

# Breast Cancer Action ANNUAL REPORT 2004

## CREATING A BREAST CANCER RESEARCH REVOLUTION



Since its inception in 1990, Breast Cancer Action has been on the cutting edge of the breast cancer movement. Pushing the envelope and calling for sweeping changes are some of the many ways BCA has led the movement to end to the breast cancer epidemic.

With a keen understanding that every major change in breast cancer in the past has been brought about because of public demand, BCA organizes people to do something besides worry about the disease. When people affected by breast cancer come together to demand action, the possibilities are limitless. Change, however, is often a slow process, especially in science. New approaches are needed to make significant scientific progress, because our lives depend on research into the detection, causes, and treatment of breast cancer.

2004 was a dynamic year for Breast Cancer Action. We sounded the call for a breast cancer research revolution, and saw amazing results. The year also marked the 20th anniversary of the corporate-sponsored Breast Cancer Awareness Month, which BCA has dubbed Breast Cancer Industry Month. Now that we're all plenty aware of breast cancer, what's needed are real answers to the, tragically, still unanswered questions about this disease.

### CARRYING THE VOICES OF PEOPLE AFFECTED BY BREAST CANCER

BCA's mission is to carry the voices of people affected by breast cancer to inspire and compel the changes necessary to end the epidemic. Because we remain close to our grassroots—the people affected by breast cancer and those at risk for the disease—we hear what their needs are, as well as their challenges, victories, and experiences. Thousands of women call and e-mail us for information. Sometimes we have to tell them that science simply doesn't yet have the answers they are looking for. We are all frustrated by the lack of significant progress in finding better detection methods and more effective, less toxic treatments.

### THE BREAST CANCER PUZZLE PROJECT: PUTTING IT TOGETHER

One of the reasons for the lack of real progress in breast cancer is that the disease is a complicated puzzle. The time, energy, and multiple billions of dollars spent trying to solve this puzzle have given us plenty of pieces that will be central to understanding and solving it. But the solution won't be found without a coordinated effort to put these pieces together. The time for getting it together is long overdue. We need to reclaim the research agenda from the standard hypothesis-driven model to a model that puts women's lives first, which BCA calls outcome-driven research.

**BCA has sounded the call:** We must completely overhaul the way breast cancer research is structured and funded in this country. We must find answers to the questions that determine women's health and lives:

- ⊗ Who needs treatment and who doesn't: which breast cancers will never become life threatening?

- ⊗ How can we more effectively and less toxically treat metastatic disease, and how can we prevent aggressive breast cancers from becoming metastatic?
- ⊗ What scientific tools can be developed that will help make the link between environmental exposures and health-outcome data?
- ⊗ Why do different racial and ethnic groups have different breast cancer incidence and mortality rates, and how can those differences best be addressed?

Finding these answers requires a coordinated approach to research that does not currently exist.

Responding to BCA's call and with our help, the California Breast Cancer Research Program has developed a framework for beginning outcome-driven research. It will attempt to develop several initiatives on the environmental and lifestyle causes of breast cancer and on the racial, ethnic, and social disparities in the burden of breast cancer. It is our hope that the program's new initiatives will lead the way in demonstrating how research can put women's lives and well-being first.

### THINK BEFORE YOU PINK EXPANDS WITH NEW MEDIA

For the third year, Think Before You Pink moved in an exciting new direction. In past years, the campaign has told the real story behind the money flooding into the breast cancer cause and encouraged consumers to ask questions about fundraising and cause-marketing related to the disease. In 2004, we took the campaign to the next logical step: examining how those funds are put to use.

Intertwining Think Before You Pink with our Breast Cancer Puzzle Project, we moved into the emerging field of new media. An Internet flash movie at [www.thinkbeforeyoupink.org](http://www.thinkbeforeyoupink.org) presented the questions posed by the Puzzle Project. It impressed upon viewers that uncoordinated breast cancer research isn't just wasting money—it's wasting time. The flash movie finished with an opportunity for people to send an e-mail to ten of the top breast cancer research funders, telling them, "It's time to get it together."

