



2024

IMPACT

REPORT

ABOUT THE National Breast Cancer Coalition (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.

WHAT WE DO

NBCC is a coalition of activists, survivors, grassroots groups, and national organizations coming together as disruptive innovators for social change.

We link hundreds of organizations and tens of thousands of advocates from across the country into a dynamic, diverse coalition that gives breast cancer a meaningful voice in Washington, DC, and state capitals; in laboratories and health care institutions; and in local communities everywhere.

HOW WE WORK

NBCC collectively 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.
- The National Breast Cancer Coalition, 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.

A Message from the President

Together, we will end breast cancer—no matter what lies ahead of us.



As with any election year, we expected 2024 to bring change: a new administration, new national, state, and local representatives, and new policies and political priorities. And it certainly did.

Though we anticipated a shift in the political landscape, the actual shift brought with it challenges unlike any NBCC has encountered in the past 30 years. But like each and every year since our founding, we have not slowed down or backed down on our important work.

Among our 2024 accomplishments:

- We made **significant progress on the Artemis Project's preventive vaccine**. The vaccine, which targets six tumor-specific proteins in breast cells, is on track for Phase I clinical trials in the near future.
- NBCC's Metastatic Breast Cancer Access to Care Act, which would eliminate Medicare and Social Security Disability Insurance waiting periods for eligible patients with metastatic breast cancer, **earned a record 272 cosponsors in the House and 31 cosponsors in the Senate**—meaning it had more bipartisan support than 99.9 percent of legislation introduced in the 118th Congress.

- The Department of Defense Breast Cancer Research Program's cumulative **investment in innovative breast cancer research reached nearly \$4.4 billion** in federal dollars. This program was created in response to NBCC's advocacy, and we have pushed to ensure its survival since the beginning.
- We trained new and longtime advocates from across the country in breast cancer science and policy, **empowering them to enact change** in their communities, in research settings, in healthcare delivery, and on Capitol Hill.

As you read through this report, I hope you feel the same sense of pride that I do. None of NBCC's success would be possible without committed supporters like you, who stay with NBCC through it all.

On behalf of the thousands of members of the NBCC advocacy community, thank you for your continued support of our mission. We are grateful for you now more than ever.

Together, we can and will make progress toward a world without breast cancer.

Sincerely,

A handwritten signature in dark ink that reads "Fran Visco". The signature is fluid and cursive, with a large, stylized "F" and "V".

Fran Visco

NBCC President

Research

Through collaborations with the scientific community, NBCC develops new models for innovative research, designs protocols, sets research priorities, and supports research aimed at ending breast cancer.

NBCC's primary research collaboration, the advocate-led Artemis Project, brings together scientists, clinicians, advocates, and other stakeholders to ask bold questions and explore what it would take to stop people from getting and dying from breast cancer.

Artemis Project

Annual Meeting: The 2024 Artemis meeting was held March 14-17 in Calistoga, California, with 25 participants. A summary report was published in the fall and is available on stopbreastcancer.org.

The Artemis Preventive Vaccine 2.0:

Keith Knutson, an Artemis member from the Mayo Clinic, with input from Artemis Project participants, received funding from the National Philanthropic Trust in December 2024 to advance NBCC's work on a prevention vaccine 2.0. The proposed research aims to identify antigens in breast cancer tumors that could be used for early detection or prevention of the disease.

Vaccine Accessibility: NBCC is committed to making certain the Artemis vaccine, if successful, will be accessible worldwide. In addition to holding a patent on the vaccine, NBCC contracted with David Bowen to bring the development of a plan to ensure that goal. Bowen interviewed 16 organizations and individuals who have addressed how to bring products, including vaccines, to market affordably and accessibly, globally and locally. The resulting report will facilitate future NBCC decision-making regarding interventions that derive from Artemis.

DNA.Land: NBCC's DNA.Land project, developed through the Artemis seed grant, created a large-scale genomic and phenotypic resource that can be used to identify genetic markers associated with breast cancer recurrence and progression to lethal, metastatic disease. NBCC partnered with a team at George Washington University (GW) to anonymize and house the genetic and health history data from over 33,000 people on their secure cloud-based web server: GW Federated Ecosystems for Analytics and Standardized Technologies (GW-FEAST). Next steps include pilot testing access to the data and engaging the advocate steering committee who will oversee access to the data for research purposes.

