

# Helping Women Now<sup>®</sup>



ANNUAL REPORT 2020

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 every 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 body and providing important breast cancer resources.



##### Support Services

We provide critical support for patients at every step—whether they're new 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.

#### LETTER FROM OUR FOUNDER

## Hope Breaks Through

“Our pathways often twist through stormy landscapes; but when we look back, we'll see a thousand miles of miracles and answered prayers.”

— DAVID JEREMIAH —  
*Author*

The pandemic year of 2020 created fear and uncertainty for millions of people. It was difficult to focus on positive things when the rocky landscape before each of us seemed to lead into darkness and hopelessness. Join me on our journey from the past year, and together we can cast our eyes toward the clearing that leads to hope.

NBCF moved our national headquarters after 15 years to a nearby office space that is more cost-effective and functional, enabling our employees to work in-office or remotely as needed. Our new space opened more opportunities for volunteers, events, meeting rooms, and patient interaction.

We created a COVID-19 Relief Fund that granted \$100,000 to distribute 1,500 services to over 300 patients. We pivoted our in-person programs to virtual support groups nationwide, created metastatic retreat sessions, and expanded our Navigating Breast Cancer in the Workplace program.

We realized that more late-stage diagnosis of breast cancer would occur since women were limited with the opportunities to go to their doctors for medical attention. During those difficult times, NBCF worked to remove health equity barriers through our partner medical facilities. We continued to support our network of Patient Navigators, who could give patients guidance through their screenings and follow-up treatments.

Our HOPE Kit program expanded, both in-person and online, involving thousands of volunteers to give hope to breast cancer patients with comforting and thoughtful items while going through treatment.

Hope broke through the darkness and dispelled the fear. Together we look back and can see a “thousand miles of miracles and answered prayers.” Thank you for partnering with National Breast Cancer Foundation as we fulfill the needs of those dealing with breast cancer. There are currently 3,500 patients on the waiting list to receive HOPE Kits and medical facilities across the United States with long lines of women who need screenings and diagnostic care. We are ready to fulfill our expanded programs that help take women all the way through their breast cancer journey. You are helping us make this possible!

“Hope broke through the darkness and dispelled the fear. Together we look back and can see a ‘thousand miles of miracles and answered prayers.’”



*Janelle Abail*

FOUNDER & CEO



## 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 2020, NBCF partnered with 32 hospitals and provided 4,291 services.

### SERVICES PROVIDED

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



## 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 17 partner hospitals and provided 89,786 services to over 47,768 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



Clockwise from left:

Nurse navigators, Aeisha and Aesha, Dallas, TX

NBCF volunteer with a guest at Convoy of Hope, Fort Worth, TX

Metastatic Breast Cancer Retreat participants

NBCF volunteer sharing breast health resources at Convoy of Hope, Fort Worth, TX



## 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.

### 2020 IMPACT



10

Convoy of Hope Outreach Events across the U.S.



8,443

Women Served at Convoy of Hope Outreach Events



574

Convoy of Hope Outreach Event Volunteers

## 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 2020, NBCF funded 4 metastatic breast cancer retreats, attended by 36 patients and 36 caregivers.

\*Please see page 6 for a full list of Active Partners for 2020

# 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 2020, HOPE Kits were delivered to 7,762 patients undergoing breast cancer treatment.

“I absolutely love my HOPE Kit. It came out of nowhere and on that specific day, I was in need of some uplifting. So I want to say thank you to you and your organization for all that you do.”



LADEITRA  
HOPE Kit Recipient



2020 HOPE Kit Recipient

# 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 nationwide 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:

