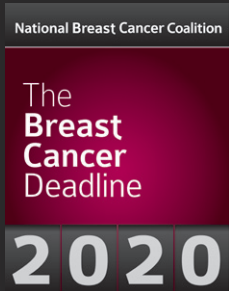


2010

The Year We
Gave Up Hope



Years

9 2 6 8

Days

Hours

1 3

Minutes

4 9

Seconds



National Breast Cancer Coalition 2010 Annual Report

2020

The End of
Breast Cancer

It's Time to Set a Deadline to End Breast Cancer

The National Breast Cancer Coalition (NBCC) has a unique history and an unmatched record of accomplishment in breast cancer. Since its inception in 1991, NBCC's mission has been to end breast cancer. On September 20, 2010, NBCC set a deadline: **Breast Cancer Deadline 2020**®—the end of breast cancer by January 1, 2020.

In an unprecedented fashion, **Breast Cancer Deadline 2020**® brings together collaborations among visionaries and leaders, scientists and advocates, to catalyze, plan and implement work in two major areas: how to prevent the development of breast cancer and understanding the causes and prevention of metastasis to save lives.

NBCC links hundreds of organizations and tens of thousands of individuals from across the country into a dynamic, diverse coalition to achieve the goals of **Breast Cancer Deadline 2020**® and to give breast cancer a meaningful voice in Washington, DC, and state capitals, in laboratories and health care institutions, and in local communities everywhere.

NBCC and its supporters know that every second counting down to January 1, 2020 is more than time ticking by. Each moment represents women, men and families—the people we've lost, the people we love, the millions who have been affected by breast cancer and those who will be until we end this disease. Are you with us?

From the President



Dear Friend of NBCC,

This year, 2010, marks one of the most important years in the history of the National Breast Cancer Coalition. It marks the year we set a deadline—**Breast Cancer Deadline 2020®**—the end of breast cancer by January 1, 2020.

Breast Cancer Deadline 2020® is a call to action for all stakeholders to focus on ending the disease by the end of the decade. This deadline is not just a date. Nor is it a public relations campaign. It is a serious and strategic plan of action to create a paradigm shift in the breast cancer community—in government, the media, research and advocacy—everywhere—to refocus resources and efforts on the goal of ending breast cancer.

Why a deadline? Because the current infrastructure and focus in breast cancer has not led to significant progress in ending the disease or in preventing deaths from the disease. So we developed a plan that is focused exclusively on the goal of ending breast cancer by January 1, 2020. Our collaborative, deadline-driven approach to breast cancer has never before been attempted. And yet, examples of success in other fields suggest that with vision, willpower, accountability and leadership, we can achieve our

goal. Using NBCC's innovative, advocate-led model to catalyze research in areas that have promise for contributing to the end of breast cancer, we will end breast cancer by focusing and aggregating efforts on two key areas: learning how to prevent breast cancer metastasis and learning how to prevent the disease from developing.

At NBCC, we have no desire to simply increase awareness of breast cancer. Our desire is to take what is already known and build upon that knowledge for the sole purpose of ending breast cancer.

Breast Cancer Deadline 2020®—the end of breast cancer by January 1, 2020.

Are you with us?

Sincerely,

A handwritten signature in white ink that reads "Francisco".

Breast Cancer Deadline 2020® is a Strategic Plan of Action

On September 20, 2010 at a press conference at the National Press Club in Washington, DC, the National Breast Cancer Coalition launched **Breast Cancer Deadline 2020®**, a call to action for policymakers, researchers, breast cancer advocates and other stakeholders to end the disease by January 1, 2020. The NBCC Board of Directors and other NBCC advocates gathered to declare the start of a new era in breast cancer and a renewed urgency for NBCC's mission to end breast cancer.

The announcement of **Breast Cancer Deadline 2020®** was broadcast to the general public through email communication, the press, and NBCC's website. NBCC relaunched its website with information and various multi-media about **Breast Cancer Deadline 2020®**. A four-minute text animation video described the paradigm shift of the campaign and asked, "Are you with us?" The public was asked to vote and comment about the prospect of ending breast cancer by January 1, 2020. NBCC published a White Paper on **Breast Cancer Deadline 2020®**. Tens of thousands of new individuals were engaged through the outreach via the website and social media. Supporters shared "shout outs" with their networks, recorded videos about "giving up hope" and moving toward action, and downloaded copies of newspaper, radio and TV ads promoting **Breast Cancer Deadline 2020®**.

In 2010 NBCC embraced the knowledge that we are at a critical juncture in the fight against breast cancer.

NBCC is no longer willing to settle for less than what we deserve or less than is possible—an end to breast cancer.

"This is it. This is the home stretch. It isn't impossible. Someone said this is our next bold move...This is our last bold move."

– Fran Visco, NBCC President, September 20, 2010
NBCC **Breast Cancer Deadline 2020®** press conference



"Awareness is not enough. We are awash in pink. We need to go beyond awareness, and the National Breast Cancer Coalition is the one group that is bold enough to do that. We can be the generation that stops breast cancer—and we must be the generation that stops breast cancer. The way to do it...is to set a deadline."

– Dr. Susan Love, September 20, 2010, NBCC **Breast Cancer Deadline 2020®** press conference

NBCC is Changing the Conversation about Breast Cancer

Throughout 2010, as has been the case in most years, the typical discussion in the breast cancer community focused on the next new drug treatment, early detection, screening and awareness.

NBCC is leading the movement to change the conversation around breast cancer to a substantive dialogue about what new approaches we can take to end the disease by January 1, 2020.

NBCC's discussions and actions are within the context of answering this key question: how do we end breast cancer by the end of the decade?

In 2010, NBCC sought out the breast cancer conversation at scientific meetings, in the print media, on the airwaves and in the blogosphere and changed the message to one of ending breast cancer by January 1, 2020. While the media continued to report messages about mammograms and drugs for treatment, NBCC President Fran Visco brought a fresh perspective to the conversation when she told *The Cancer Letter*, "It is time to figure out how to end breast cancer by the end of the decade. The knowledge and the tools exist, and we will do everything we can to achieve that goal."