Other Research Collaborations

Representing the Patient Advocate

Voice: Chief Programs Officer Michelle Tregear is a key partner in Common Sense Oncology, an initiative dedicated to ensuring cancer care focuses on outcomes that matter to patients and that treatments with meaningful benefits are accessible across all health systems. She coauthored an *American Society of Clinical Oncology Educational Book* article on the initiative and was quoted in a separate piece in *ASCO Daily News*.

"I go to meetings to learn what others are doing about breast cancer. I go to Artemis to learn what we should be doing."

— **Simon Knott, PhD;** Artemis Scientist, Cedars-Sinai

Assistant Professor, Biomedical Sciences; Assistant Professor, Medicine; Associate Director, Center for Bioinformatics and Functional Genomics; Co-Director, Applied Genomics Shared Resource, Cedars-Sinai Cancer Institute



Separately, Tregear and NBCC President Fran Visco coauthored an article in *eClinicalMedicine* calling on the research community to design trials that answer clinically meaningful questions and measure the outcomes that truly matter to patients: living longer and living better.

Vaccine Landscape: In preparation for the 2024 Artemis meeting, NBCC staff and select Advanced Project LEAD® advocates updated the annual breast cancer vaccine landscape.

NBCC also launched a new initiative to conduct a comprehensive analysis of all breast cancer-related vaccine trials registered on ClinicalTrials.gov since 2000. The team identified 183 trials and developed a detailed taxonomy to classify key trial characteristics

and support trend analysis. An abstract of the findings was submitted and accepted for poster presentation at the 2024 San Antonio Breast Cancer Symposium.

NATALEE Trial: NBCC continued its active involvement in the NATALEE trial, with advocates contributing to trial oversight and serving on the Steering Committee, Data Safety Monitoring Board, and Scientific Translation Committee. The trial supported the FDA approval of ribociclib on September 17, 2024, for use in combination with an aromatase inhibitor in adults with early-stage, high-risk hormone receptor-positive, HER2-negative breast cancer.

Education and Training

Through targeted training programs in breast cancer science and public policy, NBCC prepares breast cancer advocates to become agents of action and change in the mission to end breast cancer.

Trained NBCC advocates collaborate with leading breast cancer scientists, analyze breast cancer research, review and inform research proposals, promote NBCC's public policy and legislative priorities, and push for quality health care and access in their communities. They serve on panels, committees, and institutional review boards.

Team Leader Training: In January, more than two dozen NBCC Team Leaders participated in a day of training in Washington, DC followed by a Lobby Day on Capitol Hill. These state-based advocates participate in strategic, hands-on training each year to successfully lead state delegations of breast cancer advocates to advocate for NBCC's public policy agenda and address the challenges that come with each new Congress.

Advocate Leadership Summit: More than 140 advocate leaders attended the 2024 Summit from May 4-7 at the Park Hyatt Hotel, Washington, DC. Advocates participated in a range of educational sessions and workshops designed to strengthen their scientific knowledge and policy skills.

Highlights included in-depth workshops on the tumor microenvironment, vaccine development, immune evasion, and critical appraisal of clinical trials. Policy-focused sessions covered drug costs, healthcare's role in the 2024 elections, and strategies for effective congressional advocacy. The program also offered practical training on artificial intelligence in cancer research, diversity in clinical trials, and communication strategies for advocacy.

The Summit concluded with our annual membership Lobby Day, where advocates met with members of Congress to advance NBCC's legislative priorities.

Project LEAD: At Project LEAD, held in La Jolla, CA from July 28 to August 2, 34 advocates completed intensive training in the science of breast cancer and research methodology to strengthen their ability to influence research, policy, and advocacy. Through a rigorous curriculum covering cancer biology, genetics, epidemiology, immunology, and clinical trials, participants gained critical skills in interpreting scientific evidence and evaluating research protocols. The program fosters critical thinking and equips advocates to serve as effective partners in research and policy decision-making.

Since 1995, more than 2,750 advocates from across the US and around the world have graduated from Project LEAD®, building a powerful network dedicated to ending breast cancer.

"One thing that I like about NBCC is that they educate their advocates... Before you go anywhere and do anything, they're going to equip you with the knowledge that you need so that you can speak confidently."

— **ReShelle Matheny**, NBCC Advocate



Advocacy Trainings: NBCC hosted more than 20 trainings and strategy sessions for field leaders and new advocates regarding advocacy tactics and priorities.

Public Policy Academy: Advocates from around the country participated in our second year of the NBCC Public Policy Academy, a monthly series aimed at helping advocates build key advocacy skills and take part in year-round opportunities to influence breast cancer policy.



