

A young girl with blonde hair, wearing a pink dress and black boots, is crouching in a forest. She is holding a small green plant in a grey fabric bag tied with a pink ribbon. The forest floor is covered with pine needles and branches. The background shows several large, thick tree trunks with rough bark, and some sunlight filtering through the trees.

NATIONAL  
BREASTCANCER  
FOUNDATION 2011

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NBCE CELEBRATES *20 YEARS*

2011 ANNUAL REPORT



**MISSION** *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 FOUNDER

## *NBCF Celebrates Its 20th Year*



### Reflections of a Dream

Sometimes a dream starts with a tear, not an epiphany. My reflections take me back to a day, thirty-one years ago, when I lay in the hospital facing the first day of recovery from breast cancer surgery. The scar from the mastectomy traversed my young body. Fear of death overwhelmed me and almost choked the life out of me. That was the moment I reached down into my heart and found the dream that was waiting to come forth.

As I wiped away a tear, I thought about how I had to make a life-changing decision about my breast health care with no information available. *No woman should have to make that kind of decision without being educated about her choices*, I thought. That was the birth of the dream, but not in the way you might think.

Fear did not leave until hope replaced it. Early detection gave me hope for a future—hope that my three young sons would have a mother as they grew up, hope that my husband and I would grow old together, and hope that I would not live in terror every day of my life thinking about what breast cancer could do to me.

As fear stepped aside, the dream emerged. I dreamed that all women would have access to educational resources so they could make informed decisions and no woman would have to neglect her breast health care because she could not afford a simple procedure like a mammogram. The size of the dream was greater than I thought possible. The dream turned into a vision.

### Hope Gave Birth to a Vision

Vision crystallized as hope stepped into action. The vision to reach women around the world started within my own community. I founded the National Breast Cancer Foundation, Inc.<sup>®</sup> (NBCF) in 1991 to build a bridge that would link women to hospitals and to each other. Others joined me as they embraced the vision. When the first \$5,000 check was given to NBCF, I cried uncontrollably because others understood what we wanted to accomplish with NBCF. Times were tough, money was tight, and my family gave all of their resources to breathe life into NBCF. At that moment, the vision emerged from a nonprofit document into a living entity that had the potential of saving lives.

## Vision Looked Through the Windows of the World

Today NBCF is recognized as a leading breast cancer organization, widely respected throughout the world.

Over the years, NBCF has provided free mammography services for women who could not afford them, educational services, and funding for targeted research projects with leading cancer centers.

Yet, it was not until the day I sat in our NBCF conference room and viewed the final cut of our online educational tool, *Beyond The Shock*,<sup>®</sup> that I realized the dream had become a reality. With this worldwide, highly-acclaimed educational tool, we could cross the barriers of culture around the world and offer life-saving help to women in a new way. Women would be able to seek out healthcare options best suited for them based on medical information offered in an easy-to-understand format.

NBCF has joined hands with partners to bridge the gap between women and medical facilities nationwide to provide diagnostic care.

Women can create their own *Early Detection Plan* to receive reminders of breast self-exams, clinical breast exams, and mammograms. The life of one of our own NBCF employees was saved when her *Early Detection Plan* reminded her to get a mammogram, resulting in her early diagnosis of breast cancer.

NBCF has become a stabilizing force in the lives of hundreds of thousands of women who have reached a crossroad in their lives and need a helping hand to get across the bridge. Our online support community provides a welcoming environment where women can share their experiences and provide encouragement to others.

We are grateful to our sponsors who have made it possible for us to provide services to women in need. This year the donations to NBCF have reached over 12 million dollars. Today the tears that fall are for a different reason. I cry for the thousands of women we have not yet reached.

*Carl Sandburg said, "Nothing happens unless first a dream."*

Dreams become hope. Hope becomes vision. And, vision knows no end. NBCF celebrates 20 years of dreams this year. Celebrate with us as we dream for the future of all women!

*Janelle Nail*

## REVIEW OF PROGRAMS

### *Beyond The Shock*<sup>®</sup> - A Catalyst for Courage



*While* undergoing a bone scan for an unrelated injury, Jan Greenwood, a wife and mother of four, heard the dreaded words that afflict over two hundred thousand women each year, “You have breast cancer.”

