

The logo features a stylized green plant with several thin, curved stems and small leaves, positioned behind the text. The background is a light green color with a repeating damask pattern in a slightly darker shade of green. A dark brown curved line runs along the left edge of the page.

NATIONAL BREAST CANCER
FOUNDATION, INC.®

2008 Annual Report

T A B L E O F C O N T E N T S

Letter from Founder & CEO	2
Review of Programs	4
Financial Reports	8
Community	11
Medical Facilities	12
Sponsors	14
Thank You	16 



Mission

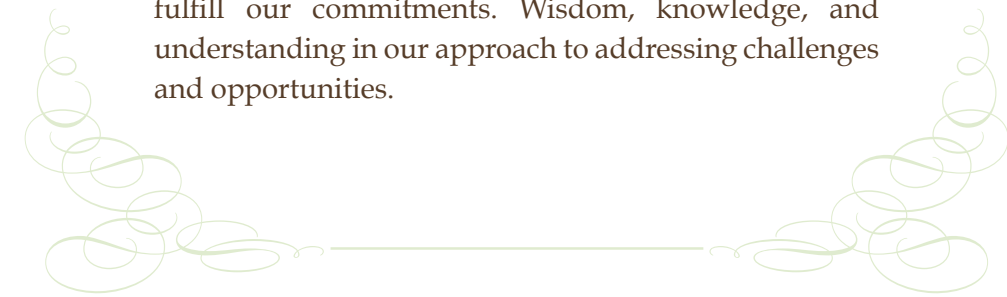
The National Breast Cancer Foundation's mission is to save lives by increasing awareness of breast cancer through education and by providing mammograms for those in need.

Vision

The vision of NBCF is to be a God-honoring charity serving those who may be affected by breast cancer. We strive to help the helpless and give hope to those without hope.

Values

Our core values are compassion, integrity and wisdom. Compassion for those with whom we interact. Integrity in what we say and how we fulfill our commitments. Wisdom, knowledge, and understanding in our approach to addressing challenges and opportunities.



Letter from Our Founder & CEO



Janelle Hail
Founder & CEO

Inspiration, the Root of Success

In 1991 The National Breast Cancer Foundation began as a dream in my heart to provide women with resources to help them live long, productive lives. As an inspiration that kept us going early on, we hung a 4x6 foot laminated map of the United States on our wall. One single, red dot on the map indicated Beeville, Texas, as our starting point. Now, NBCF has flourished and spread across the map into 41 states with continual expansion.

Help is On the Way

NBCF is dedicated to exhibiting excellence as we reach out to underserved women and offer them hope for their future. Our slogan is *Help for Today...Hope for Tomorrow*®. Every day NBCF is in existence, new hope is given to women nationwide.

I was surrounded by loving friends and family at the time I was diagnosed with breast cancer 28 years ago. At NBCF we offer a caring, nurturing environment where people can go for educational information and an online community of support from other survivors and friends at www.nbcf.org. The online community is also made available through cutting-edge technology.

Across America there are women who cannot afford a mammogram. NBCF provides funding for free mammograms for underserved women as well as emotional reinforcement. NBCF's Early Detection Plan provides automated reminders of how to implement a plan of action for proactive healthcare. An educational feature on our website includes *Beyond the Shock*®, an online DVD created for NBCF by oncologists to answer those important questions women ask when diagnosed with breast cancer.

Excellence, the Pathway to Flourishing

From the beginning of NBCF's existence, our success has been rooted in the fertile soil of excellence. Charity Navigator, America's premier charity evaluator, ranks NBCF in the top five percent of charities in America with a four-star rating for the fourth consecutive year.

B.R.A.V.E.

We have a brave approach to helping people with breast cancer health needs. The BRAVE acronym on the next page describes how we actively connect with our sponsors and medical facilities in fulfilling our responsibility and commitment to the women we serve. Through NBCF's programs we reach out with endearing compassion to help those who desperately need our assistance.

Thanks to all of you who make it possible to flourish within our mission and to provide *Help for Today...Hope for Tomorrow*® to millions of people.



B.R.A.V.E.

National Breast Cancer Foundation is **B.R.A.V.E.** in its stand against breast cancer. We do not back down in the face of heartache and challenges, but are an advocate and a comforter for women (and their family and friends) thrown into a stark situation of dealing with cancer.