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

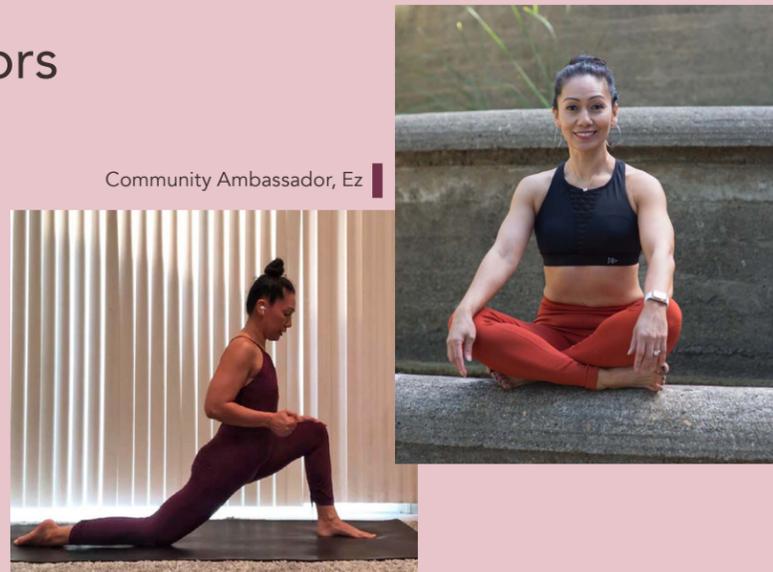
### 2020 IMPACT



**4,647**  
Educational Services



**61**  
Trained Community Ambassadors



Community Ambassador, Ez

“I want women to be able to have the opportunity to rediscover themselves stronger and better than before the diagnosis. I'm hoping that I can be an example of that.”

EZ, Community Ambassador



Patients and Healthcare Workers in 2020

# COVID Relief

In the midst of the COVID-19 pandemic, breast cancer patients are still facing their breast cancer journey and are more vulnerable than ever. In April 2020, we created a COVID-19 Relief Fund to support the patients most challenged during this time. These funds provide life-saving patient navigation services and financial support to breast cancer patients during the pandemic. Ongoing support and funding is still critically needed to ensure the most vulnerable patients have a voice and access to care.

To date, we have been able to provide critical resources to 12 hospitals across the country through the relief fund. The top needs that these hospitals have requested have been to provide funds for patient financial assistance, food and groceries, transportation, personal protection equipment, and technology.

Our navigator at Henry Ford Health System in Detroit shared, “Patients who are worried about food insecurity, their co-pays, or their transportation will be less able to devote their attention and resources to breast cancer treatment, more likely to miss important treatments, and to suffer from complications. By ensuring basic social needs are met, NBCF will improve the quality of life for our breast cancer patients while giving them the best chance at a full recovery.”

For more information on how NBCF is responding to COVID-19, please visit [nbcf.org/covid-19](http://nbcf.org/covid-19)

“By ensuring basic social needs are met, NBCF will improve the quality of life for our breast cancer patients while giving them the best chance at a full recovery.”

