



*Helping Women Now<sup>®</sup>*



## A Letter from Our Founder & CEO

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 left-overs 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

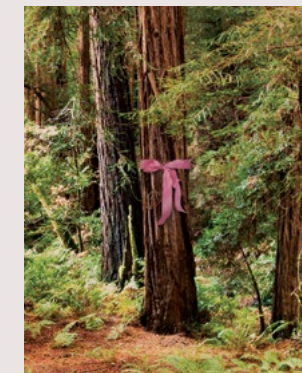
When my late husband, Neal, and I founded NBCF in 1991, the hope and vision for NBCF started as the planting of a small tree. Around us were giant oaks that had been established in the nonprofit business for years, yet we offered something they did not. Research was the primary emphasis in 1980 when 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 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!



*Breast cancer is more than an event in a woman's life. It changes her life forever.*



*Janelle Hail*  
FOUNDER & CEO



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



## 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**  
Laconia, 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



*I just want to cry because, for me, it [saved] my life. If it weren't for this program, I would not be alive.*

**MARIA** Breast Cancer Survivor, Patient at H. Lee Moffitt Cancer Center

NBCF Breast Health Services Tent at Convoy of Hope, Los Angeles, CA

## 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. We provided 85,035 patient navigation services in 2018.

### 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



*The Breast Nurse Navigator provides medical knowledge with comfort, continuity, and a friendly face at a time when patients experience extreme uncertainty, distress, and anxiety. We have seen a phenomenal patient response to this program.*

**LAURA CLARK-BROWN**  
Board of Directors Chair  
McLaren Oakland Foundation

### Navigation Services

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

### 2018 Active Partners

**Breast and GYN Health Project**  
Arcata, CA  
**White Memorial Medical Center**  
Los Angeles, CA  
**Sibley Memorial Hospital**  
Washington, DC  
**Via Christi Hospital**  
Wichita, KS  
**Dana-Farber Cancer Institute**  
Boston, MA  
**Johns Hopkins Sidney Kimmel Comprehensive Cancer Center**  
Baltimore, MD  
**McLaren Oakland Foundation**  
Pontiac, 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





## 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.



Metastatic Retreat Participants



*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.*

RHONDA  
HOPE Kit Recipient



Rhonda receiving her HOPE Kit.



NBCF Volunteer sharing resources at the Convoy of Hope NBCF tent in Lancaster, TX

## 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.



15

Convoy of Hope Outreach Events across the U.S.



11,494

Women Served at Convoy of Hope Outreach Events



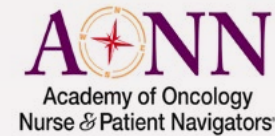
813

Convoy of Hope Outreach Event Volunteers



## Academy of Oncology Nurse and Patient Navigators

AN EXPLORATORY STUDY TO DEMONSTRATE VALUE AND SUSTAINABILITY OF NAVIGATION PROGRAMS



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>

## Fundraiser Highlights



### JAMES CAMPBELL

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!



### RDO EQUIPMENT

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.



### 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

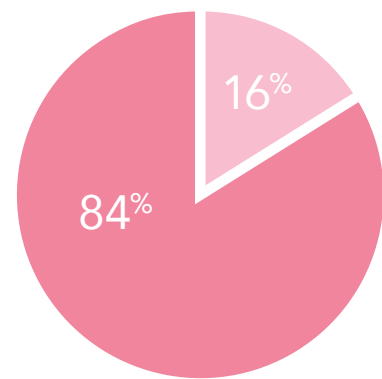
Thanks to the generous contributions of our corporate partners, fundraisers, and donors, 2018 was another year of strategic investment into programs that provide meaningful support to women at every step of the breast cancer journey. We are grateful to be recognized by GuideStar and GreatNonprofits for our accountability and transparency.



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

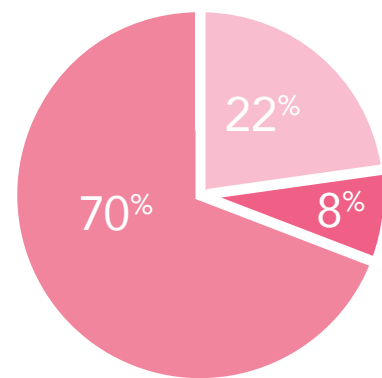


We are listed as a Top Nonprofit by our constituents on GreatNonprofits.



