



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.

Our Priorities

Research: NBCC creates new models of research, brings significant funding to scientists for meaningful research, and oversees how funds are spent.

NBCC leads collaborations that set research priorities and change systems. Through our Artemis Project®, advocates and scientists work side-by-side to identify and answer the questions vital to ending breast cancer.

NBCC's Clinical Trials Initiative ensures trained breast cancer survivors are included in the entire planning and implementation process and that policies encourage access to trials and mandate insurance coverage for participants.

Access: NBCC believes everyone should have access to the care they need, and no one should be denied coverage due to an inability to pay.

NBCC works to improve access to quality breast cancer care for all, from appropriate screening policies to diagnosis, treatment, and care—particularly for the underserved and uninsured—through legislation and change in the delivery of health care.

NBCC developed a framework for a system and principles of quality care that includes coverage of evidence-based, meaningful, and cost-effective care; increased efficiency; and improved communication.

Influence: NBCC demanded—and won—a place for advocates wherever breast cancer decisions are made: in Washington, DC and state capitals, laboratories and health care institutions, and communities everywhere.

NBCC empowers advocates to bring an informed patient perspective in designing research, determining quality care, establishing a legislative agenda, and other highly specialized areas of breast cancer activism. Science education programs like Project LEAD®, public policy academies, and leadership training sessions prepare lay advocates to meaningfully impact research, public policy, and health care.

NBCC and NBCC advocates tell the truth about breast cancer and work to change the conversation from awareness to action.

Our Values

- **Urgency:** We must end breast cancer now.
- **Tenacity:** Until breast cancer is ended, we will never give up and will never back down.
- **Questioning:** We challenge the status quo, view everything with a critical eye, and analyze all information before we act.
- **Courage:** We ask hard questions and make difficult decisions. When the evidence dictates, we reject popular or accepted thinking.
- **Knowledge:** We do our homework and make strategic choices based on evidence.
- **Inclusion:** We require diversity of thought, action, and perspective in everything we do. We want everyone at the table.
- **Focus:** We strategize how to have meaningful impact; we bring about real change.
- **Integrity:** We are committed to our mission and hold ourselves and others accountable for positions and actions taken.
- **Innovation:** We challenge ourselves and others to create new models and approaches.
- **Compassion:** No one else should suffer.

Our Accomplishments

Building a Thousands-Strong Grassroots Advocacy Network: NBCC links hundreds of organizations and tens of thousands of individuals nationwide in a dynamic, diverse coalition to achieve our mission and give breast cancer advocates a meaningful voice.

Creating the Department of Defense (DOD) Peer-Reviewed Breast Cancer Research Program (BCRP): NBCC advocacy led to the creation of the DOD BCRP—and more than \$4 billion in new federal funding for breast cancer research. NBCC advocates monitor funding and ensure dollars are well spent on meaningful research.

Educating Thousands of Breast Cancer Advocates: More than 2,500 advocates have graduated from the Project LEAD Institute, a training program in the language, concepts, and processes they must understand to participate in breast cancer research. Thousands have attended the annual Advocate Leadership Summit, gaining exposure to the latest thinking on and leading minds in research and public policy. The year-long Public Policy Academy program gives advocates additional training and knowledge on the ins and outs of Congress, empowering them to push for change on Capitol Hill.

Implementing the National Action Plan on Breast Cancer: NBCC grassroots advocates delivered more than 2.6 million signatures on a petition to President Clinton, sparking the launch of the National Action Plan on Breast Cancer and resulting in a greater emphasis on women's health initiatives from the White House.

Increasing Access to Care: NBCC drafted and fought for the 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 tens of thousands of women.

Leading New Approaches to Metastatic Breast Cancer Research: Through NBCC's Artemis Project and other research work, top researchers and trained advocates work together to set research priorities and design and implement research plans, moving us closer to knowing how to prevent metastasis and stop deaths from breast cancer.

Shaping Clinical Trials: NBCC has been a key partner in many seminal clinical trials, working with research organizations to improve trial design and monitoring, increase access and accrual, educate the medical community and consumers, and promote the initiation of high-quality breast cancer trials.

Spearheading a Preventative Vaccine: Artemis Project participants have created a strategic plan for a preventative vaccine, identified vaccine targets, and begun pre-clinical work. The vaccine is now moving toward a Phase 1 clinical trial.

Our Accolades

NBCC is a **four-star CharityNavigator nonprofit**, a **Better Business Bureau Accredited Charity**, and a **gold-level GuideStar/Candid participant**. NBCC has an **"excellent" rating from the American Institute of Philanthropy** for effective use of funds raised and was identified by Charity Watch as a **top-rated breast cancer charity**.

Join Us. Save Lives.

Visit stopbreastcancer.org to learn more about NBCC's work to end breast cancer-- and how you can support our mission.

