

DEENA
Metastatic Breast Cancer Survivor

Helping Women Now®



LETTER FROM FOUNDER

Hope on the Other Side of the Mountain

Scotts Bluff National Monument, an oddly formed mountain in the middle of western Nebraska's flat prairie land, was like a beacon of light for people traveling the Oregon, California, Mormon, and Pony Express Trails. And, it became the one landmark that helped me find my way home.

Several years ago, my family moved to the geographically remote area of Scotts Bluff/Gering, Nebraska, population 25,000 at that time. From our new home, we could only view one side of the not-too-distant Scotts Bluff National Monument. The towering presence of the mountain made us feel safe.



SEARCH FOR THE OTHER SIDE OF THE MOUNTAIN

One day my young son and I took an exploratory drive around the Monument to find out what was on the other side. The closer we got to its broad base, the more the towering mountain overpowered the landscape. After a while we decided we had taken on a greater challenge than time would allow for one day, so we started home. The road was now unfamiliar, and the sun was setting. Fascination turned to fear. We couldn't find our way home. We knew there was only one mountain in the area and that we were not far from home, but the unfamiliar terrain became confusing.

We eventually made our way back to our home side of the mountain, but I have often thought about the panic I felt during a time of uncertainty and unfamiliarity as we drove through the darkness.

WHAT HELP IS THERE FOR BREAST CANCER PATIENTS?

Those diagnosed with breast cancer suddenly find themselves on the other side of the mountain, fearful and uncertain of what their future holds.

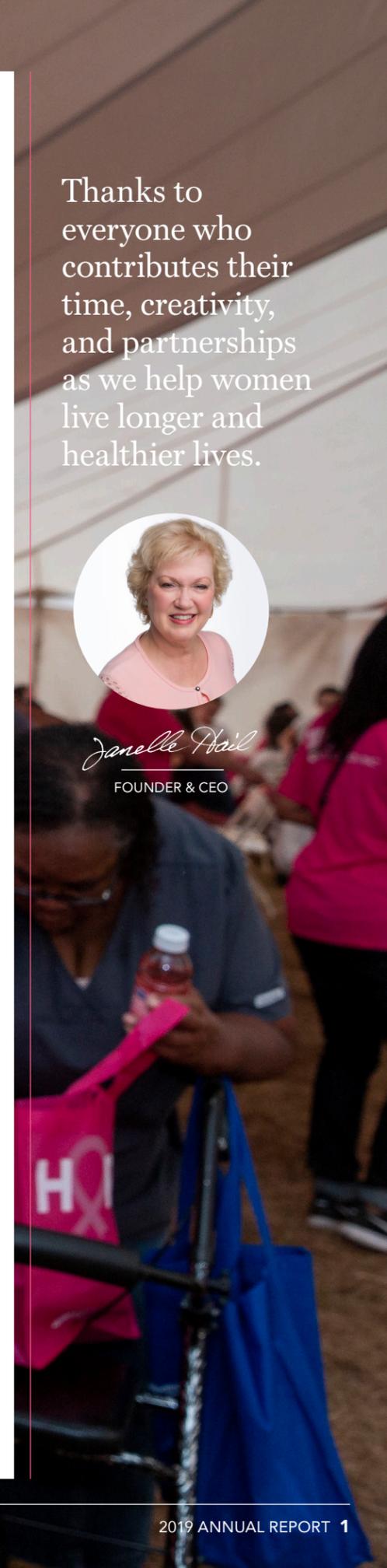
As you read through our Annual Report, you will find out how NBCF has created a clear pathway for breast cancer patients to explore their options of care and helps guide them through every phase of their journey with assistance through breast health education and programs such as our National Mammography Program, Patient Navigation Program, and Metastatic Breast Cancer Retreats. Our HOPE Kits provide patients with comforting and helpful items while going through their breast cancer treatments.

Thanks to everyone who contributes their time, creativity, and partnerships as we help women live longer and healthier lives. There is hope on the other side of the mountain!

