





2009/2010 Annual Summary



Challenging Assumptions. Inspiring Change.

2009/2010 Annual Summary

Dear Friends,

We're excited to publish this year's Annual Summary of Breast Cancer Action's (BCA) work. We've much to report about BCA's accomplishments during this period. We continued to focus on our priorities to advocate for more effective and less toxic breast cancer treatments, decrease involuntary environmental exposure to toxins that put people at risk for breast cancer, and create awareness that it's not just genes, but social injustices — political, economic, and racial inequities — that lead to disparities in breast cancer outcomes.

We still find that a significant amount of our work involves cutting through the "fog of pink" to change the conversation about breast cancer. We know our efforts are successful when we can talk about prevention rather than cure; inequities rather than disparities; and patients' interests over corporate profits. We continue to struggle to be heard over the din of other interests, but that has never stopped us. Our voice has been truthful and clear these last 18 months notably because we've been successful using Facebook, Twitter and blogs. These social media tools helped us reach new members and made it much easier to quickly get the word out on a number of issues. Our major efforts included our support of the United States Preventative Services Task Force (USPSTF) mammography guidelines, our involvement with the ACLU to invalidate Myriad Genetics' patent ownership of our genes, calling out the hypocrisy of selling pink buckets of fried chicken to end breast cancer, ridding our food supply of the cancer-linked artificial growth hormone rBGH, and much, much more.

Ending the breast cancer epidemic will happen only if we challenge whomever holds the mouthpiece. So often, the messages about breast cancer are communicated by corporate interests or the health care industry instead of people like you. BCA continues to make changes that matter, so that when people think of breast cancer they'll think beyond "pink ribbons" or "family history," take action, and speak out. By amplifying all our voices, BCA continues to challenge the status quo to create a better future for those at risk for developing breast cancer.

We deeply appreciate your support, your action and your input. It is because of you that we can be the fearless and trusted watchdog of the movement. Until there's no longer a need for BCA to exist, we'll continue to ensure that your voice is heard and take the actions necessary to end the breast cancer epidemic. Together, there is nothing we can't accomplish. Thank you so much.

A handwritten signature in black ink, reading "Barbara A. Brenner".

Barbara A. Brenner
Executive Director

A handwritten signature in black ink, reading "Claudia Cappio".

Claudia Cappio
Chair of the Board

¹Breast Cancer Action has shifted to a fiscal year that covers July 1st to June 30th. During this transition our annual summary for 2009 reports on an 18 month period from January 1, 2009 - June 30, 2010. The next fiscal report will return to an annual format and will cover a 12 month period.

January 2009 – June 2010: Who holds the mouthpiece?

In 2009 and 2010, thanks to your support, Breast Cancer Action's (BCA) staff made great strides in several key areas. Despite the economic recession that affected all our lives, we're proud to report that even with our belts tightened, we remained active and sustained an ongoing commitment to our strategic priorities.

During this period, we completed the second year of our strategic plan. BCA's mission, as outlined by that plan, is to carry the voices of people affected by breast cancer to inspire and compel the changes necessary to end the epidemic. We are committed to changing the conversation around breast cancer, and over the last 18 months, we advanced this goal. Through the combined efforts of our members and our development, program, and communications staff, we have challenged the conventional holders of the breast cancer mouthpiece and pushed forward a more critical position that puts patients first, shines a spotlight on the social inequities that are responsible for health disparities, and addressed the involuntary environmental exposures that increase a woman's risk of developing breast cancer. Over these past 18 months, BCA's voice has grown stronger and much louder.

Carrying the Voices

BCA rose above the din during this period as we utilized traditional and online media. We embraced new social media technology and burst onto Facebook and Twitter staging letter writing campaigns and rallying our members to take action in little or no turnaround time. This format is a natural fit for our organizational roots grounded in turning out fast, strategic, creative campaigns with limited resources. Social media technologies have helped us stay nimble and thrifty, two words we love here at BCA. From January 1, 2009 to June 30, 2010:

- BCA developed a following of over 5,420 on Facebook and over 1,919 on Twitter.
- BCA provided timely information on health-related and newsworthy issues via e-alerts to over 19,134 people.
- BCA's newsletter, The Source, went paperless. Six issues were published on BCA's web site between January 2009 and June 2010 and made available to our 32,000 members.
- BCA's resource liaison responded to 1,150 individual inquiries about breast cancer issues.
- BCA representatives attended and reported on breast cancer clinical meetings, including the American Society of Clinical Oncology Breast Cancer Meeting and the San Antonio Breast Cancer Symposium.
- BCA staff, interns and volunteers gave presentations and lectures to groups and classes about the politics of breast cancer and breast cancer issues, reaching more than 1,340 people.

