



# NBCF

2014 ANNUAL REPORT



## OUR MISSION

# *helping women now*

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Our mission is to provide help and inspire hope to those affected by breast cancer through early detection, education, and support services.

The vision of NBCF is to be a God - honoring charity serving those who may be affected by breast cancer. We strive to help the helpless and give hope to those without hope.

Our core values are compassion, integrity, and wisdom. Compassion for those with whom we interact. Integrity in what we say and how we fulfill our commitments. Wisdom, knowledge, and understanding in our approach to addressing challenges and opportunities.



NAVIGATING THE  
*wilderness*

*Letter from Our Founder*

The Glacier National Park in Montana spans across one million acres of wilderness, yet anywhere from 80 to 100 inches of snow and rain fall annually into the Park to feed vital river systems of the North American Continent. The air is thinner at high elevations and doesn't retain heat, creating temperatures that can range from 55 to 105 degrees Fahrenheit. Limited wildlife finds refuge in the extreme weather conditions where only hardy plants and grasses survive.

*Those who personally experience breast cancer are thrown into a wilderness experience, confronted with the sudden challenge of survival. The effects of breast cancer ripple across individuals and into communities of families and friends.*

#### THE DIVIDING PLACE

The Continental Divide spans across the heart of Glacier National Park. The Blackfeet Indian Reservation, located along its border, has named the high mountain region the "Backbone of the World." At Triple Divide Peak, the Continental Divide flows into three drainage systems—the Pacific Ocean, the Gulf of Mexico, and the Arctic via Hudson Bay. There are 650 lakes in the Glacier National Park.

*NBCF offers patients and loved ones a safe place to find answers and assistance when they are at a crossroad of decision about their healthcare. We direct them to critical information and provide help at their point of need. NBCF is a bridge that spans across the United States and into the world, creating educational resources such as Beyond the Shock®, the #1 breast cancer app on iTunes, and our Early Detection Plan®, also a top-rated breast cancer app on iTunes. We support an intricate network of medical facilities throughout the United States, providing navigational services and diagnostic care for patients battling breast cancer. Working with the finest scientists in the world, we fund targeted research projects. Our diligence in financial oversight has positioned us to receive high ratings from charity evaluators.*

*NBCF's balanced strategy flows our resources into regions that may have little or no care for the needy, providing a bountiful supply of help. With the continued support of our sponsors, NBCF will expand its life-saving resources into all areas of the world. Our vision is clear and unflinching as we carry out our mission to Help Women Now.*

#### THE BOUNDARIES OF SAFETY

The Continental Divide separates the United States and Canada along the 49th parallel, where Canada's Waterton Lakes National Park and Glacier National Park come together for a meeting and blending of boundaries.

*NBCF seeks to reach those touched by breast cancer with a like-minded blending of experience and hope to overcome the devastation that breast cancer can bring. Our partners strengthen our work and help us break down barriers so we can reach those who need our help.*

#### NBCF - THE CONNECTING POINT

Where the jagged crest of the Continental Divide splits Glacier National Park into two climactic regions of heavy precipitation in the Pacific to cold, severe weather in the East, the Backbone of the World connects the two.

*NBCF is the connecting point for patients, hospitals, and our sponsors. We appreciate those who make it possible for us to educate people about the importance of early detection and to provide the help women and their families need at a crucial time. During the difficult times of life that shape our future, NBCF helps guide people through rough waters into unknown adventures around the bend.*



*Janelle Hail*

Co-founder and CEO

# beyond THE shock

**B**eyond The Shock is a free, comprehensive, online guide to understanding breast cancer. It is a resource for women who have been diagnosed with breast cancer, a place for loved ones to gain a better understanding of the disease, and a tool for doctors to share information.




4,435,600  
*Total Video Plays\**



13,000  
*User Accounts\**



3,500,000  
*Page Views\**

Q&A  
10,000  
*Questions Asked,  
50,000 Answers Given\**

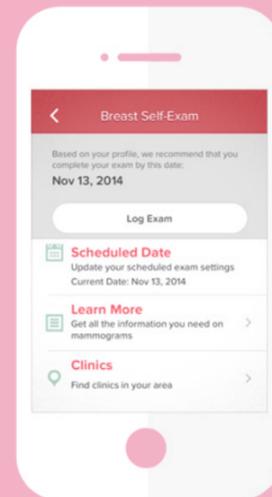
*\*Programs impact to date.*



32,400  
*Total EDP Users*



EDP 2.0  
*Includes Facility  
Tracker using GPS and  
Zipcode Input*



*Available for iPhone and  
Android phones.*



# early detection plan

**T**he best way to fight breast cancer is to have a plan that helps you detect the disease in its early stage. When breast cancer is found early, the 5-year survival rate is 98%, which is why there are over 2 million breast cancer survivors today. NBCF's Early Detection Plan (EDP) is a tool to help remind women to schedule their mammograms, clinical breast exams, and monthly breast self-exams. Available at nbcf.org, iTunes, and Google Play, the EDP is one of the top-rated medical apps. The EDP utilizes emails and push notifications to help keep track of appointments. Users can also search for facilities in their area using the GPS and facility finder or keep track of important information or questions in the notes section.

# national mammography

## PROGRAM

**B**reast cancer has become one of the leading health crises for women in the United States. The disease affects over 12% of all women in the United States. There is currently no known cure for breast cancer, and its early diagnosis is critical to survival. According to the National Cancer Institute (NCI), getting a high-quality mammogram and having a clinical breast exam on a regular basis are the most effective ways to detect breast cancer early. The National Cancer Institute recommends women age 40 and older receive annual mammogram screenings to provide early detection of breast cancer. However, with increased healthcare costs and a rapidly increasing percentage of uninsured women, many simply cannot afford the cost of screening tests. These women are at a significantly higher risk of dying from breast cancer if later diagnosed. Currently, NBCF provides funding for mammography screening to 75 medical facilities in all 50 states.

