

BREAST
CANCER
ACTION

ANNUAL SUMMARY

JULY 1, 2011 – JUNE 30, 2012

Taking Action, Making Change

CHALLENGING ASSUMPTIONS
PUTTING PATIENTS FIRST
TAKING ACTION
TELLING THE TRUTH
INSPIRING CHANGE
PUTTING PATIENTS FIRST
TAKING ACTION
TELLING THE TRUTH

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See online at www.bcaction.org

BREAST CANCER ACTION

Dear Friends,

As a grassroots organization, our members—each of you—are our strength. We rely on you every step of the way. We rely on your feedback, praise and hard questions to keep our work relevant. Every call for action gets results because of your willingness to take action. We rely on your networks to promote, share and spread the word about our campaigns. And most importantly, our independence, enabled by your financial gifts, provides trusted resources and valuable programs to empower and protect women living with and at risk of breast cancer. None of our work could happen without you. Thank you.

Some of you have been with us at Breast Cancer Action over the long haul: from those days when a group of outraged women gathered around a kitchen table, determined to change the world of women living with breast cancer, to the national grassroots education and advocacy organization we are today. For others, this year may mark our first year together and you've joined us during exciting times. As we move forward, we will carry the voices of all women affected by breast cancer to inspire and compel the changes necessary to address and end the breast cancer epidemic. Our corporate contributions policy enables us to take action and tell the truth about this public health crisis with integrity and credibility: we don't accept a dime of corporate funding from organizations that profit from or contribute to breast cancer. Our strategic priorities to put patients first, create healthy environments, and end health inequities ensure that our work addresses the needs of all women.

This year, we continued our work to stand up for women's health in the face of enormous industry influence, for long-term health equity amid the sea of never-ending calls for quick fixes, and to empower women both with information regarding their health decisions and to take the necessary action to address and end the breast cancer epidemic. Thanks to ten years of Think Before You Pink® campaigning, mainstream public opinion—as evidenced by the huge outpouring through mainstream and social media—is joining us to demand transparency and accountability from organizations and corporations that claim to support women and research in the name of breast cancer.

After more than 22 years of unapologetic truth-telling and mobilizing hundreds of thousands of activists, too many of whom are no longer with us, the deep impact that has resulted from our work to improve women's health is today evident in measurable ways. We're proud to bring you a snapshot in this annual report of the ways in which, with your support, we have made change happen.

Sincerely,



Karuna Jaggar
Executive Director



Tracy Weitz
Chair of the Board of Directors

Building Our Base and Harnessing Momentum, Together

Since joining BCAction as our Executive Director in March 2011, Karuna Jaggar's outspoken advocacy on behalf of breast cancer patients, women's health, environmental activism, and health equity continues to deepen our connection with longtime activists. Her thought leadership has brought in new partners and extended our national presence through participation in conferences, conventions and the expansion of programs across the U.S. This year, under Karuna's vision and leadership we launched a national webinar series, a Speakers Bureau for activist training, and held nearly three dozen education, advocacy and fundraising events across the country. As a result, our membership has increased 28% this year to over 43,000 members nationwide, and our leadership capacity has been strengthened with the addition of two new members to the BCAction Board of Directors.

Throughout this year of seamless leadership transition, thanks to the hard work of BCAction staff, board members and the planning and commitment of former executive director Barbara Brenner, we remain the trusted watchdog organization that fearlessly tells the truth about breast cancer. We continue to provide thought leadership in the field of women's health, mobilize activists, engage health advocates, and change the conversation among media professionals. And as always, we insist that women living with and at risk for breast cancer are placed front and center in our work to bring about the necessary changes to address and end the breast cancer epidemic. Thank you for standing with us through this critical time and for continuing to trust in our vital role for change.





Carrying the Voices

BCAction exists to carry the voices of women affected by breast cancer. We work to challenge assumptions about this disease and inspire the necessary changes to address and end this epidemic. We all know that there are no quick fixes to a public health crisis: we cannot shop, walk, or run our way out of this public health crisis. BCAction continues to deliver unbiased information and education to empower and support all women living with breast cancer as well as caregivers and those at risk of this disease, so that women can make health decisions that best meet their needs. We're proud to bring you highlights from our education and outreach programs:

FREE EDUCATIONAL FACTSHEETS

This year we revised and updated our fact sheets to provide information for women wanting to understand breast cancer risk, diagnosis and treatment in the face of ever-evolving research and science. Our revised factsheets include: *What to Do When Someone You Know has Been Diagnosed with Breast Cancer*, *The Facts and Nothing but the Facts* and *Facts and Myths*. We launched a major overhaul of other facts sheets, including *What You Should Know about Breast Cancer and the Environment* and *What You Should Know about Mammography*. In addition, we are developing two new fact sheets: *Ductal Carcinoma In Situ (DCIS)* and *Inequities in Breast Cancer: Why Health is Not Just Healthcare* (both due out Spring 2013).

