



Helping Women Now[®]

ANNUAL REPORT 2022

A photograph of two women embracing. The woman on the left has dark curly hair and is wearing a light pink t-shirt. The woman on the right has dark hair and is wearing a maroon sweater. They are both smiling and looking towards each other. The woman on the right has a diamond ring on her finger.

COMMUNITY
AMBASSADOR
LEAD
CANCER
FOUNDATION, INC.[®]

Breast cancer affects one in eight women. Education and timeliness of care make an impact on breast cancer survival rates, particularly for underserved communities.

NBCF was founded to fill in the gaps of cancer care, ensuring every woman has the information she needs to get through each step of her breast cancer journey. Our vision is that no one will navigate breast cancer alone.

MISSION

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



KEY PROGRAMS



Screening and Diagnostics

Through our partner facilities, we provide free mammograms and diagnostic services for women in need.



Patient Navigation Program

Through our partner facilities, we provide patient navigation services to help women navigate the complex cancer care system.



Education and Outreach

Together with our outreach partners, we're empowering women to take control of their health by educating them about their bodies and providing important breast cancer resources.



Support Services

We provide critical support for patients at every step—whether they're newly diagnosed, facing a terminal diagnosis, or facing breast cancer alone. Our goal is to ensure every patient and survivor has access to emotional support, guidance, and resources throughout their journey.

Journey of Hope

“Janelle, you have breast cancer.” Those words still ring in my ears with the disbelief and dismay I felt forty-three years ago. What is one supposed to do or think when diagnosed with breast cancer? It’s a natural reaction to have a sense of panic or fear, but there must be more to take you through your journey dealing with breast cancer.

There is more. I turned to my greatest source of Hope, my faith in God. That sustaining hope led me to create NBCF, along with my late husband, Neal. We knew women needed a safe harbor, a place to find caring friends, direction to find the best resources...a place called home.

If you visit our national headquarters, you will see a mural in the entry that depicts a train traversing through a winding terrain. Stops on the journey show NBCF’s programs, places to refresh and gather resources, and steps to specialized care as you find hope along the way.

We have joined together with the best medical facilities and teams of health experts in the nation to provide services through our National Mammography Program. Our support expands to navigators who help guide women through resources to overcome healthcare barriers.

The importance of caring for the whole person includes the expansion of our breast health education, support groups, and metastatic breast cancer retreats. We train teams of volunteers and Community Ambassadors to deliver education and assist in packing and distribution of our HOPE Kits, reaching almost 50,000 breast cancer patients since the beginning of the program.

NBCF values our financial oversight as we care for those affected by breast cancer. Our volunteers, sponsors, donors, Board of Directors, and Advisory Council help us carry out our mission. Thank you for supporting our Journey of Hope.

Janelle Hoil

FOUNDER & CEO



National Mammography Program

NBCF has partnered with medical facilities* in underserved communities across the U.S. by providing a total of 300,000 free breast cancer screening and diagnostic services. In 2022, NBCF partnered with 40 hospitals and provided 7,140 services.

There is currently no known cure for breast cancer, and its early diagnosis is critical to survival. When breast cancer is found in the earliest, localized stage, the 5-year relative survival rate is 99%.

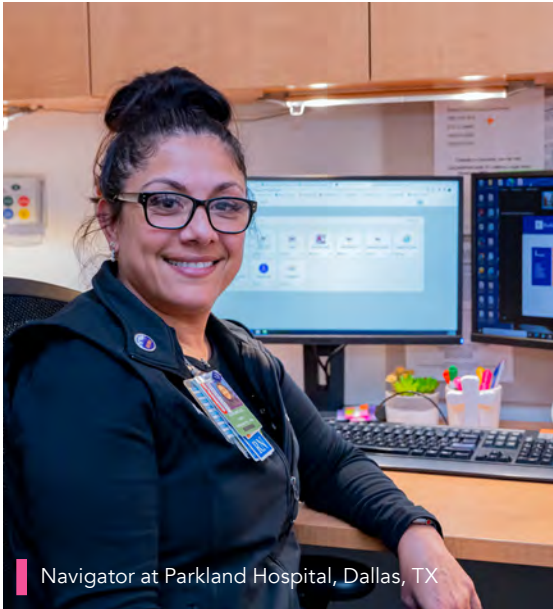
*Please see previous page for a full list of Active Partners for 2022