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Janelle Hail
FOUNDER & CEO



Breast cancer affects 1 in 8 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 every step of her breast cancer journey.

OUR MISSION

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



"By supporting the earlier diagnosis and treatment of women with breast cancer, NBCF is helping women live longer and healthier lives."

JANIE LEE PMD, MSC, Director of Breast Imaging, Seattle Cancer Care Alliance

OUR PROGRAMS



National Mammography Program

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.



Breast Health Education

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



Metastatic Breast Cancer Retreats

Metastatic retreats provide patients with renewed hope, increased knowledge, and the reminder that they are not alone.

 **NATIONAL
BREAST
CANCER
FOUNDATION, INC.®**



National Mammography Program

NBCF increases access to early detection screenings by offering free mammograms and diagnostic services to women and patients in need. One in eight women will be diagnosed with breast cancer in her lifetime. 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%. The best way to find breast cancer early is to follow a regular screening program.

NBCF has partnered with medical facilities* in underserved communities across the U.S. by providing over 300,000 free breast cancer screening and diagnostic services. In 2019, NBCF partnered with 29 hospitals and provided 2,924 services.

NMP SERVICES PROVIDED

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

*Please see page 12 for a full list of Active Partners for 2019



Clockwise from left:
 Nurses at the NBCF breast health tent, Los Angeles, CA
 Lillie D. Shockney facilitating a metastatic breast cancer retreat
 NBCF volunteer sharing breast health resources at Convoy of Hope, Fort Worth, TX
 Patient navigator, Evelyn, with a Convoy of Hope guest, Lancaster, TX



Metastatic Breast Cancer Retreats

Metastatic 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. Those with metastatic breast cancer often feel misunderstood and isolated from other breast cancer survivors, and many breast cancer services are not geared specifically towards those with terminal cancer.

Metastatic breast cancer retreats are a powerful way for NBCF to show support for women with all stages of breast cancer. Many patients and caregivers report that after the retreat, they have a much better understanding of what the other person is thinking and feeling. Metastatic 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.

In 2019, NBCF funded four metastatic breast cancer retreats, attended by 32 patients and 32 caregivers.



Patient Navigation Program

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. This year NBCF funded 13 partner hospitals and provided 79,134 services to over 48,000 women.

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

*Please see page 12 for a full list of Active Partners for 2019



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 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 medical facilities if they need access to screening and diagnostic exams.



12

Convoy of Hope Outreach Events across the U.S.



9,034

Women Served at Convoy of Hope Outreach Events



572

Convoy of Hope Outreach Event Volunteers

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 2019, HOPE Kits were delivered to 5,760 patients undergoing breast cancer treatment.

These ladies are overwhelmed with issues, and a gift of kindness gives them delight & a ray of hope. Approximately 60% of our patients have no one to support them along this cancer journey. Thanks for the work you all do.

TIFFANY
Patient Navigator,
University Medical Center New Orleans



HOPE Kit Recipients Christine and Trudy

BRANDON CARR, BALTIMORE RAVENS CORNERBACK

Brandon Carr lost his mother to breast cancer and has been committed to helping bring comfort and hope to women undergoing breast cancer treatment. This year, he provided funding to host two packing parties and packed 300 HOPE Kits which were delivered to women at treatment facilities in Baltimore and Dallas.

Brandon Carr, MedStar Franklin Square Weinberg Cancer Institute



Community Ambassadors

NBCF equips leaders in communities across the U.S. to share breast health information and promote our programs and services to those in need. Our goal is to ensure that all women nation-wide are equipped with the education and resources they need to advocate for their own breast health. Each Community Ambassador is vital to spreading awareness in their specific community. NBCF-trained Community Ambassadors:



20 Community Ambassador Events



3,000+ Women Served



25 Trained Community Ambassadors

- Educate about breast health and the importance of early detection
- Coordinate educational and fundraising events
- Recruit volunteers to help NBCF fulfill its mission

COMMUNITY AMBASSADOR IMPACT

Community Ambassador, Lisa, hosted a breast health workshop at her workplace and received the following testimonial from her co-worker:

Thank you so much for sharing your story. I will be sure to get a mammogram scheduled before the end of this week. This information convinced me to make my health a priority.



