

Helping Women Now[®]

ANNUAL REPORT 2017





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



In Loving Memory of Our Co-founder, Neal Hail

APRIL 29, 1940 - JANUARY 8, 2018

With love and appreciation, we honor Neal Hail, the co-founder of NBCF and my husband of 52 years, who passed away on January 8, 2018. Neal was a dream-maker. He believed that every woman should have access to good healthcare with a right to live and fulfill her own dreams. As you look through NBCF's Annual Report, you will see how dreams are coming true for women and their families across the world. Thank you to our network of hospitals, sponsors, friends, and the millions of women who have been impacted by our programs.

Neal's servant heart and combined experience in ministry and business fully equipped him for his final work. In 1991, Neal and I founded National Breast Cancer Foundation with a mission to help women now by providing help and inspiring hope to those affected by breast cancer. Today, NBCF is one of the leading breast cancer charities in the world and has impacted the lives of millions of women in need.

If there is one word that could define the life of Neal Hail, it would be servant. Faithful servant. In everything Neal did, he served others. He served our country bravely. He served countless women without insurance by providing free mammograms so that they had hope in the face of breast cancer. He served his friends and family with pride, strength, and a love that radiated. He gave everyone the best hugs. He served humanity because everyone he touched walked away with a little more light.

If Neal were alive today, his hope and prayer would be that each person would feel empowered and free to pursue their life's vision. He wanted everyone's dreams to come true, and he believed the pursuit was the best part.

Janella Hail

Co-founder and CEO



This year, over 233,000 services were provided through 83 medical facility partners across the United States.



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.



Medical Facilities with NBCF-Funded Mammography Screening Programs

55



Free Mammograms & Breast Diagnostic Services Provided

12,013

NMP SERVICES PROVIDED IN 2017

	Services Provided
Clinical Breast Exams	388
Screening Mammograms	5,530
Diagnostic Mammograms	1,412
Digital Breast Tomosynthesis	1,245
Ultrasounds	1,342
Computer-Aided Diagnostics	2,034
Biopsies	62
Total Services	12,013



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.

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



Women Navigated to Mammograms

112,234



NBCF-Funded Patient Navigation Programs across the U.S.

37

NAVIGATION SERVICES PROVIDED IN 2017

	Services Provided
Outreach	62,038
Mammograms	112,234
Abnormal Results	18,465
Biopsy / Work-Up	8,181
Diagnosis	2,085
Treatment	1,597
Survivorship / Follow-Up	16,484
Total Services	221,084

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 2017 we funded two metastatic breast cancer retreats.



Cancer steals your choices. It micromanages your life, but you have control when it comes to your care.

COURTNEY
Oncology Social Worker, Baylor College of Medicine

HOPE Kits

The HOPE Kit is a tangible expression of hope for those touched by breast cancer. These kits are filled with thoughtful items to provide comfort and encouragement to breast cancer patients as they undergo treatment. HOPE Kits also offer a practical, hands-on way for our supporters to show patients their commitment to helping at every step of the journey. In 2017, HOPE Kits were delivered to 224 patients undergoing breast cancer treatment.



Jill Receiving her HOPE Kit



This is exactly what I need right now. I was just diagnosed and am recently widowed, so I don't have a lot of support at home.

JILL
HOPE Kit Recipient



Volunteers Sharing Resources in the NBCF Tent at a Convoy of Hope Event in San Antonio, April 2017

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.



14

Convoy of Hope Outreach Events across the U.S.



12,966

Women Served at Convoy of Hope Outreach Events



752

Convoy of Hope Outreach Event Volunteers

ALL OTHER IN-PERSON EDUCATIONAL INITIATIVES



Number of Events

9



People Served

858

Pink Ribbon Red Ribbon

Pink Ribbon Red Ribbon®, an independent affiliate of the George W. Bush Institute, leads coordinated action to save women and girls' lives from cancer in countries in sub-Saharan Africa and Latin America where the burden of disease is greatest. By working with public and private sector organizations, Pink Ribbon Red Ribbon builds on the success and lessons of the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), and, with the ongoing commitment of President George W. Bush and First Lady Mrs. Laura Bush, reaches communities to provide services for the prevention and treatment of breast and cervical cancers. Pink Ribbon Red Ribbon currently supports efforts to combat cervical and/or breast cancer in the Republics of Botswana, Namibia and Zambia; the United Republic of Tanzania, and the Federal Democratic Republic of Ethiopia. NBCF awarded PRRR a grant to carry out efforts around education, awareness-raising, support services, and other assistance to breast cancer control programs in PRRR-supported countries.