WEBINARS REACHED OVER 3,000 PEOPLE NATIONWIDE AND ACROSS THE WORLD

Between July 2011 and June 2012, we offered nine free webinars averaging 200 participants each and attended by people from approximately 45 states and 18 countries. Partnering with guest speakers from the Silent Spring Institute, Environmental Working Group, Friends of the Earth, University of California San Francisco, The Shanti Project, and Safer Chemicals, Healthy Families, we offered crisp analysis and information on numerous topics including the politics of breast cancer, toxic cosmetics, gene patenting, breast cancer screening, and inequities in breast cancer.

UNBIASED PATIENT CENTERED ANALYSIS OF THE SAN ANTONIO BREAST CANCER SYMPOSIUM

BCAction board, staff and members attended the 2011 San Antonio Breast Cancer Symposium, bringing our patient-focused voice to a symposium directed primarily towards academic, government and private physicians and researchers. We fearlessly broadcast our analysis via Facebook, our website, blog, and our newsletter *The Source*.

DIRECT SERVICE TO OVER 700 PEOPLE ACROSS THE COUNTRY AFFECTED BY OR CARING FOR WOMEN WITH BREAST CANCER

Questions for our Information and Referral Service ranged from diagnosis, treatment plan, and cancer risk, to information about toxins in our environment, pink ribbon marketing, and research developments in the news.

"Thank you for the life-changing work that you do every day: your outreach, information, education, and calls to substantive action circulate among my family on an almost daily basis as a way to fight the status quo of breast cancer as we experience it."

—BCAction member

DISTRIBUTED BCACTION'S NEWSLETTER THE SOURCE TO OVER 40,000 MEMBERS AND LAUNCHED BCACTION'S BLOG

Both *The Source* and the blog provide in-depth analysis of urgent and ongoing breast cancer topics and frequently include guest writers/activists, member perspectives and personal stories. *The Source* is available both in digital and hard copy formats and the blog is available at www.bcaction.org/blog/. As part of our Member Perspective series in *The Source*,

Joshlyn Earls reported on the lack of information and resources available anywhere for African-American women living with inflammatory breast cancer, we mourned the loss of the fierce writer, breast cancer activist, and BCAction friend Rachel Cheetham Moro from metastatic breast cancer, and long term BCAction activist and fundraiser JoAnn Loulan talked about how the death of her mother from breast cancer and her own multiple breast cancer diagnoses drives her to change the course of this epidemic.

Putting Patients Before Profits

Since the get-go, BCAction has been working to put patient needs before corporate profits. Our vision to address and end breast cancer requires system-wide change for a better, more just world that puts the needs of *all women* from *all communities* first and foremost. For years, thanks to the fierce commitment and support of members like you, we've confronted human gene patenting in the Federal courts and challenged the Food and Drug Administration (FDA) to shift the balance of power in the drug approval process away from pharmaceutical companies and towards the needs of patients. We are immensely proud of the progress your support has made possible this year:

- **Our challenge to Myriad's BRCA 1&2 Gene Patent continues.** On March 27, 2012: The Supreme Court vacated the decision of the U.S. Court of Appeals for the Federal Circuit in light of new Supreme Court case law on gene patenting (*Mayo Collaborative Services v. Prometheus Laboratories*) and asked the appeals court to rehear the case. In addition, BCAction provided



testimony at a public hearing hosted by the U.S. Patent & Trademark Office (USPTO) in March, where we were the only women testifying. Two hundred BCAction members submitted personal testimony to the USPTO. BCAction remains the only breast cancer organization named as a plaintiff in the lawsuit. We will not stand by while corporations privatize our genes and create profit-driven barriers to addressing and ending this epidemic.



- In November the FDA Revokes the use of Avastin for treatment of metastatic breast cancer based on existing science. Throughout this long struggle at the FDA, BCAction demonstrated the effectiveness of focusing attention on science-based analysis, patient testimony and the voices of all women affected by this disease, including the voices of women who testified in favor of Avastin's continued approval. Avastin makes big money for pharmaceutical companies, yet has not been shown to improve overall survival or quality of life for women living with metastatic breast cancer and has debilitating—even deadly—side effects. We will continue to demand and support the approval of more effective, less toxic, and affordable treatment options for women living with, and dying from, breast cancer.