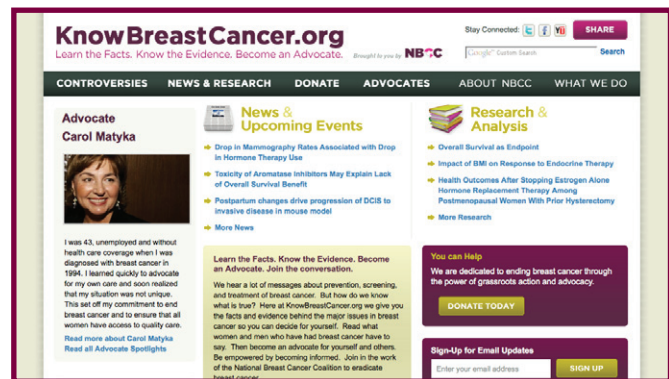
NBCC Advocate Challenges Scientists at SABCS

During the San Antonio Breast Cancer Symposium in December, NBCC advocate Helen Schiff challenged the research community during a presentation after one scientist refused to reveal the results of a study in deference to an upcoming publication date.

"I really think this is a disservice, and it's a symptom of what's wrong with the research establishment," said Schiff before an audience of several thousand international scientists. "It's something that advocates want to change.... If we change the research system and not make it so dependent on careers, on money, on publications, we might be able to make more progress.... That is what NBCC's **Breast Cancer Deadline 2020**® is about—changing the way breast cancer research is done in the US. That's why I think everyone should support this deadline to end breast cancer."



Using cutting-edge Web tools, social media and advertising, NBCC is engaging advocates and leaders—whether at scientific meetings, among support groups, or in the media. Everyday, new activists who are involved in their communities and NBCC's mission receive updated information to conduct broad education about breast cancer and help spread the word about **Breast Cancer Deadline 2020**® worldwide.



NBCC focused on changing the conversation in the advocacy community. Through the web resource, KnowBreastCancer.org, NBCC advocates are monitoring the news and research about breast cancer and analyzing it with a critical lens to go “Beyond the Headlines” and find out the real impact on women living with breast cancer and those at risk. KnowBreastCancer.org visitors receive up-to-date information about breast cancer that is rooted in evidence. The advocates who contribute to the website examine the news and research in the context of **Breast Cancer Deadline 2020®** and ending the disease by the end of the decade.

...in the Airwaves, Print and Blogosphere

WUSA 9News Now, December 8, 2010:

On television, NBCC challenged the breast cancer infrastructure: *“We’re frustrated by the lack of progress, by what we see as an organization, an infrastructure in breast cancer that is no longer focused on the goal of saving lives and ending this disease,”* said Fran Visco, NBCC’s President. *“...Most of the infrastructure in breast cancer is focused on a new treatment, a new drug. Well, really drugs don’t make that much impact on mortality in breast cancer. **The conversation has to shift** from how we can treat it better, how to detect it earlier, to how do we end breast cancer.”*

The Huffington Post, October 4, 2010:

In the blogosphere, NBCC President Fran Visco wrote: *“October. Another breast cancer awareness month with buildings and bridges aglow in pink. One year since the last one. And around the world another 500,000 women dead of breast cancer. Almost 40,000 in this country alone. **Actually, this is the 25th Breast Cancer Awareness Month. We are being asked to celebrate that fact—which is symptomatic of the problem.** Why do we try so hard to make breast cancer palatable, comfortable, pink? I really don’t feel like celebrating.”*



The Huffington Post, November 4, 2010:

NBCC President Fran Visco followed up in November saying: *“It’s November. Another Breast Cancer Awareness Month has come and gone. But breast cancer hasn’t. It’s still here. It’s still killing more than 1,400 women around the world each day. So what did we do about breast cancer this October? We talked a lot. We talked about the same old issues we’ve been talking about for the last 25 years and more. We lit a lot of things pink. We did the same old thing. **The same old, same old will not end breast cancer.... It’s time to change the conversation.**”*

Los Angeles Times, October 4, 2010:

In print, the *Los Angeles Times* turned to NBCC for the stark reality about breast cancer as another Breast Cancer Awareness Month began. In its report on October 4, *The Down Side of Awareness Campaigns*, Fran Visco said, *“**I don’t think people understand the lack of progress** [toward ending the disease].”*

MSNBC, October 7, 2010:

On MSNBC with reporter Tom Roberts, Fran Visco challenged viewers to go beyond the pink to look at what breast cancer really means to women and what it will take to make meaningful progress toward ending breast cancer. *“We focus too much on the existing system,”* Visco told Roberts. *“We’ve built this great infrastructure around breast cancer, now **we have to take that system and change it and really accelerate progress toward a deadline.** And that’s why my organization has declared January 1, 2020... the end of breast cancer.”*

Research is a Necessary Component to Ending Breast Cancer

What does the end of breast cancer mean? Knowing how to prevent it and knowing how to prevent people from dying of the disease.

NBCC advocates believe that by leveraging all available resources in a collaborative and rapid research process, it is possible to cultivate the development of innovative ideas that will end breast cancer.

Our capacity to gather, synthesize and analyze information today is beyond anything even conceivable 40 years ago. A new approach to breast cancer research is required, including incentives for more than incremental progress, a look at new approaches, collaboration among different disciplines, application of research findings to people and a focus on the end result in terms of saving lives.



During 2010, NBCC held catalytic workshops on the development of a preventive breast cancer vaccine. Out of those workshops, the Artemis Project® was born with the focus on developing and implementing a five-year strategic plan for a preventive vaccine. NBCC worked in partnership with a leadership council to facilitate ongoing work among the scientists, advocates and others on the strategic plan. Scientists and advocates were recruited, and work groups were formed around the tasks required to develop a vaccine ready for clinical trials in five years. A broad-based approach is being carried out, with teams working in parallel, to create the greatest opportunity for success.

