

BUILDING A MOVEMENT FROM THE GROUND UP

**BREAST CANCER ACTION
2001 ANNUAL REPORT**



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MISSION STATEMENT

Breast Cancer Action carries the voices of people affected by breast cancer to inspire and compel the changes necessary to end the breast cancer epidemic.

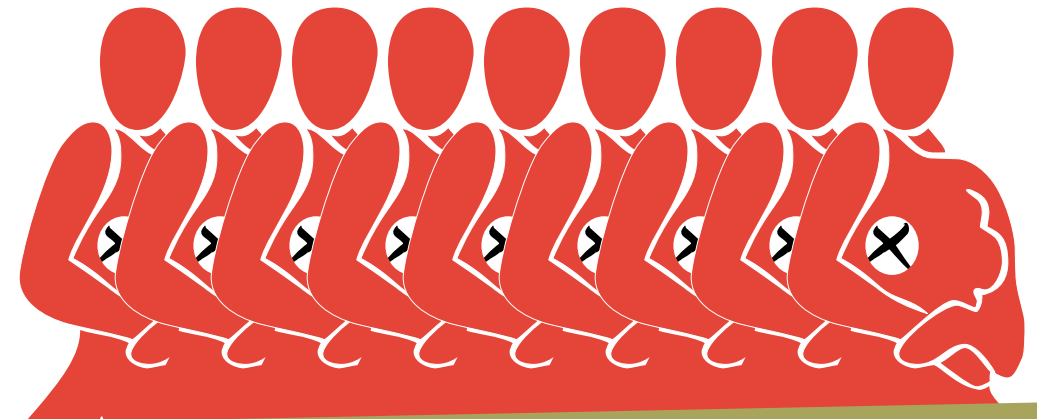
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Credits

Design: Roberta Lampert
Printed at Bridgetown Printing, Portland, OR
on recycled paper using soy-based inks

BCA WAS FOUNDED BY A GROUP OF WOMEN WHO REALIZED THE POWER OF COMMUNITY. After meeting in a breast cancer support group, they joined forces to create a grassroots breast cancer organization set apart from others by its understanding of the disease's political, economic, and social context.

More than a decade later, BCA continues to stand apart as a clear voice in the growing breast cancer movement. But this year, more than ever, we stood together with other organizations that share our understanding of breast cancer as a political disease — and by doing so, we brought our work to a powerful new level.



BCA'S WORK HAS ALWAYS BEEN GROUNDED IN COMMUNITY ORGANIZING, and this year we found new and better ways to reach out to and stay in touch with the individuals we represent. BCA conducted a membership survey for the first time in 2001, giving our members an opportunity to let us know who they are and how we can represent them more effectively. This year also marked the launch of BCA's monthly e-mail newsletter: hundreds of subscribers now receive regular updates featuring up-to-the-minute news, notices, and action alerts on breast cancer issues.

Meanwhile, we continued to work to guarantee everyone — including people without a computer — access to reliable information. In 2001 BCA staff responded to more than a thousand telephone calls and written requests for information on a myriad of issues connected to breast cancer. BCA's bimonthly print newsletter is now distributed to nearly 10,000 individuals and institutions, a 15 percent increase from last year. We also stepped up publication of our Spanish-language newsletter, *Saber Es Poder (Knowledge Is Power)*, allowing us to bring to a larger audience solid information and more opportunities to get involved.

BCA's five activist task forces — built on the idea that everyone can do something that matters about the breast cancer epidemic — continued to be fueled this year by the energy of hundreds of volunteers. Across the nation, members of BCA's Media Response Task Force used talking points prepared by BCA to respond to newspaper and magazine articles on topics including rising breast cancer rates, prophylactic mastectomy, and screening as "early prevention." Legislative Action Task Force members communicated their views to both state and federal representatives on issues such as breast cancer treatment funding and a federal bill limiting pesticide use in and around schools. Members of BCA's Treatment and Scientific Issues Task Force attended national and international oncology conferences, actively participating in discussions of critical issues in breast cancer treatment and research and reporting back to BCA members through the *BCA Newsletter*. Community Outreach Task Force members attended neighborhood health fairs, college campuses, and outdoor fundraisers and festivals, bringing BCA's message to new audiences. And members of BCA's Audre Lorde Action Brigade took to the streets throughout the year to make their voices heard, most notably joining allies in successfully demonstrating to shut down a medical waste incinerator in a low-income community in the San Francisco Bay Area.