We look at all of our relationships and constituents as we define and consider what **B.R.A.V.E.** means to us.



Bridge between corporations and hospitals

We bring together two vastly different worlds in a way that is understanding and sensitive to the needs of both environments and cultures.

Resource for patients

We offer women and their families and friends a place to learn more about what is happening in their lives. Through our online community, people are connecting across the country, sharing their experiences and offering needed support and prayers.

Ally of corporations

We understand the needs of companies to get their message into the marketplace in a way that demonstrates their desire to impact their communities.

Voice for medical providers

We develop relationships with facilities that provide diagnostic services to a segment of the population in need of help and hope, as well as conduct research in the pursuit of eliminating breast cancer.

Educator of the public

We believe knowing and understanding the ways to prevent and treat breast cancer are critical to survival. Breast cancer education is essential for people facing one of life's most devastating challenges.

Review of Programs



"Your commitment to fighting breast cancer is a source of inspiration for us. Your gifts will help continue our commitment to delivering state-of-the-art screening services to women from underserved communities."

Jean G. Ford, M.D., Director Cancer Health Disparities Research Program, The Sidney Kimmel Comprehensive Cancer Center at John Hopkins

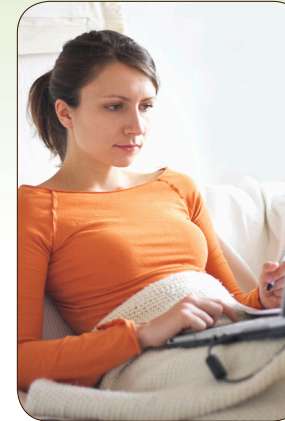
Mammograms

Mammograms Save Lives

NBCF's National Mammography Program offers free mammograms to uninsured and underserved women through our nationwide network of medical facilities. Our National Mammography Program networks donors with top-rated medical facilities and creates lasting partnerships based on fiscal responsibility and equal access to quality healthcare. This year NBCF has made significant strides to increase the National Mammography Program's accuracy and effectiveness by developing improved and accessible measurable outcomes. In 2008 NBCF provided more than 30,000 free mammograms to underserved and uninsured women within our network, which includes 67 medical facilities in 41 states. NBCF's National Mammography Program continues to flourish and strives to expand its network and program funding to include all 50 states in 2009.

Advancements in Early Detection

NBCF is committed to helping medical facilities in our National Mammography Program acquire the latest diagnostic equipment. The recent introduction of digital mammography has proven to significantly increase the efficiency of diagnosing breast cancer. Research suggests that digital mammograms can detect between 10 and 20 percent of breast cancers that are not detected by film mammography. Digital mammography also allows improvement in image storage and transmission, as images can be stored and sent electronically. It is estimated that more than 30 percent of all screening sites have transitioned to digital mammograms, and this number is expected to increase to 40 percent by the end of the year.



Education

Beyond The Shock®

Beyond the Shock® is an online DVD presentation on www.nbcf.org. It is a step-by-step guide to understanding the diagnosis of breast cancer. This hour-long interactive presentation, available in English, Spanish, and Chinese, was created for NBCF by physicians to provide breast cancer patients and their families a comprehensive resource of education, using rich media and 3D graphics. Thousands of oncologists in America have *Beyond the Shock®* to share with newly diagnosed patients.



Early Detection Plan

According to the National Cancer Institute, when breast cancer is found early, the five-year survival rate is 98 percent. In 2008 NBCF created the Early Detection Plan (EDP) to remind women to schedule mammograms, breast self-exams, and clinical breast exams. EDP is an interactive online tool that builds a flexible reminder system utilizing emails, text messages, sms notifications, and calendars. EDP helps save lives by emphasizing the importance of early detection and allows women to decide how they want to be reminded.



