

BREAST
CANCER
ACTION

ANNUALREPORT

2013-2014

After years of **CHALLENGING THE STATUS QUO**

in breast cancer, we are
seeing more and more
people, organizations, and
media outlets join our
call for change,
from over-treatment
to accountability
and transparency
to chemical
regulation.



DEAR FRIENDS AND ALLIES,

As we launch our new five-year strategic plan for 2014-2019, we're pleased to share with you highlights of the last fiscal year which ended on June 30, 2014. Breast Cancer Action continues to lead the national breast cancer conversation informed by our bold, feminist, social justice analysis. Our unique position at the intersections of women's health, environmental health, social justice and feminism means what we do matters most to those at risk of or living with breast cancer. We are the only watchdog organization focused on breast cancer and we remain committed to doing this work free from conflicts of interest.

Over the last year, we provided free, independent, evidence-based information to women across the country through our one-on-one support, educational webinars, and factsheets. We continued to be a leading voice on important issues such as mammography screening, DCIS, genetic testing and fracking. And our 2013 Think Before You Pink® campaign had unprecedented reach. On these issues and more, we were frequently featured in the media through dozens of interviews, our regular *Huffington Post* column, and multiple op-eds in national newspapers.

We are so inspired by our diverse, committed, and growing membership. As we approach our 25th year, we are proud of our achievements in 2013-14 and grateful for your support that helped make it all possible. We look forward to celebrating our 25th anniversary in the coming year and all we can achieve together.

Two handwritten signatures in black ink. The first signature is on the left and the second is on the right.

Warm regards,
Tracy Weitz, Chair, Board of Directors
Karuna Jaggar, Executive Director

ANNUAL REPORT

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Leading a change in the national breast cancer conversation

We remain the **"go-to" source for national print, TV, and online media sources** like *The New York Times*, *Yahoo! News*, *NPR*, the *International Business Times*, *ABC News*, *Reuters*, and *Ms. Magazine*. They seek our input on a range of breast cancer topics from treatment to screening to pinkwashing. We published our unique perspective on genetic testing, over-diagnosis, mastectomy rates, and breast cancer prevention through op-eds in *The Guardian* and the *San Francisco Chronicle* and Executive Director Karuna Jaggar's regular *Huffington Post* column.

We continue to be a **leading national voice** changing the conversation about the effectiveness of routine mammography screening. In spring 2014, two new studies reaffirmed our long-time evidence-based stance on the limitations of population-based mammography screening and we were a vocal leader in responding to this news.

Our comments to the U.S. Preventive Services Task Force's analytic framework for new mammography screening recommendations focused on the **need for evidence-based information** for women of color and women at intermediate risk of breast cancer.

We bring a **patient-centered health justice perspective** to conferences and public speaking engagements. We spoke at the *Reproductive Health & Environment: Best Practices* conference in Los Angeles, at the *National Consortium of Breast Centers' 24th Annual Conference* in Las Vegas, and at the *2014 Alaska Community Action on Toxics* panels in Anchorage and Homer. Executive Director Karuna Jaggar was among the top five social media influencers at the *2013 San Antonio Breast Cancer Symposium*.



Taking action for change

We **stood shoulder-to-shoulder with our members and coalition partners** at numerous actions, from local Walgreens drugstores to Global Frackdown events. Together, we rallied, we protested, and we took part in direct action to challenge and change the status quo of breast cancer.

As part of the Americans Against Fracking coalition, with our partners we **helped to generate over one million comments** to the Bureau of Land Management (BLM) demanding no expansion of fracking on public lands across the United States.

Following the U.S. Supreme Court's decision to ban human gene patents, Myriad Genetics has tried to preserve their monopoly over BRCA testing via aggressive lawsuits to keep other BRCA testing companies out of the marketplace. To help expand access to BRCA testing, with the ACLU we **filed an amicus brief** with the U.S. District Court in Utah to oppose preliminary injunctions on BRCA testing by Ambry Genetics and Gene by Gene Ltd – two companies Myriad Genetics has embroiled in lawsuits.

Over 3,000 members **took action on targeted legislative campaigns** to reform the outdated Toxic Substances Control Act (TSCA), a critical step to reduce our exposure to toxins linked to breast cancer.

One-of-a-kind independent, patient-centered resources

Our **free educational resources** are praised by patients, activists and academics alike. Our free webinars average 350 people per webinar on topics relevant to women living with and at risk of breast cancer, including FDA drug approval, early detection, and breast cancer and the environment.

