

2025

IMPACT REPORT



NBC

NATIONAL BREAST CANCER COALITION

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 for everyone, everywhere 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.

FROM THE PRESIDENT

My 2025 began like this: On January 2, I stood on the stage in the East Room of the White House, accepting the Presidential Citizens Medal from President Joe Biden for, in the administration's words, my "courageous leadership to end breast cancer." Receiving the second-highest civilian award in the United States is an honor I will never forget, though I fully acknowledge and appreciate that any recognition of me is truly the recognition of NBCC advocates' collective impact over the years.

Because **NBCC's impact is not about one person or one year.** It is cumulative over decades: hundreds of relationships built, billions of federal dollars for research funding secured, thousands of advocates trained in the science of breast cancer, tens of thousands of underserved women accessing care, and countless lives saved.

In 2025, we continued to build on the strong foundation we laid years ago. In response to proposed cuts to health care and research, hundreds of NBCC advocates rallied on Capitol Hill to save the programs we know save lives. When funding for the Department of Defense Breast Cancer Research Program was threatened, our networks activated to demand its preservation—and won. As respect for and investment in science declined, our advocates stepped up to share with the world that, if not for science, they would not be alive today.

Through the Artemis Project, we continued to bring leading researchers and advocates together to pursue **bold approaches to preventing breast cancer and metastasis**, advancing collaborations and research ideas that began at Artemis toward funded studies and clinical testing.

As I prepare to turn over leadership of this amazing organization in the not-too-distant future, receiving the Presidential Citizens Medal was a spectacular and unforgettable way to start the end of my NBCC work. And thanks to that strong foundation and our dedicated network of remarkable advocates, I am confident that, whoever is at the helm, **NBCC will remain an organization worthy of White House recognition** in all the years to come.



Fran Visco
NBCC President



GRASSROOTS AND PUBLIC POLICY HIGHLIGHTS



In response to threats to federal funding, **NBCC set a new public policy priority: saving science.** We activated hundreds of advocates to speak out in support of science and demonstrate what science has meant for their lives and health. NBCC represented the patient voice in a national campaign to save science and innovation, with Board Vice President Marylinn Minor speaking at a Capitol Hill press conference alongside Senator Mark Kelly and other science and policy leaders.

Thanks to sustained pressure from NBCC advocates, FY26 **funding for the Department of Defense Breast Cancer Research Program was preserved** while many similar programs were eliminated.

Since 1992, Congress has appropriated more than \$4.6 billion to support this vital initiative, driving lifesaving and transformative discoveries in breast cancer research.





In May, **NBCC advocates rallied on Capitol Hill to demand Congress take action to protect breast cancer science and health care.** Nine sitting representatives participated, signaling their support for NBCC priorities.

NBCC advocates advanced urgent policy issues during three in-person lobby days. During the May lobby day—NBCC’s largest—**advocates urged Congress to not make historic cuts to Medicaid and built support for the Metastatic Breast Cancer Access to Care Act and the DOD BCRP**, securing new cosponsors and supporters. Advocates also delivered 10 awards to members of Congress for their leadership on NBCC priority issues.

Throughout the year, advocates continued to educate and connect with elected officials across the country through virtual and in-district lobbying meetings.

How Will Your Community Be Affected If Enhanced Premium Tax Credits Expire?



Through data analysis and storytelling, **NBCC demonstrated the impact of cuts to research funding and the Affordable Care Act’s enhanced premium tax credits**, showing real numbers and human faces of those affected by policy decisions.

EDUCATION AND TRAINING HIGHLIGHTS

One-hundred and sixty-four advocates convened in Washington, DC at the annual Advocate Leadership Summit, where they heard from breast cancer researchers, advocates, and policy experts on topics ranging from evaluating endpoints in cancer trials to the ways in which advocacy can move forward in the current political climate.



More than 40 advocates representing 19 states and 2 countries attended Project LEAD, learning the basics of cancer biology, genetics, epidemiology, immunology, and research design. Advocate mentors, faculty, and fellows from the Salk Institute supported students throughout their training. In a program evaluation, 100% of participants agreed the program provided them with a basic foundation of scientific knowledge upon which to build their advocacy.