“I remember just the sensation of having the wind sucked out of my lungs, a sucker punch, or something that stops you mid-stride,” says Greenwood about her diagnosis. “And then as you begin to breathe again, there are one million questions that circle your mind.”

In response to hearing countless stories around the country from women diagnosed with breast cancer, National Breast Cancer Foundation, with the support of top medical experts, doctors, and researchers worldwide, created *Beyond The Shock*, an online resource for women who have been diagnosed with the disease ([www.BeyondTheShock.com](http://www.BeyondTheShock.com)).

*Beyond The Shock* utilizes ground-breaking technology and the resources of the global medical community to create an accessible platform for understanding a diagnosis of breast cancer and to help women understand all the treatment options available to them.

Through a series of seven video chapters, *Beyond The Shock* explains breast cancer types and stages, how it grows, how it is diagnosed, and how it is treated. The site also features a social community that allows users to ask questions of other survivors and get answers.

Another feature of the site includes a section to hear and upload stories from survivors in various stages of the disease. Greenwood, a Stage 4 breast cancer survivor, shares her remarkable survival story in one of the featured stories.

“Whatever you’re afraid of, you have to do it in spite of the fear,” says Greenwood. “Eventually, the fear becomes a catalyst for courage.”







# REVIEW OF PROGRAMS

## *National Mammography Program*

*“In dreams begins responsibility.”*

-WILLIAM BUTLER YEATS

### **National Mammography Program**

NBCF's *National Mammography Program* (NMP) began with a dream, a vision, a hope—a hope that underserved women nationwide would be able to receive life-saving early detection services for breast cancer even if they could not afford them. Throughout the years, the dream has become a reality. This past year, the *NMP* has expanded its network and now provides free mammograms and breast diagnostic services to underserved women in all 50 states. In fiscal year 2011, the *NMP* network included 91 facilities and provided nearly 33,000 free mammograms and breast diagnostic services.

NBCF is committed to maintaining and growing a successful program and ensuring that underserved women will be able to receive both early detection services and breast cancer treatment regardless of their ability to pay. NBCF requires that every *NMP* network partner has resources to provide a continuum of breast care services and treatment after an abnormal finding or diagnosis of breast cancer.

### **Tracking Results**

The *NMP* maintains a bi-annual reporting system to evaluate the progress and growing needs of facilities within our network. Facilities are able to share the successes and challenges of their program by reporting on the number of breast care services provided, the number of women served, and the needs they have for the future.

## An NMP Story

The success of the *NMP* is evident both in the numbers of services provided to underserved women and in the stories that women share about how this program has saved their lives. In 2009, a 43 year-old woman in Utah found a lump under her right arm and called the University of Utah Health Care Huntsman Cancer Hospital, an *NMP* partner since 2008. She was worried, jobless, and without insurance. She was told about the grant provided by the National Breast Cancer Foundation and was overjoyed. The ultrasound indicated that the lump she had found was a benign cyst. At this time, the *NMP* was able to give this woman peace of mind; however, this was only the beginning of the impact the *NMP* had on her life.

In 2011, two years after her previous appointment, this same woman returned to the hospital because her brother was undergoing surgery. While waiting, she asked if she could speak with someone about a mammogram. She had not been able to find work and asked if there was any help available. Because NBCF continued to support Huntsman Cancer Hospital with an additional grant, the *NMP* was able to help this patient a second time. Her screening mammogram showed a mass in her breast. Unfortunately, this time, she was diagnosed with breast cancer. She had a lumpectomy and is now undergoing treatment.

“Without this grant she most certainly would not have had the mammogram that saved her life. Her gratitude is beyond what words can express,” says Terri Neihart, Mammography Manager at University of Utah Healthcare, Huntsman Cancer Hospital. This story emphasizes the responsibility NBCF has to continue to provide support for underserved women to receive life-saving early detection services. For every woman helped, there is a story of hope.





# REVIEW OF PROGRAMS

## *Navigator Program*

*“Where there is no vision, there is no hope.”*

- GEORGE WASHINGTON CARVER

*While* NBCF provides free breast care services through its *National Mammography Program* (NMP), sometimes those in need are unaware that the program exists. Through patient navigation programs at medical facilities within our network, NBCF is able to promote the *NMP* to those that need it most. Patient navigation is a proactive approach to help patients overcome the barriers of cost, fear, and misinformation surrounding a disease and its prevention. By helping underserved women navigate the health care system, navigators provide the vision that gives women hope.