Research

The University of Texas M. D. Anderson Cancer Center

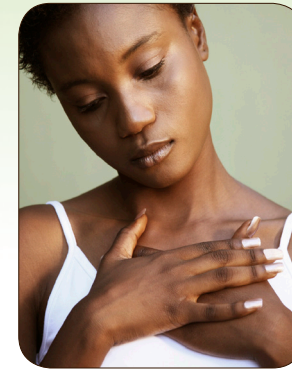
NBCF funds breast cancer research projects at The University of Texas M. D. Anderson Cancer Center. NBCF's funding allowed Dr. Mien-Chi Hung, chair of The University of Texas M. D. Anderson's Department of Molecular and Cellular Oncology, to research the molecular mechanisms of gene regulation and the functionality of oncogenes and tumor suppressor genes in the development of human cancers. Dr. Hung's recent research points to forkhead protein's importance in many types of cancer. "The implication is that forkhead activation will be a great therapeutic target because it would be a powerful tumor-suppressor," notes Dr. Hung.



Cleveland Clinic

NBCF contributed to breast cancer research projects at Cleveland Clinic. The mission of Cleveland Clinic's Lerner Research Institute's is to perform high impact basic science focused on the molecular biology and genetics of cancer. Their research seeks to define the molecular events that control cellular responses to external cues signaling cell division, differentiation, or death. Delos M. Cosgrove, CEO of Cleveland Clinic, states, "Cleveland Clinic's position as a leading academic center depends on the commitment and generosity of organizations like NBCF. You play a key role in enabling us to provide world-class, high quality healthcare."

Program Impact



Program Support Growth

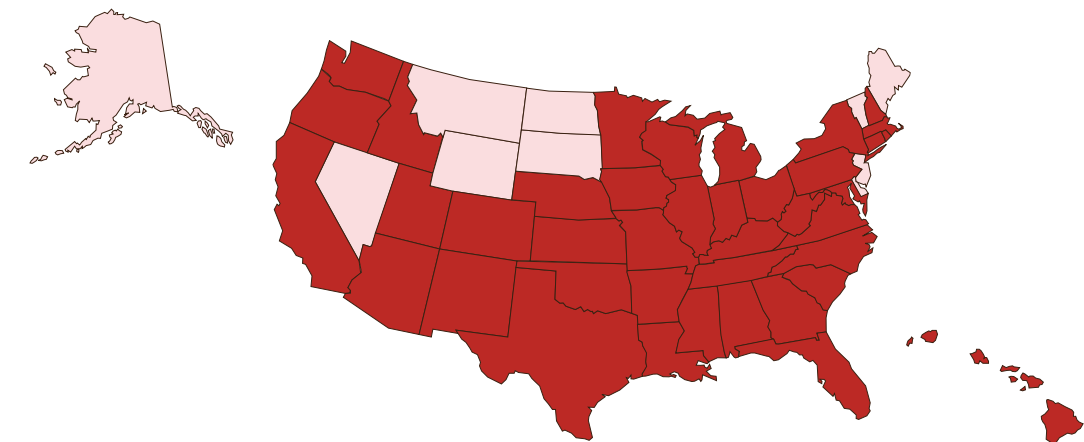
NBCF expresses tremendous gratitude for the steadfast support of its sponsors and donors. Even in challenging times, NBCF continues to flourish and grow in its capacity to provide early detection programs and free mammograms for underserved and uninsured women.

In 2008 our support partners, representing thousands of corporations, individuals, and foundations, increased their giving. This growth would not have been possible without the cooperation and dedication of sponsors and their willingness to join our mission to save lives.

Program Reach

In 2008 NBCF's National Mammography Program expanded its network to include 67 medical facilities in 41 states. This expansion allowed NBCF to provide over 30,000 free mammograms and significantly expanded our program reach.

Though many lives have been saved, the impact the National Mammography Program made on the lives of uninsured and underserved women in 2008 spotlights an even greater need for continuing our upward trend to cover additional states. There are thousands of increasingly vulnerable women that need the program support of NBCF. It is the goal of NBCF to increase the National Mammography Program to all 50 states in 2009.



■ NBCF Mammography Program Coverage

Financial Reports

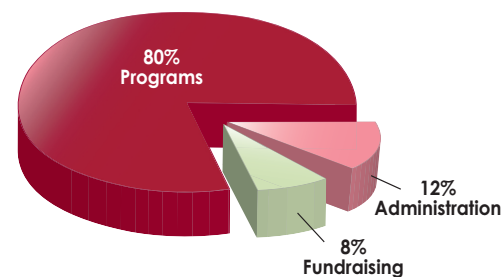
NBCF continues to expand its efforts to provide early detection of breast cancer through mammograms for underserved women, education and research. We are enthusiastic and filled with gratitude in reporting revenue improvement again this year, growing year-over-year by 19 percent (\$1.1 million), with total revenue reaching \$7.1 million.