Community Ambassador, Lisa, and Co-workers



Joan Lunden



Brandon Carr, with Janelle & Kevin Hail

Women of Hope

AWARDS LUNCHEON

NBCF was honored to have Joan Lunden, breast cancer survivor, award-winning journalist, best-selling author, and women's health and wellness advocate, as the keynote speaker at the Women of Hope Awards Luncheon on May 16th, 2019.

In June of 2014, Lunden was diagnosed with triple negative breast cancer, which required chemotherapy, surgery, and radiation. An eternal optimist, Lunden wanted to turn her diagnosis into an opportunity to help others. She wrote a memoir, *Had I Known*, which documents her cancer battle, serves as ambassador for Amgen's Breakaway from Cancer, advocates for patients on Capitol Hill, and actively communicates with the cancer community through her social media and website.

BALTIMORE RAVENS - BRANDON CARR

Also in attendance was Baltimore Ravens cornerback, Brandon Carr, who lost his mother to breast cancer in 2014. Brandon was recognized at the luncheon with the Legacy Award in honor of his commitment to his mother's legacy through his work to help

NBCF support underserved women impacted by breast cancer across the country.

Carr was moved to do more for NBCF after hearing Lunden speak about the critical need to provide mammogram funding and diagnostic testing for any woman who needs it regardless of financial status. Carr pledged to give NBCF \$200,000 during the '19 NFL season to provide free screening and diagnostic mammograms, including 3D options for women with dense breast tissue, patient navigation services, and retreats for patients with metastatic breast cancer.

There are so many women in need of these services & I am looking forward to helping as many as we can.

"My passion for helping women fight breast cancer stems from my experience watching my mom battle the disease for so many years", said Carr.

"My mother was my everything, she was my rock, and I know she would have wanted me to use my experience and platform to help others. There are so many women in need of these services and I am looking forward to helping as many as we can."

Our Partners

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

- ACE Cash Express and Netspend
- Badia Spices, Inc.
- Columbia Sportswear Company
- 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
- Torrid

*Cumulative through FY 2019

DIAMOND LEVEL \$500,000+

- PatientPoint
- Network Solutions, LLC

EMERALD LEVEL \$250,000+

- ACE Cash Express and Netspend
- Hungry Howie's Pizza
- Ocean Spray Cranberries, Inc.
- Thrive Causemetics
- Torrid

PLATINUM LEVEL \$100,000+

- Adidas
- Badia Spices, Inc.
- Columbia Sportswear Company
- Dillard's
- Jamba Juice
- GSN Games
- Le-Vel Brands, LLC
- Osmosis Pur Medical Skincare
- Preston Arsement
- SABRE - Security Equipment Corp.
- Tailored Brands

GOLD LEVEL \$50,000+

- Alliance Consumer Group
- Galderma
- GameStop
- Gina Group
- Harland Clarke Corp.
- LogDotZip
- Mona Matthews Gordon
- MooseCraft
- Nature Nate's
- Pandora
- Panera Bread
- Pharmavite
- Pilot Corporation of America
- Robert E. Gallagher Charitable Trust
- Sunbelt Bakery
- Sutter Home Wine
- Talbots
- Unspeakable

SILVER LEVEL \$25,000+

- Allegiant Travel Company
- Bold For The Cure
- Convoy of Hope
- Dansons US, LLC
- Direct Checks Unlimited Sales, Inc.
- Dr. Pepper Arena
- Getinge USA
- Henkel Corporation
- The Hillman Group
- J. Lohr Vineyards & Wines
- LPL Financial
- McAlister's Deli
- MI Charitable Foundation
- RDO Equipment Inc.
- Silhouette America
- Stovall & Co., Inc.
- United Airlines
- Zebra Pen Corporation