### NBCF is Using Patient Navigation to Save Lives

Throughout 2010 and into 2011, NBCF has helped develop patient navigation programs with some of the top medical facilities in the country. NBCF supported seven patient navigation programs and provided 28,775 patient navigation services to women at the following medical facilities:

*Johns Hopkins Sidney Kimmel Comprehensive Cancer Center (MD)*

*Los Angeles Christian Health Centers (CA)*

*Magee–Womens Foundation (PA)*

*Mayo Clinic (MN)*

*University of Kentucky Comprehensive Breast Care Center (KY)*

*The Queen’s Medical Center–Women’s Health Center (HI)*

*University of Kansas Cancer Center (KS)*

At each of these facilities, NBCF is making a difference in patient navigation by helping patients overcome the obstacles on the road to diagnosis and treatment. This includes increasing the number of women receiving early detection education and screening mammograms, thereby decreasing the percentage of patients lost to follow-up. Navigators also strive to decrease the amount of time between abnormal findings to diagnosis and treatment.

*“We feel incredibly blessed to have received a grant from NBCF to [help] fund the Johns Hopkins breast health/breast cancer navigation program. When a woman hears those words, ‘you have breast cancer,’ she is at her most frightened and vulnerable time of her life. Having a nurse navigator, who also is a breast cancer survivor, for navigation, support, education, and follow-up is an incredible resource for patients to have. A nurse navigator is a vision of hope, a touch stone through the patient’s diagnosis and treatment.”*