SERVICES PROVIDED

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



Patient receiving a mammogram at Parkland Hospital, Dallas, TX



Navigator at Parkland Hospital, Dallas, TX

Patient Navigation Program

This year NBCF partnered with 20 hospitals offering patient navigation, and provided 136,251 services to 100,448 women. Virtual navigation was offered via email and phone to 925 people in both English and Spanish.

WHAT NAVIGATORS DO

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

NAVIGATION SERVICES

- Outreach
- Mammograms
- Abnormal Results
- Biopsy/Work-Up
- Diagnosis
- Treatment
- Survivorship/Follow-Up

Breast Health Education

Underserved populations face numerous barriers to accessing health services and adopting screening measures—from socioeconomic, linguistic, and cultural barriers to lack of knowledge. NBCF provides vital breast health education to those in need, empowering them to be more proactive about their breast health. Trained volunteers review educational resources with guests and connect them with local medical facilities if they need access to screening and diagnostic exams.



NBCF staff sharing breast health resources at Convoy of Hope, Gastonia, NC

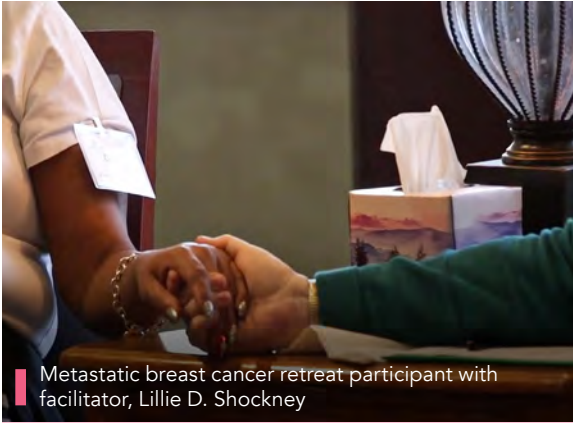
In 2022, NBCF Delivered

- 26 Breast Cancer Awareness in the Workplace presentations to over 2,000 individuals.
- Eight outreach events hosted across the U.S. through Convoy of Hope, resulting in 1,370 women served.
- 63,192 e-book downloads through the NBCF website.



I received your package yesterday. Thank you so much for helping with educating the vulnerable population that I serve. I very much appreciate your time and resources!"

MELISSA ALDRIDGE, Elderly & Disabled Service Coordinator for Decatur Housing Authority



Metastatic breast cancer retreat participant with facilitator, Lillie D. Shockney

Metastatic Breast Cancer Retreats

In 2022, NBCF funded three retreats for patients and caregivers at Saint Luke's Cancer Institute, Kansas, and Abington Memorial Hospital, Pennsylvania.

Metastatic breast cancer retreats are a powerful way for NBCF to show support for women with all stages of breast cancer. Retreats focus on the diagnosis, the prognosis, and available resources, allowing patients to identify what they can control and what their true hopes and fears are so they can fully enjoy life and their loved ones.



HOPE Kits

We distributed 16,380 HOPE Kits to patients undergoing breast cancer treatment in 2022, including 46 Metastatic Kits. NBCF hosted 78 packing parties with local volunteers.

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.



2022 HOPE Kit Packing Party



NBCF support group in Frisco, TX

Support Groups

In 2022, NBCF hosted 34 monthly national and local support groups.

Having the support of others is an important part of breast cancer survivorship. Research shows that taking part in support groups, where you both give and receive help, is an effective way to reduce the stress and anxiety that can come with a breast cancer diagnosis.

