



## Every 13 minutes, a woman dies of breast cancer.

Today, 110 women will die in the United States, and by year-end that number will exceed 43,000 women and 530 men. Worldwide nearly 685,000 women will die.

These numbers represent our family members, friends, and loved ones. Isn't it time to Stop the Clock once and for all?

## Don't wait another minute.

### Here are 8 ways to get involved and take action to end breast cancer!

1. **[Join NBCC as a Member.](#)** Join with thousands of individuals and hundreds of organizations fighting to end breast cancer.
2. **[Lend Your Voice.](#)** Contact your elected officials about today's top issues. Simply enter your name and address and hit send.
3. **[Learn More About Policy Issues.](#)** Read our legislative and public policy priorities to learn more about key issues affecting the breast cancer community.
4. **[Sign up for Our National Action Network.](#)** We'll send you timely updates about how you can take action.
5. **[Become an Advocate for Change.](#)** Learn more about breast cancer science by attending one of our education and training opportunities, such as the Annual Advocate Leadership Summit or Project LEAD.
6. **[Support Breast Cancer Research.](#)** Learn more about the Artemis Project, NBCC's advocate-led, research collaborative, which focuses on stopping people from getting breast cancer and preventing metastasis, so that people stop dying of it.
7. **[Get Educated About the Issues.](#)** Breast cancer is a complex disease. NBCC breaks down the most complicated topics, such as screening, drug approval, and treatments.
8. **[Make a Donation.](#)** Support research, education, and training, and our mission to end breast cancer.

Find out more at **[www.stopbreastcancer.org](http://www.stopbreastcancer.org)**

**T**he 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. NBCC has a long history of taking on big issues, challenging the status quo facing controversy head-on, and achieving success.

NBCC links hundreds of organizations and tens of thousands of individuals from across the country into a dynamic, diverse coalition to achieve the organization's mission to end breast cancer and to give breast cancer a meaningful voice in Washington, D.C. and state capitals, in laboratories and health care institutions, and in local communities everywhere.

## NBCC's Key Programs Are Centered on the Following Priorities:

**Funding for Innovative Research:** NBCC creates new models of research, bringing significant funding to scientists and overseeing how those funds are spent. The organization's advocacy led to the creation of the Department of Defense Breast Cancer Research Program and more than \$3.9 billion of new federal funding for innovative breast cancer research. Trained NBCC advocates participate at all levels to monitor funding and ensure dollars are well spent on meaningful research.

**Research Collaborations:** NBCC leads collaborations that set priorities and change the systems of research. Through an innovative, mission-driven approach of strategic summits, catalytic workshops, and collaborative efforts—collectively called the Artemis Project®—advocates and scientists work side-by-side to identify and answer the questions vital to ending breast cancer. Our current projects include a collaboration on a preventive breast cancer vaccine and a strategy to understand and address tumor dormancy. Our Clinical Trials Initiative makes certain that trained breast cancer survivors are included in the design, implementation, and accrual of important trials; and that policies encourage access to trials and mandate insurance coverage for participants.

**Education and Training:** NBCC demanded—and won—a place for advocates wherever decisions are made in breast cancer research and health care. Through innovative training programs such as Project LEAD®, science training for lay advocates, and leadership programs that empower advocates with training in public policy and health care,

NBCC prepares advocates to provide an informed patient perspective in designing research, determining quality care, and other highly specialized areas of breast cancer activism. Programs are offered in-person and online to reach as broad and diverse an audience as possible.

**Communications and Public Information:** In order to change the conversation in breast cancer from awareness to a focus on ending the disease, NBCC issues annual Progress Reports that summarize the state of breast cancer as well as the status of NBCC's work to end breast cancer. NBCC also keeps a watchful and critical eye on media and publications about breast cancer and offers unbiased analysis of research and health care through media alerts, position papers, and our Beyond the Headlines program.

