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

In caring for the landscaping in front of my home, I discovered that my crepe myrtle tree was dead during the season when my neighborhood streets were lined with crepe myrtle trees bearing luscious pink blooms. I diligently searched for a tree to replace the dead one, but could find nothing but leftovers from the spring harvest. Due to intermittent thunderstorms and cloud bursts over four months, the tree removal company was behind schedule, pushing the removal and planting time further into the hottest part of summer. My timing was off, but I had a clear vision of the future of my front-yard landscaping. With careful planning, by early next spring my vision will come true.

WHERE IT ALL BEGAN
When my late husband, Neal, and I founded NBCF in 1991, the hope and vision for NBCF started as the planting of a small tree. Around us were giant oaks that had been established in the nonprofit business for years, yet we offered something they did not. Research was the primary emphasis in 1980 when I had breast cancer, but we saw the need to help those who were on their journey and to give them direction and resources. We planned to educate women on the importance of early detection, which saved my life. We believed we could create a pathway for them to live a healthy and hopeful life.

WHERE WE ARE TODAY
Today the need for early detection services and help for those who cannot afford breast healthcare is greater than when we started NBCF. Our careful planning and shaping of NBCF into a solid resource for those in need took time to develop, nurture, and grow into one of the most well-respected nonprofit charities in America.

As you read through our Annual Report, you will see how NBCF has become a tree of life for the patients and families of those dealing with breast cancer. We have created a strong internet presence for education with our website BeyondTheShock.com. Our National Mammography Program reaches across the United States with partnering hospitals offering free mammograms to those who cannot afford them and moving them into the healthcare system for further treatment. Thousands of our trained volunteers give breast health education and on-the-ground assistance with local programs in major cities. Our sponsors have helped support the production and delivery of our HOPE Kits that are filled with comforting and useful products for cancer patients. Our Metastatic Breast Cancer Retreats are robust programs that empower women in the final stages of breast cancer to leave a legacy for those they love.

Breast cancer is more than an event in a woman’s life. It changes her life forever. But along the journey we give hope. That’s what NBCF gives—HOPE! Our friends, partners, and sponsors help and support our work. We thank and love you!
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. In 2018 we provided 4,113 patient services.

NMP Services
- Clinical Breast Exams
- Screening Mammograms
- Diagnostic Mammograms
- Digital Breast Tomosynthesis
- Ultrasounds
- Computer-Aided Diagnostics
- Biopsies

2018 Active Partners
- Baptist Health Breast Center
- North Little Rock, AR
- Mad River Community Hospital
- Arcata, CA
- White Memorial Medical Center
- Los Angeles, CA
- H. Lee Moffitt Cancer Center
- Tampa, FL
- Swedish Covenant Hospital
- Chicago, IL
- Dana Farber Cancer Institute
- Boston, MA
- McLaren Oakland Foundation
- Pontiac, MI
- St. Anthony’s Medical Center
- St. Louis, MO
- LRG Healthcare
- Lecenza, NH
- University of New Mexico Hospital
- Albuquerque, NM
- Bethesda North Hospital
- Cincinnati, OH
- Cleveland Clinic
- Cleveland, OH
- Adventist Medical Center-Portland
- Portland, OR
- Bon Secours Health System, Inc.
- Greenville, SC
- University of Tennessee Medical Center
- Knoxville, TN
- Texas Health Resources Foundation
- Arlington, TX
- Parkland Foundation
- Dallas, TX
- The University of Texas MD Anderson Cancer Center
- Houston, TX
- Seattle Cancer Care Alliance / Fred Hutchinson Cancer Research Center
- Seattle, WA

2018 ANNUAL REPORT 3
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 2018 we funded three metastatic breast cancer retreats.

My husband and I, through this experience, have found a source of support and comfort that will carry us through the coming months and years.

SANDRA
Diagnosed with Stage Four Metastatic Breast Cancer

HOPE Kits

The HOPE Kit is a tangible expression of hope to provide support to women currently undergoing breast cancer treatment. These kits are filled with thoughtful items which are known to soothe some of the side effects from treatment. HOPE Kits offer a practical, hands-on way for our supporters to show patients their commitment to helping women at every step of the journey. In 2018, HOPE Kits were delivered to 1,112 patients undergoing breast cancer treatment.