Community Ambassadors

This year 3,145 individuals were served by 60 trained ambassadors at 28 events.

NBCF's community ambassador program trains and equips community leaders to share breast health information and promote NBCF's screening and navigation programs to those in need.

Community Ambassador, Coretta Almon

Thank You

We are grateful for the generous donors, fundraisers, and partners who support our mission of Helping Women Now®. Our funding provides resources and life-saving programs so that no one navigates breast cancer alone. We are committed to financial transparency with the funds we are graciously trusted to steward. Full financial reports are always available to view at nbcf.org.



2022 BOARD OF DIRECTORS AND OFFICERS

Janelle Hail
Chairman of the Board

Hal Donaldson
Director

Steve Engle
Director

Janelle Hail
Founder & Chief Executive Officer

Kevin Hail
President & Chief Operating Officer

Gabriela Barbarena
Secretary

Lance Hamilton
Treasurer

Bryan Flanagan
Director

Rebecca Buell
Chief Financial Officer

Douglas Feil
Chief Program Officer

2022 Hospital Partners

ARIZONA

St. Joseph's Hospital & Medical Center
Phoenix, AZ

ARKANSAS

Baptist Health Foundation
Little Rock, AR

CALIFORNIA

Breast and GYN Health Project
Arcata, CA

White Memorial Medical Center
Los Angeles, CA

CONNECTICUT

St. Vincent's Medical
Center Foundation
Bridgeport, CT

DC

Sibley Memorial Hospital
Washington, DC

DELAWARE

Bayhealth Foundation
Dover, DE

FLORIDA

H. Lee Moffitt Cancer Center &
Research Institute Foundation, Inc.
Tampa, FL

GEORGIA

WellStar Foundation
Marietta, GA
St. Joseph's/Candler
Savannah, GA

ILLINOIS

Swedish Hospital
Chicago, IL

AMITA Health Resurrection Medical
Center Chicago
Hoffman Estates, IL

INDIANA

Deaconess Hospital Foundation
Evansville, IN
St. Vincent Breast Center
Indianapolis, IN

IOWA

John Stoddard Cancer Center
Des Moines, IA

LOUISIANA

Louisiana Breast and Cervical
Health Program
New Orleans, LA

MARYLAND

Johns Hopkins Sydney Kimmel
Comprehensive Cancer Center
Baltimore, MD

MASSACHUSETTS

Dana-Farber Cancer Institute
Boston, MA

MICHIGAN

Karmanos Cancer Institute at
McLaren Flint Hospital
Flint, MI

Spectrum Health Foundation
Grand Rapids, MI

MISSISSIPPI

Memorial Hospital at
Gulfport Foundation
Gulfport, MS
Mississippi State Department
of Health
Jackson, MS

MISSOURI

St. Luke's Hospital
Chesterfield, MO
Saint Luke's Hospital
Kansas City, MO
Mercy Health Foundation
St. Louis, MO

NEBRASKA

Nebraska Medicine
Omaha, NE

NEVADA

Dignity Health - St. Rose
Dominican Hospitals
Las Vegas, NV

Nevada Health Centers
Carson City, NV

NEW JERSEY

MD Anderson Cancer Center
at Cooper
Camden, NJ

NEW MEXICO

University of New Mexico Hospital
Albuquerque, NM

NEW YORK

American-Italian Cancer
Foundation
New York, NY
MSK Ralph Lauren Center
New York, NY

NORTH CAROLINA

Novant Health Foundation
Presbyterian Medical Center
Charlotte, NC

OHIO

Bethesda North Hospital
Cincinnati, OH
Cleveland Clinic
Cleveland, OH

OKLAHOMA

OU Breast Institute
Oklahoma City, OK

OREGON

Adventist Medical Center-Portland
Portland, OR

PENNSYLVANIA

Abington Memorial Hospital
Abington, PA
Magee-Women Hospital of UPMC
Pittsburgh, PA
Thomas Jefferson University
Hospital
Philadelphia, PA