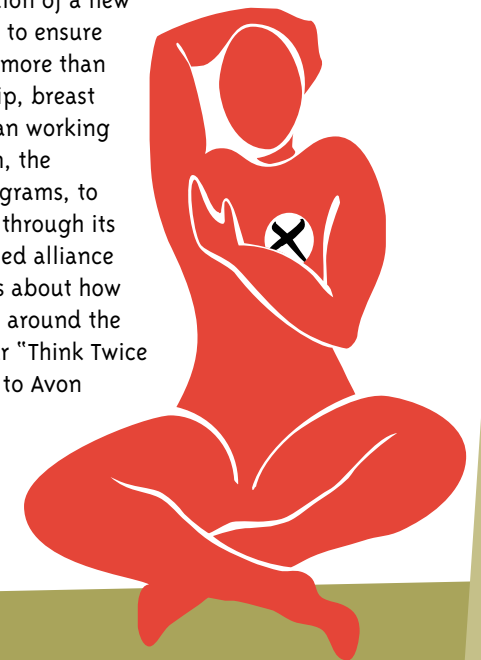


OUR BIGGEST ORGANIZING EVENT OF THE YEAR WAS OUR FOURTH ANNUAL TOWN MEETING, which this spring featured an inspiring call to environmental action by acclaimed biologist, poet, and author Sandra Steingraber. The event, entitled "No More Silent Spring: Speaking Out About Breast Cancer and the Environment," galvanized hundreds of activists on a range of issues.

Continuing our longtime coalition work with local environmental health activists, BCA again this year commemorated Breast Cancer Industry Month by helping to lead San Francisco's annual cancer industry tour of corporate polluters and the public relations firms that represent them. As a member of the Bay Area Cancer Coalition, BCA also helped organize a pair of free public forums on environmental links to breast cancer, looking specifically at pesticide and radiation risk. And several BCA representatives were among the activists, scientists, and academics at an environmental conference in Eugene, Oregon, at which BCA organized people in the academic world to keep the dialogue going beyond the conference. We also began exploring ways to bring the Stop Cancer Where It Starts campaign, a local coalition effort that has resulted in legislation pushing the reduction of toxic emissions in several San Francisco Bay Area cities, to other parts of California.

WHILE WORKING HAND IN HAND WITH LOCAL ALLIES, we also made great strides in strengthening our connections with organizations around the country in 2001, combining forces to tackle issues of shared concern.

This year, for instance, we spearheaded the creation of a new alliance to broaden the impact of BCA's ongoing work to ensure that corporate breast cancer fundraising activities do more than boost a company's bottom line. Under BCA's leadership, breast cancer organizations in cities from coast to coast began working together in 2001 to get the Avon cosmetics corporation, the nation's largest corporate funder of breast cancer programs, to "do the right thing" in raising and distributing funds through its Breast Cancer Crusade. Representatives from the BCA-led alliance met with Avon executives this year to discuss concerns about how funds are raised and dispersed. We also gave activists around the world the tools to join us in our campaign, making our "Think Twice Before You Walk" brochure along with a sample letter to Avon available on our Web site.