Our growth is made possible through the generosity of our expanding base of sponsors and donors. Over this past year, the number of individual donors grew by 11 percent and the number of corporate sponsors increased by 34 percent.

America's premier charity evaluator, Charity Navigator, has given NBCF its highest four-star rating based on our ability to responsibly manage our finances and operations. We have received this rating for the past four consecutive years.

We treat our responsibility of stewarding the resources in which we have been entrusted as a high priority. This past year we expanded our program spending by 14 percent, allocating 80 percent of our total spending toward direct fulfillment of our mission. We did this while growing our asset reserve balance by 20 percent, thereby balancing the immediate needs with the ability to weather economic storms. This prudence positions us to continue serving our broadening NBCF community well into the future.

Total Program Expenses



Statement of Financial Position

in thousands as of June 30,

	2008	2007
Assets		
Cash and Investments	\$2,370	\$2,023
Royalties Receivable	\$1,383	967
Property and Equipment	456	449
Other Assets	106	156
Total Assets	\$4,315	\$3,595
Liabilities and Net Assets		
Accounts Payable	\$73	\$67
Notes Payable	32	36
Total Liabilities	\$105	\$103
Net Assets-Unrestricted	4,210	3,492
Total Liabilities and Net Assets	\$4,315	\$3,595

Statement of Activities

in thousands for the year ending June 30,

	2008	2007
Revenue		
Contributions and Royalties	\$7,141	\$6,022
Investment Income and Gains	(3)	158
Other Income	1	25
Total Revenue	\$7,139	\$6,205
Expenses		
Program Services	\$5,129	\$4,482
Management and Administrative	758	749
Fund Raising	533	410
Total Expenses	\$6,420	\$5,641
Change in Net Assets	\$719	\$564

Cultivating Relationships

Why NBCF?



With support of some of the largest consumer product companies in the world, it is easy to see why NBCF continues to flourish. Our corporate and individual partnerships provide value, trust, and accessibility. Based on the success of our cause-marketing program, many of our corporate sponsors continue their support through multiple campaigns. Our individual donors also find value in our personalized early detection program and online community. By partnering with NBCF, you are partnering with a nationally recognized leader in the fight against breast cancer.

Partnership Case Study - Otis Spunkmeyer's *The Pink Cookie*

Otis Spunkmeyer partnered with NBCF by creating *The Pink Cookie* to educate its customers about the importance of early detection. *The Pink Cookie's* sales revenue doubled company projections and provided a unique opportunity to expand involvement and good will to its distributors, operators, and customers. Otis Spunkmeyer also created a lasting bond with breast cancer survivors within the company.

"Our partnership with NBCF is one of the most successful things we have done. It not only touched a tremendous amount of lives, but also supported a foundation working to eliminate breast cancer."

*- John Scheivo
President and CEO/Otis Spunkmeyer*

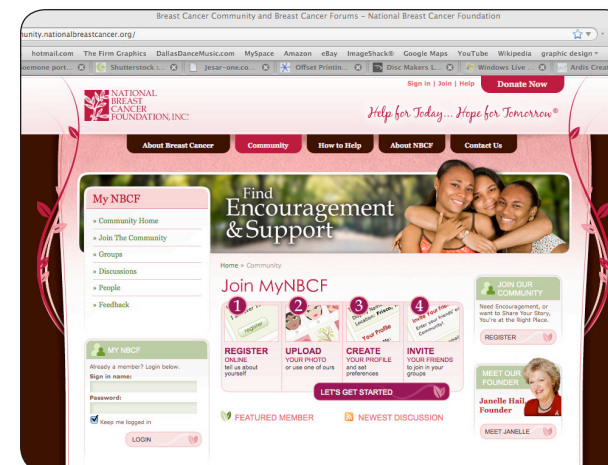
Community



MyNBCF.org is a groundbreaking online community that is described by its members as the "Facebook™ for cancer survivors". With almost 10,000 users, the community provides breast cancer survivors and their families a place to create personal minisites, write journals, join discussion groups, find answers to questions about breast cancer, and connect with new friends.

