

**BREAST
CANCER
ACTION**

ANNUAL REPORT
2014-2015



**YOUR
INDEPENDENT,
PATIENT-CENTERED
VOICE
FOR 25 YEARS**

DEAR FRIENDS AND SUPPORTERS,

We're honored to share with you highlights from Breast Cancer Action's work over the last fiscal year. Our work this year was guided by our new strategic plan and we're proud of the innovative ways we're expanding our programs while holding true to our roots. BCAction remains committed to social justice; it's the cornerstone of our work, and now prominently part of our mission: "to achieve health justice for all women at risk of and living with breast cancer."

Highlights from 2014-15 include a reader-friendly brochure outlining the harms and benefits of routine mammography screening; unprecedented national media recognition for one of our most successful campaigns to date challenging pink drill bits "for the cure," success made possible through a broad coalition of local and national partnerships. And this year our Think Before You Pink® campaign took the critique of pink marketing and culture to the next level, challenging all the ways that pink ribbon culture harms women's health.

This has been a year of deepening our relationships with existing members even as we continue to grow and welcome new ones; we are now 60,000 strong. We deeply value the trust and support of our members – a trust that is crucial to us remaining an independent voice for women living with and at risk of breast cancer, free from conflicts of interest and fierce in our commitment to putting women's health first.

2015 is our 25th anniversary year, and we celebrate the many accomplishments of this feisty, powerful grassroots organization as we recommit to all the work that remains to truly address and end the breast cancer epidemic. In deepest gratitude for your ongoing support, and for making our work possible,



KARUNA JAGGAR, EXECUTIVE DIRECTOR
ELANA SILVER, CHAIR, BOARD OF DIRECTORS



“

I am so grateful to find like-minded women who get that we are much more than our breasts.”

NORAH ANITA
SCHWARTZ





"When diagnosed with breast cancer, I felt like I was alone in my many questions. After seeing *Pink Ribbons, Inc.*, I knew I had found my tribe. You saved me."

GAYLE COUSINEAU

"I greatly appreciate your work, leadership, vision and courage. You provide clarity in a very muddy pond! You're our heroes!"

ELIZABETH KUCINICH

"With each passing October I feel more and more betrayed by the corporate partnerships that profit shamelessly off of our hopes and fears. So thank you for being my hope, for inspiring me and enabling me to be a "bad girl" of breast cancer myself."

SPENCER MEROLLA

”



CHANGING THE NATIONAL CONVERSATION ABOUT BREAST CANCER

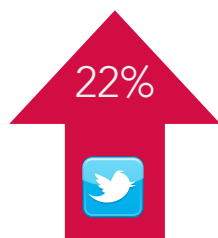
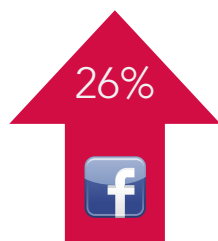
For 25 years we've been an **independent, patient-centered voice in print, TV, and online media** across the country. This year we published op-eds, regular columns, and breaking news responses that spanned breast cancer screening, diagnosis and treatment, the root causes of breast cancer, and pink ribbon marketing and culture.

Our op-eds appeared in *The Guardian* and *The Washington Post* and we were quoted in over 100 outlets nationwide, from traditional national media including *NBC News*, *Associated Press*, *NPR*, *USA Today*, and *Forbes* to online publications such as *Mother Jones*, *Ms. Magazine*, *Feministing*, *Jezebel*, *Truthout*, and *Upworthy*. **The media highlight of our Think Before You Pink® campaign was executive director Karuna Jaggar being featured on *The Daily Show with Jon Stewart*.**

Our **active social media presence** challenges the mainstream narratives about breast cancer and our members spread the word about our work to their networks. This year our Twitter followers grew 22% (now 17,695) and our Facebook followers grew 26% (now 26,750).



The New York Times
The Washington Post
theguardian



SYSTEMIC CHANGE THROUGH COLLECTIVE ACTION



We help make sure patient voices are part of the conversation. This year at an **FDA public meeting on breast cancer treatment**, we mobilized members who shared their stories about the impact breast cancer and current treatment approaches had on their lives.

We proudly partnered with The Lymphedema Advocacy Group to mobilize over 900 of our members to pressure their Representatives to support the **Lymphedema Treatment Act**. This bill would ensure Medicare and other insurance providers cover critical components of lymphedema treatment.

At the **March for Real Climate Leadership** in Oakland, CA we joined almost 8,000 people to participate in the largest action to ban hydraulic fracturing (fracking) to date. Addressing the press and crowd before the march, BCAction's Program Manager Sahru Keiser described the negative health impacts of fracking and its connection to breast cancer: "More than 700 chemicals are used in fracking . . . and 25% of these chemicals are linked to cancer, including breast cancer."