BCAction also partners with organizations to advance regulatory, legal and policy reform that addresses the root causes of this disease and creates systemic change. Over the last 12 months, here are some of the issues we supported:

- Updating the FDA's authority to recall dangerous drugs, improve inspections and oversight of high risk manufacturing sites, and revise enforceable quality standards to ensure that manufacturers are held responsible for quality control throughout their supply chain.
- Congressman Ed Markey's (D-Mass.) petition to the FDA to ban BPA from infant formula and baby food packaging, canned food, and reusable food containers.
- The federal Safety of Untested and New Devices (SOUND) Act of 2012, which would protect the public from avoidable harms caused by unsafe devices that should never have been cleared for sale in the first place.
- The Physician Payments Sunshine Act to require manufacturers of medical products to publically disclose on a website payments to physicians or teaching hospitals, and requires manufacturers and group purchasing organizations (GPOs) to report physician ownership or investment interests.

We opposed:

- The FDA's Draft Guidance for Industry and Food and Drug Administration Staff on the de novo classification process for so-called "low to moderate risk devices" because it does not require proof of the safety or effectiveness standards for low to moderate risk devices, and thus doesn't improve patient safety.

"I had breast cancer in 1992. So many women in my family did as well. I have two daughters and five granddaughters who will all be paying close attention to ALL that you do. Your organization is really important and so appreciated. Thank you for everything."

—BCAction member

Creating Healthy Environments

BCAction is committed to eliminating environmental toxins that contribute to the breast cancer epidemic and we've always followed the precautionary principle of public health. We are working urgently for strong, comprehensive chemical regulations to limit all of our involuntary exposure to such toxins and we insist on government intervention to shift the burden of responsibility for public health away from consumers and onto industry and corporate manufacturers. BCAction is currently engaged in numerous local and federal efforts to propel the critical environmental and health reform that we need to address and end the epidemic. These include:

- **Over 1,000 BCAction members took action during the Congressional Hearing on Cosmetics** in March 2012 to ensure that members of the House Committee on Energy and Commerce's Subcommittee on Health heard the concerns of consumers and workers—the first hearing of its kind in over 30 years. As an endorsing member of the Campaign for Safe Cosmetics, we work to secure a strong Safe Cosmetics Act necessary to eliminate dangerous chemicals from cosmetics and personal care products.

- **Methyl Iodide Pulled from US Market.** Methyl iodide is a cancer-causing pesticide commonly applied to crops, including strawberries, in the United States. In 2011, BCAction joined farmworkers, rural high school students, parents, and thousands of other activists in challenging the undue influence of the pesticide industry on government and public health. In response to this activist pressure, methyl iodide, the pesticide scientists called "one of the most toxic chemicals on earth," was pulled from the U.S. market by its manufacturer, Arysta LifeScience Corporation in 2012.

In addition, we supported coalition partners, working with:

- California Healthy Schools Act of 2012 to prohibit the application of pesticides on school premises.
- Science and Environmental Health Networks' science director Ted Schettler, MD, MPH resulting in an article for *The Source* titled "Scientific Uncertainty Is No Excuse for Failing to Protect Public Health."

Our work to connect environmental toxins and breast cancer is central to our highly celebrated Think Before You Pink® campaign.



Think Before You Pink®

1992–2012

Our Think Before You Pink® program has changed the conversation around breast cancer. Ten years ago, we launched this award-winning campaign and coined the term “pinkwashing” to highlight how pink ribbon campaigns were generating huge profits for companies that make products linked to breast cancer. Thanks to our successful media campaigns, the phrase “pinkwashing” is now a household word, and the public is asking pointed questions about what we have to show for 30 years and billions of dollars spent on breast cancer. Mainstream media coverage during 2011–2012 of our Think Before You Pink® campaigns by such outlets as *Marie-Claire* magazine and *Forbes* confirmed a growing acceptance of our long standing views connecting the dots between environmental toxins and breast cancer. Thanks to your grassroots organizing and support, this year we’ve seen a seismic shift in the breast cancer movement.

Think Before You Pink® Toolkit provides activist training to more than 5,000 activists across the U.S.