## NMP SERVICES

	<i>Services Given</i>
CLINICAL BREAST EXAMS	1,422
SCREENING	9,053
DIAGNOSTIC	2,168
ULTRASOUND	1,410
COMPUTER AIDED DIAGNOSTIC	1,099
<b>TOTAL SERVICES</b>	<b>15,152</b>

“It is such a blessing to women in need in our communities that our partnership with the National Breast Cancer Foundation helps to make it possible for them to access mammography screening services. Thank you to the Foundation and to those who so generously support it so that others can experience hope and healing.”

**John Korb, CFRE**

*Adventist Health Foundation Executive Director*



# 75

*Medical Facilities  
with NBCF Funded  
Mammography  
Screening Programs*



# 15,152

*Free Mammograms &  
Breast Diagnostic Services  
to Women in Need*

PATIENT

# navigation

**P**atient navigation helps guide patients with suspicious findings through and around barriers in the complex cancer care system to help ensure timely diagnosis and treatment. This is also critical to survival and early detection, and the medical community in the U.S. is seeing huge successes through patient navigation programs. NBCF currently funds 23 patient navigator programs across the U.S. It is the goal of NBCF to add 2 new patient navigator programs in 2014-2015.

“When I tell them about help from the National Breast Cancer Foundation, I hear a big sigh of relief. Their lives are so busy and they have bills to pay. When they learn there is help, it means so much. When we’re able to help with screening, it also brings people into the system so, if follow-up or treatment are needed, we can follow them, make sure they get the treatment they need.”

**Sue Lzicar, Patient Navigator**  
St. Alphonsus Medical Center



## NAVIGATOR PROGRAM

*Services to Women*

<b>OUTREACH</b>	<b>56,850</b>
<b>MAMMOGRAMS</b>	<b>78,818</b>
<b>ABNORMAL RESULTS</b>	<b>7,215</b>
<b>BIOPSY / WORK-UP</b>	<b>5,397</b>
<b>DIAGNOSIS</b>	<b>1,079</b>
<b>TREATMENT</b>	<b>2,633</b>
<b>SURVIVORSHIP / FOLLOW-UP</b>	<b>6,087</b>
<b>TOTAL SERVICES</b>	<b>158,079</b>



**78,818**

*Women Navigated to Mammograms*

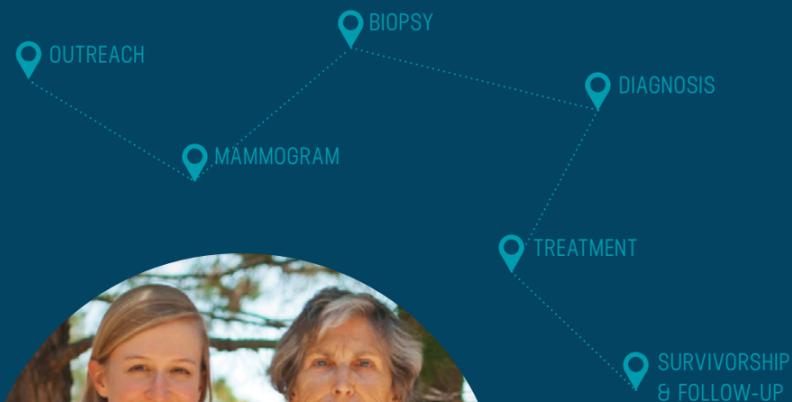
## NAVIGATOR DUTIES

- EDUCATE UNDERSERVED WOMEN ABOUT THE IMPORTANCE OF SCREENINGS
- ELIMINATE BARRIERS OF FINANCING, TRANSPORTATION, CHILDCARE, AND LANGUAGE TO WOMEN RECEIVING SCREENINGS
- ANSWER QUESTIONS ABOUT A DIAGNOSIS OF BREAST CANCER
- ENSURE THE PATIENT KEEPS TREATMENT APPOINTMENTS REGARDLESS OF BARRIERS.
- FOLLOW-UP WITH SURVIVORS



**23**

*NBCF Funded Patient Navigation Programs across the U.S.*



**15**

*Days between Screening & Diagnostic Follow-Up\**

*\*Before Patient Navigators, days between screening and diagnostic follow-up were an average of 109 days at Parkland Hospital in Dallas.*



**Jennifer Rosebrook, MS & Frances J. Whitford**  
Patient Navigator, Kingman Regional Medical Center

## BREAST HEALTH

# education

NBCF partners with Convoy of Hope® to educate those in need about the importance of early detection of breast cancer. Each year Convoy of Hope hosts dozens of community events and provides free groceries, shoes, health and dental screenings, haircuts, family portraits, hot meals, and job placement assistance. NBCF hosts a Pink Tent at each of these events. Last year, thousands of women toured the Pink Tent and received:

- Personalized Early Detection Plans
- Breast self-exam training
- Pre-qualification for mammography services
- A pink tote bag with breast cancer information and breast self-exam shower card

Through this partnership, thousands of women have received practical, life-saving help. "Our partnership with such an outstanding organization as Convoy of Hope allows us to touch the lives of women and their families in local communities to distribute educational tools and free screening services to needy women," says Janelle Hail, NBCF Co-Founder & CEO. "We appreciate being a part of Convoy of Hope's caring outreach to thousands of people."

"The impact NBCF's involvement has made through our community events is immeasurable. I am positive their generosity has saved lives, and we are honored by their continued commitment to bring health and hope to women around the country who desperately need it," says Hal Donaldson, president and co-founder of Convoy of Hope.