SOUTH CAROLINA

Bon Secours Health System, Inc.
Greenville, SC

SOUTH DAKOTA

South Dakota Department of Health
Pierre, SD

TENNESSEE

Ascension Medical Group Our
Mission in Motion
Nashville, TN
University of Tennessee
Medical Center, Cancer Institute
Knoxville, TN

TEXAS

Bridge Breast Network
Dallas, TX
JPS Health Network
Fort Worth, TX
Methodist Richardson Medical Center
Foundation
Richardson, TX
Parkland Health & Hospital System
Dallas, TX
Texas Health Resources Foundation
Arlington, TX
Texas Tech University Health
Sciences Center
El Paso, TX
UT Southwestern Medical Center
Dallas, TX
The University of Texas MD Anderson
Cancer Center - Project Valet
Houston, TX

UTAH

University of Utah Hospitals & Clinics
Salt Lake City, UT

WASHINGTON

Fred Hutchinson Cancer Center
Seattle, WA

WEST VIRGINIA

WVU Foundation for Bonnie Wells
Wilson Mobile Mammography
Program
Morgantown, WV

2022 Partners

CIRCLE OF LEADERSHIP *\$10M+

PatientPoint Network Solutions, LLC

CIRCLE OF EXCELLENCE *\$5M+

Populus Financial Group Inc. & Netspend
Tori Belle Cosmetics, LLC

CIRCLE OF HOPE *\$1,000,000+

Badia Spices, Inc.
CE Broker
Columbia Sportswear Company
Dillard's
Fab Over 40
Harland Clarke Corp.
The Hillman Group, Inc.
Hungry Howie's Pizza
Jamba Juice
Le-Vel Brands
Scentsy, Inc.
Security Equipment Corporation
Thrive Causemetics
Torrif

PRESIDENT'S CIRCLE \$1,000,000+

Fab Over 40
PatientPoint Network Solutions, LLC
Tori Belle Causemetics, LLC

DIAMOND LEVEL \$500,000+

Torrif
Populus Financial Group Inc. & Netspend

EMERALD LEVEL \$250,000+

CallonDoc
Hungry Howie's Pizza

PLATINUM LEVEL \$100,000+

100 Thieves
Badia Spices, Inc.
Clare V
E. and P. Schroer Charitable Unitrust
Eau Thermale Avene
Gala Games
Great Star Industrial USA, LLC
GSN Games
Ivy Enterprises, Inc. d/b/a Ivy Beauty
Le-Vel Brands, LLC
MENTOR-J&J MedTech
Olight

Scentsy, Inc.
Schwab Charitable
Security Equipment Corporation
Sharon Walsh

GOLD LEVEL \$50,000+

7-Eleven Inc.
American Endowment Foundation
AMN Healthcare
Brahmin Leather Works
Color Street Foundation, Inc.
Dillard's
Ethica Wines
Fidelity Charitable
Galderma
Misaine Inc.
Mothers Supporting Daughters with
Breast Cancer
Nature Nate's Honey Company
Office of Doctor Henry Cloud
Pilot Corporation of America
Playtika
Ryan Palmer Foundation
Sunbelt Bakery
Sutter Home Wine
Thrive Causemetics

SILVER LEVEL \$25,000+

Allegiant Travel Company
Beringer Wine
Brennan Industries Inc.
C3 Industries LLC
Chloe Wine
Columbia Brands USA, LLC
Delta Galil USA Inc.
Dena Stein
Estate of Mary M. Moeller
FedEx Pilots
Ferrara Candy Company
Five Star Pizza
Garnet Hill
Global Infrastructure Management LLC
Gold's Gym SoCal
Harland Clarke
J.Lohr Vineyards and Wines
Landry's
Lemonade Insurance

