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

With love and appreciation, we honor Neal Hail, the co-founder of NBHF and my husband of 52 years, who passed away on January 8, 2018. Neal was a dream-maker. He believed that every woman should have access to good healthcare with a right to live and fulfill her own dreams. As you look through NBHF’s Annual Report, you will see how dreams are coming true for women and their families across the world. Thank you to our network of hospitals, sponsors, friends, and the millions of women who have been impacted by our programs.

Neal’s servant heart and combined experience in ministry and business fully equipped him for his final work. In 1991, Neal and I founded National Breast Cancer Foundation with a mission to help women now by providing help and inspiring hope to those affected by breast cancer. Today, NBHF is one of the leading breast cancer charities in the world and has impacted the lives of millions of women in need.

If there is one word that could define the life of Neal Hail, it would be servant. Faithful servant. In everything Neal did, he served others. He served our country bravely. He served countless women without insurance by providing free mammograms so that they had hope in the face of breast cancer. He served his friends and family with pride, strength, and a love that radiated. He gave everyone the best hugs. He served humanity because everyone he touched walked away with a little more light.

If Neal were alive today, his hope and prayer would be that each person would feel empowered and free to pursue their life’s vision. He wanted everyone’s dreams to come true, and he believed the pursuit was the best part.

In Loving Memory of Our Co-founder, Neal Hail
April 29, 1940 - January 8, 2018

Co-founder and CEO
National Mammography Program

NBCF partners with hospitals to provide breast cancer screening and diagnostic procedures to women across the country. NBCF also provides funding for biopsies in select locations. All of NBCF’s partner hospitals 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.

Medical Facilities with NBCF-Funded Mammography Screening Programs 55

Free Mammograms & Breast Diagnostic Services Provided 12,013

Patient Navigation

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 early detection and survival, but also to ensuring that no one faces breast cancer alone.

What Navigators Do

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

Women Navigated to Mammograms 112,234

NBCF-Funded Patient Navigation Programs across the U.S. 37

This year, over 233,000 services were provided through 83 medical facility partners across the United States.
Metastatic Breast Cancer Retreats

Metastatic, or Stage 4, breast cancer means the cancer that began in your breast has moved to other parts of your body. Such a diagnosis means cancer will be a part of your life for the rest of your life. Because patients with metastatic breast cancer face a unique set of challenges, these retreats are a powerful way to show our support for women with all stages of breast cancer. Patients leave the retreat with a renewed hope, increased knowledge, and the reminder that they are not alone. In 2017 we funded two metastatic breast cancer retreats.

Cancer steals your choices. It micromanages your life, but you have control when it comes to your care.

COURTNEY
Oncology Social Worker, Baylor College of Medicine

HOPE Kits

The HOPE Kit is a tangible expression of hope for those touched by breast cancer. These kits are filled with thoughtful items to provide comfort and encouragement to breast cancer patients as they undergo treatment. HOPE Kits also offer a practical, hands-on way for our supporters to show patients their commitment to helping at every step of the journey. In 2017, HOPE Kits were delivered to 224 patients undergoing breast cancer treatment.

This is exactly what I need right now. I was just diagnosed and am recently widowed, so I don’t have a lot of support at home.

JILL
HOPE Kit Recipient

Breast Health Education

NBCF partners with Convoy of Hope to provide vital breast health education to those in need. At each Convoy of Hope event, guests have access to services such as groceries, shoes, and haircuts. When they come through NBCF’s Pink Tent, they leave empowered to be more proactive about their breast health. Trained volunteers review educational resources with guests and connect them with local resources if they need access to screenings.

<table>
<thead>
<tr>
<th>ALL OTHER IN-PERSON EDUCATIONAL INITIATIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Events</td>
</tr>
<tr>
<td>Convoy of Hope Outreach Events across the U.S.</td>
</tr>
<tr>
<td>Women Served at Convoy of Hope Outreach Events</td>
</tr>
<tr>
<td>Convoy of Hope Outreach Event Volunteers</td>
</tr>
<tr>
<td>People Served</td>
</tr>
</tbody>
</table>
Munzee is the next generation in global scavenger hunt games. A smartphone game, Munzee allows players to track down QR Codes hidden in the real world and capture them for points.