We created **three new fact sheets** available on our website: Inequities in Breast Cancer: Health is Not Just Healthcare, Disparities in Breast Cancer: Through the Breast Cancer Continuum, and Ductal Carcinoma in Situ (DCIS).

We **evaluated and monitored the progression of pertuzumab (Perjeta)**, the first FDA-approved drug for the neo-adjuvant treatment of breast cancer, through calls with Genentech representatives as well as closely observing the results of the confirmatory trial currently underway, evaluating efficacy, safety, and long-term outcomes from a patient perspective.

Our **one-on-one Information and Resources service** provides much-needed support for people living with breast cancer and their loved ones. This year, we served 650 people nationwide.

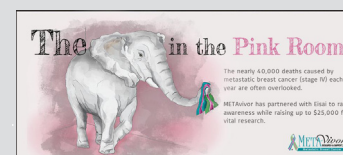


Think Before You Pink® campaign continues to push for change



For our 2013 campaign, instead of targeting pinkwashers one at a time, **we went straight to the source—the toxic chemicals in pink ribbon products that are making us sick in the first place.** Our Toxic Time Is Up campaign generated 37,000 signatures from across the nation urging legislators to reform the outdated Toxic Substances Control Act. We met with key legislators to discuss this issue and deliver your petition signatures.

We called out Kohls' shameful "pink elephant" campaign that co-opted the important message of our friends at METAvivor and ignored metastatic disease completely in their corporate messaging.



In California, AB49 proposed the creation of a pink ribbon license plate with the message "Early Detection Saves Lives." We responded by meeting with the bill's author to discuss our concerns and **brought together a coalition of California-based advocates and direct service providers** to discuss alternative evidence-based messages about breast cancer in culturally competent ways.



Trained and engaged a diverse membership base

Our **Community Leaders for Change** program is growing; we've enrolled 27 people with a diversity of experiences from across the country, including California, Massachusetts, Texas, Illinois, Florida, Colorado, New Mexico and Virginia.

Our members **hosted educational events & film screenings** across North America, including 25 screenings of *Pink Ribbons, Inc.* in 12 states and 1 in Canada.

Our membership continues to grow. This year, our **overall membership grew 12%** (from 46,000 to 51,696); our **Twitter followers grew 57%** (from 9,257 to 14,500 and our **Facebook followers grew 37%** (from 15,550 to 21,292).

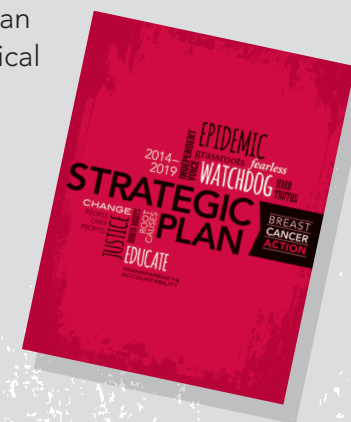


New five-year strategic plan

We engaged over **1,500 stakeholders at every step of our strategic planning process** and were honored to receive an overwhelmingly positive response to our work and the critical role we fill.

We **affirmed our commitment to social justice**, which is now reflected in our new mission to achieve health justice for all women at risk of and living with breast cancer.

To read the full strategic plan, visit www.bcaction.org/strategicplan2014.





Breast Cancer Action's corporate gifts policy is a standout in the field—exemplary, courageous, quintessential BCAction.

BCACTION MEMBER

BCAction is a rare truth-teller.
BCACTION MEMBER

I donate to BCAction because you are a unique, independent, and "unembedded" organization that attempts to create meaningful change re: breast cancer

BCACTION MEMBER

What a breath of fresh air your organization is.
BCACTION MEMBER

BCAction is angry at the injustices, but not in a bad way - in a good, we-better-do-something kind of way.

BCACTION MEMBER

You are the only organization I know of that is looking at breast cancer from an overt justice perspective.

MICHELLE SLADE

I have more admiration and love for BCAction than you could ever know.

DEBORAH SERVETNICK

You are all amazing and do wonderful work. I am so very grateful you exist. You remind me all the time that I am not alone.

KARIN COTTERMAN

You are warm or fearless when you need to be but knowledgeable always.

BCACTION MEMBER

Get involved with Breast Cancer Action

TAKE ACTION

Breast Cancer Action works on a range of issues, including toxic chemical reform, corporate pinkwashing, better breast cancer treatments, and more.

