

2023 ANNUAL REPORT

Action + Advocacy



About NBCC

OUR VISION

A world where no one dies from breast cancer—and ultimately, where no one ever gets it.

OUR MISSION

To end breast cancer through the power of action and advocacy.

HOW WE WORK

NBCC has two arms:

- The National Breast Cancer Coalition Fund (NBCCF) is a 501(c)(3) entity that educates and trains advocates to understand the language and concepts of science, collaborates with scientists and conducts research programs to advance our mission, and influences the health care system to ensure access to quality care.
- Our 501(c)(4) arm sets a public policy agenda and works to enact the necessary legislation, policy, and regulation to end breast cancer. This arm lobbies through its grassroots network for increased research funding, access to care, and expanded advocate involvement.

Together, these two arms underpin our strategic approach to ending breast cancer.

A Message from the President



NBCC envisions a world in which no one dies from breast cancer—and ultimately, no one is ever diagnosed with the disease. Since our founding in 1991, we have remained

committed to that vision, working to achieve our mission of ending breast cancer through the power of action and advocacy.

What does that work look like in practice? Among our 2023 highlights:

- In January 2023, we launched the Public Policy Academy to engage and empower novice NBCC advocates with the skills and tools necessary to push for change on Capitol Hill. Thirty-five advocates completed this new training program, learning the ins and outs of policymaking, lobbying for change, and effective storytelling.
- Artemis Project scientists and advocates continued to explore solutions for primary prevention and prevention of metastases. As the Artemis preventive vaccine moves toward a Phase I trial, we are developing strategies to make it accessible and affordable globally and locally, building on NBCC's ownership of the patent.

- Media outlets called on NBCC's expertise and knowledge to inform stories on FDA reform and deregulation, patient-reported outcomes of cancer drug side effects, and the Metastatic Breast Cancer Access to Care Act (MBCACA).
- Our advocacy again led to an additional \$150 million in research funding for the Department of Defense peer-reviewed Breast Cancer Research Program. As of 2023, the program—which itself was created in response to NBCC's advocacy—has brought more than \$4 billion to breast cancer research.

As we demonstrate throughout this report, our mission statement is not marketing lingo or a catchy soundbite: it is our guiding principle. When we say we will end breast cancer, we mean it. And our action and advocacy will get us there.

Your generous support brings us ever closer to achieving that mission. Our 2023 successes—like those that came before, and those that will come after—would not be possible without donors like you. Thank you for supporting NBCC and our work, for trusting that we can end breast cancer and save lives, now and in the future.

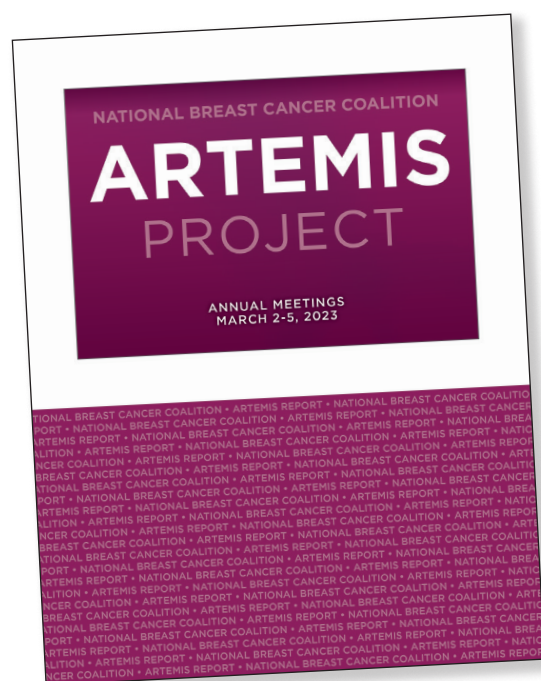


Fran M. Visco

President, National Breast Cancer Coalition



Artemis Project participants at the 2023 annual meeting. (left) Dr. Cyrus Ghajar discusses Artemis Project progress at the 2023 Advocate Leadership Summit. (right)



The Artemis Project: The 2023 Artemis meeting was held March 2-5 in Calistoga, CA, with 25 participants representing members of academia, advocates, industry, and government. The speakers at the 2023 meeting discussed a range of topics, and included an expert on microchimerism,

whose talk inspired several proposed projects. This meeting also began a multi-year, multi-laboratory collaboration in preventing metastasis. The full summary report, published in October, is available on stopbreastcancer.org

Accessibility of the Artemis Prevention Vaccine:

In August, NBCC launched an exciting new project, contracting with Corracloon Strategies for a qualitative structured inquiry to identify recommended options for making the Artemis preventive vaccine accessible and affordable globally and locally, building on NBCC's ownership of the patent. NBCC and Corracloon interviewed over 16 key stakeholders and have developed a decision tree which will allow NBCC to determine the key decision points in this process and a plan of action for each.