An e-mail from renowned author and BCA supporter Barbara Ehrenreich publicized the flash movie to activists across the country. The message reached even further when the campaign was profiled on CNN and in print media including *Newsweek*, *Philadelphia Inquirer*, *Miami Herald*, *Chicago Tribune*, *PR Week*, and more.

By the end of October, more than 10,000 people had visited [thinkbeforeyoupink.org](http://thinkbeforeyoupink.org), and more than 1,000 people had sent messages to the research funders. These numbers continued to grow throughout the rest of the year. As a result of activist efforts, three major research funders responded to BCA, and we have begun a dialogue with them and others.

Think Before You Pink also went international in 2004. BCA presented on the campaign to a gathering of breast cancer activists in Montreal, resulting in substantial coverage by the Canadian press. BCA also worked with activists in the United Kingdom, who adapted the campaign for use there. The *Guardian* newspaper in London profiled the campaign as well.



## LINKING ARMS, MAKING CHANGE

Bringing people together to effect change is a key part of BCA's work. The combined power of our voices is how we succeed.

**Following the Money:** Think Before You Pink grew from the many questions around breast cancer fundraising and cause marketing. BCA is a member group of Follow The Money: An Alliance for Accountability in Breast Cancer, which entered in its second year of shareholder activism. The alliance targets Avon because it is the largest corporate funder of breast cancer research. In 2004, the alliance put a resolution before the company's shareholders, calling for a study into the feasibility of removing chemicals called phthalates from Avon products. In response to the resolution, Avon announced it would remove the chemicals.

**FDA Advocacy:** BCA and other women's health advocates testified before the FDA's Reproductive Health Drugs Advisory Committee in opposition to a proposed female testosterone patch. BCA expressed concerns about the potential for off-label use, particularly for women with chemotherapy-induced menopause, and pointed to the fact that hormones and breast cancer are not a good mix. Our opposition was highlighted by a variety of news media, including *USA Today*, *Boston Globe*, *Miami Herald*, *San Jose Mercury News*, and KQED radio. Our joint efforts were successful, and the proposal was rejected.

In response to pressure from women's health organizations and activists around the country, including BCA, the FDA denied an application from the Inamed Corporation to market silicone gel-filled breast implants. BCA was the only national breast cancer organization to oppose the application. When Inamed submitted another request to the FDA for marketing implants, BCA stepped in again, sending a letter of opposition to the agency.

**BCA SUPPORTERS** Breast Cancer Action's work to end the breast cancer epidemic would not be possible without the support of our donors. Their generous commitment to BCA's programs is helping us come together to move from illness to activism. We are deeply grateful to the people and institutions listed here who made gifts of \$250 or more in 2004, and to all those who support our efforts.