11

Number of Outreach  
Events across the U.S. with  
Convoy of Hope



7,528

Women Served



4,707

Early Detection Plans  
Created



3,930

Women Trained  
on Clinical Breast  
Exams

# pink ribbon red ribbon INITIATIVE

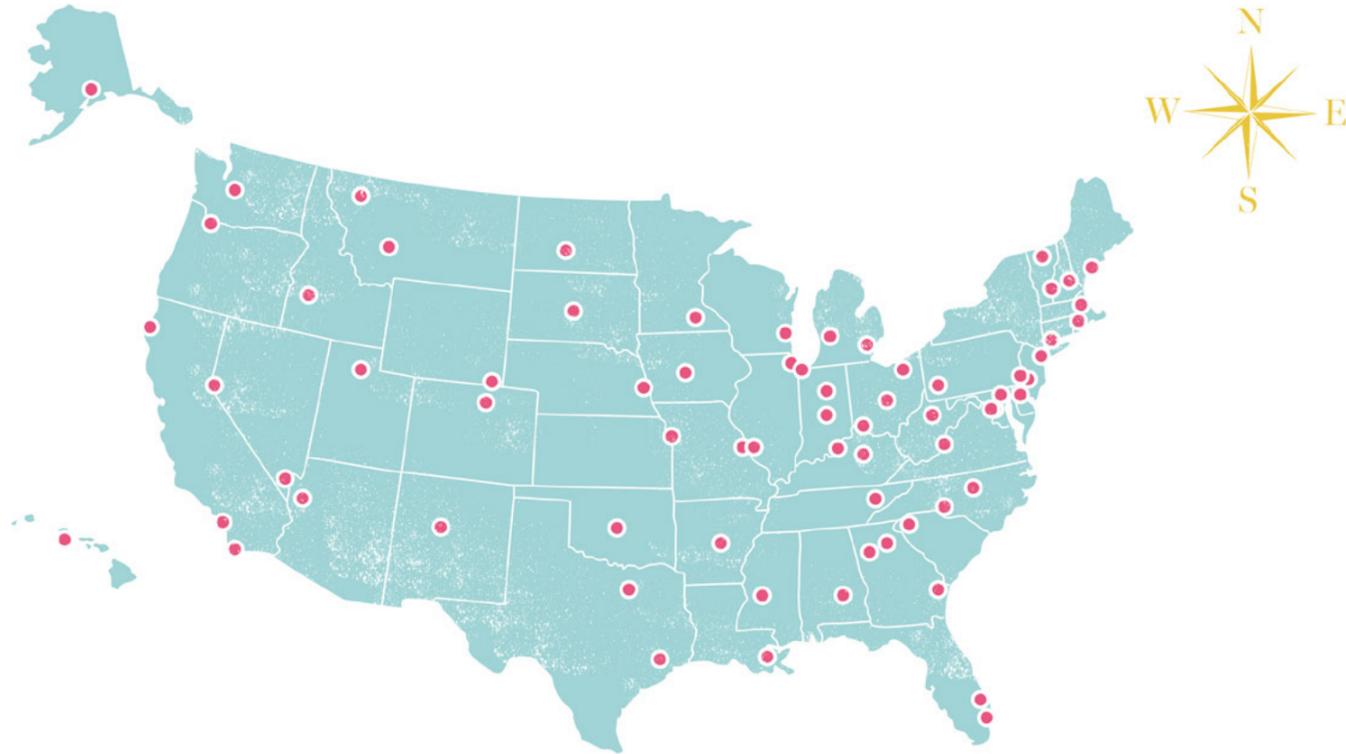
In 2012, NBCF became a Collaborating Partner of Pink Ribbon Red Ribbon®, an initiative of the George W. Bush Institute. Pink Ribbon Red Ribbon® is the leading public-private partnership aimed at catalyzing the global community to reduce deaths from cervical and breast cancer in sub-Saharan Africa by raising awareness of these diseases and increasing access to quality services to detect and treat them. This partnership has allowed NBCF to make a significant impact in Sub-Saharan Africa in the last two years. Some of these accomplishments include:

- Traveling to Zambia and Botswana with President George W. Bush and Mrs. Laura Bush to assess the need, applicability, and sustainability for breast cancer awareness and screening programs.
- Implementing programs to bring awareness of breast cancer and screening programs in the country of Zambia
- Appointing a Health Promotions Manager in Zambia to expand community awareness and promotion of cervical and breast cancer prevention in existing and planned screening sites throughout the country
- Initiating partnership with The University of Texas MD Anderson Cancer Center and Pink Ribbon Red Ribbon
- Facilitating a doctor-exchange program between Zambia and MD Anderson

While we have been successful at spreading the message of early detection across the U.S., there are many areas around the world that need our life-saving message. There is a critical need to join hands with scientists, doctors, researchers, and advocates around the world, to join forces against this disease and make a global impact on the lives of women. Through awareness, screening programs, and advancement in treatment, we have much to offer other countries, but we also desire to learn from doctors and scientists that are diagnosing and treating the disease in countries where resources are limited. Our partnership with Pink Ribbon Red Ribbon allows us to do this and offer the message of hope to women around the world.