MyNBCF is a safe place for women to share their feelings about breast cancer. Many women diagnosed with breast cancer are afraid of the outcome and don't know where to turn for answers. Members joining the community not only realize that being afraid is normal, but that their fears can be diminished by the support and encouragement of thousands of others across the country.

My NBCF Community Members



"I am so glad to hear someone else out there feels the same as I do."

- Mindy

"You will be surprised at how strong you can be when you have no other choice."

- Wykina

"I find myself coming to this site many times a day and am inspired by all of you. I just hope I can help others as much as some of you have helped me."

- Grammy

Million Dollar Milestones

NBCF has given over \$1 million to some of the highest-ranking medical facilities in the country. These million dollar milestones represent NBCF's commitment to partnering with hospitals and research centers working to make a momentous impact in the fight against breast cancer. These medical facilities strive for excellence in research and embody the NBCF mission to save lives through early detection.



White Memorial Medical Center/Adventist Health

NBCF has been a major contributor and partner of White Memorial Medical Center/Adventist Health for over five years. In 2008 NBCF made a significant contribution to the Cecilia Gonzalez De La Hoya Cancer Center at White Memorial Medical Center in Los Angeles, CA to provide free mammograms for underserved women.



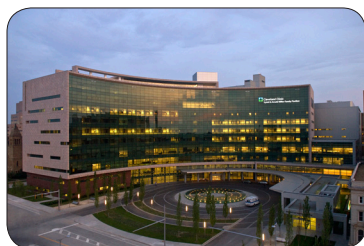
The University of Texas M. D. Anderson Cancer Center

The University of Texas M. D. Anderson was ranked #1 as the Best Hospitals: Cancer by U.S. News & World Report. NBCF has specifically helped fund cancer researcher, Dr. Mien-Chie Hung as he strives to develop novel molecular/gene therapy strategies for human cancer.



Mayo Clinic

NBCF continues its partnership with Mayo Clinic in support of its three locations in Rochester, MN; Jacksonville, FL; and Phoenix, AZ. In 2008 Mayo Clinic received a #2 ranking by U.S. News & World Report's America's Best Hospitals.



Cleveland Clinic

Our relationships continue to grow each year. Our \$700,000 partnership with Cleveland Clinic will exceed \$1 million by 2010. The Cleveland Clinic was named one of America's top four hospitals in 2008 by U.S. News & World Report. NBCF's continues to support Cleveland Clinic's initiative to drive national and global healthcare to new levels of excellence that are necessary for future generations.



Medical Facilities in our Network

- | | | |
|--|---|---|
| Adventist Medical Center (OR) | Lady of the Resurrection Medical Center (IL) | (CA) |
| Alabama Department of Public Health (AL) | Liga Contra El Cancer/League Against Cancer (FL) | Simi Valley Medical Center (CA) |
| American-Italian Cancer Foundation (NY) | Los Angeles Mission (CA) | Southeastern Ohio Regional Medical Center (OH) |
| Baptist Health Foundation (AR) | Magee Women's Foundation (PA) | Spectrum Health Foundation (MI) |
| Baton Rouge General Foundation (LA) | Martin Memorial Diagnostic Center (FL) | St. Alexius Medical Center (IL) |
| Bethesda Foundation (OH) | Mary Rutan Hospital (OH) | St. Anthony's Medical Center (MO) |
| Blessing Hospital (IL) | Massachusetts General Community Health Association (MA) | St. John Health Foundation (MI) |
| Bluefield Regional Medical Center (WV) | Maui Memorial Medical Center Foundation (HI) | St. Luke's Breast Care Center (MO) |
| Breast Cancer Connections (CA) | Mayo Foundation (AZ, FL & MN) | St. Mary's Medical Center (CA) |
| Breast Cancer Resource Center (TX) | Medical College of Virginia Foundation (VA) | St. Vincent Charity Hospital (OH) |
| Clarian Health Partners, Methodist-IU-Riley (IN) | MetroHealth Foundation, Inc. (OH) | St. Vincent Foundation (IN) |
| Cleveland Clinic Foundation (OH) | Mississippi State Department of Health (MS) | Swedish Covenant Hospital (IL) |
| Council of Community Clinics (CA) | Mount Carmel Foundation (OH) | The University of Texas M. D. Anderson Cancer Center (TX) |
| Fred Hutchinson Cancer Research Center (WA) | Nebraska Medical Center (NE) | UCSF Carol Franc Buck Breast Care Center (CA) |
| Genesis Healthcare System (OH) | Northern Inyo Hospital (CA) | University Health Care Foundation (GA) |
| Good News Clinics (GA) | Ohio Health Foundation (OH) | University Hospitals Case Medical Center (OH) |
| Henry Ford Health System (MI) | Oklahoma University Medical Center (OK) | University of Colorado Hospital (CO) |
| Holy Spirit Hospital (PA) | Parkland Hospital Foundation (TX) | University of Kentucky Markey Cancer Center (KY) |
| Howard University Hospital (DC) | POH Regional Medical Center (MI) | University of New Mexico Hospital (NM) |
| James Graham Brown Cancer Center (KY) | Presbyterian Cancer Center (NC) | University of Utah Healthcare (UT) |
| Johns Hopkins Kimmel Cancer Center (MD) | Saint Alphonsus (ID) | Vanderbilt Medical Center (TN) |
| Jupiter Medical Center Foundation (FL) | San Joaquin Community Hospital | White Memorial Medical Center (CA) |