BRONZE LEVEL \$10,000+

- 7-Eleven MWFOA
- AF Group-Sharing & Caring Campaign
- American Endowment Foundation
- Aminco International, Inc.
- Augustineldeas
- The Bauman Family Foundation
- B&B Remembers Sue Moore
- Beekley Medical
- Bendon Publishing International
- Benihana National Corp.
- Bessie Rattner Foundation
- Bradshaw Home
- Brahmin Leather Works, LLC
- Brennan Industries Inc.
- Bright Funds
- Carlisle Etcetera
- Carr Cares Foundation
- Central Atlantic Toyota
- Cody Pools Inc.
- Dena Stein
- Denitech
- DoubleDown Interactive LLC
- FedEx Pilots
- Five Crowns Marketing
- Five Star Pizza
- FP Mailing Solutions
- Genesis Pharmaceuticals
- GFour Productions
- Gus Straub Household
- Harley-Davidson Motor Company, Inc.
- Helen & Kara's Fundraiser
- Henley Enterprises DBA Valvoline Instant Oil Change
- Hookin' For Hope
- Hopkins Manufacturing Corporation
- J&S Audio Visual
- The Jaharis Family Foundation, Inc.
- James Avery
- Jeffery And Peggy Mogg
- Lab Society
- Landry's Restaurants Inc.

- Lawry's Restaurants Inc.
- Lorean K Hall Survivor's Trust
- Meglio Pizzeria Inc.
- Missionfish
- Morgan Stanley Employees
- Morgan Stanley PWM
- Norcraft Companies
- Origami Owl, LLC
- Princess House
- Pukka Inc.
- Rediform
- Rudy's Texas Bar-B-Q, LLC
- Sartori
- Signarama
- Silver Vase
- Smith & Warren
- Southwestern Fundraising
- Spectra Baby USA
- Sprinkles Cupcakes
- Striking & Stroking for a Cure
- Stripe
- Suddora LLC
- Susan Leonard Charitable Trust
- TCI
- Texas 7-Eleven FOA
- Tornado Bus Company
- Verona Villa
- VF Imagewear, Inc.
- Watkins Manufacturing
- WKS - Krispy Kreme
- World Percheron Congress

Financial Review

We are especially appreciative of the generous donors, fundraisers, and partners who continue to believe in our mission to bring critical services and support to women at any stage of their breast cancer journey. Our three main areas of program delivery shifted this past year from Awareness & Education, Patient Services, and Research to Education & Outreach, Patient Services, and Survivor Support Services. While research in targeted areas is still important to our mission, we know that there is a rising need to provide psychosocial support to women diagnosed with breast cancer in communities across the country. These Survivor Support Services include our HOPE Kit program, support groups, and metastatic retreats. Financially, because of this change, it would be difficult to show comparatives from 2018. Our full financials are always available online as we are committed to transparency with the funds we are graciously trusted to steward. We believe this renewed focus is more reflective of our vision and mission and will serve more women, right now.



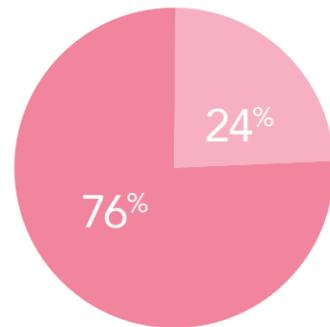
We were rated a four-star charity by the largest and most-utilized evaluator of charities in the U.S.



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

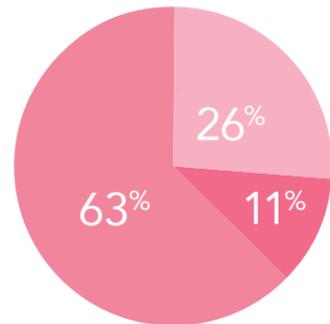


We are listed as a Top Nonprofit by our constituents on GreatNonprofits.



