At the age of 34, Janelle Hail, married with three sons, was diagnosed with breast cancer. While recovering from a mastectomy, even simple everyday tasks served as a welcome distraction from fear and hopelessness. One evening as she was in her kitchen washing dishes after dinner, she gazed out the window at a small tree and noticed one last red leaf clinging to it as the fall winds blew. She was mesmerized with its beauty and radiance as the red leaf seemed to dance in the breeze. She thought, I want to be like that leaf, brilliant and full of life with every remaining day of my life.

Over the next 11 years, Janelle and her husband, Neal, founded National Breast Cancer Foundation so that women could have options while making life-changing decisions about their health. The red leaf became the inspiration behind the NBCF logo, depicting life, growth and hope for a future.

As NBCF celebrates its 25th year, the inspiration of NBCF continues to shine brightly in the lives of women and families who face breast cancer.
NBCF CELEBRATES 25 YEARS

It is not always easy to trace a dream back to its origin. How can a child even imagine the impact of a dream implanted deep within her heart?

As a child, among my weekly favorite TV shows, this eager nine-year-old watched *The Millionaire*. It fascinated me as the series continued for years, telling story after story of individuals who were given one million dollars from a benefactor named John Beresford Tipton, Jr. His executive secretary was Michael Anthony, whose assignment was to deliver the check to a surprised recipient. The story unfolded each week as I watched people’s reactions and saw how their lives changed.

I grew up rather poor, so the idea of Michael Anthony knocking on my door was far-fetched. Somehow, the dream broke through my childish fantasy and stuck inside my head. I was sure the doorbell would ring any moment with my prized gift. It never happened the way I imagined it, but there was no way I could dislodge the dream from my heart. I grew up believing it would come true.

HOPE GAVE BIRTH TO A DREAM

When my husband, Neal, and I founded NBCF, we dreamed women would have access to educational resources and treatment so they could make informed decisions about their health care and not have to neglect their health because of lack of money. NBCF became a lighthouse of safety and surety to carry them through the darkness of their lives as they faced breast cancer so they could renew and reinvent their lives.

THE VISION WAS CAST

One day the knock on the door came at NBCF, and a million dollars came through our doorway. Over the years of facing breast cancer myself, my own heart was tenderized with compassion for those in need of our services. My great joy was for NBCF to be the recipient of not only a million dollars, but many more to come so that we could in turn reach hurting people.

Dreams come true in many ways. What started as a childish dream translated into something far greater than a million dollars. During the 25 years of NBCF, we have now provided over one million services for women.

BE A DREAM MAKER

You will read throughout our Annual Report how lives have been changed because of the work that NBCF has done not only for this year, but the 25 years of service. Our staff, hospital partners, sponsors, and loyal friends have given faithfully and compassionately to help us achieve our mission. Today over 2.8 million breast cancer survivors are alive in the United States.

We have broken through the darkness of fear and crumbled the walls of hopelessness in many women’s lives by educating them and providing services that were not available to them.

We do not rest in past accomplishments, for they are merely a strong foundation from which we can spring forth into a vast world of need. The lives saved are the hope for our future. Thank you for helping us!

Co-founder and CEO
THIS KIND OF INFORMATION SAVES LIVES. I REALLY LOVE WHAT Y’ALL ARE DOING, HELPING THE COMMUNITY.

JC
NBCF Tent at Convoy of Hope, Concord, CA
Beyond The Shock is a free, comprehensive online guide to understanding breast cancer. The educational resources in Beyond The Shock help those diagnosed with breast cancer, and their loved ones, to better understand the disease. Through the online community, patients ask questions about breast cancer and its related treatments and get the answers they need to help move from a state of shock to hope and healing. By sharing their experiences, insights, and hopes, patients create a supportive environment wherein no one faces breast cancer alone. This year over 2,000 new users joined the Beyond The Shock community.

Beyond The Shock®

Beyond The Shock®
EST. 2012
Over 6 million video views and nearly 17,000 users provided with hope and answers to date.

I was recently diagnosed with breast cancer. Now I've learned I tested positive for the BRCA 1 gene mutation. I've decided to have a double-mastectomy with reconstruction. I'm going for a sentinel node biopsy in a week, I'm getting scared.

Going through treatment, I actually tried to find the good in all of it. You have got several GOOD things in your diagnosis. This is a Stage 1 (found early). You had genetic testing and found you have the BRCA 1 gene mutation. Now, that isn't good news but you have discovered a defect in your body that could cause some future problems. You NOW have the ability to get out ahead of those problems... like your decision to have a double mastectomy. YOU will have a future because of all of this happening right now. Hang in there.