Pink Ribbon Red Ribbon in Zambia
Photo Courtesy of Pink Ribbon Red Ribbon



MD Anderson Cancer Center, Houston, TX

MD Anderson Cancer Center

NBCF is investing in a highly-targeted breast cancer research effort through MD Anderson's Moon Shots program. The team, led by Dr. Mien-Chie Hung, is focused on identifying personalized treatment options for patients with triple-negative breast cancer (TNBC), a less common, but more aggressive form of the disease. Unlike other forms of breast cancer, TNBC is not accelerated by estrogen, progesterone, and HER2, making this type of breast cancer more difficult to treat through known precision medicine techniques. This has led to lower survival rates for women with TNBC. However, the Moon Shots research team has already made strides by identifying the remarkable molecular similarities between TNBC and another rare, aggressive type of cancer: high-grade serious ovarian cancer. This discovery allows researchers for each of these cancers to integrate their efforts and share breakthroughs in new drug trials.

Our Fundraisers



Frisco ISD Chain Link Fundraiser



NBCF High School Ambassadors



NBCF Staff with the Munzee Team

FRISCO ISD

Frisco ISD, a school district outside Dallas, TX, serves the community of Frisco with the mission to know every student by name and need.

Since 2016, six high schools in Fisd have participated in fundraisers, including the Chain Link Fundraiser. Students at participating Fisd high schools sold pink paper links for \$1 with the goal to extend a chain across the football field. High schools competed against each other to raise the most funds and build the largest chain.

NBCF also partnered with Fisd to create the NBCF High School Ambassador Program, a program to train juniors and seniors how to increase awareness of breast cancer and early detection and provide their peers and students with information about fundraising strategies and opportunities.

Since Fisd joined NBCF's efforts to help women now, they have raised \$24,132. These funds have allowed us to offer local programs to provide mammograms for uninsured or underinsured patients and patient navigation services. Thanks to their fundraising efforts, NBCF will be launching our first Frisco-area support group for breast cancer patients and survivors in 2018.

MUNZEE

Munzee is the next generation in global scavenger hunt games. A smartphone game, Munzee allows players to track down QR Codes hidden in the real world and capture them for points. In October 2016, Robbie McGuire, Director of Operations and Creative Services and Munzee President, Rob Vardeman, decided to host a Breast Cancer Awareness (BCA) promotion within the app to raise money for those affected by breast cancer. Robbie's mother was diagnosed with breast cancer, and he wanted to honor her during her treatment.

The promotion featured two types of pins available for purchase – a BCA Garden Pin and a BCA Temporary Munzee. They constructed a virtual BCA Garden around the NBCF offices in Frisco that will remain a permanent fixture on the map. The scavenger hunters were able to purchase these pins during the month of October for \$10 and deploy them in the garden.

Since the launch, Munzee has raised over \$36,000 to help support NBCF's mission to help women now.

Financial Review

Thanks to the generous contributions of our corporate partners, fundraisers, and donors, 2017 was another tremendous 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 Charity Navigator and GreatNonprofits for our accountability and transparency.



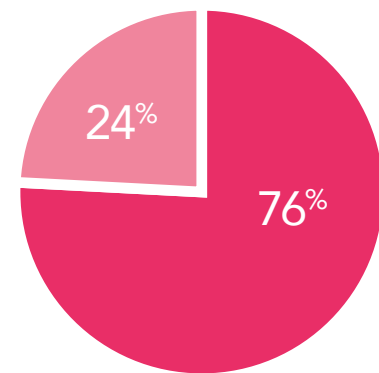
13
Years

We were rated a four-star charity for the 13th year.