In October 2016, Robbie McGuire, Director of Operations and Creative Services and Munzee President, Rob Vardeman, decided to host a Breast Cancer Awareness (BCA) promotion within the app to raise money for those affected by breast cancer. Robbie’s mother was diagnosed with breast cancer, and he wanted to honor her during her treatment.

The promotion featured two types of pins available for purchase – a BCA Garden Pin and a BCA Temporary Munzee. They constructed a virtual BCA Garden around the NBCF offices in Frisco that will remain a permanent fixture on the map. The scavenger hunters were able to purchase these pins during the month of October for $10 and deploy them in the garden.

Since the launch, Munzee has raised over $36,000 to help support NBCF’s mission to help women now.

Pink Ribbon Red Ribbon
Pink Ribbon Red Ribbon®, an independent affiliate of the George W. Bush Institute, leads coordinated action to save women and girls’ lives from cancer in countries in sub-Saharan Africa and Latin America where the burden of disease is greatest. By working with public and private sector organizations, Pink Ribbon Red Ribbon builds on the success and lessons of the U.S. President’s Emergency Plan for AIDS Relief (PEPFAR), and, with the ongoing commitment of President George W. Bush and First Lady Mrs. Laura Bush, reaches communities to provide services for the prevention and treatment of breast and cervical cancers. Pink Ribbon Red Ribbon currently supports efforts to combat cervical and/or breast cancer in the Republics of Botswana, Namibia and Zambia; the United Republic of Tanzania, and the Federal Democratic Republic of Ethiopia. NBCF awarded PRRR a grant to carry out efforts around education, awareness-raising, support services, and other assistance to breast cancer control programs in PRRR-supported countries.

MD Anderson Cancer Center
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.

Frisco ISD
Frisco ISD, a school district outside Dallas, TX, serves the community of Frisco with the mission to know every student by name and need. Since 2016, six high schools in FISD have participated in fundraisers, including the Chain Link Fundraiser. Students at participating FISD high schools sold pink paper links for $1 with the goal to extend a chain across the football field. High schools competed against each other to raise the most funds and build the longest chain.

NBCF also partnered with FISD to create the NBCF High School Ambassador Program, a program to train juniors and seniors how to increase awareness of breast cancer and early detection and provide their peers and students with information about fundraising strategies and opportunities. Since FISD joined NBCF’s efforts to help women now, they have raised $24,132. These funds have allowed us to offer local programs to provide mammograms for uninsured or underinsured patients and patient navigation services. Thanks to their fundraising efforts, NBCF will be launching our first Frisco-area support group for breast cancer patients and survivors in 2018.

MD Anderson Cancer Center, Houston, TX | NBCF PROGRAMS | FUNDRAISING | FINANCIAL REVIEW | 2017 ANNUAL REPORT 7

Pink Ribbon Red Ribbon in Zambia
Photo Courtesy of Pink Ribbon Red Ribbon

Frisco ISD Chain Link Fundraiser

NBCF High School Ambassadors

NBCF Staff with the Munzee Team

Pink Ribbon Red Ribbon in Zambia
Photo Courtesy of Pink Ribbon Red Ribbon
Financial Review

Thanks to the generous contributions of our corporate partners, fundraisers, and donors, 2017 was another tremendous year of strategic investment into programs that provide meaningful support to women at every step of the breast cancer journey. We are grateful to be recognized by Charity Navigator and GreatNonprofits for our accountability and transparency.

We were rated a four-star charity for the 13th year.