Sharon

*BTS pages were viewed 900,000 times.

BREAST CANCER EDUCATIONAL VIDEOS WERE PLAYED 428,000 TIMES.

2,126 NEW USER ACCOUNTS RECEIVED BREAST CANCER INFORMATION.

837 BREAST CANCER QUESTIONS WERE ASKED, 3,387 ANSWERS WERE GIVEN.

Actual Q&A from BTS users, edited for length.
National Mammography Program

NBCF partners with medical facilities to provide screening and diagnostic services to women across the country. NBCF also provides funding for biopsies in select locations. All our partner medical facilities are committed to providing patients with the care they need from their diagnosis through survivorship. These services provide early detection and peace of mind to women in need who could not otherwise afford them. In 2016, we delivered 1,500 more early detection services to women than in the previous year.

I WAS WORKING FOUR JOBS, SEVEN DAYS A WEEK, AND STILL MAKING AN INCOME BELOW THE POVERTY LINE. I HADN’T HAD A MAMMOGRAM IN YEARS. WHEN I FOUND OUT I COULD GET A FREE MAMMOGRAM I FELT SO GRATEFUL, SURPRISED, AND BLESSED THAT I CRIED.”

CELESTE
Patient at St. Luke’s Hospital, Chesterfield, MO

NMP SERVICES PROVIDED IN 2016

<table>
<thead>
<tr>
<th>Services Provided</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinical Breast Exams</td>
<td>1,458</td>
</tr>
<tr>
<td>Screening Mammograms</td>
<td>9,540</td>
</tr>
<tr>
<td>Diagnostic Mammograms</td>
<td>2,385</td>
</tr>
<tr>
<td>Ultrasounds</td>
<td>2,100</td>
</tr>
<tr>
<td>Computer-Aided Diagnostics</td>
<td>2,647</td>
</tr>
<tr>
<td>Total Services</td>
<td>18,130</td>
</tr>
</tbody>
</table>

Outreach event at South Jordan Health Center
South Jordan, UT

NBCF team with staff at White Memorial Medical Center, Los Angeles, CA

56 Medical Facilities with NBCF-Funded Mammography Screening Programs

18,130 Free Mammograms & Breast Diagnostic Services to Women in Need
Patient Navigation

NBCF partners with medical facilities across the country to fund patient navigation programs and staff. Patient navigators guide patients through and around the barriers of cost, fear, and misinformation in the complex cancer care system, delivering timely diagnosis, treatment, and support. These efforts are critical to survival and early detection, but also to ensuring that no one faces breast cancer alone. This year we were able to provide two more communities with the help and guidance of patient navigators.

LYNE POINTED ME IN THE RIGHT DIRECTION, AND SHE DID IT WITH COMPASSION & KINDNESS AT A TIME WHEN I WAS STARTING TO FEEL OVERWHELMED & DEPRESSED.

MARIA
Patient at The Queen’s Medical Center, Honolulu, HI

WHAT NAVIGATORS DO

• Educate those in need about the importance of screenings
• Eliminate barriers of financing, transportation, childcare, & language to women receiving screenings
• Answer questions about a breast cancer diagnosis
• Ensure the patient keeps treatment appointments
• Follow-up with survivors

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

Patients to Women

<table>
<thead>
<tr>
<th>Services to Women</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Outreach</td>
<td>127,135</td>
</tr>
<tr>
<td>Mammograms</td>
<td>74,338</td>
</tr>
<tr>
<td>Abnormal Results</td>
<td>14,830</td>
</tr>
<tr>
<td>Biopsy / Work-Up</td>
<td>5,321</td>
</tr>
<tr>
<td>Diagnosis</td>
<td>1,714</td>
</tr>
<tr>
<td>Treatment</td>
<td>4,440</td>
</tr>
<tr>
<td>Survivorship / Follow-Up</td>
<td>9,977</td>
</tr>
<tr>
<td>Total Services</td>
<td>237,755</td>
</tr>
</tbody>
</table>

Days between Screening & Diagnostic Follow-Up

Time between screening and diagnostic follow-up was an average of 109 days before Patient Navigators were introduced.