DNA.Land: NBCC created an advocate steering committee to develop criteria for eligibility to access NBCC's database of paired donated genetic and familial health history data, DNA.Land. NBCC began actively working with a small core group of Artemis members to deploy the database for germline genetic mutation research purposes. Our goal is to use this database to learn more about the genetic and familial causes of breast cancer.

Models Project: A small group of Advanced Project LEAD advocates continue to work on a project to describe the current models that are employed in cancer research. The purpose of this project is to educate advocates so they can better influence research and to educate and challenge the scientific community and help them focus on the appropriate and best models for their work. An outcome of

this project is the new highlight course of Project LEAD, which has now also been offered as a webinar to past Project LEAD graduates.

Clinical Trials Project: NBCC partners at every level of meaningful trials that meet our criteria. At present, we continue to collaborate on the Natalee trial. In June, the trial reported its first pre-planned interim analysis and met its primary endpoint. As a result, the Data Safety Monitoring Board recommended an early termination of the trial for efficacy. Since that time, NBCC has been involved in the preparation of a manuscript detailing the results of the trial and will be an author of the publication in a peer-reviewed journal.

Education and Training

2023

Advocate Leadership Summit and Lobby Day: 135 advocate leaders, including many first-time participants, attended this year's Summit from May 6-8 at the Park Hyatt Hotel, Washington, DC. At Lobby Day on May 9, NBCC advocates used the knowledge and skills they developed at the Summit to make meaningful progress on NBCC public policy priorities during their 200+ meetings with congressional offices.

Project LEAD: The 2023 Project LEAD Institute, held in La Jolla, CA July 30 through August 4, included 47 participants from 23 different states and the District of Columbia. The expanded curriculum included additional educational modules on model systems used to study breast cancer and critical appraisal of clinical trial research. The 2024 Project LEAD Institute will be held in La Jolla from July 28 through August 2.

Public Policy Academy: In January, NBCC launched its inaugural Public Policy Academy, a year-long training series to engage and empower NBCC advocates with the information and tools necessary to take their advocacy skills to the next level. Thirty-five participants were accepted into the Academy in 2023, with another 35 accepted for the 2024 program.

Team Leader Training: In March, 16 NBCC Team Leaders participated in a day of intensive training in Washington, DC followed by a Lobby Day on Capitol Hill, meeting with more than 50 congressional offices. Volunteer Team Leaders play a critically important role in furthering and gaining support for NBCC's priorities in communities, state and federal governments, media, research, and advocacy.



Webinars: Hosted throughout the year, webinars covered various topics, including "Overview of the DOD Breast Cancer Research Program and the Advocate Participant Role;" "Nuts and Bolts of the Surveillance, Epidemiology, and End Results Program;" and "Progression-Free Survival: What it Means and How Patients Value It."

The 2023 Project LEAD class in La Jolla, CA. (top) NBCC advocate Valencia Robinson moderates a Summit panel on clinical trial diversity featuring Dr. Melissa Davis of Weill Cornell Medicine and Dr. Monique Gary of the Grand View Health/Penn Cancer Network Cancer Program. (middle left) Advocates network and reconnect at the Summit. (middle right, bottom left) Project LEAD students meet in study groups to discuss what they learned in the classroom. (bottom middle) Advocates listen and learn during the 2023 Summit workshop sessions. (bottom right)

Public Policy

2023

NBCC'S LEGISLATIVE PRIORITIES

- **\$150 Million (Level Funding) for the DOD BCRP:** Created in response to NBCC advocacy, the DOD BCRP is an innovative, unique, and efficient medical research model that has produced extraordinary results. Thanks to NBCC advocacy over 30 years, this program has provided more than \$4.2 billion in breast cancer research funding to institutions nationwide.
- **Passage of the MBCACA:** This legislation would waive the 24-month waiting period for Medicare and the 5-month waiting period for Social Security Disability Insurance benefits for eligible individuals with metastatic breast cancer.
- **Preservation of the Medicaid Breast and Cervical Cancer Treatment Program:** NBCC remains committed to ensuring everyone screened and diagnosed with breast cancer has access to the treatment they need. NBCC monitors threats to the program and educates lawmakers on its importance.

NBCC'S POLICY PRIORITIES

- **Guaranteed Access to Quality Care for All:** NBCC believes everyone should have access to evidence-based health care, and no one should be denied coverage due to an inability to pay.
- **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.
- **Food & Drug Administration Reform:** NBCC supports a drug approval system that prioritizes approving drugs with clinically meaningful benefits for patients.
- **Educated Patient Advocate Participation in Science Research and All Levels of Health Care Decision Making:** NBCC works to ensure trained, educated patient advocates representing a constituency have a meaningful seat at the table where decisions are made that affect their lives.



NBCC advocates meet with congressional staff during Lobby Day.