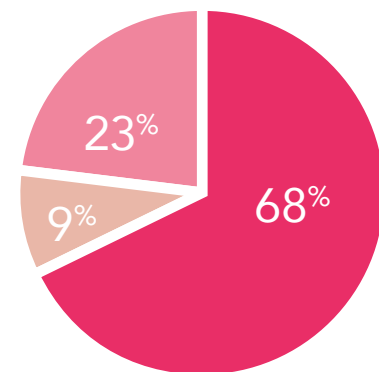
Top
Nonprofit

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



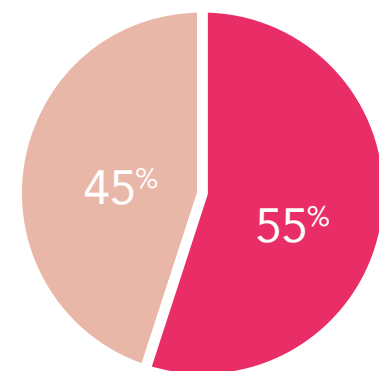
Total Spending to Fulfill our Mission: \$12.3m

■ Programs	76%	\$9.4m
■ Fundraising & Management	24%	\$2.9m



Programs: \$9.4m

■ Education	68%	\$6.4m
■ Patient Services	23%	\$2.2m
■ Research	9%	\$0.8m



Fundraising and Management: \$2.9m

■ Fundraising	55%	\$1.6m
■ Management	45%	\$1.3m

STATEMENT OF FINANCIAL POSITION (in thousands)

As of June 30,	2017	2016
ASSETS		
CASH AND INVESTMENTS	\$5,780	\$6,660
ROYALTIES RECEIVABLE	1,246	568
PROPERTY AND EQUIPMENT	497	646
DONATED INVENTORY	150	36
OTHER ASSETS	434	401
TOTAL ASSETS	\$8,107	\$8,311
LIABILITIES		
ACCOUNTS PAYABLE	\$619	\$600
GRANTS PAYABLE	1,189	1,598
TOTAL LIABILITIES	\$1,808	\$2,198
NET ASSETS		
UNRESTRICTED	\$5,372	\$5,904
TEMPORARILY RESTRICTED	927	209
TOTAL NET ASSETS	\$6,299	\$6,113
TOTAL LIABILITIES AND NET ASSETS	\$8,107	\$8,311

STATEMENT OF ACTIVITIES (in thousands)

For the Year Ending June 30,	2017	2016
REVENUE		
CONTRIBUTIONS AND ROYALTIES - UNRESTRICTED	\$11,538	\$10,589
CONTRIBUTIONS AND ROYALTIES - TEMPORARILY RESTRICTED	718	(288)
INVESTMENT INCOME AND GAINS/(LOSSES)	195	102
TOTAL REVENUE	\$12,451	\$10,403
EXPENSES		
PROGRAM SERVICES	\$9,363	\$10,048
MANAGEMENT AND GENERAL	1,316	1,192
FUNDRAISING	1,586	1,198
TOTAL EXPENSES	\$12,265	\$12,438
CHANGE IN NET ASSETS	\$186	(\$2,035)

STATEMENT OF CASH FLOWS (in thousands)

For the Year Ending June 30,	2017	2016
CASH FLOWS FROM OPERATING ACTIVITIES		
CHANGE IN NET ASSETS	186	(\$2,035)
<i>Adjustments:</i>		
DEPRECIATION AND AMORTIZATION	198	159
INVESTMENT (GAIN) LOSS	(95)	21
(INCREASE) DECREASE IN PREPAID EXPENSE & RECEIVABLES	(825)	302
INCREASE (DECREASE) IN PAYABLES & OTHER LIABILITIES	(387)	224
NET CASH PROVIDED BY (USED IN) OPERATING ACTIVITIES	(\$923)	(\$1,329)
CASH FLOWS FROM INVESTING ACTIVITIES		
PROCEEDS FROM INVESTMENTS, PROPERTY AND EQUIPMENT	\$254	\$4,558
PURCHASES OF INVESTMENTS, PROPERTY AND EQUIPMENT	(152)	(4,226)
NET CASH PROVIDED BY INVESTING ACTIVITIES	\$102	\$332
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	(\$821)	(\$997)
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	3,239	4,236
CASH AND CASH EQUIVALENTS AT END OF YEAR	\$2,418	\$3,239

CIRCLE OF HOPE

*\$1,000,000+

ACE Cash Express and Netspend
Columbia Sportswear Co.
Dick's Sporting Goods, Inc.
Fujifilm
Harland Clarke Corp.
The Hillman Group, Inc.
Hungry Howie's Pizza
Knouse Foods
Medline Industries, Inc.
PatientPoint
Network Solutions, LLC
SABRE - Security Equipment Corporation
Scentsy, Inc.