# NBCF FUNDED FACILITIES IN ALL 50 STATES



**ALABAMA**  
MONTGOMERY - *Alabama Department of Public Health*

**ALASKA**  
ANCHORAGE - *Alaska Department of Health*

**ARIZONA**  
KINGMAN - *Kingman Regional Medical Center*

**ARKANSAS**  
LITTLE ROCK - *University of Arkansas for Medical Sciences/ Winthrop P. Rockefeller Cancer Institute*  
NORTH LITTLE ROCK - *Baptist Health Breast Center*

**CALIFORNIA**  
ARCATA - *Humboldt Community Breast Health Project*  
ARCATA - *Mad River Community Hospital*  
CHULA VISTA - *Sharp Chula Vista Medical Center*  
LOS ANGELES - *Los Angeles Christian Health Centers*  
LOS ANGELES - *White Memorial Medical Center*

**COLORADO**  
LOVELAND - *McKee Medical Center*

**CONNECTICUT**  
BRIDGEPORT - *St. Vincent's Medical Center*

**D.C.**  
WASHINGTON, DC - *Sibley Memorial Hospital*

**DELAWARE**  
DOVER - *Bayhealth Medical Center*

**FLORIDA**  
BOCA RATON - *Boca Raton Community Hospital*  
JACKSONVILLE - *Mayo Foundation*  
STUART - *Martin Memorial Diagnostic Center*

**GEORGIA**  
GAINESVILLE - *Good News Clinics*  
SAVANNAH - *St. Joseph's/Candler- Candler Hospital*

**HAWAII**  
HONOLULU - *The Queen's Medical Center/Women's Health Center*

**IDAHO**  
BOISE - *Saint Alphonsus Regional Medical Center*

**ILLINOIS**  
CHICAGO - *Swedish Covenant Hospital*  
HOFFMAN ESTATES - *St. Alexius Medical Center*

**INDIANA**  
INDIANAPOLIS - *St. Vincent Foundation*  
KOKOMO - *Howard Regional Health System*

**IOWA**  
DES MOINES - *John Stoddard Cancer Center*

**KANSAS**  
WESTWOOD - *University of Kansas Cancer Center*

**KENTUCKY**  
LEXINGTON - *University of Kentucky Markey Cancer Center*  
LOUISVILLE - *James Graham Brown Cancer Center*

**LOUISIANA**  
NEW ORLEANS - *LSUHSC Foundation- Department of Health*

**MAINE**  
CAPE ELIZABETH - *Maine Medical Center Cancer Institute*

**MARYLAND**  
BALTIMORE - *Johns Hopkins Sidney Kimmel Cancer Center*

**MASSACHUSETTS**  
BOSTON - *Dana-Farber Cancer Institute*

**MICHIGAN**  
GRAND RAPIDS - *Spectrum Health Foundation*  
PONTIAC - *McLaren Oakland Foundation*

**MINNESOTA**  
ROCHESTER - *Mayo Foundation-Rochester*

**MISSISSIPPI**  
JACKSON - *Mississippi State Department of Health*

**MISSOURI**  
CHESTERFIELD - *St. Luke's Breast Care Center*  
ST. LOUIS - *St. Anthony's Medical Center*

**MONTANA**  
HELENA - *Montana Department of Public Health*  
KALISPELL - *Kalispell Regional Healthcare*

**NEBRASKA**  
OMAHA - *Nebraska Medical Center*

**NEVADA**  
CARSON CITY - *Nevada Health Centers*  
HENDERSON - *Dignity Health - St. Rose Dominican Hospitals*

**NEW HAMPSHIRE**  
LACONIA - *LRGHealthcare*

**NEW JERSEY**  
CAMDEN - *MD Anderson Cancer Center at Cooper*

**NEW MEXICO**  
ALBUQUERQUE - *University of New Mexico Hospital*

**NEW YORK**  
NEW YORK - *American-Italian Cancer Foundation*

**NORTH CAROLINA**  
CHARLOTTE - *Novant Health Presbyterian Medical Center*  
DURHAM - *Duke University*

**NORTH DAKOTA**  
BISMARCK - *Bismarck Cancer Center*

**OHIO**  
CINCINNATI - *The Bethesda Foundation*  
COLUMBUS - *OhioHealth Foundation*  
LAKEWOOD - *Cleveland Clinic Foundation*

**OKLAHOMA**  
OKLAHOMA CITY - *Oklahoma University Breast Institute*

**OREGON**  
PORTLAND - *Adventist Medical Center*  
ONTARIO - *Saint Alphonsus Regional Medical Center*

**PENNSYLVANIA**  
PHILADELPHIA - *Fox Chase Cancer Center*  
PHILADELPHIA - *Thomas Jefferson University Hospital*  
PITTSBURGH - *Magee-Womens Hospital*

**RHODE ISLAND**  
NORTH PROVIDENCE - *Our Lady of Fatima Hospital*

**SOUTH CAROLINA**  
GREENVILLE - *Bon Secours St. Francis Health System, Inc.*

**SOUTH DAKOTA**  
PIERRE - *South Dakota Department of Health*

**TENNESSEE**  
KNOXVILLE - *University of Tennessee Medical Center, Cancer Institute*

**TEXAS**  
DALLAS - *George W. Bush Foundation*  
DALLAS - *Parkland Hospital Foundation*  
HOUSTON - *The University of Texas MD Anderson Cancer Center*

**UTAH**  
SALT LAKE CITY - *University of Utah Hospital and Clinics*

**VERMONT**  
BRATTLEBORO - *Brattleboro Memorial Hospital*

**VIRGINIA**  
COVINGTON - *Riverside Health Center*

**WASHINGTON**  
SEATTLE - *Fred Hutchinson Cancer Research Center*

**WEST VIRGINIA**  
CLARKSBURG - *United Hospital Center*

**WISCONSIN**  
MILWAUKEE - *Froedtert Memorial Lutheran Hospital, Inc.*

**WYOMING**  
CHEYENNE - *Wyoming Department of Health*

GLOBAL INITIATIVES & THE UNIVERSITY OF TEXAS

# MD Anderson

CANCER CENTER

**N**BCF continues to help women now by funding targeted research. Diseases like triple-negative breast cancer have been very difficult to treat and doctors need to know more about its cause. Women diagnosed with triple-negative breast cancer often face a difficult prognosis. Improvements in treatment options are needed now. That's why NBCF is focused on funding research projects that seek to improve the outcome of this disease and further advancements in personalized therapies. Last year, NBCF funded these research projects:

## TRIPLE-NEGATIVE BREAST CANCER IN AFRICA

Led by Dr. Khandan Keyomarsi, this program focuses on African women with triple-negative breast cancer (TNBC) and the study of two potential biomarkers to determine if they can be used as prognostic indicators for this very difficult-to-treat disease. The program also includes an education component for graduate training in disparities research that will help address and eliminate breast cancer health disparities in women of African descent.