- LILLIE SHOCKNEY, Director, Johns Hopkins Avon Foundation Breast Center

# REVIEW OF PROGRAMS

## *Medical Facilities*

### ALABAMA

Alabama Department of Public Health

### ALASKA

Providence Alaska Medical Center/Cancer Center

State of Alaska Breast and Cervical Health Check

### ARIZONA

Kingman Regional Medical Center

Mayo Clinic Cancer Center in Arizona

### ARKANSAS

Baptist Health Medical Center Little Rock

Baptist Health Breast Center North Little Rock

University of Arkansas for Medical Sciences (UAMS), Winthrop P. Rockefeller

Cancer Institute–UAMS Mammovan

### CALIFORNIA

Breast Cancer Connections

Los Angeles Christian Health Centers

Mad River Community Hospital

Sharp Chula Vista Medical Center

White Memorial Medical Center

University of Colorado Hospital

### COLORADO

### CONNECTICUT

St. Vincent's Foundation

### DELAWARE

Bayhealth Cancer Institute

### D.C.

Howard University Hospital

### FLORIDA

Boca Raton Regional Hospital

Margaret W. Niedland Breast Center at Jupiter Medical Center

Liga Contra el Cáncer

Martin Memorial Diagnostic Center

Mayo Clinic Cancer Center in Florida

Good News Clinics

### GEORGIA

University Health Care Foundation

### HAWAII

The Queen's Medical Center–Women's Health Center

### IDAHO

Saint Alphonsus Breast Care Center

### ILLINOIS

Blessing Breast Center

The Breast Care Center at St. Alexius Medical Center

Swedish Covenant Hospital

### INDIANA

Imaging Center of NC Indiana

Indiana University Health Methodist Cancer Program

St. Vincent Hospital Foundation

### KANSAS

University of Kansas Cancer Center

### KENTUCKY

James Graham Brown Cancer Center

University of Kentucky Comprehensive Breast Care Program

### LOUISIANA

The Louisiana Breast and Cervical Health Program

### MAINE

Maine Medical Center Cancer Institute

### MARYLAND

Johns Hopkins Sidney Kimmel Comprehensive Cancer Center

### MASSACHUSETTS

Massachusetts General Hospital Community Health Associates

### MICHIGAN

Henry Ford Health System

POH Riley Foundation

Spectrum Health, Betty Ford Breast Care Services

St. John Providence Health System Foundations

Mayo Clinic

### MINNESOTA

### MISSISSIPPI

Mississippi State Department of Health, Breast and Cervical Cancer Program

### MISSOURI

St. Anthony's Medical Center, Breast Imaging and Diagnostic Center

St. Luke's Hospital Breast Center

MONTANA	Montana Cancer Control Programs Northwest Healthcare
NEBRASKA	Nebraska Medical Center
NEVADA	Nevada Health Center's Mammovan St. Rose Dominican Hospital, WomensCare Center
NEW HAMPSHIRE	LRGHealthcare
NEW JERSEY	Hackensack University Medical Center Foundation New Jersey Department of Health and Senior Services' Cancer Education and Early Detection Program
NEW MEXICO	UNM Hospitals
NEW YORK	American-Italian Cancer Foundation
NORTH CAROLINA	Duke University Medical Center Presbyterian Healthcare Foundation
NORTH DAKOTA	Altru Health System
OHIO	The Bethesda Foundation, Inc. Cleveland Clinic Fairfield Medical Center Foundation Genesis HealthCare System/Genesis HealthCare Foundation The Ewing H. Crawfis Imaging Center at Mary Rutan Hospital MetroHealth BREAST/Amigas Program OhioHealth Foundation Southeastern Ohio Regional Medical Center UH Case Medical Center, Breen Breast Health Pavillion
OKLAHOMA	OU Breast Institute
OREGON	Adventist Medical Center
PENNSYLVANIA	Allegheny General Hospital Magee-Womens Foundation Thomas Jefferson University Hospital
RHODE ISLAND	Our Lady of Fatima Hospital
SOUTH CAROLINA	Charleston Breast Center
SOUTH DAKOTA	All Women Count!, South Dakota Department of Health
TENNESSEE	University of Tennessee Medical Center, Cancer Institute's Breast Health Outreach Program (BHOP) Vanderbilt University Medical Center
TEXAS	Breast Cancer Resource Centers of Texas (BCRC) Parkland Foundation, on behalf of Parkland Health & Hospital System The University of Texas MD Anderson Cancer Center
UTAH	University of Utah Healthcare
VERMONT	Comprehensive Breast Care Program at Brattleboro Memorial Hospital Springfield Hospital
VIRGINIA	Alleghany Highlands Free Clinic Virginia Commonwealth University Medical Center
WASHINGTON	Fred Hutchinson Cancer Research Center
WEST VIRGINIA	Bluefield Regional Medical Center
WISCONSIN	Froedtert Hospital Foundation
WYOMING	Wyoming Department of Health, Breast and Cervical Cancer Early Detection Program

# RESEARCH

## *The University of Texas MD Anderson Cancer Center & Cleveland Clinic*

*“Research is to see what everybody else has seen, and to think what nobody else has thought.”*

- ALBERT SZENT-GYÖRGYI

**NBCF's** hope for the future is to help find the cure for breast cancer by continuing to work with some of the finest scientists in the nation. The University of Texas MD Anderson Cancer Center is continually ranked as the #1 Best Cancer Hospital, and Cleveland Clinic has been ranked as the #9 Best Cancer Hospital this year by *U.S. News and World Report*. NBCF provides research funding to both hospitals in their efforts to develop therapeutic and preventive drugs for breast cancer.

### **The University of Texas MD Anderson Cancer Center**

Mien-Chie Hung, Ph.D., a world-renowned cancer researcher, and his staff at MD Anderson are striving to provide new hope to at-risk women. Their primary goal is to develop therapeutic and preventive drugs that target breast cancer initiating cells (BCICs) and enhance treatment efficacy. This achievement will result in the advancement of a new treatment for breast cancer and will aid in the identification of novel targets to prevent BCICs.

There have been some great strides in Dr. Hung's research. Based on a recent report, gene therapy delivered directly to a particularly stubborn type of breast cancer cell causes the cells to self-destruct, lowers chance of recurrence, and helps increase the effectiveness of some types of chemotherapy. "There are no effective methods to target BCICs, and they're urgently needed, especially for relapsed breast cancer patients," says Dr. Hung.

### **Cleveland Clinic**

Dr. Gregory Plautz, a researcher for Cleveland Clinic's Molecular & Genetic Markers in Breast Cancer Research Program, has launched a new study that focuses on developing a vaccine for certain types of breast cancer. The goal for this project is to design a customized immunotherapeutic vaccine that can be administered to HER2 patients following a standard therapy to ultimately eliminate tumor reoccurrence.