NBCF NURSE NAVIGATOR  
Henry Ford Health System, Detroit, MI

# 2020 Hospital Partners & Board

**Alabama Department of Public Health**  
Montgomery, AL

**Baptist Health Breast Center**  
North Little Rock, AR

**St. Joseph's Hospital and Medical Center**  
Phoenix, AZ

**Adventist Health White Memorial**  
Los Angeles, CA

**Breast and GYN Health Project**  
Arcata, CA

**Los Angeles Christian Health Centers**  
Los Angeles, CA

**St. Vincent's Medical Center Foundation**  
Bridgeport, CT

**Sibley Memorial Hospital**  
Washington, DC

**Bayhealth Foundation**  
Dover, DE

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

**Swedish Covenant Hospital**  
Chicago, IL

**St. Alexius Medical Center**  
Hoffman Estates, IL

**Deaconess Hospital Foundation**  
Evansville, IN

**St. Vincent Breast Center**  
Indianapolis, IN

**Louisiana Breast and Cervical**

**Health Program**  
New Orleans, LA

**Dana-Farber Cancer Institute**  
Boston, MA

**Johns Hopkins Breast Center**  
Baltimore, MD

**Henry Ford Health System**  
Detroit, MI

**Karmanos Cancer Institute at McLaren Flint Hospital**  
Flint, MI

**Spectrum Health Foundation**  
Grand Rapids, MI

**St. Luke's Hospital**  
Chesterfield, MO

**Saint Luke's Hospital**  
Kansas City, MO

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

**Memorial Hospital at Gulfport Foundation**  
Gulfport, MS

**Novant Health Foundation Presbyterian Medical Center**  
Charlotte, NC

**Nebraska Medicine**  
Omaha, NE

**University of New Mexico Hospital**  
Albuquerque, NM

**Nevada Health Centers**  
Carson City, NV

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

**American-Italian Cancer Foundation**  
New York, NY

**Ralph Lauren Center for Cancer Care**  
New York, NY

**Bethesda North Hospital**  
Cincinnati, OH

**Cleveland Clinic**  
Cleveland, OH

**OU Breast Institute**  
Oklahoma City, OK

**Adventist Medical Center-Portland**  
Portland, OR

**Thomas Jefferson University Hospital**  
Philadelphia, PA

**Magee-Women Hospital of UPMC**  
Pittsburgh, PA

**Bon Secours Health System, Inc.**  
Greenville, SC

**South Dakota Department of Health**  
Pierre, SD

**University of Tennessee Medical Center, Cancer Institute**  
Knoxville, TN

**Saint Thomas Medical Partners - Family Health Centers**  
Nashville, TN

**Texas Health Resources Foundation**  
Arlington, TX

**Parkland Health & Hospital System**  
Dallas, TX

**UT Southwestern Medical Center**  
Dallas, TX

**Texas Tech University Health Sciences Center**  
El Paso, TX

**JPS Health Network**  
Fort Worth, 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

**WVU Cancer Institute - Bonnie's Bus**  
Morgantown, WV

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

Badia Spices, Inc.

CE Broker

Columbia Sportswear Company

Harland Clarke Corp.

The Hillman Group, Inc.

Hungry Howie's Pizza

Jamba Juice

Le-Vel Brands

PatientPoint  
Network Solutions, LLC

Populus Financial Group Inc  
and Netspend

SABRE - Security Equipment  
Corporation

Thrive Causemetics

Torrid

*\*Cumulative through FY 2020*

## PRESIDENT'S CIRCLE \$1,000,000+ in FY20

CE Broker

## DIAMOND LEVEL \$500,000+

Thrive Causemetics

Populus Financial Group Inc  
and Netspend

## EMERALD LEVEL \$250,000+

Hungry Howie's Pizza

Torrid

## PLATINUM LEVEL \$100,000+

Allegiant Travel Company

Badia Spices, Inc.

Big Fish Games

Carr Cares Foundation

Columbia Sportswear Company

GSN Games

Le-Vel Brands, LLC

Marlene M. Ross Revocable Trust

SABRE - Security Equipment Corp.

Tailored Brands

Univision Communications, Inc.

## GOLD LEVEL \$50,000+

Amgen USA

Color Street

Delta Galil USA Inc.

Eau Thermale Avene

Galderma

J. Lohr Vineyards & Wines

James Avery

Ocean Spray Cranberries, Inc.

Landry's

Perfect World Entertainment

Pharmavite

Pilot Corporation of America

Relias

Robert E. Gallagher Charitable Trust

S.A.W. Advisors, LLC

SHIPT Inc.

Stovall & Co., Inc.

Sunbelt Bakery

Sutter Home Wine

The 12 Games

## SILVER LEVEL \$25,000+

Alliance Consumer Group

American Endowment Foundation

American Resort Development  
Association

Dansons US, LLC

Dillard's

Direct Checks Unlimited Sales, Inc.

Estate of Charlene Hurt

Gym Management Services Inc. -  
Gold's Gym

Harland Clarke

Harley-Davidson Motor Company, Inc.

LPL Financial

MI Charitable Foundation

MissionFish

Osmosis Pur Medical Skincare

Perfectly Posh

Powdermill Financial Services

RDO Equipment Company

YAPA Beauty

## BRONZE LEVEL \$10,000+

7-Eleven MWFOA

AF Group

Alameda Juice LLC

Beekley Medical

Bold Rock Hard Cider

Brahmin Leather Works, LLC

Brennan Industries Inc.

Bright Funds

Carpet Source

Carson Welsh

Central Atlantic Toyota

Dena Stein

DoubleDown Interactive LLC

FedEx Pilot

FIDELITY Charitable

Five Crowns Marketing

Five Star Pizza

FP Mailing Solutions

Fujifilm Holdings America

Gina Group

Gloria Tipton

The Hillman Group

Iowa Renewable Fuels Association

The Jaharis Family Foundation, Inc.