**Coalition Development and Support:** NBCC provides resources and support to member organizations nationwide and across the globe through our National Action Network (NAN) and ongoing training of the grassroots network to equip them with current information and materials to share with decision-makers and the general public.

## Other Accomplishments Include:

**Access to Care:** NBCC drafted and fought for passage of federal and state laws ensuring that underserved and uninsured women diagnosed with breast or cervical cancer were guaranteed access to quality treatment, launching a system of health care for thousands of uninsured women.

**National Action Plan on Breast Cancer:** At NBCC's urging, the Clinton administration created a unique collaboration of government, science, private industry, and consumers. NBCC's President co-chaired the Plan's implementation.

**Clinical Trials:** NBCC has been engaged as a key partner in numerous, seminal clinical trials, including the pivotal trial of trastuzumab (Herceptin) for HER2 positive breast cancer; the TAILORx trial of the Oncotype DX Recurrence Score; the PALOMA-2 trial palbociclib (IBRANCE) a CDK4/6 inhibitor; and EMBRACA trial of talazoparib (TALZENNA), a PARP inhibitor, among others.

NBCC was recognized as one of the top 25 most influential groups in national health policy in a University of Chicago survey of congressional staffers. NBCC has an "excellent" rating from the American Institute of Philanthropy for effective use of funds raised and is a Better Business Bureau Accredited Charity.

## Transforming Systems & Catalyzing Progress to Achieve Our Mission to End Breast Cancer

NBCC supports and facilitates the research needed to end breast cancer, global access to necessary information and lifesaving interventions, and the influence of advocate leaders everywhere in strategies to achieve our mission.

### Catalytic Research Projects & Collaborations

#### **ARTEMIS**Project®

NBCC's Artemis Project is an advocate-led collaboration of scientists and advocates focused on developing innovative research action plans in two areas: (1) Primary Prevention: How do we stop people from getting breast cancer? and (2) Prevention of Metastasis: How do we stop it from becoming lethal?

Artemis is centered around strategic summits, catalytic workshops, and collaborative efforts with a multidisciplinary and diverse group of stakeholders. This innovative approach allows scientists and other stakeholders to work collaboratively with advocates to develop and implement strategic plans to save lives. Key projects among many include:

- **Preventive Breast Cancer Vaccine:** The development of a preventive breast cancer vaccine. As of 2023, a candidate vaccine is ready for a Phase I trial in collaboration with the NCI Prevent Program.
- **Prevention of Metastasis:** Research to understand tumor cell dormancy, influences of the microenvironment on dormant disseminated tumor cells (DTCs), metabolic vulnerabilities of DTCs, and how to recognize and kill them.
- **DNA.Land:** The creation of a large-scale database of genomic and phenotypic information crowdsourced from thousands of individuals, some with a personal and/or family history of breast cancer to study breast cancer recurrence.
- **Seed Grants for Research:** NBCC has awarded seed grants to allow Artemis scientists to begin the key areas identified in the collaborative research plans.

**Clinical Trials Initiative:** NBCC works with the researchers and industry on clinical trials that meet NBCC's criteria. We involve breast cancer activists in all aspects of clinical trial design, implementation, and oversight. We work to improve access to quality clinical trials and, thus, strategies for those at risk and treatment and care for women with breast cancer.

### Education & Training

NBCC's Center for Advocacy Training supplies the education, tools, and training, that enable breast cancer survivors and other advocates to understand complex medical and scientific information and to take leadership roles in research and policy decisions that affect breast cancer.

Programs include:

- **Advocate Leadership Summit:** Three days of educational and strategy-building sessions to train and empower breast cancer survivors and other advocates by providing the information and tools and tactics necessary to take leadership roles in breast cancer advocacy.
- **Project LEAD® Institute:** Annual intensive six-day course in core science for advocate leaders to learn the language and concepts of science with a focus on the biology of breast cancer, genetics, immunology, epidemiology, research design, and advocacy.
- **Advanced Project LEAD:** Ongoing educational sessions and research projects for advocates who excel in science and have successfully completed Project LEAD, focusing on enhancing critical thinking and research skills.
- **Clinical Trials Project LEAD:** Advanced, intensive training for graduates of Project LEAD in the key aspects of clinical trial design, implementation, and oversight.