Before Dr. Plautz and Cleveland Clinic launched this project, no research existed in regard to a specific area (chromosome 17) surrounding the HER2 gene. This unexplored scientific idea will yield a great opportunity to develop a vaccine with the ultimate goal of providing effective therapy for breast cancer without the taxing side effects of chemotherapy and radiation.

NBCF holds steady the hope that supported research at MD Anderson and Cleveland Clinic will continue to make advances in breast cancer. While NBCF supports these hospitals and their research as they endeavor to eliminate breast cancer, funded research projects are carefully selected to continue to provide *Help for Today...Hope for Tomorrow.*®







## RESEARCH

### *NBCF's Global Outreach*

*In* 2010, NBCF joined forces with some of the greatest scientists and doctors in the world to eliminate barriers in the fight against breast cancer through a collaborative event.

While NBCF provides mammograms for underserved women across the United States, we recognize our ground-breaking educational initiatives are needed throughout the world to illuminate people's awareness of breast cancer.

As a Founding Member of Worldwide Innovative Networking (WIN), NBCF is partnering with medical experts from 22 countries across 5 continents to build new strategic alliances in oncology, create innovative drug development programs, and accelerate clinical trials and validation of new drugs for personalized cancer care.

This past year, NBCF showcased *Beyond The Shock*® at the Worldwide Innovative Networking Annual Consortium in Paris, France.

"The WIN Consortium, made up of clinicians, researchers, and technology providers, is dedicated to ensuring rapid translation of ground-breaking personalized cancer medicine discoveries from the bench to the bedside," says Dr. Vladimir Lazar, WIN COO and Head of Functional Genomics at the Institut Gustave Roussy, in Paris, France.

This type of consortium and unselfish collaboration with the finest doctors and scientists in the world is expected to accelerate the goal to save lives.

*"As breast cancer cases and mortality rates continue to rise across the globe, it is becoming increasingly urgent for the medical community to share their successes and failures in the fight against this disease."*

- JANELLE HAIL, NBCF Founder & CEO



# FINANCIAL STATEMENTS

*We* are grateful for the growth we have experienced in our twenty-year history. This growth is a reflection of the vision sparked in the heart of our founder, Janelle Hail, and captured in the hearts of all of our donors and sponsors.

NBCF is pleased to report a revenue increase of 18% for this previous fiscal year, achieving our highest level of annual revenue of \$12 million.

We understand and take our responsibility seriously to steward these resources in fulfillment of our mission to impact the lives of women and their families and friends. We increased our allocation of funding to programs this year to 83% of overall spending—over the previous year’s 81%.

## Patient Services

We have established patient services and early detection programs covering all fifty states and the District of Columbia. We grew these services by spending 72% more this past year over the previous fiscal year, adding six more medical facilities to our network. With this increase in spending, we were able to touch the lives of 92% more women in underserved communities around the country. We educated women about breast cancer while promoting awareness of this devastating disease. We increased our education and awareness spending by 12% over the previous fiscal year.

## Education

The primary area of increase in our educational spending was to update our flagship program, *Beyond The Shock*.® It was developed and launched this past year and has been well received for filling the gap of providing medically sound breast cancer information in an approachable manner.

As we look ahead to the next twenty years, we hope you continue to entrust us with your resources to expand and grow our programs with the purpose of providing help and hope to as many women as possible.

\$12 MILLION TOTAL REVENUE

\$12m

\$10.4m TOTAL SPENDING  
TO FULFILL OUR MISSION

83.1% PROGRAMS

16.9%

\$8.6m

\$4.1m  
EDUCATION

- *Beyond The Shock*
- Awareness/Materials

\$3.7m  
PATIENT SERVICES

- Breast Care Services
- Navigation Services

\$0.8m  
RESEARCH

- University of Texas  
MD Anderson Cancer Center
- Cleveland Clinic

FUNDRAISING

MANAGEMENT

\$1m

\$0.7m

\$1.6m RESERVE CONTRIBUTION

# FINANCIAL STATEMENTS

## Statement of Financial Position (in thousands)

*As of June 30,*

	<i>2011</i>	<i>2010</i>
<b>ASSETS</b>		
Cash and Investments	\$7,729	\$5,610
Royalties Receivable	737	1,617
Property and Equipment	259	334
Other Assets	608	161
<b>TOTAL ASSETS</b>	<b>9,333</b>	<b>7,722</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts Payable and Other Liabilities	100	105
<b>TOTAL LIABILITIES</b>	<b>100</b>	<b>105</b>
Net Assets-Unrestricted	9,233	7,617
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$9,333</b>	<b>\$7,722</b>