## BREAST CANCER IN AFRICA

Led by Dr. Shubhra Ghosh, MD Anderson is working with a global coalition of cancer societies, research institutes and patient groups to educate health professionals across many disciplines. This effort will lead to the implementation of prevention, early detection, diagnosis, treatment and care of cancer patients in Africa.

## MOONSHOTS PROGRAM

MD Anderson is applying comprehensive team science to improve treatment and clinical outcomes for triple-negative breast cancer (TNBC) and high-grade serous ovarian cancer (HGSOC). This dual focus stems from recent studies that point to remarkable similarities in the underlying molecular events that cause these two rare, aggressive cancers.



# WIN

Worldwide Innovative Networking in personalized cancer medicine

**W**orldwide Innovative Networking in personalized cancer medicine (WIN) represents a global collaboration of cancer centers, life science and biotech organizations, pharmaceutical and technology companies, health plans, and patient advocacy groups.

Our goal is to make an impact on personalized cancer therapy around the globe by increasing the number of patients having access to innovative, global clinical trials in the area of genomic-based cancer therapeutics. Global diversity and inclusion of all stakeholders is WIN's most important and differentiating asset.

## ABOUT WIN

- WIN WAS FORMED ON THE PREMISE THAT CONSORTIUM MEMBERS CAN ACCOMPLISH TOGETHER WHAT NO SINGLE INSTITUTION OR GROUP OF PATIENTS CAN DO ALONE
- WIN CONSORTIUM LEADERSHIP IS COMPRISED OF GLOBALLY RECOGNIZED EXPERTS IN ONCOLOGY
- WIN CARRIES OUT CLINICAL TRIALS BASED ON THE MOST INNOVATIVE ADVANCES IN PERSONALIZED CANCER MEDICINE
- WIN'S MOST IMPORTANT AND DIFFERENTIATING ASSET IS ITS GLOBAL DIVERSITY AND INCLUSION OF ALL STAKEHOLDERS

OUR

# fundraisers

“PARTNERING WITH NBCF ON OUR FIRST PINK4PURPOSE FUNDRAISER WAS AWESOME! WE WERE ABLE TO EDUCATE ON EARLY DETECTION, HAVE OPEN DIALOGUE ABOUT BREAST CANCER, & RAISE MONEY TO SUPPORT NBCF’S EFFORTS. OUR GOAL WAS \$1,500 & WE EXCEEDED THAT GOAL OUR FIRST YEAR!”

Every year, NBCF is contacted by thousands of individuals, groups, organizations, businesses, and schools who want to make a difference through fundraising. NBCF Fundraisers are our grassroots efforts, reaching into local communities, creating a connection with other friends, family, supporters, and advocates to make an impact on a national level thanks to NBCF’s Programs. From our informational Fundraising Toolkit to our online fundraising portal, we work diligently to make the fundraising experience with NBCF easy and effective. We know that many of our fundraisers have a personal and sometimes first-hand experience with breast cancer, and we are so thankful that these local leaders take the time and effort to support NBCF and help spread the message of education and early detection. They are the inspiration behind this giving-back movement that is helping women now through NBCF.

**Allison Maxwell**  
Breast Cancer Survivor



**\$1,252,700**

Total Raised



**1,435**

Total Fundraisers

## 5 YEAR FUNDRAISERS

- William Paterson University**  
*2013 Breast Cancer Awareness Walk*
- Tricia Meyer**  
*2013 Bunko Goes Pink*
- Demarest Middle School**  
*2013 Demarest Middle School- 5k Walk*
- BES Faculty Fund**  
*2014 Student FR: Boyertown Elementary School*

- Towne & Country Lanes, Inc.**  
*2014 Towne & Country Bowling*
- Livia's Hair Salon**  
*2013 Livia's Salon*
- Lionel T Ward**  
*2014 Be An Angel Breast Cancer Fundraiser*

## TOP 5 MOST RAISED & MOST UNIQUE



**Mush for a Cure**  
\$40,333



**Patterson Dental Golf Outing**  
\$34,167



**Total Woman Gym & Day Spa**  
\$25,344



**B&B Remembers Sue Moore**  
\$23,427



**Employees of FujiFilm**  
\$16,817



**Pass-A-Rooster**  
*Only donations to NBCF got rid of a loud rooster making the rounds at local offices in the community.*



**Operation Pink Sky**  
*Chicagoland Skydiving raised donations through skydiving as a reward for those meeting a fundraising goal.*



**Benson Bowe**  
*Did a 24 hour live-stream.*



**GORUCK Challenge**  
*Created a special operations military obstacle course event.*



**Bald Bill Hudson**  
*Completely shaved his head bald to meet his goal.*

# financial

## REVIEW

This past year's hard work and strategic partnerships have contributed to a successful year with many accomplishments. We were excited to realize an increase of 17% in cash revenue since 2013, and an overall revenue growth of 7% thanks to our sponsors, organizations, fundraisers, and supporters. Our strong financial stewardship allowed us to distribute more grants to our hospitals in support of our Patient Services and National Mammography Program. As a result, we were able to provide additional financial assistance to 14 of our current hospital partners, as they continue to deliver life-saving early detection services to women in need.