- **Project LEAD Public Policy:** A workshop that prepares advocates to understand policymaking broadly, recognize complex problems, and craft concrete solutions. The course covers the major theoretical frameworks of policy analysis and the unique challenges of federal health policymaking.
- **Continuing Education for Project LEAD Graduates:** Continued scientific education and research involvement, including LEADgrads Online resources, Advanced Topics sessions at various scientific meetings, and LEADcasts—online webinars with well-known researchers.
- **Online Center for Advocacy Training:** NBCC's esteemed training experiences are brought directly to advocates in a convenient and understandable digital format via a learning management system.
- **Member Webinars:** Educational sessions on broad issues in breast cancer by well-known scientists, researchers, and advocates to keep our membership informed.

## Public Policy

Public policy plays a significant role in all aspects of breast cancer. NBCC focuses our public policy advocacy on issues that will have a major impact on ending breast cancer, including those that will increase funding for meaningful breast cancer research, expand access to high-quality health care and clinical trials and build the influence of educated breast cancer advocates everywhere breast cancer decisions are made.

Each year, NBCC's grassroots board sets a public policy agenda focused on legislative and public policy priorities to advance and promote our mission. NBCC educates policymakers and the public on our agenda and centers our advocacy on these priorities.

NBCC hosts a series of Congressional Forums on Capitol Hill designed to educate policymakers on issues vital to the breast cancer community. NBCC provides members of Congress and their staff with up-to-date information about breast cancer and reports on research discoveries that affect policy and appropriations. NBCC leadership often testifies before Congressional committees on substantive breast cancer issues.

## Grassroots Field Network Development & Support

NBCC provides resources and support to member organizations and individuals nationwide and enhances education and training among diverse populations of breast cancer activists.

All organizations and individual members of NBCC's National Action Network receive email alerts throughout the year with important and timely opportunities to act on our advocacy priorities. NBCC also convenes regular conference calls and webinars for the grassroots field network to provide skills training, individualized guidance, informational materials, and peer-to-peer support.

- **Team Leader Training:** Prepares grassroots leaders to understand the legislative process and to forward NBCC's annual public policy agenda.
- **Public Policy Academy:** Engages and empowers new NBCC advocates to build their advocacy skills and strengthen their efforts as breast cancer advocates.

## Public Information, Communications & Outreach

NBCC has undertaken an expansive effort to change the conversation around breast cancer to a dialogue about knowing how to end the disease.

- **Breast Cancer Information Campaigns:** NBCC's website and print and electronic communications help educate the public with facts about breast cancer. NBCC's expert staff analyzes research studies and media coverage and presents the truth behind the news.
- **Global Influence:** The NBCC executive team, board of directors, and advocate leadership represent the breast cancer community, advocating on behalf of NBCC and serving on scientific, medical, and research bodies at the national and international levels.
- **Science Spotlight:** NBCC educates and informs advocates about research that is relevant to our mission. As part of that work, we publish a "Science Spotlight" newsletter to provide in-depth analyses of published breast cancer research, the results of pivotal breast cancer trials, and other newsworthy breast cancer research data, from an advocate perspective.



## 2023 Legislative and Public Policy Priorities

### Legislative Priorities

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#### **PRIORITY #1:**

**\$150 Million/Level Funding for the Department of Defense (DOD) Breast Cancer Research Program (BCRP) for FY2024:** As a result of NBCC's grassroots advocacy, the DOD BCRP was created in 1992 to end breast cancer for Service Members, Veterans, and the general public by funding innovative, high-impact research through a partnership of scientists and consumers. The DOD BCRP is widely viewed as an innovative, unique, and efficient medical research model which has proven to be accountable to the public and has produced extraordinary results. NBCC seeks continued level funding.