“I came home [from Project LEAD] with far more than I expected—a full heart, a much deeper scientific knowledge, and the accreditations to serve on Department of Defense research grant panels and participate in peer reviews for clinical trials. Most importantly, I can now walk into meetings on Capitol Hill with a stronger understanding of the science behind the policies and funding we fight for with NBCC.”

Tammy, 2025 LEAD graduate

Advocate education does not end after Project LEAD or the Summit. Throughout 2025, **NBCC provided a dozen ongoing virtual learning opportunities to keep advocates engaged with emerging breast cancer science and strengthen their ability to critically evaluate research.**

Webinars and advanced topic sessions brought advocates together with leading researchers and experts to explore issues ranging from clinical trial design and patient-reported outcomes to disparities in breast cancer, cancer vaccines, and new evidence that could influence research and care.

Sessions emphasized not simply what the latest research shows, but **how advocates can assess the strength, relevance, and implications of the evidence—and use that knowledge to help shape breast cancer research.**



NBCC relaunched its Public Policy 101 training series, averaging 30 attendees per session, with an advocate advisory committee convened to shape the curriculum and field leaders serving as guest speakers.

Public Policy 101 brings new advocates into the fold through monthly virtual sessions covering the legislative process, NBCC’s priorities, and how to build constituent relationships.



RESEARCH HIGHLIGHTS

ARTEMIS Project®

At **the Artemis annual meeting**, 25 researchers and advocates met in Calistoga, CA, to develop and refine innovative research concepts focused on primary prevention and prevention of metastasis. Participants explored approaches to identify early tissue patterns associated with later metastasis and strategies to keep disseminated tumor cells in long-term dormancy.

Artemis members continued to meet throughout the year for scientific seminars and quarterly discussions on emerging research and ongoing projects.

“Every year we come up with crazy and amazing ideas and one of these is going to solve metastasis. **I want to be in the room when that happens.**”

Dr. Jayanta Debnath, MD, Artemis participant and professor and chair in the Department of Pathology at the University of California San Francisco

NBCC continued working with Mayo Clinic and the NCI PREVENT program on activities needed to **advance the Artemis preventive vaccine toward a Phase I clinical trial.**

A 2025 Artemis seed grant is supporting the development of the next generation of an Artemis preventive vaccine (Vaccine 2.0), using bioinformatic analyses of genomic and proteomic research to identify new tumor-specific and tumor-associated antigens that could serve as targets for breast cancer prevention. Preliminary analyses identified more than a dozen promising targets for further study and validation.



Genomic and phenotypic data from **DNA.Land, an Artemis-supported resource** that will be of great use to breast cancer researchers and others, are now available to researchers through George Washington University's secure GW-FEAST platform, with data access overseen by an NBCC advocate steering committee.

NBCC advocates continued to shape clinical research, and brought the patient perspective to research programs and collaborations in the US and internationally. Project LEAD-trained advocates continued serving on the NATALEE clinical trial steering committee, Translational Science Committee, and Data Safety Monitoring Board.

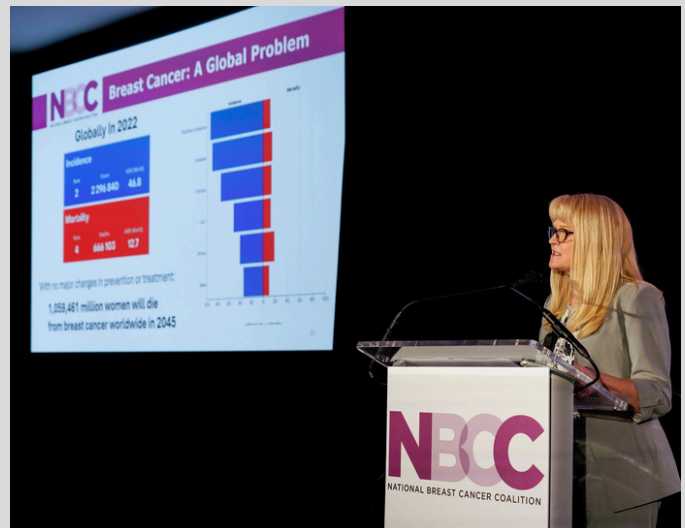
Dozens of NBCC advocates served on peer-review panels for the DOD BCRP, reviewed research proposals and helped investigators strengthen the relevance of their research to patients, and collaborated with research organizations and investigators—including Cancer Research UK and other international partners—to help shape research priorities, study design, and proposals.