We are constantly evaluating the resources we offer to ensure that they are working as efficiently and effectively as possible. Our iPhone App for the Early Detection Plan received software improvements and updates to provide more options and support to women. Users now have the ability to search for nearby breast clinics by zip code, as well as use the notes function that will help women keep track of questions and information received from their doctors.

Our Convoy of Hope® partnership continued this year, serving over 7,000 women that were in need of assistance and support, at 11 events throughout the country. We are proud of the hard-working volunteers and staff that were dedicated to our efforts in providing comprehensive training through our breast health education program, while offering valuable resources for our guests to take home with them.

In April, Charity Navigator awarded us their highest 4-star rating for the 10th year, and we were listed as a Top Nonprofit on GreatNonprofits, with over 100 positive reviews by our constituents. We are also happy to report that our program spending reached 81%, and only eight cents of every dollar raised was spent on fundraising.

We look forward to the future as exciting new opportunities are on the horizon. We thank you for your support, and passion for our services today that provides the hope of an even brighter tomorrow.



**10 YEARS**

*We were rated a 4-star charity for the 10th year.*



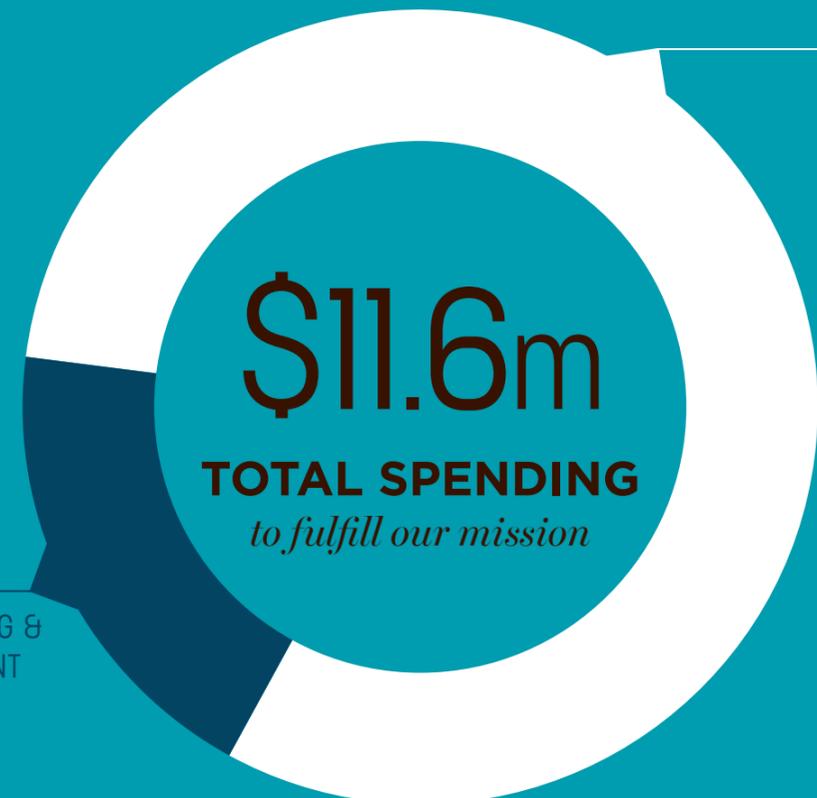
**8¢**

*It only costs eight cents to raise one dollar.*



**TOP NONPROFIT**

*We are listed as a Top Nonprofit by our constituents on GreatNonprofits.*



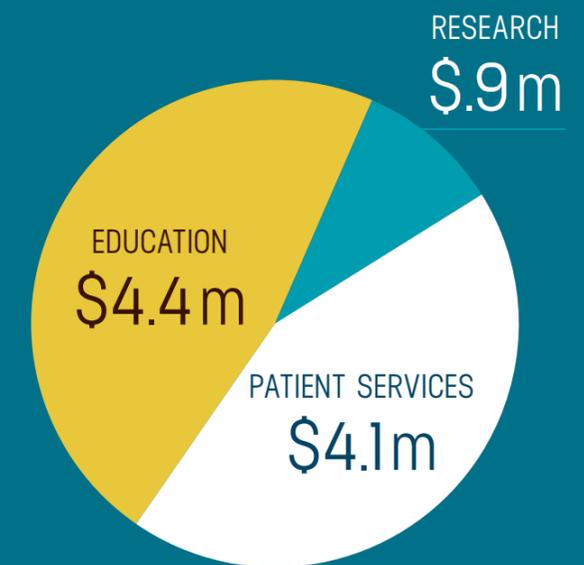
**81%**  
PROGRAMS  
*\$9.4m*

**19%**  
FUNDRAISING & MANAGEMENT  
*\$2.2m*

### FUNDRAISING & MANAGEMENT



### PROGRAMS



STATEMENT OF FINANCIAL POSITION *(in thousands)*

As of June 30,	2014	2013
<b>ASSETS</b>		
CASH AND INVESTMENTS	\$7,653	\$5,870
ROYALTIES RECEIVABLE	462	763
PROPERTY AND EQUIPMENT	638	780
OTHER ASSETS	872	839
<b>TOTAL ASSETS</b>	<b>\$9,625</b>	<b>\$8,252</b>
<b>LIABILITIES</b>		
ACCOUNTS PAYABLE	\$370	\$287
PROMISE TO GIVE OTHERS	260	360
<b>TOTAL LIABILITIES</b>	<b>\$630</b>	<b>\$647</b>
<b>NET ASSETS</b>		
UNRESTRICTED	8,796	7,296
TEMPORARILY RESTRICTED	199	309
<b>TOTAL NET ASSETS</b>	<b>\$8,995</b>	<b>\$7,605</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$9,625</b>	<b>\$8,252</b>