Released in October 2011, the Toolkit provides concrete ways to take action that hold pinkwashers accountable, deepen readers’ understanding of the politics of breast cancer, and provide critical questions that consumers can ask to be certain that valuable dollars go towards addressing & ending this epidemic.



Raise a Stink! Campaign—5,000 take action on another winning campaign.

We continued to challenge the way the breast cancer industry does business and hold corporations responsible for the ingredients in their pink ribboned products. In October 2011, more than 5,000 activists joined us in demanding an end to the production of Susan G. Komen for the Cure’s pinkwashing Promise Me™ perfume containing chemicals of concern, including known hormone disruptors, sold in the name of breast cancer. As a result, in May 2012, Komen ended their partnership with Promise Me™ perfume manufacturers TPR Holdings, effectively removing it from the market. This is a huge victory for all of us working to make sure women’s health comes before corporate profits, and that pink ribbon products do not harm our health. Direct action works: Our Raise a Stink! campaign brought in new members, stopped production, and drew media attention. We demand that corporations and manufacturers adopt the highest standards of precaution so their products no longer put us at greater risk of breast cancer.

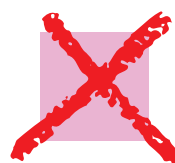


milking CANCER

BCAction activists keep the pressure on Eli Lilly to end production of rBGH. We believe that it is not enough to insist consumers buy organic or rBGH-free; we demand all dairy products be free of artificial hormones that may increase our risk of breast cancer. We continue to target Eli Lilly to end the world-wide production of this harmful synthetic hormone. This year, over 1,500 BCAction activists sent letters to Eli Lilly’s CEO demanding the company sign our Pledge to Prevent Pinkwashing.



Pink Ribbons, Inc. documents Breast Cancer Action's pioneering role challenging mainstream breast cancer fundraising through our Think Before You Pink® campaigns. We have changed the conversation around pink ribbon cause marketing and breast cancer once and for all and this film demonstrates how. The film prominently features BCAction's Think Before You Pink® campaign and our former executive director Barbara Brenner. BCAction staff worked closely with the director and the National Film Board of Canada on the production of the film. Through a partnership with the distributor, BCAction members, staff and Board attended over 20 screenings across the country to answer questions, facilitate discussions and distribute materials and toolkits, to nearly 1,200 people. The film screened in an additional 27 local communities across the U.S.



**think before
you pink**.org BREAST
CANCER
ACTION

Eliminating Social Inequities

Breast Cancer Action looks deeply and honestly at how issues of race, economic status, and power affect who enjoys good health and seeks systemic interventions to eliminate health inequities. We shape all of our program priorities through a social justice lens. Our educational outreach and analysis reflect our ongoing commitment to address and end health inequities. As with many diseases and disorders, communities of color bear a heavier burden when it comes to breast cancer; despite lower incidence, African-American and Latina women are more likely to die from breast cancer than white women. Increased access to health insurance and treatment are important but they aren't the only answer. BCAction works towards a comprehensive solution to the roots causes of health inequities, which stem from a complex interplay of social and economic factors that include power, racism and discrimination. More research into biology alone won't provide all the answers. Effective interventions will advance economic, social, racial, and environmental justice. This year highlights from our work to bring thought leadership on health inequities and social justice include:

ADVOCACY FOCUSED SPEAKERS BUREAU

As a follow-up to our 2010 meeting with Latina leaders to discuss the intersection between direct services and advocacy activities, BCAction piloted a Speakers Bureau to create a space for the experiences and collective wisdom of those working on issues that are relevant and pressing to underserved communities. This program trained leaders across the country providing them with direct tools and resources to support community members in their advocacy work.

REPORTS

The Death Toll of Inequality: "Why Treat People Without Changing What Makes Them Sick?" analyzed the most recent American Cancer Society facts and figures about cancer; and with Breast Cancer Fund a special Thanksgiving bisphenol A (BPA) report *BPA in Thanksgiving Food*. This published report analyzes the social justice implications of BPA in canned food.

"I am in remission from Triple Negative Breast Cancer and a contributor to Breast Cancer Action. Your organization gives me courage to be an individual. I feel so totally dehumanized by this experience because of the intense cultural expectations placed on me to shut up, sit down, surrender and comply. It's good to know that I am not alone."

—Dawn, BCAction member

WEBINARS

All of our webinars are delivered through a social justice lens; three of them uniquely addressed health inequities head on: Take Back Our Genes: Ending the Patents on Breast Cancer Genes; Inequities in Breast Cancer: Race and Place Matter; and Reducing Inequities in Breast Cancer: Why Experience Matters.