#### **PRIORITY #2:**

**Metastatic Breast Cancer Access to Care Act (H.R. 549)** This legislation would waive the 24-month waiting period for Medicare and the five-month waiting period for Social Security Disability Insurance benefits for eligible individuals with Metastatic Breast Cancer.

#### **PRIORITY #3:**

**Preservation of the Medicaid Breast and Cervical Cancer Treatment Program:** Congress enacted the Breast and Cervical Cancer Treatment Act in 2000 after years of NBCC grassroots lobbying and influence. NBCC remains committed to ensuring all women and men screened and diagnosed with breast cancer have access to the treatment they need.

### Public Policy Priorities

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#### **PRIORITY #1:**

**Guaranteed Access to Quality Care for All:** Ensuring access to quality evidence-based health care has been a top priority of NBCC for many years. NBCC supports healthcare access initiatives that expand access to Medicare while offering a private insurance option, automatically enrolling individuals who do not have access to other coverage and providing guaranteed benefits, including primary and preventive care, hospital services, and prescription drug coverage. NBCC believes that there must be shared financial responsibility and that no individual should be denied coverage due to an inability to pay.

#### **PRIORITY #2:**

**Access to Affordable and Effective Therapies:** NBCC supports policies that address systemic deficiencies in the law, regulation, and science policy that result in the approval of drugs that do not significantly extend or save lives and whose prices are not based on value or effectiveness.

#### **PRIORITY #3:**

**Food & Drug Administration (FDA) Reform:** NBCC supports a drug approval system that prioritizes approving drugs with clinically meaningful benefits for patients. NBCC seeks to address systemic deficiencies in FDA regulation and the drug development process, including reforms to the accelerated approval pathway and the use of unvalidated surrogate endpoints.

#### **PRIORITY #4:**

**Ensure the Participation of Educated Patient Advocates in Science Research and All Levels of Health Care Decision Making:** NBCC continues to work to ensure that educated patient advocates who are trained and represent a constituency have a meaningful seat at the table in all levels of health care decision-making, which affects their lives.





# 2023 BREAST CANCER

## FACTS & FIGURES

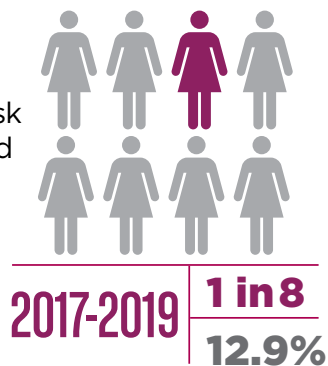
The National Breast Cancer Coalition (NBCC) is a grassroots organization dedicated to ending breast cancer through action and advocacy.

### INCIDENCE

Breast cancer is the most diagnosed cancer among women in the U.S.\* In 2023, there will be an estimated **297,790** new cases of invasive breast cancer in women, **2,800** new cases in men, and an additional **55,720** cases of ductal carcinoma in situ (DCIS)\*\* in women.\*\*\*1

### Lifetime Risk

For women in the U.S., the lifetime risk of being diagnosed with invasive breast cancer has increased since 1975.<sup>2,3</sup>



### Incidence By Age

Older women are more likely to get invasive breast cancer than younger women. From 2015-2019, the median age of a breast cancer diagnosis was 62 years.<sup>2</sup>

\*Excluding basal cell and squamous cell skin cancers, which are not required to be reported to cancer registries, and carcinomas in situ.

\*\*Annual incidence counts of lobular carcinoma in situ are no longer measured following its removal from the 2017 edition of the AJCC breast cancer staging program.

\*\*\*These statistics do not account for the effect of the COVID-19 pandemic.

### MORTALITY



In 2020,  
**685,000**  
women died  
from breast  
cancer  
globally.<sup>4</sup>

Breast cancer is  
**the 2nd  
leading cause  
of cancer deaths  
for women**

in the United States,  
after lung cancer.

