It is really encouraging to know the fights you are taking up on behalf of all of us. It is also for the future generations. I said every day that your organization is doing so much for the greater good of the world and providing important awareness. The work being done by BCAction is unmatched in the halls for the detection of breast cancer. It will surface your work, in getting many of the toxic chemicals out of the food, drink, and cosmetics all of us consume. I respect you, Barbara, and everyone at BCAction for your work, concern, and eventual results.

I recently viewed Pink Ribbons, Inc. and I applaud your organization. I found that it validated my previous thinking on the corporation's platoon of breast cancer. The movie was fantastic and there was some good discussion after the screening. Thank you all for the knowledge you all passed down. It was a great and mind-expanding experience. This film has really lit my fire. I will organize monthly screenings of the film in my community. We had 17 women watch the movie and it was a profound experience to see all of them. It was my first time seeing the film and I am even more pious off than I ever before. Huge community response and the film crowd seemed really engaged and the dialogue that took place after the movie was incredible. The women (and men) and children learning more about the misuse of pink ribbon marketing enlightened and understanding it's important. They really enjoyed the film and we had no issues. Just saw your new fact sheet BCA on a really good and important purely solid connection between pesticide exposure and breast cancer risk. Please let me know if you would like to work with BCAction to help disseminate the information. Thank you.

Really enjoying your webinar and become more critical consumers of news coverage. Thank you. This has been an awesome opportunity to get the women in our pink culture to become more critical consumers of news coverage. Thank you. This has been an awesome opportunity to get the women in our pink culture to become more critical consumers of news coverage. Thank you.

Really enjoying your webinar and become more critical consumers of news coverage. Thank you. This has been an awesome opportunity to get the women in our pink culture to become more critical consumers of news coverage. Thank you.

It was such a pleasure to meet you, hear your story and its positive outcome, and have your engaging presence to jolt these end of semester beleaguered students into advocacy and action. Thank you.

Really enjoying your webinar and become more critical consumers of news coverage. Thank you. This has been an awesome opportunity to get the women in our pink culture to become more critical consumers of news coverage. Thank you.
Dear Friends,

I am deeply honored to lead Breast Cancer Action, an organization that is so much bigger than any one of us. I am honored to carry the voices of women across this country in our work to address and end the breast cancer epidemic. We are building a movement and together we have achieved historic wins for people everywhere.

In June the U.S. Supreme Court ruled in our favor to outlaw corporate patents on the human BRCA 1&2 genes. As I sat in the courtroom listening to the Justices debate and challenge the legality of human gene patents, our community of activists was rallying on the Supreme Court steps, with women traveling from across the U.S. to join us in person and so many others joining us in spirit.

From our work to build a national anti-fracking movement, to our unparalleled evidence-based information on treatments and screening, to our role leading a feminist, social justice approach to public health problems, to demanding systemic solutions that address the needs of diverse communities because breast cancer is a public health crisis and a social justice issue, this has been a momentous year.

In May, we mourned the death of former executive director Barbara Brenner. Under her leadership, BCAction grew into a national organization, known for always putting patients before profit, both in treatment and prevention, and for unapologetically speaking truth to power. Since our founding in 1990 by a group of breast cancer patients, through 15 years of Barbara’s leadership, to our work looking forward as we carry these women’s legacy into the future, we remain a leading voice in the breast cancer movement.

We are a grassroots organization and none of our work could happen without you. Whether you are taking action with us, joining us in protest or celebration, funding our work, or sharing our voice on social media, we cannot do this work without you, our members, donors, allies and supporters.

I am honored to highlight here our achievements together from this last year. Thank you for joining us in shifting the balance of power to put women’s health first.

Karuna Jagger
Executive Director
January 30, 2014

Breast Cancer Action
CARRIES THE VOICES of people affected by breast cancer to INSPIRE AND COMPEL the changes necessary to ADDRESS AND END THE BREAST CANCER EPIDEMIC.
Breast Cancer Treatment
We continue to shift the balance of power at the Food and Drug Administration (FDA) away from the pharmaceutical industry and toward public interests. This year we submitted comments for the public record to the United States Preventive Services Task Force regarding their Draft Recommendations on Medications for Risk Reduction of Primary Breast Cancer pointing out that: the recommendations promote disease substitution, put too much reliance on flawed risk assessment models, lack data for women of color, and are not reflective of actual consumer behavior. We also drew the FDA’s attention to our concerns about the lack of transparency during the approval process for the drug pertuzumab, and reported on various studies and drug approvals that occurred during the year. We remain one of the few breast cancer organizations that doesn’t take industry or pharmaceutical company funding that testifies in front of the FDA on new drugs and device approval.