Knot Standard

Kroger

Lawry's Restaurants Inc.

Leisha and Earl Loggains

Loopy Cases

Mona Matthews Gordon

Morgan Stanley Employees

Morrison Cohen, LLP

Network for Good

Nylabone Products

Pink Fishing Texas

Premier Truck Group

Princess House

Priscilla Jaeger Foundation

Pukka Inc.

Quatrefoil Skincare LLC

Robert W. Baird and Co. Inc.

Rudy's Texas Bar-B-Q, LLC

SBLI Savings Bank Mutual Life  
Insurance of MA

Smith & Warren

Southwest Automated Security, Inc.

Sprinkles Cupcakes

Suddora LLC

Summit Group

The Sunshine Foundation

Susan Leonard Charitable Trust

T-Mobile

The Tea Spot

Tenengroup Online

Tornado Bus Company

Towne and Country Lanes, Inc.

UBS Financial Services

United Airlines Flight Operations

VF Corporation

Vitaligent

Watkins Manufacturing

Zebra Pen Corporation

## 2020 BOARD OF DIRECTORS AND OFFICERS

**Janelle Hail**  
Chairman of the Board

**Hal Donaldson**  
Director

**Steve Engle**  
Director

**Gabriela Barbarena**  
Secretary

**Lance Hamilton**  
Treasurer

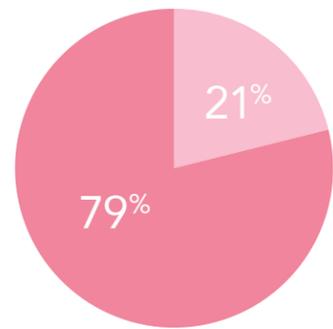
**Bryan Flanagan**  
Director

**Janelle Hail**  
Founder & Chief Executive Officer

**Kevin Hail**  
President & Chief Operating Officer

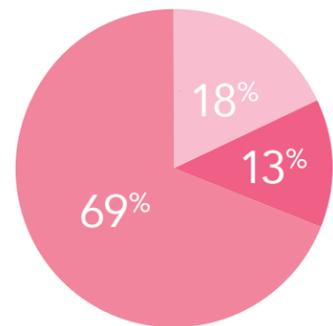
**Rebecca Buell**  
Chief Financial Officer

**Douglas Feil**  
Chief Program Officer



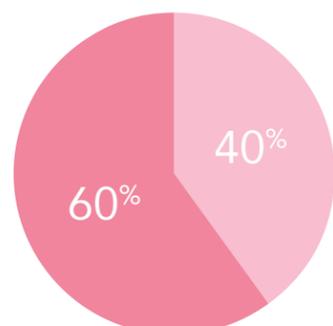
TOTAL SPENDING TO FULFILL OUR MISSION: **\$16.6m**

|                          |     |         |
|--------------------------|-----|---------|
| Programs                 | 79% | \$13.1m |
| Fundraising & Management | 21% | \$3.5m  |



PROGRAMS: **\$13.1m**

|                      |     |        |
|----------------------|-----|--------|
| Education & Outreach | 69% | \$9.1m |
| Patient Services     | 18% | \$2.3m |
| Survivor Support     | 13% | \$1.7m |



FUNDRAISING AND MANAGEMENT: **\$3.5m**

|             |     |        |
|-------------|-----|--------|
| Fundraising | 60% | \$1.4m |
| Management  | 40% | \$2.1m |

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

| As of June 30,                          | 2020           | 2019           |
|---|----------------|----------------|
| <b>ASSETS</b>                           |                |                |
| CASH AND INVESTMENTS                    | \$4,900        | \$4,239        |
| ROYALTIES AND CONTRIBUTIONS RECEIVABLE  | 833            | 1,184          |
| PROPERTY AND EQUIPMENT                  | 140            | 206            |
| DONATED INVENTORY                       | 51             | 94             |
| OTHER ASSETS                            | 234            | 195            |
| <b>TOTAL ASSETS</b>                     | <b>\$6,158</b> | <b>\$5,918</b> |
| <b>LIABILITIES</b>                      |                |                |
| ACCOUNTS PAYABLE                        | \$908          | \$281          |
| GRANTS PAYABLE                          | 444            | 927            |
| <b>TOTAL LIABILITIES</b>                | <b>\$1,352</b> | <b>\$1,208</b> |
| <b>NET ASSETS</b>                       |                |                |
| WITHOUT DONOR RESTRICTIONS              | \$4,745        | \$4,148        |
| WITH DONOR RESTRICTIONS                 | 61             | 562            |
| <b>TOTAL NET ASSETS</b>                 | <b>\$4,806</b> | <b>\$4,710</b> |
| <b>TOTAL LIABILITIES AND NET ASSETS</b> | <b>\$6,158</b> | <b>\$5,918</b> |

