



National Breast Cancer Foundation Corporate History

Early Years

Eleven years after being diagnosed with and treated for breast cancer, Janelle Hail devoted her life to educating women about early detection and raising funds to provide free mammograms for women who otherwise could not afford this diagnostic procedure. Early detection saved Janelle's life. Because of her compassion for other women, she founded the National Breast Cancer Foundation in 1991 to reach women with a message of help and hope.

Present Day

Because of her extensive work providing education awareness of breast cancer and funding for free screenings to low-income and underserved women, founder [Janelle Hail](#) has won numerous awards and been honored in many ways since the formation of National Breast Cancer Foundation.

“Beyond the Shock®,”

In 2004, National Breast Cancer Foundation produced “Beyond the Shock,” a presentation that lasts more than an hour, created for people diagnosed with breast cancer. This world-recognized educational program is used in universities and National Cancer Institute regional centers as a step-by-step guide to understanding the diagnosis of breast cancer. It is now available in English, Spanish and Chinese.

“Beyond the Shock” serves as a comprehensive resource for individuals, families and friends who are trying to better understand this potentially devastating disease. It utilizes rich media and 3D graphics to simplify complex medical information in an engaging virtual tour of the body. “Beyond the Shock” can be accessed in a variety of formats: through an interactive presentation online, as a video presentation streamed through YouTube.com, in a downloadable format of either the entire program or by chapters or to be purchased as a DVD.

Charity Rating

In 2005, 2006 and 2007 Charity Navigator, America's premier charity evaluator, recognized National Breast Cancer Foundation for achieving the coveted [4-Star Rating](#) for sound fiscal management. NBCF is among eight percent of nonprofit organizations to earn such an honored recognition for three consecutive years.

Web Site Expansion

In 2007, National Breast Cancer Foundation unveiled a new look and feel for the organization's Web site: www.nationalbreastcancer.org. It includes the launch of an

online community named “MyNBCF.com” and “Janelle’s Blog” written by the organization’s founder, as well as an expanded availability of the “Beyond the Shock” presentation in three languages and an in-depth educational library.

MyNBCF.com is a special online gathering place for individuals who are searching for information and looking for support from others who are touched by breast cancer. MyNBCF.com allows site visitors to join the online community and create their own page to share their personal experience with breast cancer. They can keep family and friends up-to-date on their journey while undergoing breast cancer treatment, invite friends to join, and have a lively discussion on topics such as Breast Cancer Basics, Living with Breast Cancer and Breast Cancer Treatment. With these options, they can build a support network of friends by discovering and identifying others with similar experiences and interests.

Janelle’s Blog focuses on and provides emotional support for breast cancer patients, family and friends by sharing topics such as “Hope on the Other Side of the Mountain” providing hope during uncertainty, “Courage is a Step Away” that encourages taking action steps toward hope and “Is Your Vision Clear?” that suggests living life to the fullest by looking for the good in it.