SHIFTING THE BALANCE OF POWER

Outlaw Human Gene Patents
Breast Cancer Action will always put patients before profits and will never shy away from corporate giants in the process. On June 13, 2013, the U.S. Supreme Court struck down Myriad Genetics’ patents on the human “breast cancer genes,” BRCA1&2—and not just Myriad’s patents, but patents on all naturally occurring genes. Five years ago, we were the only breast cancer organization to join as a plaintiff in the suit. First filed in 2009, this case was argued before the Court by the American Civil Liberties Union. The decision is a watershed moment in women’s health and a tremendous victory, the impact of which will reverberate well beyond women with a known or suspected inherited risk of breast cancer.

Barbara Brenner: 1951-2013
Breast Cancer Action Executive Director 1995-2010
Barbara Brenner was in no way afraid of controversy and she changed the world for the better in important and tangible ways for women living with and at risk of breast cancer. She was a hell-raiser and social justice activist of the first order and a deeply compassionate ear to the hundreds of women who called the Breast Cancer Action offices. Barbara, the founding executive director of Breast Cancer Action, died from complications of ALS (amyotrophic lateral sclerosis, a progressive neurodegenerative disease) on May 10, 2013 at age 61 at her home in San Francisco that she shared with her beloved partner of 38 years, Suzanne Lampert. We mourn this loss deeply while we celebrate the light in Barbara that shined so brightly and the woman who accomplished so much. At the request of Barbara’s family, donations in her honor may be made to the Barbara Brenner Rapid Response Fund at www.bcaction.org/barbara-brenner-rapid-response-fund.

Grassroots Activism
Our campaigns to protect women’s health go straight to the source. Breast Cancer Action is a leader in building a national anti-fracking movement because hydraulic fracturing (fracking) is an inherently toxic process of energy extraction that seriously threatens public health. BCAction is a founding member of the Americans Against Fracking coalition and is currently the only women’s health advocacy organization actively involved in the national steering committee. In addition, we are active partners in two new anti-fracking coalitions, the nation-wide Stop the Frack Attack Coalition, as well as the state-wide Californians Against Fracking Coalition.

Think Before You Pink
Our Think Before you Pink® campaign It’s An Epidemic, Stupid took advantage of the 2012 election, demanding legislators step up to address and end the breast cancer epidemic by supporting Breast Cancer Action’s 2012 Mandate for Government Action. Thousands of activists from all 50 U.S. states, D.C. and Puerto Rico called on their congressional representatives to stop pinkwashing and support real action to address and end this public health crisis. And we distributed over 10,000 Think Before You Pink® Toolkits to provide grassroots activists with the tools they need to address and end pinkwashing.

“I feel good about being associated with a group that is so aligned with my values and core concerns; I think BCAction is hitting on some of the most important topics in the cancer arena.” BCAction Member
Informative, engaging and well balanced and very polished.

“Informative, engaging and well balanced and very polished.”

“Presented a thorough overview of the issues, and the panel of speakers was well balanced and very informative.”

Safer Chemical Regulation

Breast Cancer Action works to stop cancer before it starts by demanding chemical reform that ensures that the air we breathe, the water we drink, the products we purchase and the places we live don’t cause breast cancer or other health harms. This year, our chemical regulation work with our partners pushed for the strongest possible reform of the Toxic Substances Control Act (TSCA) of 1976 to protect public health as well as demanding a much stronger version of the Chemical Safety Improvement Act.

Community Leaders for Change Program (formerly the Speakers Bureau)

Breast Cancer Action mobilizes women affected by breast cancer. We collaboratively educate and empower community leaders across the country to ignite grassroots advocacy to address and end the breast cancer epidemic. Last year, we mobilized and trained twenty-three community-based activists who successfully hosted educational events, led actions, and mobilized community members across the country.