## Statement of Activities (in thousands)

*For the year ending June 30,*

	<i>2011</i>	<i>2010</i>
<b>REVENUE</b>		
Contributions and Royalties	\$11,732	\$10,004
Investment Income and Gains/(Losses)	283	153
Other Income	0	(11)
<b>TOTAL REVENUE</b>	<b>12,015</b>	<b>10,146</b>
<b>EXPENSES</b>		
Program Services	8,642	6,562
Management and Administrative	728	539
Fund Raising	1,029	1,047
<b>TOTAL EXPENSES</b>	<b>10,399</b>	<b>8,148</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$1,616</b>	<b>\$1,998</b>

## Statement of Cash Flows (in thousands)

For the year ending June 30,

	2011	2010
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Change in Net Assets	\$1,616	\$1,998
<i>Adjustments:</i>		
Depreciation and Amortization	164	152
Investment (Gain) Loss	(94)	(49)
(Increase) Decrease in Prepaid Expense & Receivables	433	(18)
Increase (Decrease) in Payables & Other Liabilities	1	34
<b>NET CASH PROVIDED BY OPERATING ACTIVITIES</b>	<b>2,120</b>	<b>2,117</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Proceeds from Investments, Property and Equipment	3,003	773
Purchases of Investments	(5,434)	(5,160)
<b>NET CASH PROVIDED BY (USED IN) INVESTING ACTIVITIES</b>	<b>(2,431)</b>	<b>(4,387)</b>
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
Principal Payments on Note Payable	0	(26)
<b>NET CASH PROVIDED BY (USED IN) FINANCING ACTIVITIES</b>	<b>0</b>	<b>(26)</b>
Net Increase (Decrease) in Cash and Cash Equivalents	(311)	(2,296)
Cash and Cash Equivalents at Beginning of Year	545	2,841
<b>CASH AND CASH EQUIVALENTS AT END OF YEAR</b>	<b>\$234</b>	<b>\$545</b>
<b>SUPPLEMENTAL DISCLOSURES:</b>		
Cash Paid for Interest	-	\$2

# SPONSOR CIRCLE

## Major Benefactors

*\*\$1,000,000+*

Carl's Jr. and  
Hardee's Restaurants

CharityUSA.com

The Dannon Company, Inc.

Gannett Video Enterprises

NetSpend and  
Ace Cash Express

The Procter & Gamble Co.

SHE by SO.CAP.USA  
Hair Extensions

## President's Circle

*\$1,000,000+*

The Dannon Company, Inc.

Gannett Video Enterprises

## Diamond Level

*\$500,000+*

CharityUSA.com

NetSpend and  
Ace Cash Express

The Procter & Gamble Co.

Scentsy, Inc.

## Emerald Level

*\$250,000+*

FUJIFILM U.S.A., Inc.

SHE by SO.CAP.USA  
Hair Extensions

*\*Accumulative over 3 consecutive years*

## *Platinum Level*

*\$100,000+*

Gerald L. Alpaugh Estate  
Columbia Sportswear Co.  
Dick's Sporting Goods, Inc.  
Ghirardelli Chocolate Co.  
Harland Clarke Corp.  
The Hillman Group, Inc.  
Hungry Howie's Pizza  
J. Lohr Vineyards & Wines  
Knouse Foods  
Medline Industries, Inc.  
Process Pink Payments  
Security Equipment Corp.

## *Gold Level*

*\$50,000+*

Adidas  
Rediform  
Concorde Collection  
FGX International, Inc.  
Giovanni Cosmetics, Inc.  
HanesBrands  
Kansas City Chiefs  
Kraft Foods Global, Inc.  
MagLite® Flashlights  
ONEHOPE Wine  
June L. Silva Trust  
Torrid  
The Yankee Candle Company, Inc.

