen  
Carol A. Beagan  
Lori and Bob Beck  
Isabelle T. Bisceglia  
Carmella Bocchino  
Phyllis Bocian  
Donna Brogan  
Judy Bernstein Bunzl and  
Stephen Bunzl  
Maureen Calloway Carnevale and  
Richard Carnevale  
Chris and Delburn Carpenter  
Carol and Richard Chadakoff  
Diane and Alan Chase  
Jane Clark  
Jan R. Cloyde  
Mary Ellen Colten  
Elaine M. Coughlin  
Susan M. Dacks  
Doreen and Robert Davis  
Judy Dering and Frank Calzone  
Kay Dickersin and Robert Van Wesep  
Betty J. Dietrich  
Elaine M. Dornig  
Donna Duncan  
Kate Dwyer  
Dale and Harry Eastman  
N. Beth Emery  
Ileane and Irvin Fagin  
Sherri Ades Falchuk

Phyllis Fern  
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Ellen Frankel  
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Judith K. Gain  
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Marvin Israelow  
Sherry Goldman  
Stephanie and Josh Goldstine  
Pennelope Goodfriend  
George Grant  
Gabrielle and Rob Greenberg  
Marcy Gringlas  
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Ann Harris  
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Susan R. Hester  
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and Elmer Bartek  
Laura A. Honnold  
Jean L. Jorgenson  
Judy M. Judd  
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Nancy Krakaur  
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Ngina Lythcott and Byllye Avery  
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Mary Matyka  
Michele May and David Walt  
Musa and Tom Mayer  
Carolyn C. McCormick  
Molly Mead  
Christine M. Millen  
Stephen Moeller  
Gayle A. Nobbs  
Christine and Dermot Norton  
John Noss  
Norma and Norman Nutman  
Jane Perlmutter  
Harry L. Peterzell  
Michele Rakoff and Alan Sieroty  
Rosemary Rosso  
Maria P. Ruffilli  
Elizabeth H. Schulte  
Gail and Steven Shak  
Russell Silverman  
Arleen F. Sorkin and  
Christopher Lloyd  
Sandra L. Spivey  
Elaine Stokes  
Nicki and Harold Tanner  
Marcia Taylor  
Fran M. Visco and  
Arthur N. Brandolph  
Carol and Terry Wall  
Sandra Walsh  
Ann C. Yahner  
Kim Zehr



2015

# Donors

## INDIVIDUAL

### \$20,000 AND ABOVE

George Grant  
Musa and Tom Mayer  
Christine and Dermot Norton  
Steve Tisch Family Foundation

### \$10,000 TO \$19,999

Anonymous  
Amy Bonoff and Harris Jaffe  
Joyce Brandman  
Kate Dwyer  
Silvia C. Formenti  
Patricia L. Freysinger  
Marvin Jubas  
Liane M. Lindner  
Michele May and David Walt  
Michele Rakoff  
and Alan Sieroty  
Gaia Samore  
Arleen F. Sorkin  
and Christopher Lloyd  
Elaine Stokes  
Fern and Lenard Tessler  
Carol and Terry Wall  
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### \$5,000 TO \$9,999

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Kathy Ball  
Lori and Bob Beck  
Susan V. Bershadt  
Judy Bernstein Bunzl  
and Stephen Bunzl  
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Alec Call and Bryan Johns  
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Glen Charles  
John Esformes  
Rachel Feder  
Alice and Lawrence Friedland  
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and Joe Keenan  
John Bernbach  
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Daniel Bonoff  
Carol and Richard Chadakoff  
Jane Clark  
Vicky Cooke  
Doreen and Robert Davis  
Judy Dering and  
Frank Calzone  
Kay Dickersin  
and Robert Van Wesep  
Donna Duncan  
Marcy Gringlas  
Kathleen and Arthur Harris  
Alison Hersh  
Marjorie and Jeffrey Honickman  
Russell M. Kern  
Daniel Klein  
Amanda Knisely-Medina  
Elaine Koenigsberg  
David C. Lee  
Carolyn C. McCormick  
Beth McCoy  
Andy Miller  
Brian Norris  
David Pons  
Annette Shapiro  
Stephanie Sperber  
Karen Tarte  
Marcia Taylor  
Jeffrey Tranen  
Peter Weil  
Daphna Ziman

## CORPORATE / ORGANIZATIONS

### \$250,000 AND ABOVE

Joyce and Irving Goldman  
Family Foundation  
National Philanthropic Trust  
Vance Wall Foundation

### \$100,000 TO \$249,999

BioMarin Pharmaceutical Inc.  
Cancer International  
Research Group  
Judges & Lawyers Breast  
Cancer Alert  
Pfizer Inc.

### \$50,000 TO \$99,999

Amgen  
Celgene  
Entertainment Industry  
Foundation  
iS Clinical by Innovative Skincare  
Revlon  
Time Warner, Inc.

### \$25,000 TO \$49,999

Cancer Treatment Centers  
of America  
Eli Lilly and Company  
Corporate Affairs, LLC  
Genentech, Inc.  
Longchamp USA, Inc.  
Novartis Oncology  
Skadden, Arps, Slate,  
Meagher & Flom LLP

### \$10,000 TO \$24,999

Able Equipment Rental Inc.  
Alamo Breast Cancer  
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BET Holdings  
Catholic Community Foundation  
Citigroup Global Market, Inc.  
Classique  
Cozen O'Connor  
Genomic Health, Inc.  
Hearst Magazines  
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Family Foundation  
Showtime Networks, Inc.  
The Bill Bernbach Foundation  
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### \$2,500 TO \$4,999

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Breslow Family Foundation  
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Central Brooklyn Ascend  
Charter School  
Chris's Stuff, Inc.  
HSNi LLC  
Insight Cosmetics Group  
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Coalition  
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2015

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**Frances M. Visco, J.D.**

**Carol Vance Wall**

*Organization for identification purposes only*



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. The Fund 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 designs and works to enact legislation, policy, and regulation to end breast cancer. The Coalition lobbies through its grassroots network for increased funding for innovative research, a seat at the table to oversee how those funds are spent, and public policies to expand access to quality health care for all.

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

**[BreastCancerDeadline2020.org](http://BreastCancerDeadline2020.org)**