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

Total Spending to Fulfill our Mission: $12.3m

**Programs:** $9.4m
- Education 68% $6.4m
- Patient Services 23% $2.2m
- Research 9% $0.8m

**Fundraising & Management:** $2.9m
- Fundraising 55% $1.6m
- Management 45% $1.3m

STATEMENT OF FINANCIAL POSITION (in thousands)

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and Investments</td>
<td>$5,780</td>
<td>$6,640</td>
</tr>
<tr>
<td>Royalties Receivable</td>
<td>1,246</td>
<td>568</td>
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<tr>
<td>Property and Equipment</td>
<td>497</td>
<td>646</td>
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<tr>
<td>Donated Inventory</td>
<td>150</td>
<td>36</td>
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<tr>
<td>Other Assets</td>
<td>434</td>
<td>401</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$8,107</td>
<td>$8,311</td>
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<tr>
<td><strong>LIABILITIES</strong></td>
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<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>$619</td>
<td>$600</td>
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<tr>
<td>Grants Payable</td>
<td>1,189</td>
<td>1,598</td>
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<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>$1,808</td>
<td>$2,198</td>
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<tr>
<td><strong>NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>$5,372</td>
<td>$5,904</td>
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<tr>
<td>Temporarily Restricted</td>
<td>927</td>
<td>259</td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td>$6,299</td>
<td>$6,113</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>$8,107</td>
<td>$8,311</td>
</tr>
</tbody>
</table>

STATEMENT OF ACTIVITIES (in thousands)

For the Year Ending June 30,

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions and Royalties - Unrestricted</td>
<td>$11,538</td>
<td>$10,589</td>
</tr>
<tr>
<td>Contributions and Royalties - Temporarily Restricted</td>
<td>718</td>
<td>(288)</td>
</tr>
<tr>
<td>Investment Income and Gains/(Losses)</td>
<td>195</td>
<td>102</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td>$12,451</td>
<td>$10,403</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Services</td>
<td>$9,363</td>
<td>$10,048</td>
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<tr>
<td>Management and General</td>
<td>1,316</td>
<td>1,192</td>
</tr>
<tr>
<td>Fundraising</td>
<td>1,586</td>
<td>1,198</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>$12,265</td>
<td>$12,438</td>
</tr>
<tr>
<td><strong>CHANGE IN NET ASSETS</strong></td>
<td>$186</td>
<td>($2,035)</td>
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</tbody>
</table>

STATEMENT OF CASH FLOWS (in thousands)

For the Year Ending June 30,

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash Flows from Operating Activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Change in Net Assets</td>
<td>186</td>
<td>($2,035)</td>
</tr>
<tr>
<td>Adjustments:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depreciation and Amortization</td>
<td>198</td>
<td>159</td>
</tr>
<tr>
<td>Investment Gain/Loss</td>
<td>(95)</td>
<td>21</td>
</tr>
<tr>
<td>Increase/Decrease in Prepaid Expenses &amp; Receivables</td>
<td>(825)</td>
<td>302</td>
</tr>
<tr>
<td>Increase/Decrease in Payables &amp; Other Liabilities</td>
<td>(387)</td>
<td>224</td>
</tr>
<tr>
<td><strong>NET CASH PROVIDED BY (USED IN) OPERATING ACTIVITIES</strong></td>
<td>($932)</td>
<td>($1,329)</td>
</tr>
<tr>
<td>Cash Flows from Investing Activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proceeds from Investments, Property and Equipment</td>
<td>$274</td>
<td>$4,558</td>
</tr>
<tr>
<td>Purchase of Investments, Property and Equipment</td>
<td>(152)</td>
<td>(4,226)</td>
</tr>
<tr>
<td><strong>NET CASH PROVIDED BY INVESTING ACTIVITIES</strong></td>
<td>$122</td>
<td>$332</td>
</tr>
<tr>
<td>Net Increase/(Decrease) in Cash and Cash Equivalents</td>
<td>($821)</td>
<td>($997)</td>
</tr>
<tr>
<td>Cash and Cash Equivalents at Beginning of Year</td>
<td>3,279</td>
<td>4,236</td>
</tr>
<tr>
<td>Cash and Cash Equivalents at End of Year</td>
<td>$2,418</td>
<td>$3,239</td>
</tr>
</tbody>
</table>

2017 ANNUAL REPORT
### CIRCLE OF HOPE

*$1,000,000+

- ACE Cash Express and Netspend
- Columbia Sportswear Co.
- Dick’s Sporting Goods, Inc.
- Fujifilm
- Harland Clarke Corp.
- The Hillman Group, Inc.
- Hungry Howie’s Pizza
- Knouse Foods
- Medline Industries, Inc.
- PatientPoint
- Network Solutions, LLC
- SABRE - Security Equipment Corporation
- Scentsy, Inc.
  