In 2023, it is estimated  
that **43,170**  
**women**  
and  
**530 men**  
will die of  
breast cancer.\*<sup>1</sup>

Progress in reducing breast cancer mortality  
has slowed in recent years, from 2% to 3%  
annually during the 1990s and 2000s to 1%  
annually from 2011 to 2020.<sup>2</sup>

While the breast cancer mortality rate has  
declined, the number of women and men  
who die each year is rising and will continue  
to rise as the aging population grows.

### Mortality By Age

From 2016-2020, the median age at death  
from breast cancer was **70 years** of age.<sup>5</sup>



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\*These statistics are based on 2020 mortality data and  
account for the first year only of the COVID-19 pandemic.

### RACIAL DISPARITIES



Despite a similar incidence, mortality from  
breast cancer among Black women is  
**40% higher** compared with White women.<sup>1,2</sup>

### INCIDENCE & MORTALITY RATES

**Incidence Rate Per 100,000** by Race/Ethnicity (2015-2020)

White	133.7
Black	127.8
American Indian / Alaska Native	111.3
Asian American / Pacific Islander	101.3
Hispanic/Latino	99.2

**Mortality Rate Per 100,000** by Race/Ethnicity (2015-2020)

White	19.7
Black	27.6
American Indian / Alaska Native	20.5
Asian American / Pacific Islander	11.7
Hispanic/Latino	13.7

### RECURRENCE

The risk of local and distant (metastatic) recurrence varies greatly based on many factors. Estimates of long-term cumulative risk range from about 5% to 60%, with most falling between **10%-30%**.<sup>6-9</sup> Furthermore, recurrence risk remains elevated more than 3 decades from the primary diagnosis.<sup>9</sup>

### PREVALENCE

As of January 2022, there were an estimated **>4 million** women living with a history of invasive breast cancer in the U.S.<sup>10</sup>

It is estimated that in 2018, **140,230** women in the U.S. were living with metastatic breast cancer. By 2025, this number is expected to increase to **169,347**.<sup>11</sup>

### RISK FACTORS

**Only 5-10% of breast cancers are hereditary. The strongest risks for breast cancer are age and being assigned woman at birth.**

**Other non-modifiable risk factors include:**<sup>12-14</sup>

- ◆ Genetic mutations, such as in *BRCA1* and *BRCA2*
- ◆ Starting menstrual periods before age 12 and menopause after age 55
- ◆ Having dense breasts
- ◆ Personal history of breast cancer or benign breast diseases
- ◆ Family history of breast cancer
- ◆ Previous radiation therapy in chest or breasts
- ◆ Exposure to the drug diethylstilbestrol (DES)
- ◆ Naturally high levels of estrogen or testosterone

**Risk factors that are potentially modifiable include:**

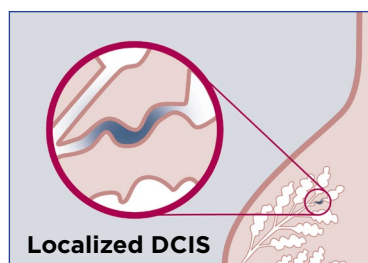
- ◆ Lack of physical activity
- ◆ Being overweight or having obesity (post-menopause)
- ◆ Taking hormonal medications, such as menopausal hormone therapy or hormonal contraceptives
- ◆ Reproductive history, including being over 30 years of age at first full-term pregnancy, not breastfeeding, and never having a full-term pregnancy
- ◆ Alcohol consumption

### DCIS & SCREENING

The diagnosis of ductal carcinoma in situ (DCIS) was rare before 1980, but the widespread adoption of screening mammography led to a massive increase in DCIS diagnosis. From 1980-2000, women aged 20-49 experienced a **400% increase** in DCIS diagnoses, and women over the age of 50 experienced over a **900% increase** in DCIS diagnoses.<sup>2</sup> However, screening has not decreased the rate of lethal disease (i.e., distant stage) at diagnosis.<sup>15</sup>