Putting Patients First

We advocate for more effective and less toxic breast cancer treatments by shifting the balance of power in the Food and Drug Administration's drug approval process toward the public interest and away from the pharmaceutical industry. Our independence from pharmaceutical company funding puts us in a



unique position to tell the truth in the breast cancer movement to advance this ambitious goal. This is reflected in our recent work, in which we:

- Supported congressional funding for comparative effectiveness research, as part of the federal economic stimulus package.
- Disseminated information on the U.S. Preventive Services Task Force (USPSTF) report on mammography screening guidelines. BCA was contacted by over 100 media outlets on this topic and helped people understand the evidence-based report. BCA provided in-depth updates for its membership through e-alerts and The Source newsletter.
- Monitored the FDA's fast-track approval of Avastin for treatment of metastatic breast cancer, which BCA opposed.
- Worked with other women's health organizations to successfully oppose the nomination of Susan Blumenthal for U.S. Surgeon General.
- Successfully testified at the FDA against the approval of Doxil for metastatic breast cancer.
- Joined the ACLU in a lawsuit to invalidate Myriad Genetics' patents ownership on breast cancer genes BRCA1 and BRCA2. The most recent ruling found in favor of the plaintiffs, and the case will likely go to the U.S. Supreme Court.

Creating Healthy Environments

Involuntary exposure to toxins in our environment continues to place women at risk for breast cancer. Of the 80,000 synthetic chemicals available on the market today, fewer than 10 percent have been tested for their effects on our health. We continued to encourage people to look beyond their personal interests to advance the policy changes that will protect affected communities. As a national and local watchdog organization, BCA:

- Monitored the implementation of
 - SB 484, the California Safe Cosmetics Act.
 - SB 509 and AB 1879 which established California's Green Chemistry Initiative.
- Supported state and federal legislation that proposed capacity
 - Banning bisphenol A (BPA) in food containers.
 - Overhauling the Toxic Substances Control Act of 1976.
 - Authorizing the California State Board of Barbering and Cosmetology to collect language, gender, and ethnicity data from those applying for licenses.
- Opposed registration of methyl iodide as a soil fumigant in the state of California.

Think Before You Pink®

This campaign continues to be a huge asset for BCA in our endeavors to change the conversation about breast cancer advocacy to one of prevention and not just awareness. 2009 and 2010 marked our ninth year of Think Before You Pink®. During this time our media, education, and advocacy campaign focused on "pinkwashers." Pinkwashers are companies that place pink ribbons on their products and publicly announce that they care about breast cancer by promoting a pink-ribboned product, while simultaneously manufacturing products that cause the disease.

Our successes include:

- BCA's "Put a Lid on It" campaign, demanding



that rBGH (recombinant bovine growth hormone) be removed from Yoplait yogurt:

- General Mills announced the removal of the cancer-linked synthetic growth hormone rBGH, as of September 2009, from Yoplait yogurt products.
- Dannon followed suit, announcing it would be rBGH-free by 2010. Together, General Mills and Dannon represent two-thirds of the U.S. dairy market.
- BCA's victorious 2008 Think Before You Pink®



campaign, "Yoplait: Put a Lid on It," won the first place 2009 BENNY Award from the Business Ethics Network. The annual BENNY Awards recognize outstanding corporate campaign victories.

- Interviewed by or featured on national news coverage of cause-marketing and the ethics of breast cancer fund by outlets such as ABC, CBS, CNN and Comedy Central's The Colbert Report as well as The Huffington Post, Boston Globe, Baltimore Sun, New York Times, Los Angeles Times among many others.