Through the Artemis Project®, NBCC is developing the necessary coordinating infrastructure, convening the collaborative teams of scientists, providers, regulators and advocates, and providing seed grants. The entire Artemis Project® team will meet annually to evaluate progress and redirect resources as necessary, responding and adapting to new questions that arise through the process, with a dedicated, continuous focus on the goal and timeline.

Also in 2010, NBCC outlined plans for two strategic summits, one each on the topics of preventing metastasis and primary prevention. At these summits, to be held in 2011, participants will begin articulating major issues that are ripe for further work and that would have a significant impact on breast cancer. Reports from these summits will be published and will set the stage for a series of catalytic projects and strategic plans in each of these areas. These plans will ensure that the appropriate research takes place, is translated to the clinic and results in an end to breast cancer.

NBCC Will Hold Itself and the Research Community Accountable for Progress

In 2010, NBCC announced that it would issue Annual Progress Reports about **Breast Cancer Deadline 2020®** to summarize the state of breast cancer as well as the status of NBCC's work to end breast cancer. These reports will hold NBCC and the entire breast cancer community accountable to **Breast Cancer Deadline 2020®**. NBCC began collecting data, reviewing research and examining the breast cancer landscape to publish a baseline report in May 2011.

Every Aspect of Breast Cancer is Touched by Public Policy

Breast Cancer Deadline 2020® carries no agenda other than to save lives and end breast cancer. NBCC's plan of action includes a campaign to educate Congress and the Administration, along with policy makers in every state, about the urgency of the deadline. In 2010, NBCC began developing *The Accelerating the End of Breast Cancer Act*. The legislation provides a strategic approach to address questions NBCC has identified as vital to end the disease; identify barriers that hamper progress; and set forth a mission-oriented, transparent and focused process to help overcome these barriers and meet the goal of **Breast Cancer Deadline 2020®**.

NBCC ensures that the public sees breast cancer not just as a scientific and medical issue but as a political issue as well. At the beginning of every legislative session, NBCC determines its legislative priorities. These priorities are not set by any specific individual, but are informed by the broad and diverse perspective that is the world of breast cancer. The priorities (*see next page for NBCC's 2010 Legislative Priorities*) are developed after a great deal of research and analysis. They do not include all issues related to breast cancer—only those that NBCC believes will make significant and meaningful progress toward its goal of ending this disease.

After extensive review, NBCC's Board of Directors, which includes representatives from a diverse spectrum of breast cancer organizations, selects and ranks the legislative and public policy priorities at the first meeting of each year.

NBCC's 2010 Legislative Priorities

#1 Guaranteed Access to Quality Health Care for All

#2 \$150 Million for FY 2011 for the Department of Defense (DOD) Peer Reviewed Breast Cancer Research Program (BCRP)



In addition to its Legislative Priorities, NBCC had several Public Policy Priorities during 2010:

Breast Cancer Prevention Initiative: Despite years of effort by scientists, we still don't know what causes much of this disease or how to prevent it, and we need a plan of action. NBCC will develop an overall breast cancer initiative that will make certain this happens.

Preservation of the Medicaid Breast and Cervical Cancer Treatment Program: While NBCC pursues its work on guaranteeing access to quality health care for all, we are committed to making sure women screened and diagnosed with breast cancer through federal screening programs have access to the care they need. Congress enacted the Breast and Cervical Cancer Treatment Act (P.L. 106-354) in 2000 after years of NBCC grassroots lobbying and influence.

Consumer Involvement in all Appropriate Venues Where Decisions about Health Care and Research are Made: NBCC will pursue federal and state legislation and regulation to ensure meaningful consumer involvement in research and our health care system.



Speaker Pelosi Receives NBCC's Public Policy Leadership Award

Each year, NBCC hosts a Congressional Awards Reception to honor select Members who show outstanding and effective leadership in the fight to end breast cancer.

Speaker Nancy Pelosi (D-CA-8th) was presented with NBCC's Public Policy Leadership Award at the 2010 Congressional Awards Reception. During her remarks, the Speaker said, "I know that the National Breast Cancer

Coalition's number one legislative priority is access to quality health care for all. And because of your advocacy, your organization, your number one legislative priority is now the law of the land."

She went on to say, "During the health care debate, Fran [Visco, NBCC's President]—and many of you—were essential allies. Fran stormed Capitol Hill, testified before House committees, and demanded that health care be a right, not just a privilege. Under Fran's leadership, NBCC was named one of the 20 most influential organizations in health policy in the country."

In addition to the special recognition for Speaker Nancy Pelosi, NBCC presented 2010 Congressional Awards to: Senators Susan Collins, Christopher Dodd, Judd Gregg, Daniel Inouye, and Sheldon Whitehouse; and Representatives Judy Biggert, Marcy Kaptur, Patrick Kennedy, Carolyn Kilpatrick, Frank LoBiondo, George Miller, David Obey and Bill Young. Representative Henry Waxman was inducted into NBCC's Public Policy Hall of Fame.

For more than a decade, NBCC's number one legislative priority was guaranteed access to quality health care for all. The "Patient Protection and Affordable Care Act," signed into law in 2010, represents a significant step towards this goal and provides many important protections for breast cancer survivors. The law also reflects many of the principles and priorities NBCC's advocates worked hard to have included, such as requiring educated consumer representation on any committees, boards, panels or commissions formed under the law.

In July 2010, NBCC joined other leading disease and disabilities advocacy groups in the amicus brief in support of the Motion to Dismiss *Commonwealth of Virginia v. Kathleen Sebelius*—Virginia's lawsuit seeking to invalidate the federal Patient Protection and Affordable Care Act. Regardless of the outcome of this lawsuit, many expect the issue will ultimately be decided by the US Supreme Court.