## *Silver Level*

*\$25,000+*

Apio, Inc.  
Carl's Jr. and Hardee's Restaurants  
Crocs, Inc.  
Domaine Chandon  
Dreyer's Grand Ice Cream, Inc.  
Edible Arrangements International, Inc.  
Global New Beginnings, Inc.  
Honey Dew Associates, Inc.  
Janome America  
Lifetime Brands, Inc.  
Nurtur, LLC DBA Aveda Institute  
Pactiv Corporation/Hefty  
Papyrus  
Reynolds Foil, Inc.  
SG Footwear/Messer Group, Inc.  
Spenco Medical Corporation  
Sunbelt Snacks & Cereals  
Sunny Marketing Systems, Inc.  
Team Detroit  
Winn Dixie Stores, Inc.  
Yahoo! Inc.  
Zebra Pen

## *Bronze Level*

*\$10,000+*

3L Corporation  
Ames Plumbing & Heating, Inc.  
ACCO Brands USA, LLC  
Advance Brands  
Aiken Equine Charities Ltd.  
Alegria by PG Lite  
Alma Lasers, Inc.  
Awareness Awards  
Bond Manufacturing Company, Inc.  
California Giant Berry Farms  
Calvin Klein, Inc.  
Chiefs Children's Fund  
Coleman Cable, Inc.  
Creative Thread Concepts, Inc.  
Custom Direct, LLC  
eQuilter.com  
Foreign Source, Ltd.  
Gina Group  
Icon Eyewear  
George Jones  
Korbel  
Lindsey McKamish  
MightyNet, Inc.  
The Navigators  
P and S, Inc.  
Precious Moments, Inc.  
Select-A-Vision  
Shopkick/Causeworld  
Stenograph, LLC  
Team Beans, LLC  
The Yankee Candle Co. Employees  
Webb Candy, Inc.  
Wexco Industries



# PRESIDENT'S CIRCLE AWARD

DANNON®



*In* October 2010, Dannon, the world's top selling brand of yogurt products, partnered with NBCF to help bring awareness of early detection and promote a healthy lifestyle. The *Cups of Hope* promotion utilized the celebrity endorsements of Jamie Lee Curtis and Heidi Klum and was the most successful sponsorship campaign in NBCF history.

Consumers were inspired by Dannon's *Cups of Hope* promotion to enter more than 10 million codes from under the lids of their cups onto [cupsofhope.com](http://cupsofhope.com), which ultimately led to their decision to increase the planned maximum donation from \$1.5 million to \$1.6 million.

"As an extension of Dannon's commitment to bring health through food to as many people as possible, Dannon supports the National Breast Cancer Foundation to help fund free mammograms for women who could not otherwise afford them," said Michael J. Neuwirth, Senior Director of Public Relations, The Dannon Company.

NBCF congratulates Dannon for joining NBCF's President's Circle. Their commitment and dedication to early detection will help save thousands of lives.





# BOARD OF DIRECTORS AND OFFICERS

## Board of Directors

JANELLE HAIL	Chairman of the Board
RONALD BROOKS	Treasurer
MYRA BROWN	Secretary
STEVE ENGLE, MHA	Director

## National Breast Cancer Foundation Officers

JANELLE HAIL	Chief Executive Officer/Founder
KEVIN HAIL	Chief Operating Officer
JOHN REECE	Chief Financial Officer/Chief Strategy Officer





## THANK YOU

*We* dreamed big dreams without even knowing they were big. The dream of National Breast Cancer Foundation began twenty years ago—the dream to help women, to give them options, to give them knowledge, and most of all, to give them hope. Over the last twenty years we have accomplished much—truly great things that help women every day.

As we at NBCF reflect on the past twenty years, we appreciate that we could not begin to have realized these big dreams without our partners. It is because of our sponsors, donors, fundraisers, supporters, medical facilities, and research facilities that we are able to fulfill our mission. We are truly grateful for your support and commitment to our organization and women in need.

*“To accomplish great things, we must not only act, but also dream; not only plan, but also believe.”*

- ANATOLE FRANCE