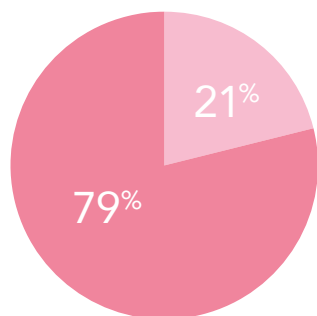
Loopy Cases
LPL Financial
MI Charitable Foundation
Muddy Princess Corporation
NatraCure
Princess House
R.D. Offutt Company
Ryan Homes Washington South Division
and NVR Inc. Employee Fundraiser
SAW Advisors, LLC
Stovall and Company Inc.
Streamlabs
Susan Leonard Charitable Trust
Traditional Medicinals
Trove Brands, LLC
United Airlines
Yorktowne Club
Zebra Pen Corporation

BRONZE LEVEL \$10,000+

Alliance Consumer Group
Asiatic Law
Baseball USA Events, LLC
Beekley Medical
Bessemer Trust Company
Brave New Look
Capitalism to Cause, LLC
Central Atlantic Toyota
Cline Cellars
Convoy of Hope
CSI Electrical Contractors
David Willard
Diane Ellis
Donna Weiner
Duke Bridges
Embr Labs
Everi
Fat Quarter Shop
Fidelity
Frontstream
Fujifilm
Gina Group
Give Lively Foundation, Inc.
Gloria Tipton
Golden Chick
Harley-Davidson Motor Company, Inc.
Hedley and Bennett

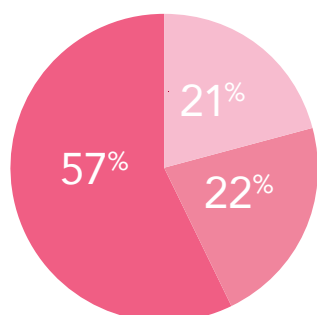
The Hillman Group
Hooking for Hope Truck & Tractor Pull
Hopkins Manufacturing Corporation
Image Wear
Jae Grymes
Jamba Juice
James Avery
Janelle Hail
Joseph Azizi
Karmela Cosmetics
Kovo Essentials
LACCAL WIN Fundraiser
Linda Dean
Lynnies' Legacy Fundraiser
M.Gemi
Mammotome
Mike Barbeau's
FITFAM4GOOD Fundraiser
Moda Fabrics
Morgan Stanley
New Home Star
Oakmont Ladies Golf Association
OFRA Cosmetics
Pink Lily Boutique
Pink Vitamins
Plantronics Inc.
PlatformQ Health
Powdermill Financial Solutions
ProSupps LLC
Rediform
Risique
Ruby Ribbon
Rudy's "Country Store" Bar-B-Q, LLC
SADA Systems
Sage Fruit Company
Seneca Foods Corporation
Shoutable LLC
Silver Vase
Smith & Warren
Solid Start, Inc.
Sprinkles Cupcakes
Suddora LLC
The Jaharis Family Foundation, Inc.
The PR Clinic
TOMO Bottle LLC
Unilever North America

Financial Review



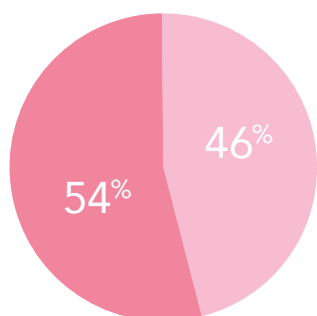
TOTAL SPENDING TO FULFILL OUR MISSION: \$18.8m

Programs	79%	\$14.9m
Fundraising & Management	21%	\$3.9m



PROGRAMS: \$14.9m

Education & Outreach	22%	\$3.3m
Patient Services	21%	\$3.1m
Survivor Support	57%	\$8.5m