In 2010, NBCC fought for level funding of \$150 million for the Department of Defense (DOD) Breast Cancer Research Program (BCRP). Established in 1992 as a result of NBCC's advocacy, the BCRP is 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 public policy efforts have helped secure more than \$2.68 billion for the DOD BCRP, which has attracted more than 45,000 proposals since its inception. The BCRP exists and continues because of the dedicated efforts of NBCC breast cancer advocates who raised public awareness and pushed for additional research in breast cancer.

In May 2010, Fran Visco, President of NBCC, testified before the House Appropriations Subcommittee on Defense in support of this funding. Joy Simha (below), a member of NBCC's Board of Directors, provided similar testimony on behalf of NBCC in June 2010 before the Senate Defense Appropriations Subcommittee.



While NBCC was successful in its efforts to secure the full \$150 million in funding for the DOD BCRP from both the House Defense Appropriations Subcommittee and the Senate Defense Appropriations Subcommittee, the House and Senate could not agree on a final bill. In late December 2010, the 111th Congress ended with Congress passing a continuing resolution (CR) which lasted through March 4, 2011 to fund the government, including the BCRP, at current spending levels through this period.

NOTE: On April 15, 2011, the President signed into law the Department of Defense and Full-Year Continuing Appropriations Act which will fund the DOD BCRP at \$150 million through September 30, 2011, the end of fiscal year 2011.

NBCC's Activism in Breast Cancer Continues to Make a Real Difference

Dr. Jill Biden Welcomes NBCC Board and Grassroots Leaders at the Vice President's Residence

In 2010, the NBCC Board and grassroots leaders had the distinctive pleasure of attending a special recognition brunch hosted by Dr. Jill Biden at the residence of the Vice President. Addressing the attendees, Dr. Biden thanked advocates for the important work they do.



NBCC President Fran Visco, in her remarks, expressed her gratitude to Dr. Biden and Vice President Joe Biden for their efforts and support of NBCC's agenda over the years. She gave special appreciation to the Administration for leadership in the passage of the Affordable Care Act and committed NBCC as a partner in the implementation efforts.

Bringing advocates to the public policy table is a hallmark of the National Breast Cancer Coalition. Throughout the years, NBCC has developed and mobilized a powerful, effective and diverse network of trained grassroots activists, giving breast cancer a meaningful voice in Washington, DC, and state capitals, in laboratories and health care institutions. Because of NBCC the concerns of women and their families living with breast cancer have been increasingly heard by policy makers, health care providers and researchers. Breast cancer activism is now seen as a model that other disease groups seek to emulate.

The success of NBCC's advocacy model is rooted in strong training and education. In March 2010, NBCC held its annual Team Leader Training, bringing together a select group of NBCC's most seasoned advocate leaders for an intensive training on NBCC's legislative and public policy priorities. This forum provides a unique opportunity for these advocates to engage with NBCC leadership on the details of NBCC's legislative priorities, learn who on Capitol Hill is critical to NBCC's success, and understand how to communicate NBCC's positions effectively to these leaders.

During NBCC's Lobby Day in May 2010, nearly 700 NBCC advocates met with their respective Senators and Representatives to make the case for supporting NBCC's 2010 priorities. Advocates held more than 400 meetings to discuss the significance of the Affordable Care Act implementation for breast cancer survivors, as well as the importance of appropriating \$150 million for FY 2011 for the Department of Defense Breast Cancer Research Program (DOD BCRP).

Throughout the year, NBCC communicated online with our National Action Network to keep them informed and active on specific issues that help advance NBCC's legislative and public policy priorities. Members of the National Action Network receive outreach materials including timely legislative alerts, relevant talking points, factsheets, legislative analyses, and other briefing materials for legislative and policy meetings. In addition, members of the National Action Network, including Team Leaders and members of NBCC's Board of Directors, make visits to Capitol Hill throughout the year to continue advancing NBCC's priorities.

NBCC advocates are changing the current systems to direct the focus in breast cancer toward ending the disease.

We are *On the Clock*

Years

9 268

Days

Hours

13

Minutes

49

Seconds



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.

These numbers are much more than time ticking by. They are a visible declaration that we are fighting for real peoples' lives. The faces inspire our work.

Some are women, men and family members we've lost. Some are our loved ones we don't want to lose. Many are our advocates who have been affected by the disease and are fighting. Others are our supporters, like the people and organizations portrayed in these essays, who have been inspired by **Breast Cancer Deadline 2020®**.



Madeline Anbinder *is On the Clock*

Madeline Anbinder is a two-time breast cancer survivor who has supported NBCC for 15 years. She joined the President's Council in 2005. Together with her husband Stephen and daughter Tracy, she operates the Anbinder Family Foundation which supports numerous national charities as well as those local to the New York area.

"NBCC's exciting new initiative, **Breast Cancer Deadline 2020®**, brings with it the possibility of scientific achievements that could revolutionize cancer research more generally. I am especially impressed with NBCC's strategic approach of bringing together scientists in a creative and collaborative way with advocates to develop action plans to achieve the goal." —**Madeline Anbinder**



Michele Rakoff & Alan Sieroty *are On the Clock*

Michele Rakoff, a 23-year breast cancer survivor, has been involved with NBCC from its inception when she was living in the Philadelphia area and met Fran Visco, who was then a law firm partner seeking ways to get more involved in the work of ending breast cancer. Michele sits on the Board of NBCC as an alternate for California Breast Cancer Organizations (CABCO), one of the original founders of NBCC. She and her partner, The Honorable Alan Sieroty, are members of the President's Council, supporters of the Les Girls Cabaret, and strong advocates for NBCC's priorities with the delegation from California.