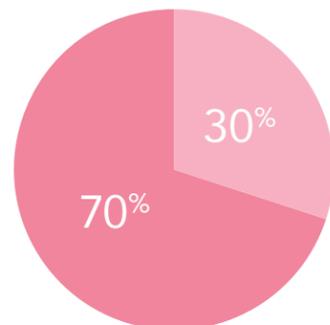
TOTAL SPENDING TO FULFILL OUR MISSION: \$14.1m

Programs	76%	\$10.7m
Fundraising & Management	24%	\$3.4m



PROGRAMS: \$10.7m

Education	63%	\$6.7m
Patient Services	26%	\$2.8m
Survivor Support	11%	\$1.2m



FUNDRAISING AND MANAGEMENT: \$3.4m

Fundraising	30%	\$1.0m
Management	70%	\$2.4m

STATEMENT OF FINANCIAL POSITION *(in thousands)*

As of June 30,

2019

ASSETS	
CASH AND INVESTMENTS	\$4,239
ROYALTIES AND CONTRIBUTIONS RECEIVABLE	1,184
PROPERTY AND EQUIPMENT	206
DONATED INVENTORY	94
OTHER ASSETS	195
TOTAL ASSETS	\$5,918
LIABILITIES	
ACCOUNTS PAYABLE	\$281
GRANTS PAYABLE	927
TOTAL LIABILITIES	\$1,208
NET ASSETS	
WITHOUT DONOR RESTRICTIONS	\$4,148
WITH DONOR RESTRICTIONS	562
TOTAL NET ASSETS	\$4,710
TOTAL LIABILITIES AND NET ASSETS	\$5,918

STATEMENT OF ACTIVITIES *(in thousands)*

For the Year Ending June 30,

2019

REVENUE	
CONTRIBUTIONS AND ROYALTIES - WITHOUT DONOR RESTRICTIONS	\$12,710
CONTRIBUTIONS AND ROYALTIES - WITH DONOR RESTRICTIONS	562
SPECIAL EVENTS - NET OF DIRECT COSTS	52
INVESTMENT INCOME AND GAINS/(LOSSES)	198
TOTAL REVENUE	\$13,522
EXPENSES	
PROGRAM SERVICES	\$10,673
MANAGEMENT AND GENERAL	2,386
FUNDRAISING	1,044
TOTAL EXPENSES	\$14,103
CHANGE IN NET ASSETS	(\$581)

STATEMENT OF CASH FLOWS *(in thousands)*

For the Year Ending June 30,

2019

CASH FLOWS FROM OPERATING ACTIVITIES	
CHANGE IN NET ASSETS	(\$581)
<i>Adjustments:</i>	
DEPRECIATION AND AMORTIZATION	111
INVESTMENT (GAIN) LOSS	(93)
(INCREASE) DECREASE IN PREPAID EXPENSE & RECEIVABLES	146
INCREASE (DECREASE) IN PAYABLES & OTHER LIABILITIES	(143)
NET CASH PROVIDED BY (USED IN) OPERATING ACTIVITIES	(\$560)
CASH FLOWS FROM INVESTING ACTIVITIES	
PROCEEDS FROM INVESTMENTS, PROPERTY AND EQUIPMENT	\$1,302
PURCHASES OF INVESTMENTS, PROPERTY AND EQUIPMENT	(707)
NET CASH PROVIDED BY INVESTING ACTIVITIES	\$595
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	\$35
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	1,087
CASH AND CASH EQUIVALENTS AT END OF YEAR	\$1,122

NBCF adopted all applicable FASB rulings related to ASU 2016-14, which included additional guidance and requirements for functional allocations, and had no effect on net assets or changes in net assets as of and for the year ended June 30, 2019.