Community Leaders for Change program

About the Webinars:

Breast Cancer Action’s webinars are nationally and internationally lauded by activists and academics alike. We bring experts and thought leaders together to create opportunities to learn, ask questions, and acquire the tools to take action. This year, our free webinars covered Health Inequities, Fracking, Screening and Detection, Media Literacy, Pinkwashing, Toxic Cosmetics, and Human Gene Patents, reaching nearly 2,000 people in 41 states and 18 countries. Thank you to our terrific partner organizations and guest presenters whose generosity contributes to the success of this program.

About the Fact Sheets:

Breast Cancer Action brings a unique, patient-centered perspective every time we present, attend, and table at conferences and events across the U.S. This year, we carried the voices of women living with and at risk of breast cancer at Cancer Prevention Institute of California’s 12th Annual Allison Taylor Hobrooks/Barbara Jo Johnson Breast Cancer Conference, California Breast Cancer Research Program, the 2nd Annual Breast Cancer and African Americans Conference, Intercultural Council’s Biennial Symposium on Minorities, the Medically Underserved & Health Equity conference, and the American Public Health Association. For the 13th consecutive year, BCAction attended and reported on the San Antonio Breast Cancer Symposium where our patient focus is a leading voice challenging the status quo and pushing researchers and clinicians to do better for women at risk of and living with breast cancer.

Independent and patient based information

Breast Cancer Action delivers evidence-based information about breast cancer that is free of industry influence so women can make important health decisions that reflect their own values and priorities. Our Information & Resources phone line along with publications like Information & Resources for People Affected by Breast Cancer delivers education and critical analysis of important breast cancer issues to people around the U.S. and beyond. We’re constantly updating and adding to our materials to keep pace with the fast-moving changes in breast cancer research. This year we updated: What You Should know About Breast Cancer and the Environment, The Facts and Nothing but the Facts, Facts & Myths about Breast Cancer, What You Should Know About Mammography and added two new fact sheets on Ductal Carcinoma in Situ (DCIS) and Inequities in Breast Cancer: health is Not Just Healthcare.

ABOUT THE WEBINARS:

“Informative, engaging and polished.”

“Presented a thorough overview of the issues, and the panel of speakers was well balanced and very informative.”

ABOUT THE FACT SHEETS:

“Just saw your new fact sheet on DCIS and wanted to congratulate you and BCAction on a really good and important publication.”

“This is wonderful work! Very clear and a good summary of important concepts and facts.”
Breast cancer gets a lot of attention in the U.S., and not all of it is helpful. Many corporations sell toxic products and hide cancer-causing activities by cloaking them in pink ribbons. Time and again, we are told that prevention is an individual responsibility and that we don’t know enough about the role of environmental exposures to pass much needed regulations to protect our health. To truly put patients before profits requires taking a stand to expose pinkwashing, demand systemic and meaningful chemical safety reform, and address the social injustices that lead to health inequities. That is what Breast Cancer Action did in 2013. And this is what we will continue to do in 2014. We have been and always will be a leading watchdog of the breast cancer movement and this is just one reason I joined the Board of Directors and why I am proud to serve as its chair.
It's really encouraging to know the fights you are taking up on behalf of all of us. It is also for the future generations.
Invest in Breast Cancer Action

Your gift supports our work to end the breast cancer epidemic.

www.bcaction.org/ways-to-give

To make a donation, please call us toll-free at (877) 2STOPBC or mail to:
Breast Cancer Action
55 New Montgomery St. Ste. 323
San Francisco, CA 94105

www.bcaction.org

Online Donation  Make a secure online donation.
Help Fundraise  Honor a loved one or mark a special occasion while raising money.
Stock Donation  Transfer a gift of stock or other securities.
Recurring Gifts  Make a recurring gift through the Susan Stone Circle.
The Susan Claymon Advocacy Fund  Support BCAction’s advocacy work.
Planned Giving  Invest in BCAction’s breast cancer advocacy by including BCAction in your estate plans through the Eleanor Pred Legacy Circle.

Breast Cancer Action is a 501(c)(3) nonprofit organization. Our tax identification number is 94-3138992.

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(1110x26)

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Matching Gifts are gifts that are initiated by the employees at the following companies. The employee made a donation and their workplace matched it.

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