**\$50,000 & MORE** Anonymous (1) • Beldon Fund • The California Wellness Foundation **\$10,000–49,999** American Legion Hellenic Post 230 • M. Quinn Delaney & Wayne Jordan • Hard Rock Cafe Foundation • Hurricane Voices Breast Cancer Foundation • Jessie Smith Noyes Foundation • Joseph Drown Foundation • Marguerite Casey Foundation • Morrison & Foerster Foundation • Richard and Rhoda Goldman Fund • Rossmoor Breast Cancer Calendar • The San Francisco Foundation • Estate of Polly Strand • Wallace Alexander Gerbode Foundation • The Women's Foundation of California **\$5,000–9,999** Anonymous (2) • Lawrence Brenner & Roderic Hooks • Marta Drury • Alix Marduel & Tom Lockard • Wells Fargo Foundation • Barbra Wiener **\$1,000–4,999** Anonymous (7) • Margaret Adam • Martha Fay Africa • Ruth Borenstein • James Budke • Beverly Burns & Lynn Fountain • Claudia Cappio • Charlotte and Arthur Zitron Foundation • Clovis Foundation • Columbia Foundation • Hilary & Kip Crosby • Gay Danforth & Carl Grunfeld • Shannon & Susan Dubach-Reinhold • Barbara Ehrenreich • Susan Epstein • Evelyn and Walter Haas, Jr. Fund • Kathleen V. Fisher & Tom Sinclair • Dorothy Geoghegan & Richard Grosboll • Glikman/Associates • Tinka Gordon • Jane Gottesman & Geoffrey Biddle • Kathleen Grant • Greenberg Qualitative Research, Inc. • Eileen Hansen & Denise Wells • Phyllis Hatfield • Joan G. Heinsheimer-Gesher & Kam McCallum-Gesher • David Helfant • Connie Herrick • Joanne Hilferty • Myra Hogan • James C. Hormel • Genevieve Howe • Roberta & Robert Johansen • Leah Kaizer & David Salk • Gail & Barry Kaufman • Kazan, McClain, Abrams, Fernandez, Lyons & Farris Foundation • Ronya Kozmetsky • Anne Lamott • Suzanne Lampert & Barbara Brenner • Lifetime Enterprises, Inc. • Melina Linder • Kip London • Helen Love • Joan MacQuarrie & Ellen Slack • Jo Ann Madigan & David Chatfield • Doreen & Steven Maller • Margo McFedries • Catherine Jane Mendoza • Paulette J. Meyer & David A. Friedman • Rachel Morello-Frosch & David Eifler • Roberta Mundie • National Center for Lesbian Rights • Gaylord Neely • Hedda Orkin • Outsider Enterprises • Angela Padilla & Amy Silverstein • Catharine Reid • Virginia Rooney • Beth & Peter Rosenthal • Louise Rothman-Riemer & Davis Riemer • Diane Sabin & Jewelle Gomez • Sally Love Saunders • Janet & Albert Schultz • SFLGBT Pride Celebration Committee • Ellen Shapiro & Meriel Lindley • Sisters of Perpetual Indulgence • Sylvia Sokol • Dianne & Bruce Spaulding • Eleanor & Paul Stephens • Karen Stevenson & Bill McClave • Peg Stone • Karen Strauss • Timberland • Diane Tompkins • van Löben Sels/Rembe Rock Foundation • Meg Wolff • Alice J. Wolfson • Working Assets, on behalf of Lydia Adkins • Jane

## STOPPING CANCER WHERE IT STARTS: TAKING ON TOXINS

The only way to truly prevent breast cancer is to stop it before it starts. When the vast majority of women with breast cancer have none of the known risk factors, and as incidence rates continue to rise, we must look at the impact of environmental factors.

**Safer Cosmetics:** BCA co-sponsored legislation in California aiming to remove chemicals linked with cancer and birth defects from personal care products. In coalition with other organizations and state Assemblymember Judy Chu, we organized people around the state in support of AB 2025. The cosmetics industry, however, came out against the bill in full force. Ultimately, the bill failed to pass out of committee, but BCA and our allies promised to keep the pressure on and bring new legislation to assure that people have access to safe cosmetics.

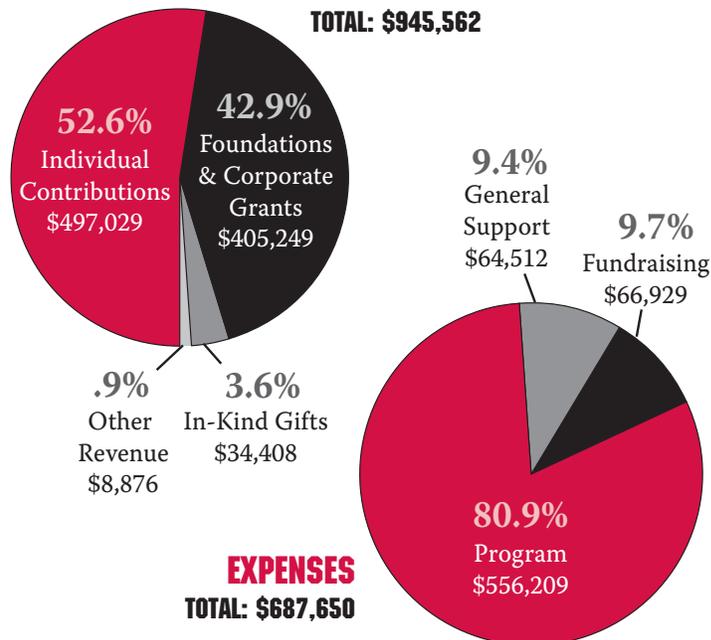
**Environmental Links:** BCA, in collaboration with the Breast Cancer Fund, released the third edition of our joint report, "State of the Evidence: What is the Connection Between the Environment and Breast Cancer?" The report details the ways in which exposures to toxic chemicals and other environmental influences contributes to the rising tide of breast cancer. The third edition amasses evidence from 21 research studies published since 2003, adding to previous evidence linking toxins in the environment to breast cancer.