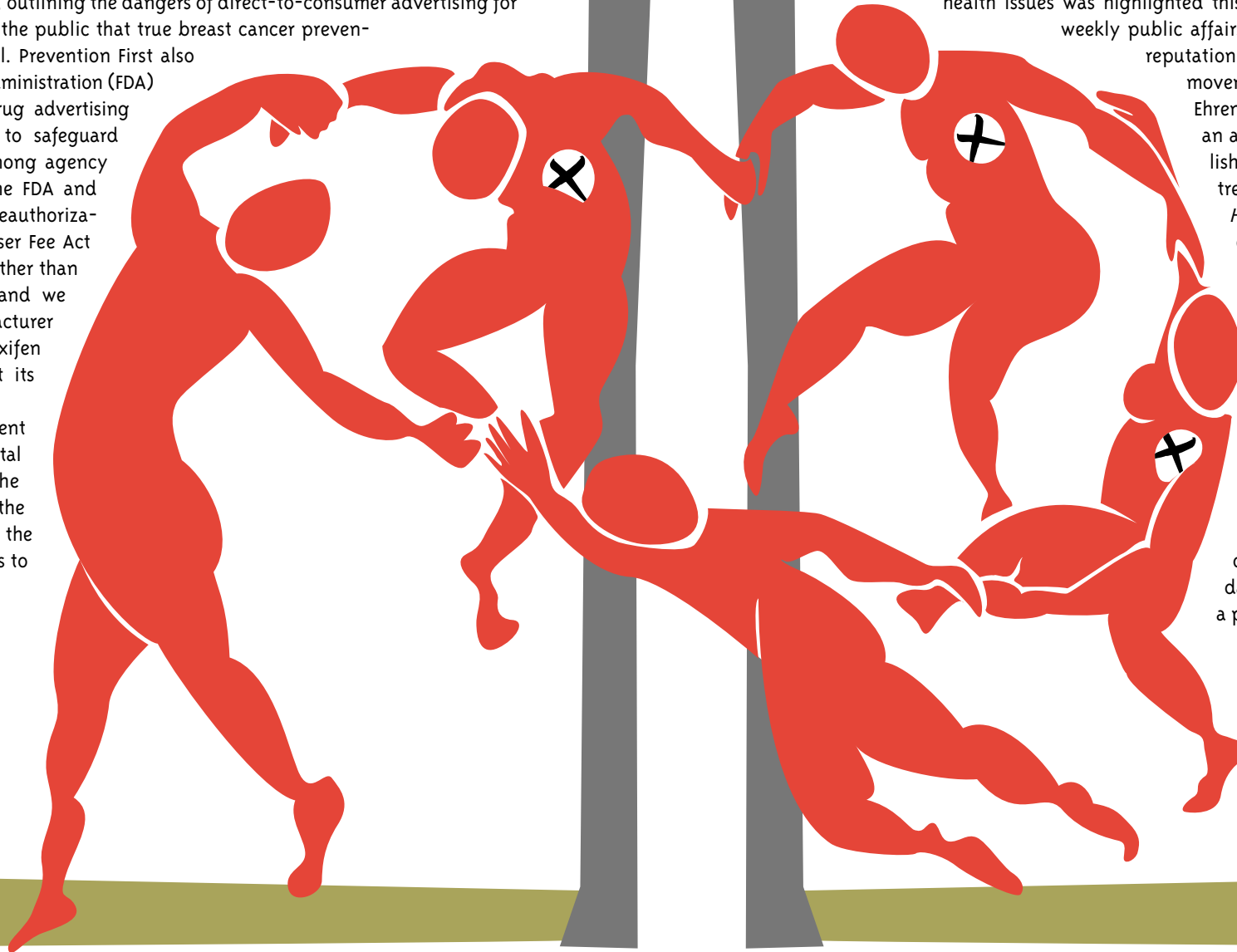
OUR WORK WITH ANOTHER NATIONAL COALITION LEAPT FORWARD IN 2001. As a founding member of Prevention First, a collaboration of health and women's organizations — all of whom refuse to accept funding from pharmaceutical companies — we pushed forward with our efforts to promote true prevention as the key to eradicating breast cancer. This year BCA coordinated the design and placement of a full-page ad on the coalition's behalf in alternative newspapers around the country, outlining the dangers of direct-to-consumer advertising for powerful drugs and reminding the public that true breast cancer prevention will never come from a pill. Prevention First also urged the U.S. Food and Drug Administration (FDA) to place stricter controls on drug advertising and approval standards, and to safeguard against conflicts of interest among agency executives. We worked with the FDA and legislators to ensure that the reauthorization of the Prescription Drug User Fee Act (PDUFA) protected the public rather than the pharmaceutical industry, and we directly approached the manufacturer of the breast cancer drug tamoxifen to discuss our concerns about its advertising.

We also invited independent women's health and environmental organizations from around the country to sign on to endorse the goals of the coalition, bringing the strength of still greater numbers to support our efforts.