FUNDRAISING AND MANAGEMENT: \$3.9m

Fundraising	46%	\$1.8m
Management	54%	\$2.1m

STATEMENT OF FINANCIAL POSITION *(in thousands)*

As of June 30,	2022	2021
ASSETS		
CASH AND INVESTMENTS	\$8,002	\$5,455
ROYALTIES AND CONTRIBUTIONS RECEIVABLE	2,429	2,368
PROPERTY AND EQUIPMENT	105	134
DONATED INVENTORY	42	38
OTHER ASSETS	249	236
TOTAL ASSETS	\$10,827	\$8,231
LIABILITIES		
ACCOUNTS PAYABLE	\$273	\$297
PAYCHECK PROTECTION PROGRAM LOANS	-	645
GRANTS PAYABLE	-	127
TOTAL LIABILITIES	\$273	\$1,069
NET ASSETS		
WITHOUT DONOR RESTRICTIONS	\$9,017	\$5,767
WITH DONOR RESTRICTIONS	1,537	1,395
TOTAL NET ASSETS	\$10,554	\$7,162
TOTAL LIABILITIES AND NET ASSETS	\$10,827	\$8,231

STATEMENT OF ACTIVITIES *(in thousands)*

For the Year Ending June 30,	2022	2021
REVENUE		
CONTRIBUTIONS AND ROYALTIES - WITHOUT DONOR RESTRICTIONS	\$20,321	\$17,502
CONTRIBUTIONS AND ROYALTIES - WITH DONOR RESTRICTIONS	1,523	1,395
SPECIAL EVENTS, NET OF DIRECT COSTS	-	17
INVESTMENT INCOME, NET	(298)	300
TOTAL REVENUE	\$21,546	\$19,214
EXPENSES		
PROGRAM SERVICES	\$14,855	\$13,942
MANAGEMENT AND GENERAL	2,172	2,023
FUNDRAISING	1,771	1,500
TOTAL OPERATING EXPENSES	\$18,798	\$17,465
NON-OPERATING GAINS (LOSSES)	\$644	\$607
CHANGE IN NET ASSETS	\$3,392	\$2,356

STATEMENT OF CASH FLOWS *(in thousands)*

For the Year Ending June 30,	2022	2021
CASH FLOWS FROM OPERATING ACTIVITIES		
CHANGE IN NET ASSETS	\$3,392	\$2,356
<i>Adjustments:</i>		
DEPRECIATION AND AMORTIZATION	73	112
INVESTMENT (GAIN) LOSS	436	(207)
(INCREASE) DECREASE IN PREPAID EXPENSE & RECEIVABLES	(79)	(1,524)
INCREASE (DECREASE) IN PAYABLES & OTHER LIABILITIES	(161)	(290)
GAIN ON FORGIVENESS OF PAYCHECK PROTECTION PROGRAM LOAN	(645)	(648)
NET CASH PROVIDED BY (USED IN) OPERATING ACTIVITIES	\$3,016	(\$201)
CASH FLOWS FROM INVESTING ACTIVITIES		
PROCEEDS FROM INVESTMENTS	\$2	\$1,122
PURCHASES OF INVESTMENTS, PROPERTY AND EQUIPMENT	(1,118)	(1,438)
NET CASH PROVIDED BY INVESTING ACTIVITIES	(\$1,116)	(\$316)
CASH FLOWS FROM FINANCING ACTIVITIES		
PROCEEDS FROM ISSUANCE OF PAYCHECK PROTECTION PROGRAM LOAN	\$0	\$645
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	\$1,900	\$128
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	2,398	2,270
CASH AND CASH EQUIVALENTS AT END OF YEAR	\$4,298	\$2,398
NONCASH FINANCING ACTIVITIES -		
PAYCHECK PROTECTION PROGRAM LOAN FORGIVENESS	645	648



Partner with Us

Become a Corporate Partner

Explore how we can best support
your company's goals and objectives.

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tax-deductible donation online.

Visit: nbcf.org/donate

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Help women now by leveraging
your marathon, student event, pink party,
or any other passion.

Visit: nbcf.org/fundraise

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