BCA remains committed to the precautionary principle of public health: "First, do no harm." We helped facilitate the launch of [www.takingprecaution.org](http://www.takingprecaution.org), the web site of the Bay Area Working Group on the Precautionary Principle. The group promotes this principle in communities and local governments around the San Francisco Bay Area.

## BCA FINANCIAL STATEMENT 2004

### REVENUE

TOTAL: \$945,562



**EXPENSES**  
TOTAL: \$687,650

## GRASSROOTS ORGANIZING FOR CHANGE

In addition to policy advocacy and providing information to anyone who needs it, BCA organizes people to do something besides worry about breast cancer. In turn, what we hear from the people affected by breast cancer informs the work we do.

One of the ways we communicate with our activists is through our monthly e-alert, which provides information and opportunities for taking action. In 2004, we upgraded to

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HTML e-alerts and began sending regionally targeted messages. Activist subscribers to the e-alert grew by 25 percent, due in large part to the success of the online action component of Think Before You Pink.

Our seventh annual town meeting, titled "Taking Care in a Toxic Time," drew hundreds of people from around the Bay Area and beyond. The day-long event featured a keynote speech by Sandra Hernández, M.D., CEO of the San Francisco Foundation and workshops on topics ranging from the politics of breast cancer and questioning mammography, to applying the precautionary principle to public health and envisioning the breast cancer research revolution. Best-selling author Anne Lamott emceed the event, and encouraged hundreds of participants to take direct action to address their concerns.

When the Avon Foundation held a grand opening for a breast center at San Francisco General Hospital, BCA demonstrated outside, pointing out the danger of putting a corporate face on public health.

BCA attended and organized activists at the 2004 San Antonio Breast Cancer Symposium, the largest annual scientific meeting on breast cancer in the United States. Our presence in the symposium exhibit hall allowed us to talk and share materials with advocates, doctors, and scientists. BCA also held two activist meetings during the symposium, and spoke to a breakfast session for advocates on the first day of the event.

## KNOWLEDGE IS POWER

For all of the work we do, information is an essential precursor to action. BCA has always been committed to providing accurate, reliable, and honest information about breast cancer. By providing information, BCA both enables people to make informed decisions for themselves and supports their activism.

In 2004, we mailed the *BCA Newsletter* to an ever-expanding list of nearly 14,000 individuals and institutions. We published medical news, coverage of controversial subjects, analyses of new science, book reviews, and inspiring activist profiles. Our bimonthly newsletter, provided free to anyone who requests it, is highly regarded in the world of women's health.

BCA's Spanish-language newsletter, *Saber Es Poder* ("Knowledge Is Power"), focuses on issues of specific concern to Spanish-speaking communities. We distributed 2,000 copies of each issue to organizations and individuals in 2004.

We also function as a resource through our acclaimed web sites and toll-free telephone number (877/2-STOP-BC). In 2004 we responded to thousands of phone calls and e-mails. BCA's web site ([www.bcaction.org](http://www.bcaction.org)), which received an average of more than 20,000 visits per month in 2004, serves as a comprehensive source of information for individuals around the globe.

## NEXT STEPS, CELEBRATING OUR VICTORIES

BCA has helped change the face of the breast cancer movement in the U.S. and abroad for nearly a decade and a half. In 2005 we will celebrate 15 years of activism. We will continue working toward a research revolution that will expedite progress toward more effective, less toxic treatments of breast cancer and true prevention of the disease.

As an organization that has always taken risks on behalf of the people affected by breast cancer, BCA proudly bears the moniker, "Bad Girls of Breast Cancer." We will continue to raise our voices on behalf of women affected by breast cancer and the people who love them.