PATIENT NAVIGATION

EST. 2010

912,000 patient services delivered to date.
NBCF partners with Convoy of Hope® to provide vital breast health education to communities in need. At each Convoy of Hope event, guests receive groceries, shoes, haircuts, and when they come through NBCF’s Pink Tent, they leave empowered to be more proactive about their breast health. Trained volunteers review these educational resources with each guest, emphasizing their importance, and connecting them with local resources if they need access to screenings. These outreaches represent one very vital part of NBCF’s larger commitment to advancing breast health education across the country. In 2016, we added 11 more outreach events across the US, serving more than three times as many women as in 2015.
NBCF is helping women in places as far as the sub-Saharan African country of Zambia. Thanks to our partner, Pink Ribbon Red Ribbon, an initiative of the George W. Bush Institute, we are able to deliver breast health education as an extension of their cervical cancer prevention programs.

We share the life-saving message of early detection through health promotion managers who—much like patient navigators here in the U.S.—work to eliminate barriers and open doors for those in need. These health promotion managers collaborate with tribal leaders and advisors to deliver life-saving breast health education, to increase understanding among both women and men about early detection, and to provide free screenings to thousands of eligible women. We are grateful to Pink Ribbon Red Ribbon for extending the mission of Helping Women Now® beyond our borders.

NBCF partners with Pink Ribbon Red Ribbon (PRRR) which supports the Health Promotion Unit in Zambia’s Ministry of Health. PRRR works with traditional leaders in the community and provides free breast and cervical cancer information and screenings.

Photos courtesy of Pink Ribbon Red Ribbon

Pink Ribbon
Red Ribbon®

8,840
Outreach Services*

1,189
Breast Cancer Screenings*

*Impact from April-June 2016
NBCF is investing in a highly targeted breast cancer research effort through MD Anderson’s Moon Shots program. The team, led by Dr. Mien-Chie Hung, is focused on identifying personalized treatment options for patients with triple-negative breast cancer (TNBC), a less common, but more aggressive form of the disease. Unlike other forms of breast cancer, TNBC is not accelerated by estrogen, progesterone, and HER2, making this type of breast cancer more difficult to treat through known precision medicine techniques. This has led to lower survival rates for women with TNBC. However, the Moon Shots research team has already made strides by identifying the remarkable molecular similarities between TNBC and another rare, aggressive type of cancer: high-grade serious ovarian cancer. This discovery allows researchers for each of these cancers to integrate their efforts and share breakthroughs in new drug trials.

Metastatic, or Stage 4, breast cancer (MBC), means the cancer that began in your breast has moved to other parts of your body essential for life—your lungs, brain, liver or bones—perhaps before you even knew you had breast cancer. Such a diagnosis means cancer will be a part of your life...for the rest of your life.

Those living with MBC often feel misunderstood, ignored, and even isolated from other breast cancer survivors. Because patients with metastatic breast cancer face a unique set of emotions and challenges, NBCF hosted a weekend retreat in April 2016 for a small group of these patients and their caregivers, with the help of our partner hospital Johns Hopkins. Patients left the retreat with renewed hope, increased knowledge, and the reminder that they are not alone.

These retreats are a powerful way to show our support for women with all stages of breast cancer—not just those with early stage breast cancer.
Together helping women now.
FUNDRAISING

Pink Ladies at AT&T Mobilize Hope NBCF Fundraiser

SUPPORTING NBCF GAVE ME A WAY TO HONOR MY MOTHER, AND HELP OTHER WOMEN OVERCOME CANCER LIKE SHE DID!

MADISON MOUGÉY
18 Years Old, 3-Time NBCF Fundraiser
Our Catalysts for Hope

Each year, thousands of people across the country host NBCF fundraisers and give their time, energy, and resources to help women now. These passionate individuals, groups, and organizations are NBCF’s Catalysts for Hope. Together, we were able to raise over 1 million dollars. The amount raised by our fundraisers could potentially provide a mammogram to a woman in need for every hour in a year.

1,582
Total Fundraisers

$1,357,341
Total Raised

Elaina Diamond: Birthday Walk
Elaina, age 13, has been donating her birthday (in lieu of receiving presents) for seven years. Her birthday fundraising walk also honors Elaina’s family friend, aunt and great-grandmother who have all been affected by breast cancer. Elaina and her supporters have cumulatively raised $1,500!

No More Bad Days: An Evening with This Wild Life to Battle Breast Cancer
This Wild Life hosted a benefit concert featuring their song, “No More Bad Days,” inspired by Kevin’s mother who suffered from breast cancer. The event raised $11,000 for NBCF.