NBCC advocate and 2025 Project LEAD graduate Tonsa credits the program for her confidence to apply to serve as a **peer reviewer for the DOD BCRP**.

“I link [research] to the reality of one in eight women getting breast cancer, which means I’m alive today because women did and tried things that maybe didn’t help them but helped me.”

Michelle Tregear, NBCC’s chief programs officer and a breast cancer survivor and advocate, **represented the patient advocate voice in WebMD’s coverage of the 2025 American Society of Clinical Oncology (ASCO) Annual Meeting**. She authored two articles for the web platform, analyzing new research presented at the conference.



Part of series: **Treating HR+/HER2- Early Breast Cancer** ▾

The Hidden Side Effect of Cancer: Financial Toxicity

By Michelle Tregear, PhD

✓ Medically Reviewed by Neha Pathak, MD on October 20, 2025



EVENT HIGHLIGHTS

At the annual **New York Gala**, NBCC honored the legacy of Carol Vance Wall and the Vance Wall Foundation; model, activist, and two-time breast cancer survivor Linda Evangelista; and Bonnie Anderson and Judy Perkins, 2025 Grassroots Advocacy Award Honorees.



Les Girls Cabaret, held at Paramount Studios, featured the talents of Jenifer Lewis, Kate Flannery, and other Hollywood stars in an unforgettable night of entertainment and fun to support NBCC's mission.