Overdiagnosis of breast cancer (i.e., cancer that would never have become a problem) by screening mammography is difficult to determine, with the most credible estimates ranging from **11%-22%**.<sup>16,17</sup> False positive and false negative mammography results are also

possible. Over a 10-year period, **more than half** of women getting an annual mammogram will receive a false-positive result.<sup>18,19</sup>





## TREATMENT

### The current methods of treatment in use in the U.S.

**Surgery  
(Mastectomy  
& Lumpectomy)**



**Chemotherapy**



**Radiation**



**Hormonal**



**Targeted  
Therapy**



**Immunotherapy**

## LANGUAGE

NBCC acknowledges that breast cancer impacts people of all gender identities.

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NATIONAL BREAST CANCER COALITION

# DONATE to the National Breast Cancer Coalition Fund

The National Breast Cancer Coalition Fund's mission is to end breast cancer. Every dollar raised is immediately put to work funding scientific collaborations, research, advocacy and science training, and public policy work in Washington, D.C. and state capitals across the country to support NBCC's mission.

## Your tax-deductible donation will support NBCC as we:

- Collaborate with scientists to design research and shape clinical trials
- Launch a clinical trial for a breast cancer preventive vaccine
- Learn how to stop breast cancer metastasis from taking lives
- Learn how to prevent the disease from developing
- Train and empower advocates to be effective leaders in breast cancer research and public policy
- Set the national breast cancer research agenda
- Set a public policy agenda focused on our mission to end breast cancer
- Push for access to high-quality health care for all and
- Expand the influence of breast cancer advocates in research, health care and public policy

NBCC meets all 20 Better Business Bureau Charity Standards, has received an "A" rating from Charity Watch, is listed at the Gold Standard level for Guidestar, and is ranked three stars by Charity Navigator, so you can be assured your money is well spent.

With a \$1,000 or more gift, you join the President's Council, an exclusive group who receive regular communications directly from NBCC's President on current breast cancer issues, recognition in publications, and invitations to special events.

☐ I want to contribute \$ \_\_\_\_\_ monthly (Join the President's Council for \$85 per month)

☐ I prefer to make a one-time gift of:

☐ \$1,000 President's Council ☐ \$500 ☐ \$250 ☐ \$100 ☐ \$50

☐ Other \$ \_\_\_\_\_

FIRST NAME

LAST NAME

ORGANIZATION

ADDRESS

ADDRESS

CITY

STATE

ZIP CODE

PHONE

EMAIL

☐ Visa ☐ Mastercard ☐ Discover ☐ AMEX

CARD NUMBER

CVC CODE

EXPIRATION DATE

## Yes, please add me to your:

- ☐ Email list to receive newsletters and event invitations
- ☐ National Action Network to receive Action Alerts with information about specific actions I can take to advance NBCC's legislative and public policy priorities

We combine the power of grassroots advocacy, education, policy, and research to unite around one goal: ending breast cancer.

## Enclosed is my check made payable to:

National Breast Cancer Coalition Fund  
2001 L Street, NW  
Suite 500, PMB #50111  
Washington, DC 20036

*As a 501(c)(3) charitable organization, the National Breast Cancer Coalition Fund states that no goods or services were received for your contribution. Your gift is deductible to the extent permitted by federal law.*