Milking Cancer

The pharmaceutical giant Eli Lilly is the sole worldwide manufacturer of recombinant bovine growth hormone rBGH ('Posilac'). Also known as rBST, rBGH has long been linked to cancer. The company also markets drugs to treat breast cancer and reduce the risk of breast cancer in women at high risk.

In 2009 we launched the Milking Cancer campaign, demanding that Eli Lilly stop making rBGH. rBGH is an unnecessary stimulant that is bad for bovine and human health alike. Eliminating the artificial stimulant from the world marketplace will help make safe, rBGH-free dairy products a standard for all dairy consumers rather than simply those who can access organic products.

Thousands took action in the first week of the campaign by sending e-cards to the pharmaceutical giant, demanding an end to manufacturing rBGH. This is a multi-year project.

Creating Healthy Environments

The differences in breast cancer incidence and outcomes are about far more than lifestyle choices and biology. We continue to look at breast cancer incidence through a social justice lens. If we are to make serious progress eliminating the social inequities in breast cancer incidence and outcomes as they affect different groups of people, we must reframe how scientists, medical researchers, doctors, advocates, politicians, and the media approach this disease. During the past 18-months we:

- Continued providing support for the salon worker community as a member of the California Healthy Nail Salon Collaborative.
- Coauthored and produced the California Healthy Nail Salon Collaborative's policy paper "Overexposed and Underinformed: Dismantling Barriers to Health and Safety in California Nail Salons."
- Launched "What the Cluck?" in response to a Susan G. Komen for the Cure/KFC campaign, which called

out the hypocrisy of their “Pink Buckets for the Cure” fundraiser. BCA publicized how this campaign exploited the underserved in communities of color who already lack access to healthy lifestyle choices and health care, and who consistently struggle with proportionately increased risk to health concerns as a result of systemic health inequities.

- BCA’s revised mammography guidelines include a section specifically focused on African-American women and the inequities they experience related to breast cancer occurrence, diagnosis, and treatment. Even though African-American women are at higher risk of dying of breast cancer than white women, the USPSTF did not specifically address the situation of African-American women in its recommendations. BCA hopes that our guidelines will help to fill this inexcusable gap.

Donate to Breast Cancer Action Now

Share our achievements with everyone you know. Your support, now more than ever, enables us to continue carrying the voices of women with breast cancer. Together, we will continue to confront the challenges. Together, we will end this epidemic.



Stay informed. Sign up for our quarterly newsletter, *The Source*.



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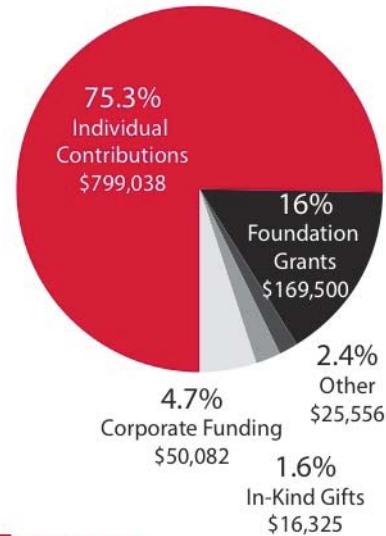
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2009/2010 Financial Statement

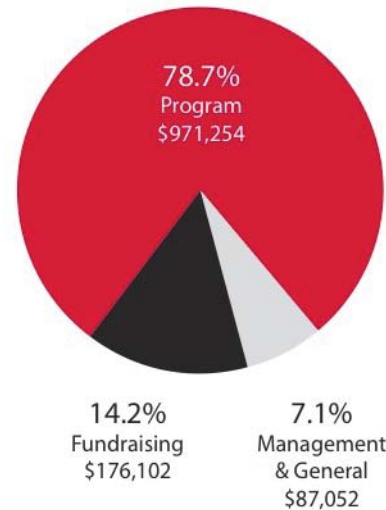
Revenue

Total: \$1,060,511



Expenses

Total: \$1,234,408



The financial information shown here was derived from Breast Cancer Action's audited financial statements. The difference between revenue and expenses in 2009 was covered by board designated net assets from 2008 reserve funds. Copies of the audited financial statements may be obtained by contacting BCA.

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