In addition, we submitted comments to the Environmental Protection Agency (EPA) **demanding the EPA require transparency on chemicals used in fracking fluid**, reiterating our position that fracking is inherently dangerous and threatens public health. We also **mobilized 1,200 BCAction members to tell their Representatives to support important legislation to ban fracking** on federal public lands. Protect our Public Lands Act of 2015 is the strongest piece of federal legislation against fracking to date. As part of our ongoing work to end this toxic process that harms our health, we serve on the steering committee of the Americans Against Fracking coalition, of which we are a founding member, and are also part of the Californians Against Fracking coalition.

Reforming our country's outdated chemical regulations is critical to stopping cancer before it starts. This year we opposed the Chemical Safety Improvement Act (CSIA), galvanizing 1,700 members to urge their Senators to oppose this legislation. Throughout the year, we worked with our partners at the Safer Chemicals, Healthy Families coalition and the CHANGE coalition to oppose and defeat this industry-friendly legislation.



UNBIASED, PATIENT-CENTERED RESOURCES

"SHOULD I GET A MAMMOGRAM?"



Understanding the
HARMS AND BENEFITS
of Routine Breast Cancer Screening

"Should I Get a Mammogram?": Understanding the Benefits and Harms of Routine Breast Cancer Screening

Our new free brochure on early detection and screening has been widely praised by healthcare professionals, patients, women considering a screening mammogram, and researchers for our clear-eyed, accessible presentation of this important information. We've had requests for the brochure from across the country and have distributed it far and wide to our members, healthcare providers, organizational partners, and beyond. Download it at <http://bcaction.org/resources/breast-cancer-action-toolkits/>.

"It is unusually honest and transparent." – Gerd Gigerenzer

"This is exactly the kind of smart, nuanced educational piece that led me to become a BCAAction donor in the first place." – Dorian Solot

"The best overview [of the topic] I've seen." – Lori Anders

Our trained staff offer support to people across the country through our **free Information and Resource service**. Repeatedly, people

value our prompt response and the fact that "a real person" at the other end of the phone compassionately provides support and information on topics from genetic testing, breast reconstruction, survivorship issues, breast density, current treatment options, health risks of fracking and more. This year, we proudly supported 475 people with personalized information and resource requests.

We were honored to host acclaimed ecologist, author, and activist Dr. Sandra Steingraber in July 2014 at a **free public forum about the health impacts of fracking for oil and gas**. The "standing-room only" event was streamed live online and attended by over 150 health professionals, health advocates, environmental activists, and members of the general public. Many thanks to our co-sponsors: Center for Environmental Health, Physicians for Social Responsibility, Americans Against Fracking, Californians Against Fracking, the Alliance of Nurses for Healthy Environments, and the California Nurses Association.



Our **free educational webinar series** features distinguished guest presenters on a range of topics. This year, we covered the sexualization of breast cancer; the pitfalls of pink ribbon cause marketing and pinkwashing; occupation and breast cancer risk; and environmental toxins and their link to breast cancer. 90% of survey respondents rate BCAAction webinars as excellent or good.

GRASSROOTS AND COMMUNITY BASED



Community Leaders for Change

Our Community Leaders for Change are our “grassroots super activists” from across the country who connect and support BCAction’s work in their local communities. Through writing, presentations, conference attendance, tabling at health fairs and holding film screenings they challenge the status quo in breast cancer. We now support an active cohort of 30 leaders in 18 states. To learn more about the program, visit <http://www.bcaction.org/communityleaders>



The **acclaimed documentary film *Pink Ribbons, Inc.***, continues to draw people to Breast Cancer Action; 35 of our members held community screenings of the film in public and private venues across the country this year.

Think Before You Pink® = big change

Think Before You Pink® exposes everything that’s wrong with pink ribbon culture and pinkwashing. This year, our “**Stop the Distraction**” campaign called out the empty awareness, the misinformation, the profiteering, the pinkwashing, the degrading of women, and the “tyranny of cheerfulness” that hides the social injustices and harsh realities of this disease.



When global fracking corporation Baker Hughes and breast cancer charity Susan G. Komen created **pink drill bits “for the cure”**, we ignited an incredible groundswell of grassroots activism: 168,700 outraged people signed a petition demanding the nation’s largest breast cancer charity break ties with the fracking industry and take a stand against this toxic process. We delivered the petitions directly to Susan G. Komen, and protested at the Pittsburgh Steelers football game where Komen was scheduled to

accept Baker Hughes’ check for \$100,000. Many thanks to our partners at EcoWatch, Oil Change International, Food & Water Watch, CREDO Action, Friends of the Harmed and New Voices Pittsburgh.