STATEMENT OF ACTIVITIES *(in thousands)*

For the Year Ending June 30,	2014	2013
<b>REVENUE</b>		
CONTRIBUTIONS AND ROYALTIES - UNRESTRICTED	\$12,720	\$11,886
CONTRIBUTIONS AND ROYALTIES - TEMPORARILY RESTRICTED	[110]	89
INVESTMENT INCOME AND GAINS/(LOSSES)	374	135
<b>TOTAL REVENUE</b>	<b>\$12,984</b>	<b>\$12,110</b>
<b>EXPENSES</b>		
PROGRAM SERVICES	\$9,376	\$10,823
MANAGEMENT AND ADMINISTRATIVE	1,134	1,227
FUNDRAISING	1,084	1,088
<b>TOTAL EXPENSES</b>	<b>\$11,594</b>	<b>\$13,138</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$1,390</b>	<b>[\$1,028]</b>

STATEMENT OF CASH FLOWS *(in thousands)*

For the Year Ending June 30,	2014	2013
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
CHANGE IN NET ASSETS	\$1,390	[\$1,028]
<i>adjustments:</i>		
DEPRECIATION AND AMORTIZATION	190	202
INVESTMENT (GAIN) LOSS	[228]	[18]
(INCREASE) DECREASE IN PREPAID EXPENSE & RECEIVABLES	268	[276]
INCREASE (DECREASE) IN PAYABLES & OTHER LIABILITIES	18	[323]
<b>NET CASH PROVIDED BY (USED IN) OPERATING ACTIVITIES</b>	<b>\$1,638</b>	<b>[\$1,443]</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
PROCEEDS FROM INVESTMENTS	\$1,137	\$4,471
PURCHASES OF INVESTMENTS, PROPERTY AND EQUIPMENT	[2,097]	[3,015]
<b>NET CASH PROVIDED BY (USED IN) INVESTING ACTIVITIES</b>	<b>[\$960]</b>	<b>\$1,456</b>
<b>NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS</b>		
	\$678	\$13
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	1,110	1,097
<b>CASH AND CASH EQUIVALENTS AT END OF YEAR</b>	<b>\$1,788</b>	<b>\$1,110</b>

## MAJOR BENEFACTORS

**\*\$1,000,000+**

ACE CASH EXPRESS & NETSPEND  
 CHARITYUSA.COM  
 DICK'S SPORTING GOODS, INC.  
 GANNETT VIDEO ENTERPRISES  
 PARADE MAGAZINE  
 PATIENTPOINT NETWORK SOLUTIONS, LLC  
 PROCTER & GAMBLE CO.

*\*Accumulative over 3 consecutive years*

## DIAMOND LEVEL

**\$500,000+**

ACE CASH EXPRESS & NETSPEND  
 DICK'S SPORTING GOODS, INC.  
 GNC  
 PROCTOR & GAMBLE CO.

## GOLD LEVEL

**\$50,000+**

AUGUSTINEIDEAS  
 AUTOTEX PINK / WEXCO  
 BADIA SPICES, INC.  
 CASTROL® LUBRICANTS  
 CHEM-DRY  
 COTY INC.  
 DILLARD'S, INC.  
 GIOVANNI COSMETICS, INC.  
 HANESBRANDS, INC.  
 HARLAND CLARKE CORP  
 THE HONEYBAKED HAM COMPANY  
 INTRADECO APPAREL  
 J. LOHR VINEYARDS & WINES  
 JAMBA JUICE  
 JCDECAUX NORTH AMERICA  
 JOHN PAUL MITCHELL SYSTEMS  
 MALLORY USA, INC.  
 MATHEWS ARCHERY, INC.  
 NUK USA, LLC  
 PILOT CORPORATION OF AMERICA

## EMERALD LEVEL

**\$250,000+**

BJ'S WHOLESALE CLUB  
 GANNETT VIDEO ENTERPRISES  
 HUNGRY HOWIE'S PIZZA  
 JCPENNEY COMPANY, INC.  
 PATIENTPOINT NETWORK SOLUTIONS, LLC

REDIFORM, INC.  
 RITTER SPORT CHOCOLATES  
 SUNBELT SNACKS & CEREALS  
 TIGI AMERICAS  
 WOMEN OF FAITH™

## PLATINUM LEVEL

**\$100,000+**

ADIDAS  
 CHARITYUSA.COM  
 COLUMBIA SPORTSWEAR CO.  
 FUJIFILM U.S.A., INC.  
 FUZE & HONEST TEA  
 GIV FOUNDATION  
 HARLEY-DAVIDSON MOTOR COMPANY, INC.  
 THE HILLMAN GROUP, INC.  
 KNOUSE FOODS  
 MEDLINE INDUSTRIES, INC.  
 MILWAUKEE ELECTRIC TOOL CORPORATION  
 MOTORSPORTS AUTHENTICS, LLC  
 ROUSH FENWAY RACING  
 SABIKA, INC.  
 SABRE - SECURITY EQUIPMENT CORPORATION

## SILVER LEVEL

**\$25,000+**

ADVOCARE INTERNATIONAL, L.P.  
 AMERICAN GREETINGS CORPORATION  
 AMINCO INTERNATIONAL, INC.  
 AQUARENA BEVERAGE - FUGA ENERGY  
 COOBIE SEAMLESS BRAS  
 FAZOLI'S  
 GETINGE USA  
 GINA GROUP  
 GLAMGLOW  
 INGERSOLL RAND  
 JOHNNY CARINO'S  
 KRAFT FOODS GLOBAL, INC.  
 MUSH FOR A CURE  
 ONEHOPE WINE  
 PATTERSON COMPANIES, INC.  
 MARIE SOUKUP LIVING TRUST  
 THERMO FISHER SCIENTIFIC  
 TOTAL WOMAN GYM & DAY SPA  
 WRIGHTS  
 ZEBRA PAN