Although our financial report is always available upon request, some states require us to advise you that a copy of our financial report is also available through their offices. Financial information about the National Breast Cancer Coalition Fund can be obtained by contacting us at National Breast Cancer Coalition, 2001 L Street, NW Suite 500, PMB #50111 Washington, DC 20036, 202-296-7477 or as stated below. Colorado: Colorado residents may obtain copies of registration and financial documents from the office of the Secretary of State, (303) 894-2680, <http://www.sos.state.co.us/> re: Reg. No. 20023006015. Florida: SC No. CH10468. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, WITHIN THE STATE, 1-800-HELP-FLA. Georgia: A full and fair description of the programs and activities of the National Breast Cancer Coalition Fund and its financial statement are available upon request at the address indicated above. Illinois: Contracts and reports regarding the National Breast Cancer Coalition Fund are on file with the Illinois Attorney General. Kansas: The annual financial report for the National Breast Cancer Coalition Fund, Kansas Registration no. 281005-9 for the preceding year is on file with the Secretary of State. Maryland: For the cost of postage and copying, documents and information filed under the Maryland charitable organizations laws can be obtained from the Secretary of State, Charitable Division, State House, Annapolis, MD 21401, (800) 825-4510. Mississippi: The official registration and financial information of the National Breast Cancer Coalition Fund may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. New Jersey: INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 973-504-6215. New York: A copy of the latest annual report can be obtained from the organization or from the Office of the Attorney General by writing the Charities Bureau, 120 Broadway, New York, NY 10271. North Carolina: Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 1-888-830-4989. Pennsylvania: The official registration and financial information of the National Breast Cancer Coalition Fund may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. Virginia: Financial statements are available from the State Office of Consumer Affairs, P.O. Box 1163, Richmond, VA 23218. Washington: The notice of solicitation required by the Charitable Solicitation Act is on file with the Washington Secretary of State, and information relating to financial affairs of the National Breast Cancer Coalition Fund is available from the Secretary of State, and the toll-free number for Washington residents: 1-800-332-4483. West Virginia: West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. REGISTRATION IN THE ABOVE STATES DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION OF THE NATIONAL BREAST CANCER COALITION FUND BY THE STATE.



# JOIN US as a member and take action to end breast cancer.

The National Breast Cancer Coalition (NBCC) is a network of hundreds of groups and thousands of grassroots advocates who are racing against the clock to save lives. Our activism has generated more than \$3.9 billion in new federal funding for innovative breast cancer research. NBCC educates thousands of breast cancer advocates to participate in policy and legislative decisions affecting breast cancer research, health care, and public policy. As a member, you will support our aggressive advocacy and lobbying to increase funding for breast cancer research and guaranteed access to quality health care and treatment for all.

## As a member, you can:

- Apply for limited spots at our annual Project LEAD training
- Apply for scholarships to educational and training events
- Access special webinars and training videos
- Submit ideas for NBCC's annual legislative and policy priorities
- Participate in NBCC's annual Lobby Day

FIRST NAME	LAST NAME	
ORGANIZATION		
ADDRESS		
ADDRESS		
CITY	STATE	ZIP CODE
PHONE		
EMAIL		
<input type="checkbox"/> <b>Membership fee: \$35</b>		
<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Discover <input type="checkbox"/> AMEX		
CARD NUMBER		
CVC CODE	EXPIRATION DATE	

## Yes, please add me to your:

- ☐ Email list to receive newsletters and event invitations
- ☐ National Action Network to receive Action Alerts with information about specific actions I can take to advance NBCC's legislative and public policy priorities

We combine the power of grassroots advocacy, education, policy, and research to unite around one goal: ending breast cancer.

## Makes checks payable to:

National Breast Cancer Coalition  
2001 L Street, NW  
Suite 500, PMB #50111  
Washington, DC 20036

*The National Breast Cancer Coalition lobbies aggressively to increase funding for breast cancer research and is designated a 501(c)(4) organization. Contributions to NBCC are therefore not tax-deductible.*

*To conduct lobbying and educational efforts, NBCC is composed of two organizational arms: The National Breast Cancer Coalition is a 501(c)(4) corporation whose purpose is to lobby Congress and the states for improved public policies to move toward the eradication of breast cancer. The National Breast Cancer Coalition Fund is a 501(c)(3) corporation that supports the educational efforts of NBCC and advocates through activities that address administrative agencies, scientists, and health care professionals. Together, the two arms of NBCC issue a call to action by offering diverse and substantive activities, programs, training, and events designed to educate and empower individuals to fight effectively to end this disease.*