## STATEMENT OF ACTIVITIES *(in thousands)*

| For the Year Ending June 30,                             | 2020            | 2019            |
|--|-----------------|-----------------|
| <b>REVENUE</b>   |                 |                 |
| CONTRIBUTIONS AND ROYALTIES - WITHOUT DONOR RESTRICTIONS | \$16,326        | \$12,710        |
| CONTRIBUTIONS AND ROYALTIES - WITH DONOR RESTRICTIONS    | 275             | 562             |
| SPECIAL EVENTS, NET OF DIRECT COSTS                      | -               | 52              |
| INVESTMENT INCOME AND GAINS/(LOSSES)                     | 107             | 198             |
| <b>TOTAL REVENUE</b>                                     | <b>\$16,708</b> | <b>\$13,522</b> |
| <b>EXPENSES</b>  |                 |                 |
| PROGRAM SERVICES   | \$13,053        | \$10,673        |
| MANAGEMENT AND GENERAL                                   | 2,198           | 2,386           |
| FUNDRAISING  | 1,361           | 1,044           |
| <b>TOTAL EXPENSES</b>                                    | <b>\$16,612</b> | <b>\$14,103</b> |
| <b>CHANGE IN NET ASSETS</b>                              | <b>\$96</b>     | <b>(\$581)</b>  |

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

| For the Year Ending June 30,                               | 2020           | 2019           |
|--|----------------|----------------|
| <b>CASH FLOWS FROM OPERATING ACTIVITIES</b>                |                |                |
| CHANGE IN NET ASSETS                                       | \$96           | (\$581)        |
| <i>Adjustments:</i>  |                |                |
| DEPRECIATION AND AMORTIZATION                              | 55             | 111            |
| INVESTMENT (GAIN) LOSS                                     | (33)           | (93)           |
| (INCREASE) DECREASE IN PREPAID EXPENSE & RECEIVABLES       | 355            | 146            |
| INCREASE (DECREASE) IN PAYABLES & OTHER LIABILITIES        | 215            | (143)          |
| <b>NET CASH PROVIDED BY (USED IN) OPERATING ACTIVITIES</b> | <b>\$688</b>   | <b>(\$560)</b> |
| <b>CASH FLOWS FROM INVESTING ACTIVITIES</b>                |                |                |
| PROCEEDS FROM INVESTMENTS, PROPERTY AND EQUIPMENT          | \$1,599        | \$1,302        |
| PURCHASES OF INVESTMENTS, PROPERTY AND EQUIPMENT           | (1,139)        | (707)          |
| <b>NET CASH PROVIDED BY INVESTING ACTIVITIES</b>           | <b>\$460</b>   | <b>\$595</b>   |
| NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS       | \$1,148        | \$35           |
| CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR             | 1,122          | 1,087          |
| <b>CASH AND CASH EQUIVALENTS AT END OF YEAR</b>            | <b>\$2,270</b> | <b>\$1,122</b> |

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.

## 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](http://nbcf.org).



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.