I loved the surprise! You all knew what I needed before I knew what I needed! I felt like my world crashed when I was first diagnosed. The cancer path is not the end of the world but just a different journey of the version of the life I envisioned.

RHODA
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.

Convoy of Hope Outreach Events across the U.S. 15
Women Served at Convoy of Hope Outreach Events 11,494
Convoy of Hope Outreach Event Volunteers 813
Pink Fishing is a group with various locations across the US, who are dedicated to giving back through hosting events such as fishing tournaments throughout the year. The Texas location has been hosting tournaments for the past four years. Carolyn competes in the tournaments every year as her way of raising awareness about breast cancer. A passionate advocate, she even became a Community Ambassador for NBCF to continue her efforts. This year Carolyn raised $4,435. Pink Fishing raises over $10,000 every year nationally and has partnered with NBCF for six years.

RDO Equipment has been a faithful partner of NBCF for two years in a row engaging their employees nationally at over 80 RDO locations, making it the biggest employee initiative this year. Their drive to excel paired with a passion for the cause helped them grow their fundraising efforts to raise $39,625, and deliver more resources to women in need.

James Campbell from Hillsdale, Michigan, hosted a Squat Challenge at his fitness studio, Prime Fitness. He asked people to donate in order to guess how many squats he could do at 405 pounds. He completed 14 while wearing this fun costume and raised $5,000!

NBCF supported the Academy of Oncology Nurse and Patient Navigators (AONN+) in collaboration with Chartis Oncology Solutions and the American Cancer Society in a study to demonstrate the value and sustainability of navigation programs in 2018.

The purpose of this study is to assess the reliability and validity of 10 key metrics selected from the list of 35 developed by AONN+, and gain insight into the barriers and challenges navigation programs encounter during the implementation of navigation metrics. Harnessing the power of this information to create best practices will elevate navigation and garner industry support for advancing the delivery of patient-centered care. This research project is a vital, transforming event in the industry, with the desired outcome of providing validated measures to demonstrate the impact of oncology navigation on quality cancer care delivery, return on investment, patient experience, and program sustainability. To measure, and subsequently improve the quality of cancer care, navigation programs must use standardized metrics, focusing on evidence-based practice.

More information on this study can be found at: https://aonnonline.org/education/standardized-metrics/navigation-metrics-quality-study

Academy of Oncology Nurse and Patient Navigators

AN EXPLORATORY STUDY TO DEMONSTRATE VALUE AND SUSTAINABILITY OF NAVIGATION PROGRAMS

Academy of Oncology Nurse and Patient Navigators

Academy of Oncology Nurse and Patient Navigators

RDO EQUIPMENT

PINK FISHING - CAROLYN

Pink Fishing is a group with various locations across the US, who are dedicated to giving back through hosting events such as fishing tournaments throughout the year. The Texas location has been hosting tournaments for the past four years. Carolyn competes in the tournaments every year as her way of raising awareness about breast cancer. A passionate advocate, she even became a Community Ambassador for NBCF to continue her efforts. This year Carolyn raised $4,435. Pink Fishing raises over $10,000 every year nationally and has partnered with NBCF for six years.
Financial Review

Thanks to the generous contributions of our corporate partners, fundraisers, and donors, 2018 was another 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 GuideStar and GreatNonprofits for our accountability and transparency.

We achieved GuideStar’s platinum level for our commitment to transparency.

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

**Total Spending to Fulfill our Mission:** $15.9m

- **Programs:** $13.4m (84%)
  - Education: $9.3m (70%)
  - Patient Services: $3.0m (22%)
  - Research: $1.1m (8%)

- **Fundraising & Management:** $2.5m (16%)
  - Fundraising: $1.4m (57%)
  - Management: $1.1m (43%)

**STATEMENT OF FINANCIAL POSITION** (in thousands)

<table>
<thead>
<tr>
<th>Year</th>
<th>Assets</th>
<th>Liabilities</th>
<th>Net Assets</th>
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<tr>
<td>2018</td>
<td>$6,703</td>
<td>$1,412</td>
<td>$5,291</td>
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<tr>
<td>2017</td>
<td>$8,107</td>
<td>$1,808</td>
<td>$6,299</td>
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</table>