  *(Cumulative through FY 2017)*

### EMERALD LEVEL

*$250,000+

- Badia Spices, Inc.
- Steve and Ghyslaine L. Budinsky Estate
- Jamba Juice
- J. Lohr Vineyards & Wine
- Medline Industries, Inc.
- Nature Nate’s Honey Co.
- SABRE - Security Equipment Corporation
- Service King Collision Centers
- Torrid

### PLATINUM LEVEL

*$100,000+

- Le-Vel Brands

### GOLD LEVEL

*$50,000+

- Alliance Sports Group/NEBO
- Athleta
- Berlin Gardens
- Columbia Sportswear Co.
- Diller’s, Inc.
- Evian
- Falderma
- Robert E. Gallagher Charitable Trust
- Harland Clarke Corp.
- Harley-Davidson Motor Company, Inc.
- Kimberly-Clark
- Suzanne Kool Charitable Fund
- Origami Owl, LLC
- Pharmavite
- Pilot Corporation of America
- Ritter Sport Chocolates
- Scentsy, Inc.
- Sunbelt Snacks & Canvases
- Sutter Home Family Vineyards
- Estate of Susan Weinberg
- Ximad, Inc.

### SILVER LEVEL

*$25,000+

- Barbells for Boobs
- Chem-Dry
- Custom Direct, LLC
- Developlus Inc.
- Edible Arrangements International, Inc.
- Gina Group
- Giovanni Hair Care, Inc.
- Joette, Inc.
- Ingersoll Rand
- LPL Financial
- Munroe Inc.
- Panera Bread
- The Parts Authority
- Play2a
- Star Local Media
- Zebra Pen

### BRONZE LEVEL

*$10,000+

- adidas
- Allegiant Travel Company
- Amino International, Inc.
- AT&T
- Atlantic Bingo Supply
- Augustineideas
- Ballet Jewels LLC
- Better Together
- Brahmun
- Brooks Kushman P.C.
- Burger 21 International
- Butler Home Products LLC
- Cleaner’s Supply
- Credit Suisse Securities
- Cricket Co.
- Dana Stein
- Dunham Sports
- Employees of Fujifilm
- Ewing Athletics
- Falcon Trading Company, Inc.
- Finance of America Mortgage
- Five Crowns Marketing
- Five Star Pizza
- Faniac Funt
- Franzo Limited
- Ryan E. Gatti Attorney at Law
- Gatering USA
- GIV Foundation
- Seasons 52
- Gold’s Gym SoCal
- GORUCK
- Green Town LLC
- Henley Enterprises DBA Valvoline
- Instant Oil Change
- The Jaharis Family Foundation, Inc.
- Kendra Scott
- Kona Grill
- Keik Goal
- Landry’s Inc.
- Landscape Depot
- Lenise-Allou Foundation
- Mathews Archery, Inc.
- Meglio Pizza Inc.
- Norcraft Companies
- OgilvyEntertainment
- OnCourse Learning Corporation

### BOARD OF DIRECTORS

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  CHAIRMAN OF THE BOARD

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  DIRECTOR

- **Steve Engle**
  
  DIRECTOR

- **Gabriela Barbarena**
  
  DIRECTOR

- **Lance Hamilton**
  
  DIRECTOR

- **Ken Ramirez**
  
  DIRECTOR

### NBCF OFFICERS

- **Janelle Hail**
  
  CHIEF EXECUTIVE OFFICER / CO-FOUNDER

- **Kevin Hail**
  
  CHIEF OPERATING OFFICER / PRESIDENT

- **John Reece**
  
  CHIEF FINANCIAL OFFICER / CHIEF STRATEGY OFFICER
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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

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