Skanska Koch: Color the Bridges Pink
Construction workers from the Bayonne Bridge, Brooklyn Bridge, and Cateret Bridge competed against one another to raise money from the sale of pink hard hats they could wear on the job. The company also conducted a health seminar where employees learned more about early detection and how to be proactive with their health. In total, all three teams raised over $29,000.

FedEx Pilots: Pink Ties
FedEx Pilots were invited to purchase pink ties for $20 each to wear in flight throughout the month of October to show their support for our cause. They raised over $20,000!
LAURA FELT “DESPERATE FOR HELP.”

NBCF DONATIONS HELPED OPEN THE DOORS FOR HER TO GET THE TREATMENT SHE NEEDED.

LAURA
Parkland Hospital, Dallas, TX
Financial Review

Thanks to the support of our corporate partners, fundraisers and donors, National Breast Cancer Foundation expanded the reach of our programs in 2016 by supporting new initiatives and growing our work with existing partners.

We are pleased to report that NBCF was awarded Charity Navigator’s highest four-star rating for the 12th year, and our constituents on GreatNonprofits honored us again as a Top Nonprofit. We could not have done this without your tremendous support, and we look forward to the future as we continue to join together in Helping Women Now®.

12 Years

We were rated a four-star charity for the 12th year.

TOP Nonprofit

We are listed as a Top Nonprofit by our constituents on GreatNonprofits.
Statement of Financial Position (in thousands)
As of June 30,

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and Investments</td>
<td>$6,660</td>
<td>$8,325</td>
</tr>
<tr>
<td>Royalties Receivable</td>
<td>271</td>
<td>707</td>
</tr>
<tr>
<td>Property and Equipment</td>
<td>646</td>
<td>492</td>
</tr>
<tr>
<td>Other Assets</td>
<td>734</td>
<td>660</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$8,311</td>
<td>$10,124</td>
</tr>
<tr>
<td><strong>LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>$600</td>
<td>$304</td>
</tr>
<tr>
<td>Grants Payable</td>
<td>1,598</td>
<td>1,672</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$2,198</td>
<td>$1,976</td>
</tr>
<tr>
<td><strong>NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>$5,904</td>
<td>$7,651</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>209</td>
<td>487</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>$6,113</td>
<td>$8,148</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>$8,311</td>
<td>$10,124</td>
</tr>
</tbody>
</table>

Statement of Activities (in thousands)
For the Year Ending June 30,

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions and Royalties - Unrestricted</td>
<td>$10,589</td>
<td>$13,369</td>
</tr>
<tr>
<td>Contributions and Royalties - Temporarily Restricted</td>
<td>(288)</td>
<td>297</td>
</tr>
<tr>
<td>Investment Income and Gains/(Losses)</td>
<td>102</td>
<td>(24)</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>$10,403</td>
<td>$13,642</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Services</td>
<td>$10,048</td>
<td>$12,322</td>
</tr>
<tr>
<td>Management and General</td>
<td>1,192</td>
<td>1,139</td>
</tr>
<tr>
<td>Fundraising</td>
<td>1,198</td>
<td>1,028</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$12,438</td>
<td>$14,489</td>
</tr>
<tr>
<td>Change in Net Assets</td>
<td>($2,035)</td>
<td>($847)</td>
</tr>
</tbody>
</table>
Board of Directors

JANELLE HAIL
Chairman of the Board

RON BROOKS
Treasurer

HAL DONALDSON
Director

STEVE ENGLE
Director

GABRIELA BARBARENA
Director

LANCE HAMILTON
Director

NBCF Officers
JANELLE HAIL
Chief Executive Officer/Founder

KEVIN HAIL
Chief Operating Officer

JOHN REECE
Chief Financial Officer/Chief Strategy Officer

KEN RAMIREZ
Director

NBCF.ORG HELPING WOMEN NOW
2016 ANNUAL REPORT
Partner with Us

Become a Corporate Partner
Explore how we can best support your sponsorship goals and objectives.
Visit: nbcf.org/sponsor

Make a Donation
Make a secure and private, tax-deductible donation online.
Visit: nbcf.org/donate

Host a Fundraiser
Help women now by leveraging your marathon, student event, pink party, or any other passion.
Visit: nbcf.org/fundraise

Follow, share, and contribute to our stories:

facebook.com/nationalbreastcancer

twitter.com/nbcf

instagram.com/nbcf

pinterest.com/nbcf

linkedin.nbcf.org

nbcf.org

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

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.