NBCC's legislative and public policy priorities serve as the foundation of our legislative and regulatory advocacy work throughout the year. Each year, the grassroots NBCC board of directors, with input from our members, sets our public policy and legislative priorities for the coming year.

OUR PROGRESS:

In 2023, NBCC advocates worked to ensure bipartisan support for the Department of Defense Breast Cancer Research Program (DOD BCRP), ultimately guaranteeing signatures from 160 representatives and 32 senators for the longstanding, impactful program.

Our advocacy efforts continued throughout the remainder of the year with the goal of ensuring level funding of \$150 million.

Reintroduced in both the House and Senate, the Metastatic Breast Cancer Access to Care Act (MBCACA), (H.R. 549/S.663), garnered widespread bipartisan support. As a direct result of NBCC advocacy, the bill gained 222 bipartisan cosponsors in the House and 7 bipartisan cosponsors in the Senate and will continue to build momentum until the 118th Congress ends in January 2025.

Communications

2023

Media: President Fran Visco honored NBCC cofounder Dr. Susan Love in the *Washington Post*, *The Lancet*, *The Cancer Letter*, and *Ms.* Images and footage from Susan’s work with NBCC were used in a TODAY “Life Well Lived” segment.

Fran was also featured in a *Glamour* retrospective on Women of the Year honorees making an impact in the field of women’s health.

Chief Policy Officer Melanie Wyne was interviewed about the Metastatic Breast Cancer Access to Care Act (MBCACA) by Madison, WI community radio program *Her Turn*, and Chief Programs Officer Michelle Tregear discussed the importance of true patient-reported outcomes of cancer drug side effects with *Undark*.

As part of her work with Common Sense Oncology, Michelle contributed to an article in *The Lancet* and was quoted in a related article in *Medscape*.

NBCC was cited in a *The Nation* article on FDA reform.

Newsletters: November saw the launch of the revamped Call to Action newsletter.

Content: NBCC’s October communications campaign launched on October 2, encouraging subscribers to take action specifically around the MBCACA. NBCC outreach highlighted stories of people with metastatic breast cancer affected by the waiting periods MBCACA is designed to address.



My life is ending.
I don't have two
years.

Danielle, metastatic breast cancer patient



The Nation.

SOCIETY / NOVEMBER 9, 2023
Patient Rights Groups Are Learning the Wrong Lessons From ACT UP

These groups are invoking ACT UP's legacy to push for further deregulation of the FDA. Here's why they're wrong.

GREGG GONZALES

We also need to keep our eyes on the prize for all diseases, as this statement from the National Breast Cancer Coalition offers: “Drugs must be approved based on clinically meaningful outcomes rather than unvalidated surrogate endpoints and that we need more drugs that save or meaningfully improve patients’ lives, not simply more drugs.”



It's literally a matter
of life or death and
unnecessary waiting
periods only
exacerbate that.

Rebekah, metastatic breast cancer patient



Throughout the month, NBCC gave audiences actions and tools to make an impact and reinforced our messages across platforms through increased social media and email output. NBCC created resources targeted directly at congressional office staff and successfully persuaded dozens of congressional offices to vocalize their support by participating in a tweetstorm.

NBCC published an interactive true-or-false quiz to encourage website visitors to engage with and educate themselves on the facts about breast cancer.

A Spanish-language version of “Breast Cancer Facts and Figures” was made available for download on stopbreastcancer.org.

Special Events

2023

Les Girls Cabaret: The Les Girls Cabaret, held at Paramount Studios, Hollywood on October 29, was dedicated to Arleen Sorkin, a longtime NBCC friend and supporter and co-creator of Les Girls, who passed away on August 24, 2023.

This year's cabaret featured special appearances and performances by Maya Rudolph, Juan Pablo di Pace, Chris Gorham, Michael Thomas Grant, Gwen Hollander, Lindsey Kraft, Sharon Lawrence, Andrew Leeds, Nicole Parker, Mark Reis, Michael A. Shepperd, Jason Michael Snow, Jennifer Leigh Warren, Steven Weber, and Amber Stevens West.

New York Women With Balls: Chaired by NBCCF Board Member Liane Martins Lindner, the sixth annual New York Women With Balls bowling event took over Frames NYC on October 3. More than 120 bowlers, cheerleaders, and generous donors, including those affiliated with teams from Oglivy Consulting, Safra Bank, and Quantbot Technologies, LP, raised funds to support NBCC's mission to end breast cancer.