## BRONZE LEVEL

**\$10,000+**

AMERICAN BEVERAGE CORPORATION  
 AMERICAN GOLF FOUNDATION  
 MEMBERS OF BADGERANDBLADE.COM  
 BEEKLEY CORPORATION  
 BODYBUILDING.COM  
 BRADSHAW INTERNATIONAL  
 CALVIN KLEIN, INC.  
 CARTER LAY CHARITABLE FUNDS  
 CLEANER'S SUPPLY  
 THE CONCORDE COLLECTION  
 CUSTOM DIRECT, LLC  
 DYNO SEASON SOLUTIONS, LLC  
 EDIBLE ARRANGEMENTS INTERNATIONAL, INC.  
 EQUILTER.COM  
 FGX INTERNATIONAL  
 FIVE CROWNS MARKETING  
 FP MAILING SOLUTIONS  
 EMPLOYEES OF FUJIFILM  
 G5 OUTDOORS  
 LANAI GARA  
 GLOBAL NEW BEGINNINGS, INC.  
 GOURMET HOME PRODUCTS  
 HENLEY ENTERPRISE D/B/A VALVOLINE INSTANT OIL CHANGE  
 HUSH PUPPIES  
 THE JAHARIS FAMILY FOUNDATION, INC.  
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 KLAUSSNER  
 KWIK GOAL  
 LEATHERMAN  
 LIONEL RACING  
 MAGLITE® FLASHLIGHTS  
 MAJOR LEAGUE SOCCER  
 MEGLIO PIZZERIA INC.  
 MULTIVISTA  
 NORCRAFT COMPANIES  
 ORIGINAL GOURMET FOOD COMPANY  
 PERRIN, INC.  
 PI KAPPA ALPHA AT JAMES MADISON UNIVERSITY

POTANDON PRODUCE, LLC  
 QUICKIE MANUFACTURING  
 SARTORI  
 SG FOOTWEAR / MESSER GROUP, INC.  
 SHADES OF PINK  
 SHOCK DOCTOR  
 SILVER VASE  
 SOLID START  
 STEVENS WORLDWIDE VAN LINES  
 SUNNY MARKETING SYSTEMS, INC.  
 TALENTI GELATO E SORBETTO  
 TERLATO WINES  
 ALFRED AND JOANNE TOBIN  
 TORRID  
 USA TEAM SPIRIT  
 VALVOLINE  
 WALDEN UNIVERSITY  
 WEBB CANDY, INC.  
 XS ENERGY, LLC  
 Z ONE CONCEPT USA  
 THE ZONDERVAN CORPORATION, LLC

## RUBY LEVEL

**\$5,000+**

IFACEWATCH  
 AAAA SELF STORAGE MANAGEMENT GROUP, LLC  
 AC PRO  
 ARGON, INC.  
 AHAVA  
 ALEGRIA BY PG LITE  
 ALTA OFFICE SERVICES  
 ALTERNA HAIRCARE  
 AMERICAN ENDOWMENT FOUNDATION  
 AMERICAN POOLPLAYERS ASSOCIATION OF RALEIGH, DURHAM, CHAPEL HILL  
 ARGYLE MIDDLE SCHOOL  
 AURORA WORLD, INC.  
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 CENTRAL ATLANTIC TOYOTA REGION  
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 CLEAR CHANNEL LOUISVILLE'S BRAS ACROSS THE BLUEGRASS  
 CONGA FOR THE CAUSE: WOMEN WHO RIDE  
 COSTUME SUPERCENTER  
 DAS DISTRIBUTORS, INC.  
 DELTA SONIC CAR WASH SYSTEMS, INC.  
 DEMAREST MIDDLE SCHOOL  
 DONNA BELLA MILAN INC.  
 DRAYER PHYSICAL THERAPY INSTITUTE  
 FEST CORPORATION  
 GLOPROFESSIONAL  
 EMPLOYEES OF GOOGLE  
 GREASE MONKEY INTERNATIONAL, INC.  
 GREEN BEE LAWN CARE  
 GROCERY BASKET  
 HANDI-FOIL CORPORATION  
 HARNEY & SONS TEA  
 HENDRIX PRODUCE, INC.  
 HONDA OF GREELEY  
 HONEY DEW ASSOCIATIONS, INC.  
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 REDBOOK MAGAZINE  
 RESQME, INC.  
 SANTA FE CATTLE COMPANY  
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“So many times I tend to take for granted the blessings that enter my life; they are just there. But today I noticed the blessing of kindness you provided in giving me access to a mammogram. Today this was a large blessing and my heart is filled with gratitude. Thank you for your generosity.

Patient  
St. Anthony's Medical Center, Missouri



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*Chairman of the Board*



**RON BROOKS**  
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# helping women now

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1

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*National Breast Cancer Foundation, Inc.® is a 501(c)(3) non-profit organization.*

# *thank you*

**A**t NBCF we hear from people, almost on a daily basis, about how breast cancer has touched their lives. From early detection services saving a loved one's life to the breast cancer support community comforting someone in their final months, we strive to provide help and hope for women faced with breast cancer. Everywhere we are seeing improvements in research and treatment, survivability, and support.

This is thanks to you. To our sponsors, donors, and fundraisers we convey our most sincere and heartfelt gratitude. Your generosity and dedication is what drives our mission and allows life-saving programs to help those truly in need. Thanks for directing your donations to NBCF. Together we continue working for a greater outreach to help women now.

“Without the generous funding from the National Breast Cancer Foundation, many women in our region would not have access to life-saving mammograms. As a physician, I know that screening works but that access remains a key issue. We are so grateful to the NBCF for their support to eliminate barriers to healthcare.”

**Constance D. Lehman, MD, PhD**  
*Director of Imaging, Seattle Cancer Care Alliance*



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