"From **Do the Write Thing** to **Breast Cancer Deadline 2020®**, we have been with NBCC as part of each and every initiative and campaign. And we will continue to stand with NBCC—a consistent leader in doing the right thing." —**Michele Rakoff & Alan Sieroty**





Revlon *is On the Clock*

Revlon was one of the first corporate donors to NBCC and the key partner in creating our annual New York Gala, which held its 15th event in November 2010. Each year, Revlon's CEO, most recently Alan T. Ennis, has been a co-chair of the Wo(men) Who Get It Right® New York Gala. In addition to its support of the Gala, Revlon has also conducted cause-related marketing campaigns to benefit NBCC. Revlon, too, was a partner with NBCC in collaborating with Dr. Dennis Slamon on the drug Herceptin®.

“Revlon and NBCC have a long history—over 18 years of working together towards our mission of ending breast cancer. As I said at last year's Wo(men) Who Get It Right® New York Gala, ‘We all know that if anyone can make a meaningful change, it's the National Breast Cancer Coalition.’” —**Alan T. Ennis, President & CEO of Revlon**



The Joyce & Irving Goldman Family Foundation *is On the Clock*

The Joyce & Irving Goldman Family Foundation has been a major contributor to NBCC for a decade and a half, with grants supporting various programs including the Advocacy Training Conference and strategic think tank summits. The Foundation's annual support also includes a challenge grant that matches donations dollar for dollar, thereby strengthening NBCC's support from members and major donors alike and encouraging more people to support **Breast Cancer Deadline 2020®**.

“We are honoring our mother's memory by supporting the work of NBCC. From the beginning, we saw that the strategy of having so many diverse groups and voices would leverage the impact of our family's foundation. We couldn't ask for a better partner to honor our mother.” —**Dorian Goldman, a member of The Joyce & Irving Goldman Family Foundation Board of Trustees**





Jenny Bi is *On the Clock*

Since 2007, Xiaoqiong (Jenny) Bi has partnered with NBCC as a member of our President's Council to extend breast cancer advocacy to women living in China and those of Chinese descent. One of Jenny's grants assisted women of Chinese descent who wished to attend the NBCC Annual Advocacy Training Conference by providing them with financial support and an onsite translator throughout the conference. Another grant funded an educational trip to China by several of NBCC's leading advocates to provide training and education about breast cancer advocacy to Chinese women in their native country.

"Breast cancer is a global issue with nearly half a million women dying of the disease each year. NBCC's approach to the issue has always had a focus on impact that goes beyond the US borders. **Breast Cancer Deadline 2020®** brings NBCC's global work to a new level that will impact women and men worldwide."
—Jenny Bi



Breast Cancer Fund of National Philanthropic Trust is *On the Clock*

2010 marked the third and final year of a \$6.9 million capacity-building grant from the Breast Cancer Fund of National Philanthropic Trust (NPT). NPT's support since 2006 has helped NBCC expand existing programs like the Advocacy Training Conference and create new ones like the Advocacy in Action Awards. Furthermore, the capacity-building grant allowed NBCC to solidify its infrastructure and strengthen its operations which built the strong foundation for the **Breast Cancer Deadline 2020®** campaign.

"NBCC continues to demonstrate its ability to make a positive impact on the millions who are affected by this devastating disease. Our multi-year grant structure provides predictable funding which encourages programs that can be sustained." —**Eileen R. Heisman, President & CEO of NPT**



AVON Foundation for Women is *On the Clock*

The AVON Foundation for Women has provided the backbone of funding for the Center for NBCC Advocacy Training. Since the creation of Project LEAD® in the 1990s, AVON has been the primary donor for this premier science training program for breast cancer advocates. The Foundation also has provided funds for scholarships to allow those with financial need to attend the Advocacy Training Conference.

"In 2010, we were extremely proud to join NBCC in celebrating the 15th Anniversary of Project LEAD®. Nearly 2,000 breast cancer advocates have completed this rigorous training, and we are confident that they are well-equipped to work towards **Breast Cancer Deadline 2020®**."
—**Carol Kurzig, President of the AVON Foundation for Women**



Alec Call & Bryan Johns are *On the Clock*

Alec Call and Bryan Johns, and their company Innovative Skincare, have supported NBCC for nearly a decade. Residing in Los Angeles, Alec and Bryan have primarily been involved as members of the committee that produces the annual NBCC fundraiser Les Girls in Hollywood, CA. Over the years, they expanded their support to include additional financial donations and cause-related marketing promotions through their company. Alec and Bryan, now fully active NBCC advocates, are members of the President's Council and are regular attendees of the Annual Advocacy Training Conference and Lobby Day.

"When we met NBCC President Fran Visco many years ago, we were immediately captivated by her dynamic passion and strong leadership. We knew that if any group could end breast cancer, it would be NBCC, led by Fran. We have been incredibly impressed with the knowledge and dedication of the hundreds of NBCC advocates we have come to know. We treasure our relationship with this organization like no other; and we have continued to increase our support and attention to this urgent cause. We are truly thrilled and honored to be participating in **Breast Cancer Deadline 2020®**—a goal we *will* reach." —**Alec Call & Bryan Johns**





Sue Weber is *On the Clock*

Sue Weber first joined NBCC as a member in 1994, three years after her diagnosis of breast cancer. A Massachusetts native, Sue has attended almost every NBCC Advocacy Training Conference since 1993. When NBCC established the Women with Balls® *STRIKE* Breast Cancer Advocate Bowling Challenge in 2007, Sue jumped at the chance to participate. Each year since then, she has been one of the top fundraisers for this event. In 2009, Sue joined NBCC's Monthly Giving Society to show her ongoing and continued support for the organization each month.

“NBCC’s Monthly Giving Society makes it easy for me to contribute to NBCC, an organization which I adore dearly. Plus, I can share my support for **Breast Cancer Deadline 2020®** with friends since my photo appears *On the Clock* as a benefit of the Monthly Giving Society.” —**Sue Weber**



Entertainment Industry Foundation is *On the Clock*

The Entertainment Industry Foundation is a leading charitable organization of the entertainment industry that has championed a wide variety of worthy causes since 1942. EIF’s support for NBCC dates back to the 1990s. Through events and partnerships created by EIF, the Foundation raises \$100 million each year. Grants from EIF to NBCC in 2010 totaled over a half-million dollars and supported programs including the Advocacy Training Conference, KnowBreastCancer.org, and partnerships and collaborations with breast cancer researchers.