*Cumulative through FY 2017

EMERALD LEVEL

\$250,000+

Le-Vel Brands

PLATINUM LEVEL

\$100,000+

Badia Spices, Inc.
Steve and Ghyslaine L. Budinsky Estate
Jamba Juice
J. Lohr Vineyards & Wine
Medline Industries, Inc.
Nature Nate's Honey Co.
SABRE - Security Equipment Corporation
Service King Collision Centers
Torrid

GOLD LEVEL

\$50,000+

Alliance Sports Group/NEBO
Athleta
Berlin Gardens
Columbia Sportswear Co.
Dillard's, Inc.
Evian
Galderma
Robert E. Gallagher Charitable Trust
Harland Clarke Corp.
Harley-Davidson Motor Company, Inc.
Kimberly-Clark
Suzanne Koziol Charitable Fund
Origami Owl, LLC
Pharmavite
Pilot Corporation of America
Ritter Sport Chocolates
Scentsy, Inc.
Sunbelt Snacks & Cereals
Sutter Home Family Vineyards
Estate of Susan Weinberg
Ximad, Inc.

SILVER LEVEL

\$25,000+

Barbells for Boobs
Chem-Dry
Custom Direct, LLC
Developlus Inc.
Edible Arrangements International, Inc.
Gina Group
Giovanni Hair Care, Inc.
Ibotta, Inc.
Ingersoll Rand
LPL Financial
Munzee Inc.
Panera Bread
The Parts Authority
Playtika
Star Local Media
Zebra Pen

BRONZE LEVEL

\$10,000+

adidas
Allegiant Travel Company
Amino International, Inc.
AT&T
Atlantic Bingo Supply
AugustinIdeas
Ballet Jewels LLC
Better Together
Brahmin
Brooks Kushman P.C.
Burger 21 International
Butler Home Products LLC
Cleaner's Supply
Credit Suisse Securities
Cricket Co.
Dena Stein
Dunham Sports
Employees of Fujifilm
Ewing Athletics
Falcon Trading Company, Inc.
Finance of America Mortgage
Five Crowns Marketing
Five Star Pizza
Ramon Font
Frenzoo Limited
Ryan E. Gatti Attorney at Law
Getinge USA
GIV Foundation
Seasons 52
Gold's Gym SoCal
GORUCK
Green Town LLC
Henley Enterprises DBA Valvoline
Instant Oil Change
The Jaharis Family Foundation, Inc.
Kendra Scott
Kona Grill
Kwik Goal
Landry's Inc.
Landscape Depot
Lenise-Allou Foundation
Mathews Archery, Inc.
Meglio Pizzeria Inc.
Norcraft Companies
OgilvyEntertainment
OnCourse Learning Corporation

Orchard Mesa Lanes
Oribe
Passion Planner, LLC
Princess House
PUGS, Inc.
Raymond James Global Account
Rediform, Inc.
Restoration Hardware
RPB Safety LLC
Rudy's Texas Bar-B-Q, LLC
The Safety Zone
Sartori
Secura
Shoe Collection
Solid Start
Stevens Worldwide Van Lines
Stovall & Co., Inc.
Strategic Management Consultants, LLC
Talbots
Thomas Motors of Joliet, Inc.
Tornado Bus Company
VIM & VIGR
Watkins Manufacturing
West Magnolia Plastic Surgery
White Memorial Medical Center
Ralph C. Wilson, Jr. Foundation
Xtreme Lashes, LLC

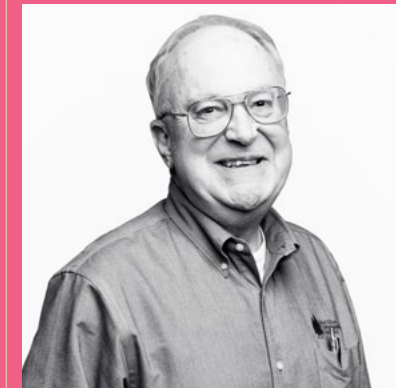
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