Our Sponsors



It is a privilege and an honor to serve women and their families through our work at NBCF. We are able to connect our sponsors with medical facilities, the people who directly impact so many in the fight against breast cancer. Thank you for your generous support.

Major Benefactors

\$1 million+ accumulative over 3 consecutive years

Carl's Jr. and Hardee's Restaurants
CharityUSA.com
National City Corporation



Sponsors' Circle

Fiscal Year 2008 Donors (July 1, 2007 – June 30, 2008)

President's Circle: \$1,000,000+

Diamond Level: \$500,000+

Carl's Jr. and Hardee's Restaurants
CharityUSA.com
National City Corporation

Emerald Level: \$250,000+

ACE Cash Express & NetSpend
Colgate-Palmolive Company
SO.CAP.USA Hair Extensions
Winn-Dixie Stores, Inc.

Platinum Level: \$100,000+

Bradshaw International, Inc.	Ralcorp Frozen Bakery Products, Inc.
Clarisonic	Western Digital
Honey Dew Associates, Inc.	Winesellers, Ltd.
Medline Industries, Inc.	

Gold Level: \$50,000+

Bond Manufacturing Company, Inc.	Otis Spunkmeyer, Inc.
Casio, Inc.	Smithfield Deli Group, Inc.
Columbia Sportswear Company	Torrid
Harland Clarke Corp.	The Yankee Candle Company, Inc.
Morton Salt	

Silver Level: \$25,000+

Arrow International	Pactiv Corporation/Hefty
Car-Freshner Corporation	LBC, Inc.
Dick's Sporting Goods, Inc.	Playtex Products, Inc.
FUJIFILM U.S.A., Inc.	The Procter & Gamble Company
The Gene Haas Foundation	Spenco Medical Corporation
Giftco, Inc.	

Bronze Level: \$10,000+

Aiken Equine Charities Ltd.	Mad Catz, Inc.
Anchor Hocking Company	McKeon Products, Inc.
Brown & Haley	Money Movers of America, Inc.
Cline Cellars	Naturally Fresh, Inc.
Custom Direct, LLC	The Ralph and Eleanor Cantisano Family Foundation
Edible Arrangements	SmartShopper Electronics, Inc.
eQuilter.com	Steak 'n Shake Operations
The Furnessville Foundation	Teitelbaum Family Charitable Remainder Unitrust
Goebel of North America	Tenakill Middle School Kids and Parents
Grimmway Farms	Voyageur Canoe Outfitters
Happy Hookers Charity Fishing Tournament	Brian T. Waddle
International Coffee & Tea, LLC	

Thank You for Helping Us Save Lives



When we consider the delicacy of life and the privilege of reaching women who could die without our assistance, we are grateful to all of those who make our work possible. To our sponsors, we thank you for upholding NBCF with financial support and helping us advance the message of early detection to your circle of influence. To the medical facilities that receive our funding, we thank you for your life-giving dedication to serve women in need. To the women we help, we give you hope for your future.

Inside Back Cover



www.nbcf.org