“The Entertainment Industry Foundation has been a proud supporter of NBCC for over 12 years. We congratulate NBCC on its continued efforts to lead grassroots advocacy with the goal of ending breast cancer. We stand with you as you strive to increase federal funding for research, increase access to treatment and care, and to bring a powerful voice of women living with breast cancer into the national conversation of issues impacting their lives.” —**Lisa Paulsen, President & CEO of Entertainment Industry Foundation**



Debra Lee is *On the Clock*

Debra Lee, Chairman and CEO of BET Networks, was honored by NBCC at our 15th Annual New York Gala with a Wo(men) Who Get It Right® Award. Debra understands the unique connection that BET has with African Americans, and the importance of connecting with that audience on the topic of breast cancer that has such an impact on black women.

“When I heard about **Breast Cancer Deadline 2020®**, I immediately identified with it because it gives everyone in the fight against breast cancer a firm deadline to end the disease. The health of our community is important to BET Networks, and the work of NBCC is particularly important to me given the impact breast cancer has on African Americans, and especially among black women.” —**Debra Lee, Chairman & CEO of BET Networks**



Carol & Terry Wall are *On the Clock*

Every organization needs people who support its work, and it is a true gift when those supporters also fully believe in the mission. Carol and Terry Wall stepped up twenty years ago, at the very beginning, before NBCC had earned success, visibility and respect. They saw the need for an organization like NBCC and believed it would be the best investment for their commitment to end breast cancer. With a significant unrestricted grant from the Vance Wall Foundation each year, they ensure that NBCC continues to pursue the activities and initiatives that will most effectively achieve its mission. In addition to their annual gift, the Walls bring new supporters to NBCC's work and have organized events in the New York metropolitan area to benefit NBCC.

“Since our first introduction to NBCC 20 years ago, we’ve known that this organization is the one truly committed to ending the disease. The new campaign, **Breast Cancer Deadline 2020®**, brings a renewed urgency and focus to this effort in a way that no other work in this arena has yet to do. We have always understood and appreciated that NBCC was serious and strategic. Those characteristics continue to be important to us and to the fight against breast cancer. We have been with you from the beginning and we look forward to being there at ‘the end’.” —**Carol & Terry Wall**

NBCC Awards 20 Advocacy in Action Grants in 2010

Generously funded by the Breast Cancer Fund of National Philanthropic Trust, in 2010 NBCC awarded 20 Advocacy in Action grants as a result of a separate competitive application process. The grants fund member organizations to advance local advocacy work and move beyond awareness to action.

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.

The 2010 Advocacy in Action Award recipients were:

- Adelphi University/Adelphi NY Statewide Breast Cancer Hotline and Support Program (Garden City, NY)
- Alamo Breast Cancer Foundation (San Antonio, TX)
- The Annie Appleseed Project (Delray Beach, FL)
- Between Women Inc. (Brawley, CA)
- The Breast Cancer Resource Centers of Texas (Austin, TX)
- Breast Cancer Care & Research Fund (Los Angeles, CA)
- Capital Region Action Against Breast Cancer (Albany, NY)
- Delaware Breast Cancer Coalition, Inc. (Wilmington, DE)
- Florida Breast Cancer Coalition Research Foundation (Hallandale, FL)
- Georgia Breast Cancer Coalition Fund (Woodstock, GA)
- Linda Creed Epstein Foundation (Philadelphia, PA)
- Michigan Breast Cancer Coalition (Brighton, MI)
- Minnesota Breast Cancer Coalition (Cottage Grove, MN)
- New Hampshire Breast Cancer Coalition (Lee, NH)
- Nueva Vida (Washington, DC)
- Rhode Island Breast Cancer Coalition (Coventry, RI)
- Self-Help for Women with Breast or Ovarian Cancer, Inc. (SHARE) (New York, NY)
- Virginia Breast Cancer Foundation (Richmond, VA)
- Wisconsin Breast Cancer Coalition (Milwaukee, WI)
- Women At Risk (New York, NY)

Ending Breast Cancer Requires the Involvement and Leadership of Educated Advocates

NBCC believes that success will be knowing how to prevent breast cancer from developing and knowing how to prevent metastasis. True progress in breast cancer starts by better understanding what causes the disease, what puts individual women at risk beyond the known risk factors, how different types of breast cancer behave and which treatments are appropriate and effective for each type of breast cancer to ensure that women receive quality care. NBCC advocates also understand that the causes and cures for breast cancer will not be found only in test tubes. They must be fought for in public policy forums, at research conferences, in drug company boardrooms and in the voting booth.



NBCC's work to end breast cancer requires the involvement and leadership of educated breast cancer advocates. With the various summits and workshops planned as part of **Breast Cancer Deadline 2020®**, as well as the ongoing public policy advocacy and outreach to local and online communities, the need for focused and effective training of advocates who have gone through the Center for NBCC Advocacy Training is even more urgent.

In 2010, the Center for NBCC Advocacy Training continued to grow with record numbers of advocates applying for and attending the Center's training programs. Graduates of Project LEAD as well as Conference attendees play key roles in many of the **Breast Cancer Deadline 2020®** programs in the areas of outreach, advocacy and science. Nationwide, the women and men NBCC has trained are shaping breast cancer public policy by participating in legislative, scientific and regulatory decisions; promoting critical analysis of breast cancer information and media coverage; and actively working to change all systems that affect NBCC's mission to end breast cancer.