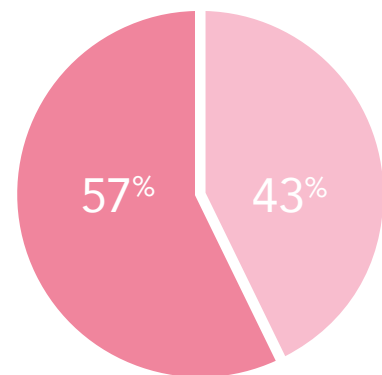
**Total Spending to Fulfill our Mission: \$15.9m**

Programs	84%	\$13.4m
Fundraising & Management	16%	\$2.5m



**Programs: \$13.4m**

Education	70%	\$9.3m
Patient Services	22%	\$3.0m
Research	8%	\$1.1m



**Fundraising and Management: \$2.5m**

Fundraising	57%	\$1.4m
Management	43%	\$1.1m

## STATEMENT OF FINANCIAL POSITION (in thousands)

As of June 30,	2018	2017
<b>ASSETS</b>		
CASH AND INVESTMENTS	\$4,730	\$5,780
ROYALTIES AND CONTRIBUTIONS RECEIVABLE	1,209	1,246
PROPERTY AND EQUIPMENT	354	497
DONATED INVENTORY	240	150
OTHER ASSETS	170	434
<b>TOTAL ASSETS</b>	<b>\$6,703</b>	<b>\$8,107</b>
<b>LIABILITIES</b>		
ACCOUNTS PAYABLE	\$369	\$619
GRANTS PAYABLE	1,043	1,189
<b>TOTAL LIABILITIES</b>	<b>\$1,412</b>	<b>\$1,808</b>
<b>NET ASSETS</b>		
UNRESTRICTED	\$4,613	\$5,372
TEMPORARILY RESTRICTED	678	927
<b>TOTAL NET ASSETS</b>	<b>\$5,291</b>	<b>\$6,299</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$6,703</b>	<b>\$8,107</b>

## STATEMENT OF ACTIVITIES (in thousands)

For the Year Ending June 30,	2018	2017
<b>REVENUE</b>		
CONTRIBUTIONS AND ROYALTIES - UNRESTRICTED	\$15,018	\$11,538
CONTRIBUTIONS AND ROYALTIES - TEMPORARILY RESTRICTED	(249)	718
INVESTMENT INCOME AND GAINS/(LOSSES)	118	195
<b>TOTAL REVENUE</b>	<b>\$14,887</b>	<b>\$12,451</b>
<b>EXPENSES</b>		
PROGRAM SERVICES	\$13,367	\$9,363
MANAGEMENT AND GENERAL	1,077	1,316
FUNDRAISING	1,451	1,586
<b>TOTAL EXPENSES</b>	<b>\$15,895</b>	<b>\$12,265</b>
<b>CHANGE IN NET ASSETS</b>	<b>(\$1,008)</b>	<b>\$186</b>

## STATEMENT OF CASH FLOWS (in thousands)

For the Year Ending June 30,	2018	2017
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
CHANGE IN NET ASSETS	(\$1,008)	186
<i>Adjustments:</i>		
DEPRECIATION AND AMORTIZATION	160	198
INVESTMENT (GAIN) LOSS	(15)	(95)
(INCREASE) DECREASE IN PREPAID EXPENSE & RECEIVABLES	211	(825)
INCREASE (DECREASE) IN PAYABLES & OTHER LIABILITIES	(350)	(387)
<b>NET CASH PROVIDED BY (USED IN) OPERATING ACTIVITIES</b>	<b>(\$1,002)</b>	<b>(\$923)</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
PROCEEDS FROM INVESTMENTS, PROPERTY AND EQUIPMENT	\$278	\$254
PURCHASES OF INVESTMENTS, PROPERTY AND EQUIPMENT	(607)	(152)
<b>NET CASH PROVIDED BY INVESTING ACTIVITIES</b>	<b>(\$329)</b>	<b>\$102</b>
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	(\$1,331)	(\$821)
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	2,418	3,239
<b>CASH AND CASH EQUIVALENTS AT END OF YEAR</b>	<b>\$1,087</b>	<b>\$2,418</b>

# Our Board

## 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+**

Allied Wire & Cable  
Cunningham Gas Products  
Dillard's, Inc.  
Evian  
Ghyslaine L. Budinsky Rev Trust  
Harland Clarke Corp.  
Harley-Davidson Motor Company, Inc.  
The Hillman Group  
J. Lohr  
Jos. A. Bank  
K&G Fashion Superstore  
Men's Wearhouse  
The NEA Foundation  
Robert E. Gallagher Charitable Trust  
Shopkick, Inc.  
Sunbelt Bakery  
Sutter Home Wine  
Ximad, Inc.