Our power comes from our members. Take action on our campaigns at www.bcaction.org.

SIGN UP FOR UPDATES

Make sure you don't miss any of our action alerts on important campaigns to help address and end the breast cancer epidemic.

Subscribe to our emails at www.bcaction.org/signup.

BECOME A COMMUNITY LEADER FOR CHANGE

Our members are our strength and we value the involvement of grassroots activists throughout the country and around the world to further our mission. Learn more about our Community Leaders for Change program at www.bcaction.org/communityleaders.

ATTEND WEBINARS

We host free webinars that offer independent, unbiased information on important breast cancer issues, including mammography screening, health inequities, and environmental links to breast cancer.

Register for our free webinars at <http://bcaction.org/resources/webinars/>.

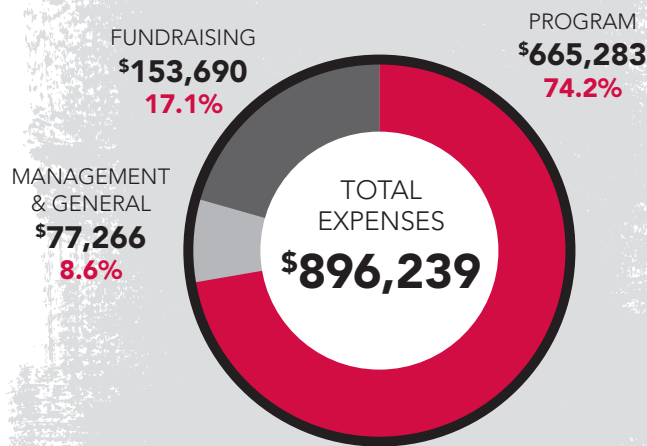
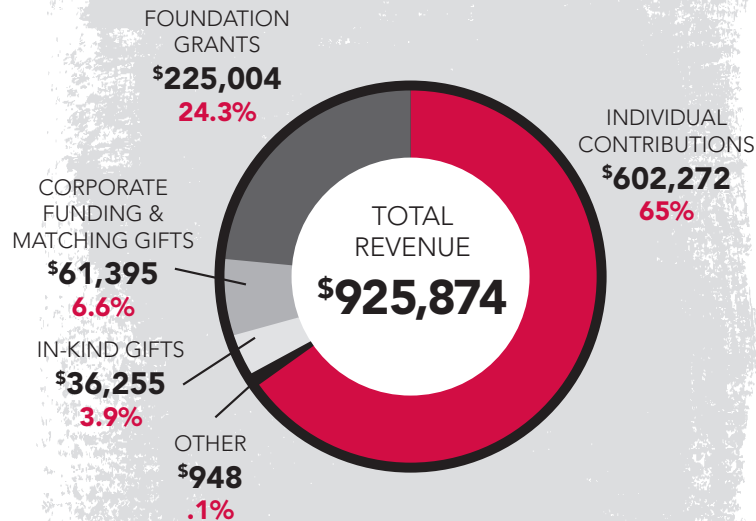
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Breast Cancer Action will never take corporate funding from any company that profits from or contributes to breast cancer. Your support makes our work possible and keeps us independent. Donate online at www.bcaction.org/donate.

FOLLOW US ON FACEBOOK AND TWITTER

Get your daily dose of truth-telling news and analysis about the latest issues in breast cancer. Follow us on Facebook at www.facebook/BCAction and Twitter at www.twitter.com/bcaction.

FINANCIALS



Invest in Breast Cancer Action

Your gift supports our work to achieve health justice for all women at risk of and living with breast cancer.

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To make a donation, please call us toll-free at (877) 2STOPBC

or mail to: Breast Cancer Action
657 Mission Street, Suite 302
San Francisco, CA 94105

Other ways to give

www.bcaction.org/ways-to-give

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Make a secure online donation.

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Transfer a gift of stock or other securities.

Help Fundraise

Honor a loved one or mark a special occasion while raising money to end the breast cancer epidemic.

Recurring Gifts

Make a recurring gift through the Susan Stone Circle.

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Support BCAction's ability to respond to emerging issues in breast cancer.

The Susan Claymon Advocacy Fund

Support BCAction's advocacy work.

Planned Giving

Invest in BCAction's breast cancer advocacy by including BCAction in your will or trust 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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