2010 Advocacy Training Conference: Get Ready for Everything to Change

Nearly 800 advocates from around the country and the world gathered in Washington, DC for NBCC's 2010 Annual Advocacy Training Conference—May 22-25, 2010—to help "Peel Back the Pink." More than 80 scientists, advocates, public policy makers and media experts discussed NBCC controversies, cutting edge issues and NBCC's legislative priorities in breast cancer.

NBCC President Fran Visco addressed the audience Sunday morning and both challenged the audience and provocatively foreshadowed the launch of **Breast Cancer Deadline 2020®**. She asked difficult questions about how much real progress has been made in breast cancer, whether the goal of ending breast cancer could be achieved if we kept conducting business as usual, and exhorted the crowd to get ready for everything to change.



Conference luncheon keynote speaker, Valerie B. Jarrett, Senior Advisor and Assistant to the President for Public Engagement and Intergovernmental Affairs, praised NBCC for its role in supporting the Health Care Reform bill and assuring that educated consumers had seats at the table.

Project LEAD®

Project LEAD teaches the language, concepts and process of science. It focuses on biological concepts underlying breast cancer and the research methods used to gather new evidence and test new ideas, so students can develop skills to be critical thinkers who better understand breast cancer science.

In 2010, Project LEAD courses were offered throughout the country. Whether students attended the two and a half-day introductory workshop or the more intense week-long Project LEAD Institute, nearly 150 advocates are now able to collaborate with leading breast cancer scientists on research projects, review breast cancer research proposals and serve on local, state and national panels, committees, and institutional review boards to help make important decisions in breast cancer research, policy and systems change.

The 2010 Clinical Trials Project LEAD brought together 29 breast cancer advocates to learn how to improve breast cancer clinical trials research in the context of **Breast Cancer Deadline 2020®**. This course, part of NBCC's Clinical Trials Initiative, trains advocates to participate in all levels of the clinical trials process from evaluating trial design to serving on Institutional Review Boards and Data Safety Monitoring Boards.

Continuing Education for LEADgrads: LEADcasts and LEADgrads Online

LEAD grads were treated to an array of continuing education LEADcasts with world-renowned presenters.

- **February 2010:** Kay Dickersin, PhD, a professor of epidemiology at The Johns Hopkins University Bloomberg School of Public Health discussed comparative effectiveness.
- **June 2010:** Dr. Peter Lee, an Associate Professor of Medicine at Stanford University and a member of the Stanford Hematology Cancer Center, provided insights about immunology and immunotherapy in relation to breast cancer.
- **October 2010:** Dr. Michelle Holmes, an associate professor of medicine at Harvard Medical School and an associate professor in the department of Epidemiology at Harvard School of Public Health, discussed research on aspirin and breast cancer in the context of a potential clinical trial.



Project LEAD graduates participate in a vibrant online community, LEADgrads Online, re-launched in May 2010. The new online community offers LEADgrads the ability to stay current on emerging topics in breast cancer advocacy, to discuss ideas and controversies on scientific issues, and share research and learning opportunities with other LEADgrads to fulfill NBCC's mission to end breast cancer by January 1, 2020.

NBCC's Emerging Leaders

NBCC is committed to engaging and training young women and men to be involved in the movement to end breast cancer. In 2010, NBCC's Emerging Leaders program continued to attract new participants and deepen the engagement of those who have been involved in the past. Nearly three dozen Emerging Leaders were in attendance at the Advocacy Training Conference. In addition, NBCC successfully incorporated Emerging Leaders into the rest of the Center for NBCC Advocacy Training activities, with one or more Emerging Leaders at each Project LEAD Workshop, the Project LEAD Institute, Clinical Trials Project LEAD and Team Leader Training. Led by a steering committee of young adults, the Emerging Leaders Initiative includes several outreach programs to engage new advocates in the work of NBCC and **Breast Cancer Deadline 2020®**.

Emerging Leaders Community

The Emerging Leaders Community is designed to give active young adult members and NBCC leaders a place to communicate, share resources, and connect with one another and with NBCC as they continue to take action together toward an end to breast cancer.

NBCC Ambassadors Program

The NBCC Ambassadors Program engages students across the country on campus or through community advocacy to participate in NBCC training events and carry information back to their campuses and communities.

Emerging Leaders College Initiative Program

The Emerging Leaders College Initiative Program is modeled after a program that has been in place for several years in conjunction with Western Oregon University (WOU) that trains students in NBCC's brand of breast cancer advocacy while providing academic or internship credit at their home institution.



Achieving our Goal Depends on the Generosity of our Friends and Supporters

No other organization has done more to effectively challenge and transform the status quo and focus attention on the goal of ending breast cancer than the National Breast Cancer Coalition. No other organization has had the audacity to set a deadline. Our ability to make a real difference and achieve our goal depends on the generosity of our friends and supporters. To raise new funds, increase understanding about our work and to show our appreciation to our supporters, NBCC hosts several special events throughout the year.

Les Girls 10

On October 4, 2010 NBCC welcomed more than 300 guests to the 10th anniversary Les Girls cabaret at the Avalon Hollywood. Once again, it was a fantastic show with an incredible lineup of talent including Wayne Brady, Jesse Tyler Ferguson, Chris Gorham, Sam Harris, Samantha Harris, Sharon Lawrence, Jenifer Lewis, Busy Philipps, Cynthia Sikes, Eric Stonestreet, Steven Weber and Rutina Wesley. The evening was hosted by Ty Burrell and Julie Bowen from the television hit *Modern Family*. NBCC was successful in accomplishing its fundraising goal and honoring NBCC friend and supporter, Arleen Sorkin. The event—and NBCC—received a great deal of media coverage on the web, in print magazines and on television.