2019 Hospital Partners & Board

2019 NATIONAL MAMMOGRAPHY PROGRAM PARTNERS

Alabama Department of Public Health
Montgomery, AL

Baptist Health Breast Center
North Little Rock, AR

St. Joseph's Women's Health Services Center
Phoenix, AZ

White Memorial Medical Center
Los Angeles, CA

St. Vincent's Medical Center Foundation
Bridgeport, CT

H. Lee Moffitt Cancer Center
Tampa, FL

Swedish Covenant Hospital
Chicago, IL

St. Vincent Breast Center
Indianapolis, IN

Dana-Farber Cancer Institute
Boston, MA

Spectrum Health Foundation
Grand Rapids, MI

Memorial Hospital at Gulfport
Gulfport, MS

St. Anthony's Medical Center
St. Louis, MO

Nebraska Medicine
Omaha, NE

Novant Health Presbyterian Medical Center
Charlotte, NC

University of New Mexico Hospital
Albuquerque, NM

Bethesda North Hospital
Cincinnati, OH

Cleveland Clinic
Cleveland, OH

OU Breast Institute
Oklahoma City, OK

Adventist Medical Center-Portland
Portland, OR

Bon Secours Health System, Inc.
Greenville, SC

University of Tennessee Medical Center
Knoxville, TN

Saint Thomas Medical Partners - Family Health Centers
Nashville, TN

Texas Health Resources Foundation
Arlington, TX

Parkland Foundation
Dallas, TX

Texas Tech University Health Sciences Center
El Paso, TX

The University of Texas MD Anderson Cancer Center
Houston, TX

University of Utah Hospitals and Clinics
Salt Lake City, UT

Seattle Cancer Care Alliance / Fred Hutchinson Cancer Research Center
Seattle, WA

Bonnie Wells Wilson Mobile Mammography Program
Morgantown, WV

2019 PATIENT NAVIGATION PARTNERS

Baptist Health Foundation
Little Rock, AR

White Memorial Medical Center
Los Angeles, CA

Sibley Memorial Hospital
Washington, DC

H. Lee Moffitt Cancer Center
Tampa, FL

Louisiana Breast and Cervical Health Program
New Orleans, LA

Johns Hopkins Sidney Kimmel Comprehensive Cancer Center
Baltimore, MD

Spectrum Health Foundation
Grand Rapids, MI

Ralph Lauren Cancer Center
New York, NY

Cleveland Clinic
Cleveland, OH

Magee-Women Hospital of UPMC
Pittsburgh, PA

JPS Health Network
Fort Worth, TX

Parkland Foundation
Dallas, TX

Seattle Cancer Care Alliance / Fred Hutchinson Cancer Research Center
Seattle, WA

2019 HOPE KIT PARTNER FACILITIES

Breast Center at Weill Cornell Medicine
New York, NY

Cabell Huntington Hospital
Huntington, WV

City of Hope
Duarte, CA

Hattiesburg Clinic
Hattiesburg, MS

Intermountain Medical Center
Murray, UT

Mariners Hospital - Baptist Health South Florida
Tavernier, FL

MedStar Franklin Square
Baltimore, MD

New York - Presbyterian Hospital
New York, NY

Norwood Hospital
Foxboro, MA

Parkland Memorial Hospital
Dallas, TX

Saint Mary's Hospital
Waterbury, CT

The START Center for Cancer Care
San Antonio, TX

St. Joseph Health Queen of the Valley Cancer Center
Napa, CA

Texas Health Resources
Ft Worth, TX

UT Southwestern Medical Center
Dallas, TX

White Memorial Medical Center
Los Angeles, CA

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Steve Engle
Director

Gabriela Barbarena
Director

Lance Hamilton
Treasurer

Ken Ramirez
Director

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Founder & Chief Executive Officer

Kevin Hail
President & Chief Operating Officer

Rebecca Buell
Chief Financial Officer

Douglas Feil
Chief Programs Officer



Partner with Us

Become a
Corporate Partner

Explore how we can best support
your company's goals and objectives.
Visit: nbcf.org/partner

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



Helping Women Now[®]

nbcf.org

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