Although our financial report is always available upon request, some states require us to advise you that a copy of our financial report is also available through their offices. Financial information about the National Breast Cancer Coalition can be obtained by contacting us at 2001 L Street, NW Suite 500, PMB #50111 Washington, DC 20036, 202-296-7477 or as stated below. Colorado: Colorado residents may obtain copies of registration and financial documents from the office of the Secretary of State, (303) 894-2680, <http://www.sos.state.co.us/> re: Reg. No. 20023005982. Florida: SC No. CH8770. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, WITHIN THE STATE, 1-800-HELP-FLA. Georgia: A full and fair description of the programs and activities of the National Breast Cancer Coalition and its financial statement are available upon request at the address indicated above. Illinois: Contracts and reports regarding the National Breast Cancer Coalition are on file with the Illinois Attorney General. Kansas: The annual financial report for the National Breast Cancer Coalition, Kansas Registration no. 2674059 for the preceding year is on file with the Secretary of State. Maryland: For the cost of postage and copying, documents and information filed under the Maryland charitable organizations laws can be obtained from the Secretary of State, Charitable Division, State House, Annapolis, MD 21401, (800) 825-4510. Mississippi: The official registration and financial information of the National Breast Cancer Coalition may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. New Jersey: INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 973-504-6215. New York: A copy of the latest annual report can be obtained from the organization or from the Office of the Attorney General by writing the Charities Bureau, 120 Broadway, New York, NY 10271. North Carolina: Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 1-888-830-4989. Pennsylvania: The official registration and financial information of the National Breast Cancer Coalition may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. Virginia: Financial statements are available from the State Office of Consumer Affairs, P.O. Box 1163, Richmond, VA 23218. Washington: The notice of solicitation required by the Charitable Solicitation Act is on file with the Washington Secretary of State, and information relating to financial affairs of the National Breast Cancer Coalition is available from the Secretary of State and the toll-free number for Washington residents: 1-800-332-4483. West Virginia: West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. REGISTRATION IN THE ABOVE STATES DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION OF THE NATIONAL BREAST CANCER COALITION BY THE STATE.



## An Innovative Science Training Program For Breast Cancer Advocates



"Project LEAD is unique. It has enabled us to create a powerful change agent: A network of women and men who have the skills and the courage to advance the vision of ending breast cancer in every forum where breast cancer is addressed."

—FRAN VISCO, NBCC PRESIDENT

The **Project LEAD Institute**, part of the National Breast Cancer Coalition's **Center for Advocacy Training**, is a six-day intensive science course designed for the lay public. The course helps participants learn the language, concepts, and process of science, so they can become better research advocates and activists. Taught by renowned research faculty, the Institute gives breast cancer advocates the education and training they need to understand complex concepts related to the science of breast cancer, important aspects of research methodology, and the unique role advocates play in influencing the research agenda.

Graduates of Project LEAD are respected and recognized as the best-educated and most effective advocates in the field. They are passionate, committed, and intellectually curious about science as well as willing to challenge business as usual. They seek out and participate in breast cancer research and decision-making opportunities, including:

- Serving on scientific peer review panels and IRBs
- Conducting scientific literature reviews and analysis
- Presenting at conferences and meetings on behalf of NBCC
- Sharing information about cancer science literacy to their communities and network

### CORE CURRICULUM

- Basic science and biology of cancer
- Principles of genetics
- Evidence-based health care
- Cancer immunology
- Epidemiology
- Research design
- Advocacy

The Project LEAD Institute involves a competitive application process. To learn more about the program, the curriculum, and to submit an application, visit: <https://www.stopbreastcancer.org/what-we-do/education/project-lead/>

For questions contact:  
[projectlead@stopbreastcancer.org](mailto:projectlead@stopbreastcancer.org)