## SILVER LEVEL

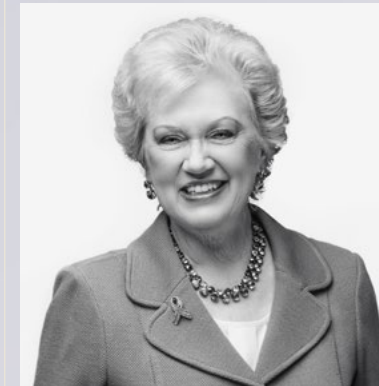
**\$25,000+**

Allegiant Travel Company  
American Endowment Foundation  
Augustineldeas  
Direct Checks Unlimited Sales, Inc.  
DoubleDown Interactive LLC  
Getinge USA  
Gina Group  
Live Greater Foundation  
LPL Financial  
NVR, Inc.  
Osmosis Pur Medical Skincare  
Pandora  
Panera Bread  
Pilot Corporation of America  
RDO Equipment Inc.  
Star Local Media  
Stovall & Co. Inc.  
Talbots  
Watkins Manufacturing  
Zebra Pen Corporation

## BRONZE LEVEL

**\$10,000+**

Affiliate Summit  
Beekley Corporation  
Brahmin Leather Works  
Brennan Industries Inc.  
CH Carolina Herrera  
Crescent Sock Co.  
Dansons  
Dena Stein  
Five Crowns Marketing  
GMRI Inc. dba Seasons 52  
Grote Industries  
Henley Enterprises DBA Valvoline Instant Oil Change  
Hopkins Manufacturing Corporation  
The Jaharis Family Foundation, Inc.  
Jazzercise, Inc.  
Jimmy Vasser Toyota  
Lawry's Restaurants Inc.  
Mason Mitchell Motorsports  
Norcraft Companies  
Orchard Mesa Lanes  
Oribe  
Pepsico Inc.  
Princess House  
PUMA North America, Inc.  
Rediform, Inc.  
Rudy's Texas Bar-B-Q, LLC  
Sartori  
Sauk Centre Public Schools #743  
SquareTwo, Inc.  
Sterling Tea  
Suddora LLC  
Texas Legends  
Thursday Boots  
TieMart, Inc.  
Tornado Bus Company  
United Food & Commercial Workers, Local 324  
Verona Villa  
VF Imagewear, Inc.  
VIM & VIGR



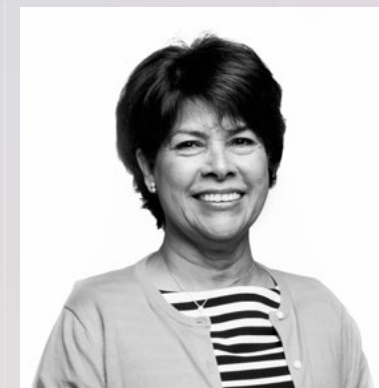
**Janelle Hail**  
CHAIRMAN OF THE BOARD



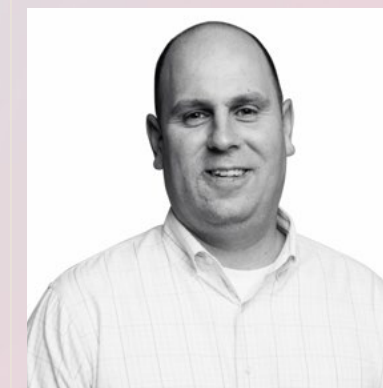
**Hal Donaldson**  
DIRECTOR



**Steve Engle**  
DIRECTOR



**Gabriela Barbarena**  
DIRECTOR



**Lance Hamilton**  
TREASURER



**Ken Ramirez**  
DIRECTOR

## NBCF OFFICERS

Janelle Hail FOUNDER AND CHIEF EXECUTIVE OFFICER

Kevin Hail PRESIDENT AND CHIEF OPERATING OFFICER

John Reece CHIEF FINANCIAL OFFICER AND CHIEF STRATEGY OFFICER





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Explore how we can best support your sponsorship goals and objectives.

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### 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)

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