**STATEMENT OF ACTIVITIES** (in thousands)

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Expenses</th>
<th>Change in Net Assets</th>
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<tbody>
<tr>
<td>2018</td>
<td>$14,887</td>
<td>$15,895</td>
<td>$(1,008)</td>
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<tr>
<td>2017</td>
<td>$12,451</td>
<td>$12,265</td>
<td>$186</td>
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</table>

**STATEMENT OF CASH FLOWS** (in thousands)

<table>
<thead>
<tr>
<th>Year</th>
<th>Cash Flows from Operating Activities</th>
<th>Net Cash Provided (Used) by Operating Activities</th>
<th>Net Increase (Decrease) in Cash and Cash Equivalents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>($1,008)</td>
<td>$(1,002)</td>
<td>($1,331)</td>
</tr>
<tr>
<td>2017</td>
<td>$186</td>
<td>$102</td>
<td>$110</td>
</tr>
</tbody>
</table>
CIRCLE OF HOPE
* $1,000,000+
ACE Cash Express and Netspend
Columbia Sportswear Co.
Danone Waters of America
Harland Clarke Corp.
The Hillman Group, Inc.
Hungry Howie’s Pizza
Jamba Juice
PatientPoint
Network Solutions, LLC
SABRE - Security Equipment Corporation
*Cumulative through FY 2018

DIAMOND LEVEL
$500,000+
PatientPoint
Network Solutions, LLC

EMERALD LEVEL
$250,000+
ACE Cash Express and Netspend
Hungry Howie’s Pizza
Mona Matthews Gordon
Torrid

PLATINUM LEVEL
$100,000+
Badia Spices, Inc.
Columbia Sportswear Company
Galderma
Jamba Juice
Le-Vel Brands
Nature Nate’s Honey Co.
Security Equipment Corp. Silhouette America

GOLD LEVEL
$50,000+
Alleged Wire & Cable
Cunningham Gas Products
Dillard’s, Inc.
Even
Glykine L. Boucheka Rev. Trust
Harland Clarke Corp.
Harley-Davidson
Motor Company, Inc.
The Hillman Group
J. Lohr
Jr. A. Bank
K&B Fashion Superstore
Men’s Warehouse
The NEA Foundation
Robert E. Gallagher
Charitable Trust
Shopkick, Inc.
Sunbelt Bakery
Sutter Home Wine
Xmark, Inc.

SILVER LEVEL
$25,000+
Allianz Travel Company
American Endowment Foundation
Augustnleides
Direct Checks Unlimited Sales, Inc.
DoubleDown Interactive LLC
Gatings USA
Gina Group
Live Greater Foundation
LPF, Financial
NVR, Inc.
Oemnoss Pre Medical Skincare
Pandore
Panera Bread
Pilot Corporation of America
RDO Equipment Inc.
Star Local Media
Stovall & Co. Inc.
Talbots
Welkom Manufacturing
Zebra Pen Corporation

BRONZE LEVEL
$10,000+
Affiliate Summit
Beekley Corporation
Brahmin Leather Works
Breanen Industries Inc.
CH Carolina Herrera
Crescent Sock Co.
Danes
Dana Stein
Five Crowns Marketing
GMRI Inc. dba Seasons 52
Grose Industries
Harley Enterprises DBA Valvoline
Instant Oil Change
Hopkins Manufacturing Corporation
The Jaharis Family Foundation, Inc.
Jonasine, Inc.
Jimmy Vasser Toyota
Laery’s Restaurants Inc.
Mason Mitchell Motorsports
Nanriella Companies
Orchard Mesa Lanes
Orbe
Pepcis Inc.
Princes House
PUMA North America, Inc.
Resilium, Inc.
Rudy's Texas Bar-B-Q, LLC
Santon
Sauk Centre Public Schools #743
Square1Fen, Inc.
Sterling Tea
Suddora LLC
Texas Legends
Thursday Boots
TxiMart, Inc.
Tomado Bus Company
United Food & Commercial Workers, Local 324
Verone Villa
VF Imagewear, Inc.
VIM & VIGR

NBCF OFFICERS
Janelle Hail  FOUNDER AND CHIEF EXECUTIVE OFFICER
Kevin Hail  PRESIDENT AND CHIEF OPERATING OFFICER
John Reese  CHIEF FINANCIAL OFFICER AND CHIEF STRATEGY OFFICER

Our Board

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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

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nbcf.org