Public Policy

Breast cancer is a political issue. Federal programs fund basic and translational breast cancer research. Federal policy determines access to healthcare for tens of millions. A federal agency, the Food and Drug Administration (FDA), approves new drugs for breast cancer. Reform and regulation of the insurance industry happen through federal and state agencies.

NBCC and NBCC advocates push for funding for meaningful research, expanded access to quality health care, and evidence-based policy and laws that affect our lives.

Legislative and Public Policy Priorities:

Approved by the NBCC Board of Directors, our 2024 legislative priorities included the continuation of the Department of Defense Breast Cancer Research Program (DOD BCRP) at the \$150 million level, the Metastatic Breast Cancer Access to Care Act (MBCACA), and preservation of the Medicaid Breast and Cervical Cancer Treatment Program.

Public policy priorities included guaranteed access to quality care for all, access to affordable and effective therapies, Food and Drug Administration reform, and the inclusion of educated patient advocate in setting scientific research priorities and all areas of health care decision-making.

Trained NBCC advocates lobby for these priorities throughout the year, including during Summit Lobby Day, where more than 130 NBCC advocates representing 30 states met with more than 170 congressional offices to share NBCC legislative priorities.

During our 2024 Lobby Day, we held a reception honoring retiring Representative Anna Eshoo (D-CA-18), a longtime champion of NBCC.

MBCACA: The MBCACA would eliminate waiting periods for Medicare and Social Security Disability Insurance for eligible patients with metastatic breast cancer. Reintroduced in both the House and Senate, the bill had a record 272 cosponsors in the House and 31 cosponsors in the Senate thanks to NBCC advocates' relentless efforts. This legislation earned more bipartisan support than 99.9 percent of legislation introduced in the 118th Congress.

DOD BCRP: With bipartisan support garnered by NBCC advocates, \$130 million in federal funding was designated for the program. NBCC also secured the support of 30 new members of Congress who publicly endorsed the program. Since its launch, the DOD BCRP has invested nearly \$4.4 billion in innovative breast cancer research.

"I find advocacy the most effective use of my time because I'm in this for the long haul. I'm in this because I don't want my daughter to be told she has breast cancer. And if she's told that I want her to have better options than I had."

— Joy Simha, NBCC Advocate



Communications and Events

Throughout the year, NBCC engages its tens of thousands-strong community of supporters with opportunities to take action, updates on research and NBCC news, and one-of-a-kind fundraising events.

Media: WebMD selected NBCC as a partner for its 2024 ASCO Annual Meeting coverage. Chief Programs Officer Michelle Tregear attended the conference and wrote two articles about the patient advocate experience: one on patient advocacy at science conferences, and another on clinical trials. A video crew also traveled to DC to interview Michelle for two accompanying videos.

NBCC advocates published seven letters to the editors of local publications to urge legislators to cosponsor the MBCACA.

Web: In advance of Election Day, we relaunched the “Vote Breast Cancer/Breast Cancer Caucus” page on stopbreastcancer.org. The page outlined NBCC’s legislative and public policy priorities during the 2024 election season and provided a toolkit for advocates and their personal networks to become empowered breast cancer voters.

Signature Fundraising Events: The New York Gala—the first in five years—was hosted at 583 Park Avenue on April 11. The event honored longtime NBCC supporter Dorian Goldman of the Joyce and Irving Goldman Family Foundation, beauty industry icon Bobbi Brown, and grassroots advocates ReShelle Matheny and Denise Smith. The evening featured multimedia and immersive displays illustrating NBCC’s rich history.