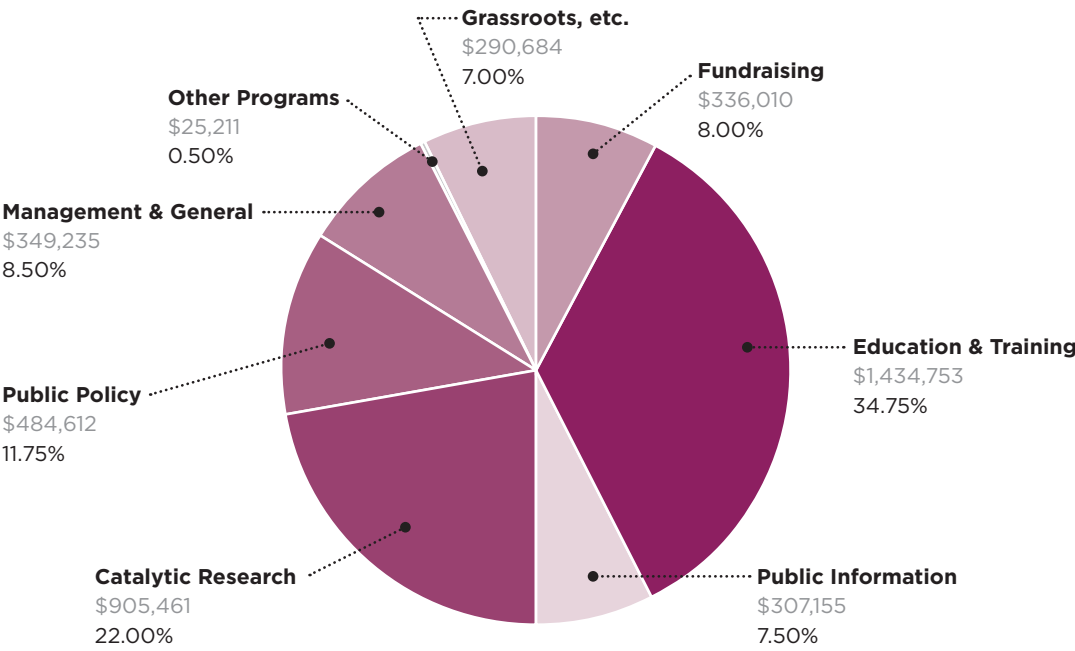
Actors Steven Weber (left) and Maya Rudolph (right) attend NBCC's Les Girls Cabaret. (top) Teams bowl to end breast cancer at Women With Balls. (row two, left) Board member Liane Martins Lindner and friend at Women With Balls. (row two, right) Jennifer Leigh Warren performs at Les Girls Cabaret. (row 3, left) Teams celebrate at Women With Balls. (row 3, right) Chris Gorham and Gwen Hollander perform at Les Girls Cabaret. (bottom)



Your Dollars at Work

2023 Expenses: \$4,348,928*

*Chart excludes event-related direct benefits to donors, which total \$215,807.



2023 Assets

Cash & Cash Equivalents	\$	4,783,322
Accounts Receivables		1,112,860
Prepaid Expenses		425,612
Net Property & Equipment		504
Deposits		17,500
Operating Right-Of-Use asset (Office Lease)		385,713

Total Assets	\$	6,725,511
Liabilities		601,492
Total Net Assets		6,124,019

Total Liabilities & Assets	\$	6,725,511
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Public Support and Other Revenue: \$4,685,358**

Other Revenue	\$	260,473
Corporations & Foundations		1,508,405
Restricted Grants		1,477,409
Special Events		741,610
Individuals		697,461

	\$	4,685,358
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***Total expenses and total revenue include event costs with direct benefits to donors: \$215,807.

Board of Directors

NBCC's 501(c)(4) arm, focused on public policy and advocacy, is governed by a grassroots Board of Directors representing organizations that reflect the diversity of breast cancer.

ABCD: After Breast Cancer Diagnosis
Bonnie Anderson (D), Linda Hansen (A)*

Alamo Breast Cancer Foundation
Jerry Worden (D), Beth Emery (A)

American Association of Breast Care Professionals
Rhonda Turner (D), Gretchen Walton (A)

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Florida Breast Cancer Foundation
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Lobular Breast Cancer Alliance
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Michigan Breast Cancer Coalition
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Young Survival Coalition
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*D=Director ; A=Alternate.

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NBCC's 501(c)(3) arm is governed by a Board of Trustees who generate support for NBCC's mission to end breast cancer.

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In Memoriam: Carol Vance Wall

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BEQUESTS

Estate of Kay Lahusen
Estate of Jane Gross
Estate of Beatrice Lemlein

**Deceased*



NATIONAL BREAST CANCER COALITION

2001 L Street, NW
Suite 500 PMB #50111 Washington, DC 20036
(202) 296-7477
www.stopbreastcancer.org

The National Breast Cancer Coalition Fund is the 501 (c)(3) arm of NBCC, that designs and runs programs to educate, train, and inform advocates, policymakers, scientists, providers, and the public about breast cancer 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, NBCC's 501 (c)(4) arm, sets a public policy agenda and then works to enact the necessary 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.