BCA TOOK ADVANTAGE OF THE POWER OF THE MEDIA MORE THAN EVER IN 2001, reaching far and wide to get more individuals involved in our work. This year BCA executive director Barbara Brenner was selected as a "Breast Cancer Heroine" by the Lifetime Television Network, bringing BCA's messages to millions of women and providing an opportunity to meet with network executives to help shape its advocacy efforts. Our work on environmental health issues was highlighted this year on a segment of "To the Contrary," a weekly public affairs program airing nationally on PBS. And our reputation as an independent voice in the breast cancer

movement prompted acclaimed journalist Barbara Ehrenreich to call on BCA as she began researching an article on the mainstream breast cancer establishment's "pink-ribbon" approach to diagnosis, treatment, and fundraising, which appeared in *Harper's Magazine*. Ehrenreich later asked BCA executive director Barbara Brenner to co-author a newspaper editorial urging a new approach to breast cancer activism, which appeared in the *Los Angeles Times* and was syndicated in newspapers from coast to coast.

Through all of its work, BCA carries the voices of people affected by breast cancer to inspire and compel the changes necessary to end the breast cancer epidemic. These voices — amplified and strengthened as BCA joins forces with organizations around the country and the world — bring us all closer to the day when the breast cancer epidemic will be only a painful memory.



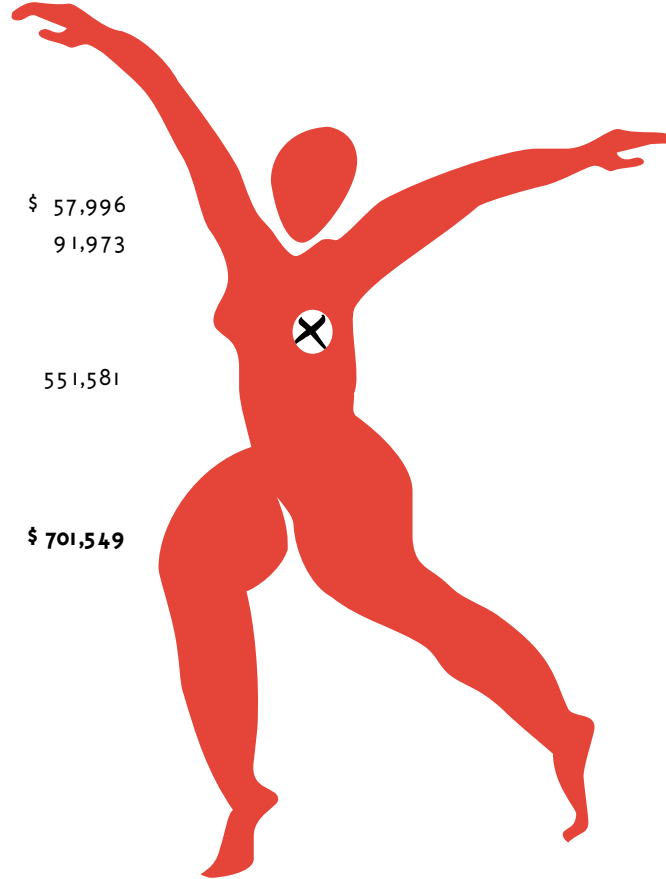
FINANCIAL INFORMATION

REVENUES

Other Revenue	1.8%	\$ 15,501
Foundation Grants	60.6%	522,738
In-Kind Gifts	2.2%	19,100
Individual Contributions	35.4%	305,214
TOTAL	100 %	\$ 862,553

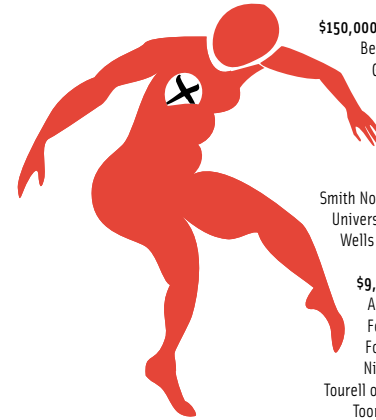
EXPENSES

Development	8.3%	\$ 57,996
General Support	13.1%	91,973
Program	78.6%	551,581
TOTAL	100 %	\$ 701,549



BCA SUPPORTERS

BREAST CANCER ACTION'S WORK WOULD NOT BE POSSIBLE without our supporters, whose commitment to ending the breast cancer epidemic is matched only by their generosity. They are the community whose gifts help BCA develop and sustain the programs that are challenging how society responds to human and environmental health issues. We gratefully acknowledge the people and institutions listed below, and all who support our efforts.



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\$4,999 – \$2,500
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