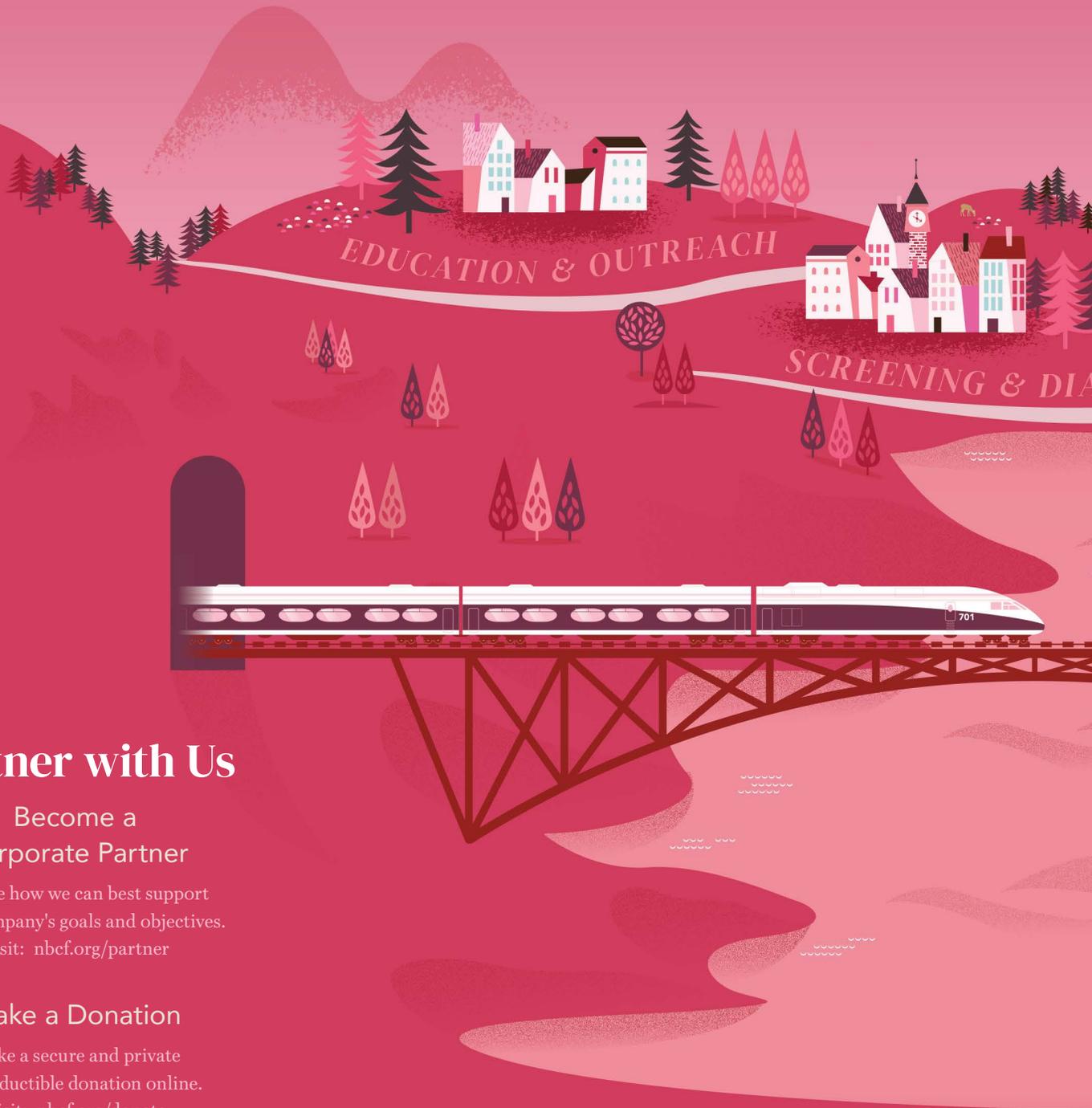


We are listed as a Top Nonprofit by our constituents on GreatNonprofits.

“The free mammogram and ultrasound paid for by NBCF... saved my life.”

KIMBERLY

Breast Cancer Survivor,  
National Mammography Program



## Partner with Us

### Become a Corporate Partner

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

Visit: [nbcf.org/partner](https://nbcf.org/partner)

### Make a Donation

Make a secure and private  
tax-deductible donation online.

Visit: [nbcf.org/donate](https://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](https://nbcf.org/fundraise)

[nbcf.org](https://nbcf.org)

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/nationalbreastcancer](https://facebook.com/nationalbreastcancer)



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[twitter.com/nbcf](https://twitter.com/nbcf)



[linkedin.nbcf.org](https://linkedin.nbcf.org)