New York Gala

The 15th Annual New York Gala took place at Cipriani 42nd Street on November 9. The evening included a special musical performance by Tony award winner LaChanze and the presentations of the Wo(men) Who Get it Right[®] awards to Debra L. Lee, President and CEO, BET Networks; Fern Mallis, President, Fern Mallis LLC; Linda Cady of Between Women Inc.; and Timolin Jefferson of Sisters by Choice, Inc. and Georgia Breast Cancer Coalition Fund. NBCC is so grateful for the work of event co-chairs Alan T. Ennis, President and CEO, Revlon; Sumner M. Redstone, Chairman, CBS Corporation and Viacom; and Daniella Vitale, Chief Merchant, Executive Vice President, Barneys New York.

Kennedy-Pell Tea

On Sunday, September 26, NBCC was honored at an event hosted by former Congressman Patrick Kennedy and Mrs. Nuala Pell at Salve Regina University in Newport, Rhode Island. An incredible host committee, led by Marlene McCarthy, filled the room with individuals interested in learning more about NBCC.



6th Annual Women With Balls[®] *STRIKE* Breast Cancer Advocate Challenge

A highlight of the Annual Advocacy Training Conference, the 6th Annual Women With Balls[®] *STRIKE* Breast Cancer Advocate Challenge was again an evening of great fun for the participants. Advocates reached out to their friends and family to raise funds in support of NBCC programs.

2010 NBCC Financials

Through the generosity of our supporters, the National Breast Cancer Coalition Fund (NBCC) was able to invest nearly \$7 million in 2010 toward **Breast Cancer Deadline 2020®** and our mission to end breast cancer.

As in past years, **85% of total expenses were invested in program activities** such as education, training, research and public policy. For the third consecutive year, NBCC was able to invest more than \$5 million in a broad range of projects and initiatives, while also launching **Breast Cancer Deadline 2020®**. As a result of this investment, NBCC has educated more advocates, increased support among more member organizations, strengthened our leadership in access to quality health care, changed the conversation in breast cancer nationally and globally, and convened innovative leaders and visionaries to develop strategies to end the disease by 2020.

NBCC's net assets as of December 31, 2010 were greater than \$2.4 million, ensuring a secure expansion and continued investment in our mission.

Your contributions enable us to continue the important work to end breast cancer by January 1, 2020. **NBCC meets all 20 Better Business Bureau Charity Standards, has received an "A" rating from the American Institute of Philanthropy, and is ranked four-stars by Charity Navigator, so you can be assured your money is well spent.** We are grateful to each and every one of you who supported us in 2010.

Assets

Cash & Cash Equivalents	538,732
Accounts Receivable	829,544
Prepaid Expenses	128,066
Investments	1,474,918
Property & Equipment (Net)	266,058
Deposits	38,167
Total Assets	3,275,485

Liabilities

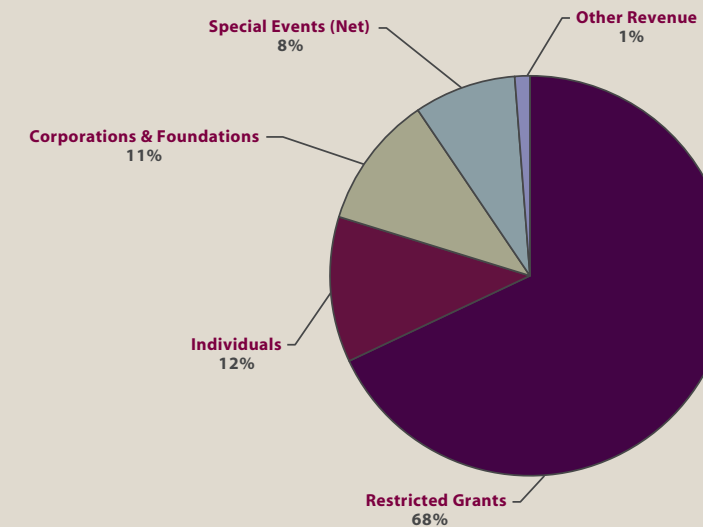
Total Liabilities	861,668
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Net Assets

Unrestricted	813,721
Temporarily Restricted	1,600,096
Total Net Assets	2,413,817
Total Liabilities & Net Assets	3,275,485

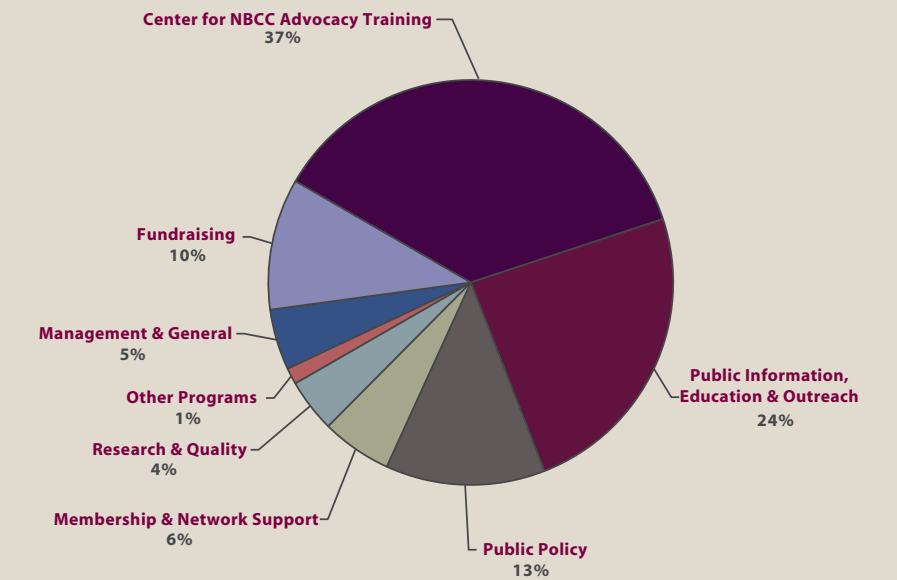
2010 Public Support and Other Revenue

\$6,814,678



2010 Expenses

\$6,811,584



2010 President's 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 end 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 2010. 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.

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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.

National Breast Cancer Coalition

The
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Deadline

2020

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