THANKYOU DONORS&SUPPORTERS

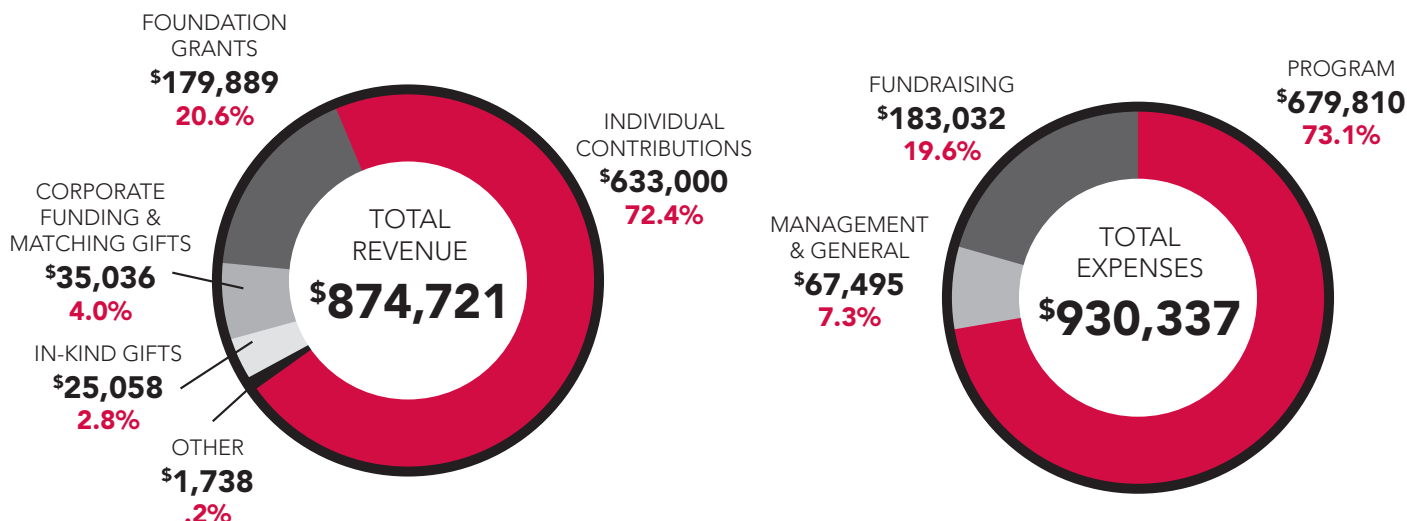
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FINANCIALS

The 2014-2015 variance is explained by a planned draw-down from reserves to do a much-needed upgrade to BCAction's member and donor database system, using funds from the 2013-2014 fiscal year surplus. In addition, an unplanned office move, prompted by a major rent increase in our former long-time office location, incurred additional expenses we had not planned for.



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. Thank you for your support!

Make a donation:

By phone: Please call us at 415-243-9301 or toll-free at (877) 2STOPBC

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

Online: Go to www.bcaction.org/donate to make a secure online donation.

Other ways to support our work

<http://www.bcaction.org/ways-to-give>



- **Monthly Giving:** Join the Susan Stone Circle of monthly donors to sustain our work over the long haul.
- **Planned Giving:** Invest in BCAction's activism by including us in your estate plans through the Elenore Pred Legacy Circle.
- **Barbara Brenner Rapid Response Fund:** Support BCAction's ability to quickly respond to emerging issues in breast cancer.
- **Start a "Don't Pink for Me" Page:** Tell your friends and family "Don't Pink for Me" and ask them to make a donation to BCAction in your honor instead.
- **Stock Donation:** Transfer a gift of stock or other securities to BCAction.
- **Susan Claymon Advocacy Fund:** Support BCAction's ability to advocate for systemic change.

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



GET INVOLVED WITH BREAST CANCER ACTION

Take Action

Breast Cancer Action works on a range of issues, including advocating for less toxic, more effective treatments for women living with and dying from breast cancer, toxic chemical reform, and an end to corporate pinkwashing. We work to see that every woman has access to evidence-based, affordable, quality, culturally-competent health care and work to eliminate the social inequities in breast cancer outcomes. Our power is in our members. **Take action on our campaigns at <http://www.bcaction.org>.**

Get Updates

Make sure you don't miss any of our action alerts on important campaigns to help address and end the breast cancer epidemic. **Sign up for updates at <http://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 <http://www.bcaction.org/communityleaders>

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/>**

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 <http://www.facebook/BCAction> and Twitter at www.twitter.com/bcaction.**

Make a Donation

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.**

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