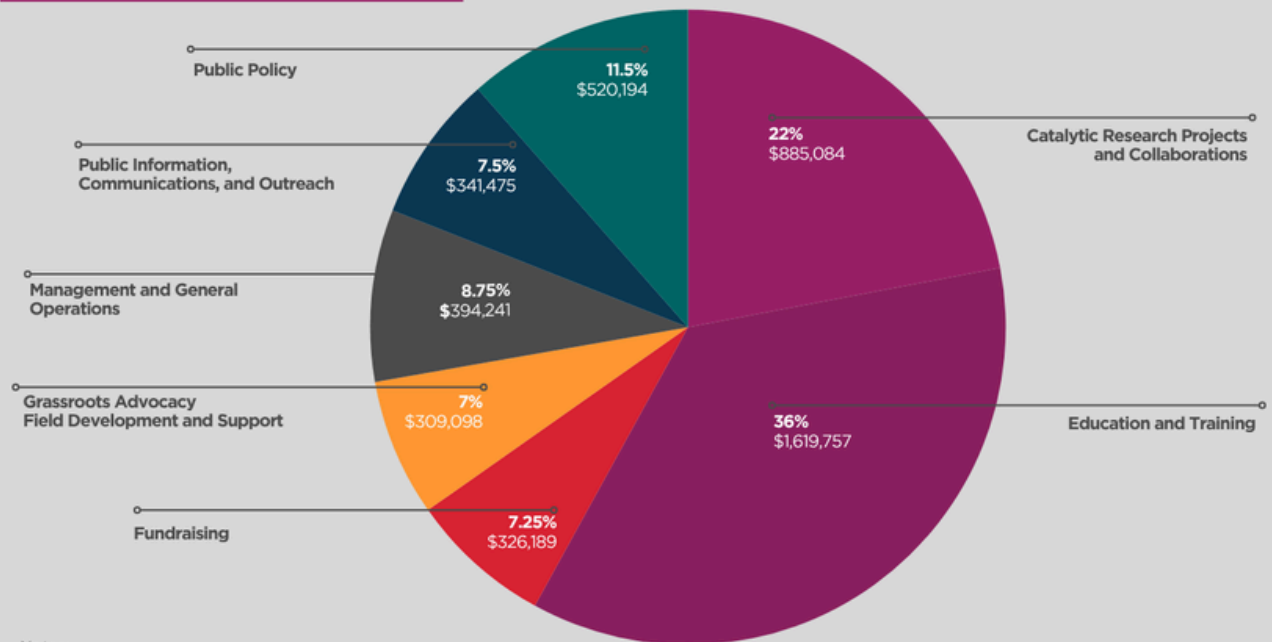


Women With Balls brought together more than 100 passionate bowlers, cheerleaders, donors, and supporters at Lucky Strike Times Square in New York City.



FINANCIAL OVERVIEW

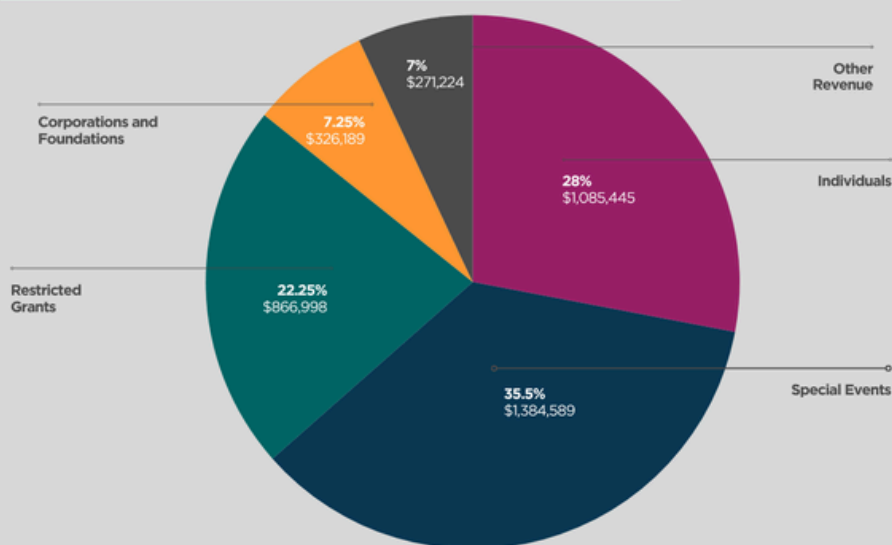
2025 Expenses: \$4,990,612



Notes:

- In 2025, NBCC intentionally used a portion of its reserves to advance key programs and mission priorities.
- Chart excludes event-related direct benefits to donors, which total \$471,680.

Public Support and Other Revenue: \$3,893,666*



*Total expenses and revenue include event costs of \$587,261 that are direct benefits to donors.

2025 Assets

Cash and Cash Equivalents (including investments):
\$4,450,296

Accounts Receivables (including Employee Retention Credit):
\$673,952

Prepaid Expenses:
\$552,364

Net Property and Equipment:
\$13,444

Deposits:
\$17,500

Operating Right-Of-Use Asset (office lease):
\$110,282

Total Assets:
\$5,817,838

Liabilities:
\$283,433

Total Net Assets:
\$5,534,405

Total Liabilities & Assets:
\$5,817,838

BOARD OF DIRECTORS

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 Poliseno (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), Brenda Sulick (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 Jimenez, Esq. (D), Laura A. Logie (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)

D=Delegate; A=Alternate

BOARD OF TRUSTEES

Alec Call

Chair

Beth Emery, J.D.

Sherry Goldman, R.N., N.P., M.S.N.

Ira Hillman

Treasurer

Judi Hirshfield-Bartek, R.N., M.S.

Bryan Johns

Liane Martins Lindner

Michele Rakoff

Vice Chair

Linda A. Rothweiler, D.M.D.

Secretary

Dennis Slamon, M.D., Ph.D.

Frances M. Visco, J.D.

Douglas Wall, M.B.A.

Ann C. Yahner, J.D.

In Memoriam

Carol Vance Wall



Visit **stopbreastcancer.org** to learn more about how you can support NBCC and join the movement to end breast cancer.