DEMANDING KOMEN RESTORE FUNDING TO PLANNED PARENTHOOD

When Susan G. Komen for the Cure decided to pull funding for Planned Parenthood's screening services, over 3,000 BCAction members expressed outrage because this decision threatened women in underserved communities, women without health insurance and low income women, disproportionately women of color. As a result of BCAction member's advocacy and that of other women's health activists across the country, Komen's restored vital funding to Planned Parenthood.

NATIONAL PRESENTATION

We announced the pilot version of our speakers bureau on the national stage at the Inter-cultural Cancer Council Biennial Symposium on Minorities, the Medically Underserved and Health Equity (ICC) to positive and enthusiastic responses.

BCACTION NATIONAL MEDIA HIGHLIGHTS

- *The Chronicle of Philanthropy*: "Some Donors Flee Komen for Other Cancer Groups." (2/7/2011).
- *Associated Press*: "FDA grants meeting on Avastin for breast cancer." (2/24/2011).
- *USA Today*: "Komen's pink ribbons raise green, and questions. (7/7/2011).
- *San Francisco Chronicle*: "Doctors Group Contradicts U.S. Mammogram Advice." (7/7/2011).
- *Marie Claire*: "The Big Business of Breast Cancer." (9/14/2011).
- *The New York Times*: "Welcome, Fans, to the Pinking of America." (10/15/2011).
- *The Seattle Times*: "Cancer campaign lost in pink merchandising?" (10/17/2011).
- *Chicago Tribune*: "Blinded by pink: Do your homework before donating, advocates say" (10/26/2011).
- *Forbes*: "The Pinkwashing Debate: Empty Criticism or Serious Liability?" (11/2011).

Membership Growth



44%
INCREASE

JULY 1, 2011 – JUNE 30, 2012

FACEBOOK: Grew from 8,704 to 12,560

TWITTER: Grew from 3,776 to 6,717

MEMBERSHIP: Grew from 33,724 to 43,127



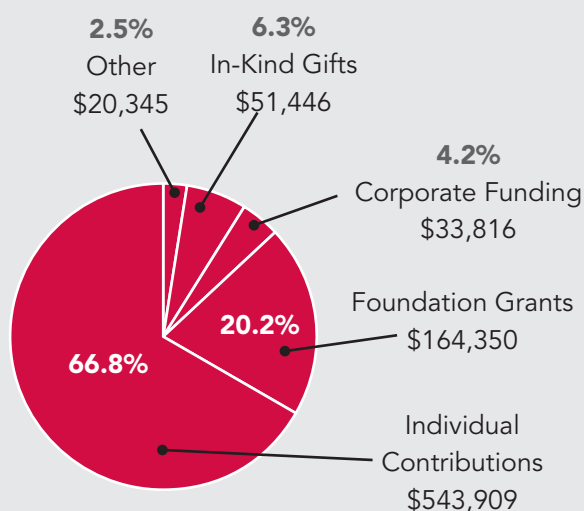
78%
INCREASE



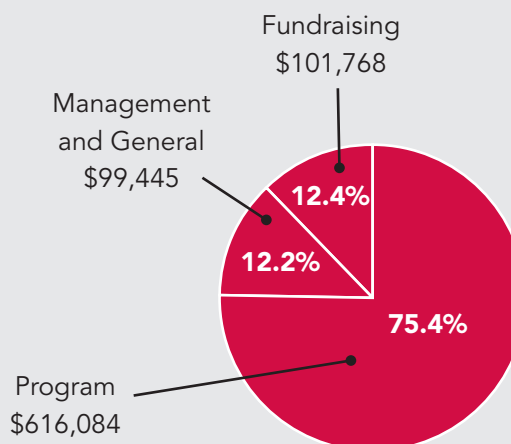
28%
INCREASE

Financials

TOTAL REVENUE: 813,866



TOTAL EXPENSES: \$817,297



The financial information shown here was derived from Breast Cancer Action's audited financial statements. The difference between revenue and expenses in the fiscal year of 2011–2012 was covered by board designated net assets from reserve funds. Copies of the audited financial statements may be obtained by contacting BCAction.

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"This morning I had breakfast with an old friend. She was diagnosed with breast cancer last year, underwent a mastectomy, and has just finished radiation therapy. She mentioned that BCAction was a shining light for her in dealing with her anger and frustration. She was full of admiration for your campaigns."

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