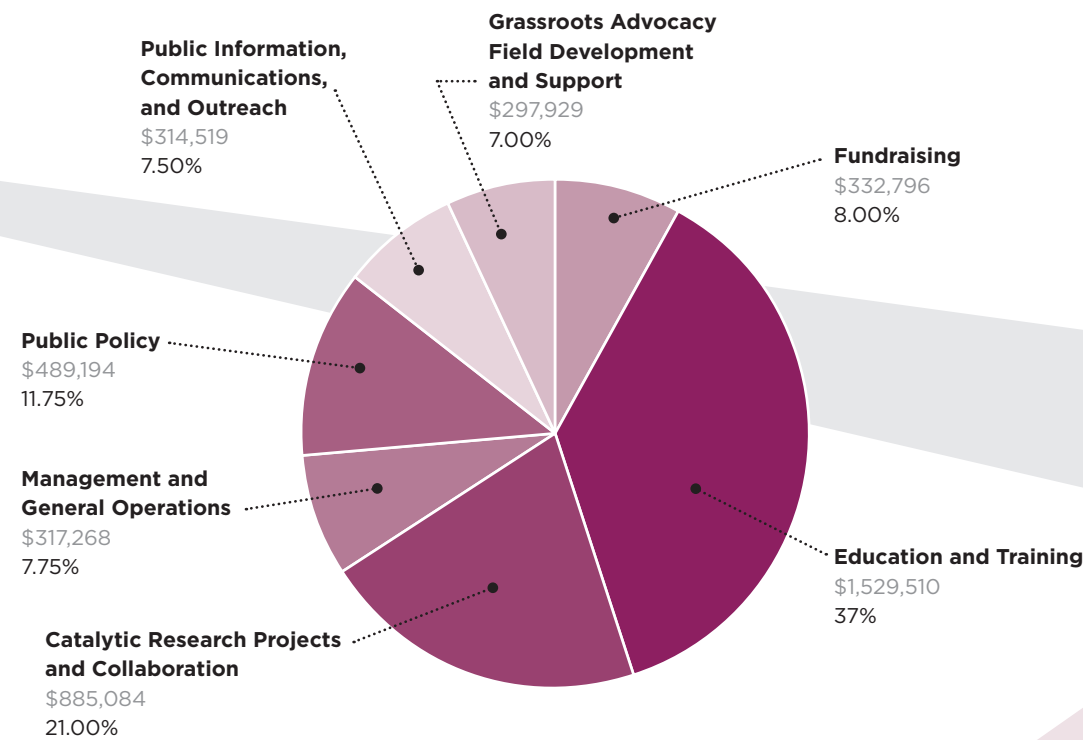
The Les Girls Cabaret was held at Paramount Studios, Hollywood on October 20. NBCC honored Deborah Aquila, executive vice president and head of casting at CBS Studios Streaming.



Your Dollars at Work

2024 Expenses: \$4,753,561*

*Chart excludes event-related direct benefits to donors, which total \$587,261.



2024 Assets

Cash & Cash Equivalents (including investments)	\$ 4,988,560
Accounts Receivables (including Employee Retention Credit)	1,322,151
Prepaid Expenses	453,078
Net Property & Equipment	20,451
Deposits	17,500
Operating Right-Of-Use asset (Office Lease)	251,296

Total Assets	\$ 7,053,036
Liabilities	421,758
Total Net Assets	6,631,278

Total Liabilities & Assets	\$ 7,053,036
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Public Support and Other Revenue: \$5,260,820*

Other Revenue	\$ 306,295
Corporations & Foundations	339,227
Restricted Grants	956,474
Special Events	2,440,423
Individuals	1,218,401

\$ 5,260,820

***Total expenses and total revenue include event costs with direct benefits to donors: \$587,261.

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)

Breast Cancer Care and Research Fund

Michele Rakoff (D), Michele Atlan (A)

Breast Cancer Coalition of Rochester

Holly Anderson (D), Renee Nearpass (A)

CARE Advocates Network

Carol Matyka (D), Karen Polisenio (A)

Cedar Valley Cancer Committee:

Beyond Pink TEAM

Christine Carpenter (D), Lori Seawel (A)

Cedars Sinai Breast Center

Sherry Goldman (D), Sa Rah Sheen (A)

Delaware Breast Cancer Coalition, Inc.

Francesca Vogel (D), Susan Murray (A)

Dr. Susan Love Breast Cancer Advocacy

Judi Hirshfield-Bartek (D)

Florida Breast Cancer Foundation

Valencia Robinson (D), Judy Perkins (A)

Lobular Breast Cancer Alliance

Laurie Hutcheson (D), Mason Mitchell-Daniels (A)

Metropolitan Washington, DC Chapter of NBCC

Tania Chomiak-Salvi (D), Wanda Lucas (A)

Minnesota Breast Cancer Coalition

Christine Norton (D), Pat Haugen (A)

National Breast Cancer Coalition

Frances M. Visco (D)

Nueva Vida

Astrid Jiménez, Esq. (D), Gloria Elliott (A)

The Pink Fund

Molly MacDonald (D), Frances Parsons (A)

SHARE

Jennie Santiago (D), Stephanie Poland (A)

Virginia Breast Cancer Foundation

Marylinn Minor (D), Katy Sawyer (A)

Young Survival Coalition

Joy Simha (D), Christina McWilliams (A)

*D=Director ; A=Alternate.

Board of Trustees

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

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Frances M. Visco, J.D.

Douglas Wall, M.B.A.

Ann C. Yahner, J.D.

In Memoriam: Carol Vance Wall

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The Copeland Charitable Fund
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NATIONAL BREAST CANCER COALITION

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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.