Pemberton & Jeff Parker • Alice Philipson & Petra Liljestrand • Cheri Pies • Randi Gallenson Protopappas • Marleen & Malcolm Quint • Marjorie Randolph & Stephen Cassidy • Elizabeth Riedel • Beverly Robbins • Jane Rocamora • Esther Rouso • Marci Rubin • Nancy & Douglas Russell • Ellen Seeherman and Stuart & Joanna Sloame • Belle Shayer • Danan Sherman • Rachel Silvers & Youseef Elias • Cathleen & Michael Simmons • South End Rowing Club • Ann & Robert Spears • St. Joseph Healthcare Foundation • Judy Steinfeldt • Tor Taylor • Heidi Thompson & Thomas Courtney • Ingrid Tischer • Totally Chocolate • Trillium Asset Management Corporation • Cameron Tuttle • Melissa White • Patrick Windschitl **SUSAN STONE CIRCLE** (people who supported BCA with regular contributions throughout the year) Jim Anderson • Diane C. Carr • Vera Cohen • Cindy Icke • Barbara & James Kautz • Karen Jo Koonan • Linda G. Marks • Holly Mitchell • Mari Osuna & Adam DeBoor • Jane Patton • Dottie Schaefer • Marnie Schwartz • Ellen Schwerin • Sylvia Sokol • Bonnie Spanier • Ingrid Tischer • Ayelet Waldman **ELENORE PRED CIRCLE** (people who have provided for BCA in their estate documents) Pauline Birtwistle • Barbara A. Brenner • Lawrence Brenner • Ruth Louise Carr • Natalie Compagni Portis • Cherrie Cox • Kathleen V. Fisher • Barbara Freitas • Paulette Gusky • Genevieve Howe • G. Lynn Huber • Suzanne Lampert • Elizabeth Marsh • Renetia Martin • Joseph Massey • Catherine Merschel • Linda Joann Seremet • Virginia Soffa • Susan Stone • Polly Strand • Leila B. Williams **CORPORATE MATCHING GIFTS** Amgen Foundation • Bank of America Foundation • Barclay's Global Investors • Cashin Company • Charles Schwab & Co. • Clorox Company Foundation • Fannie Mae Foundation • Gap Inc. • Microsoft Corporation • World Reach, Inc. • Yamanouchi Consumer, Inc. • Yum! Brands Foundation **SPECIAL THANKS** Barbara Anger • Stefanie Atkinson • Davis Baltz • Ruth Borenstein • Lawrence Brenner • Lena Brook • Claudia Cappio • Anne Cohen • Community Thrift Store • Natalie Compagni Portis • Jessica Corbett • Decorative Plant Service • Diane DelSignore • April Dembosky • Employment Plus Volunteers • Barbara Ehrenreich • Elaine Elinson • Amy Firman • Focal Point Opticians • Carol Fong • Alyssa Gjedsted • Karen Glickman and M.C. Duboscq, Glikman/Associates • Sandra Hernández • Connie Herrick • Genevieve Howe • Olivia Howe • Marc Huestis & Outsider Productions • Emily Iscoff-Dougian • Kaleen Woo Design & Print • Anne Lamott • Suzanne Lampert • Emily Lash • Nancy Leventhal • Lifetime Television • Raven~Light • Melina Linder • JoAnn Loulan • Mhel Kavanaugh-Lynch • Kathy McDonough • Catherine Jane Mendoza • Rachel Morello-Frosch • Deborah Mosley • Lorie Nachlis • Gaylord Neely & Linda Badami • Peggy Orenstein & Steven Okazaki • Carmen Ortiz • Angela Padilla • Cheri Pies • Promo's • Fern Ramirez • Duke Robinson & the Rossmoor Tennis Club • Christine Saddul • David Salk • Rachel Silvers & Youseef Elias • Sister Kitty Catalyst & the Sisters of Perpetual Indulgence • Kelly Smith • Peg Stone • Karen Strauss • Kyra Subbotin • Diane Tompkins • Karen Topakian • Adrienne Torf • Tulip Graphics, Inc. • Lana Tyer • Ayelet Waldman & Michael Chabon • Sarah Weddington • Alice Wolfson • Xenon Projection Services • Jane Sprague Zones