



**LIVING BEYOND
BREAST CANCER®**

With you, for you.

IMPACT REPORT

2018

Connecting people with trusted breast cancer information and a community of support

Dear Friends and Supporters of Living Beyond Breast Cancer,

We opened 2018 with Living Beyond Breast Cancer (LBBC) listening to the stories of women diagnosed with breast cancer.

This was part of a six-month strategic focus project that included in-depth phone interviews, a large online study, and small in-person focus groups. By listening, we gained many insights of those who shared their experiences from that dark moment of first hearing the words, “You have breast cancer,” and all the other times that followed, including: the frustrations of waiting for tests, the emotions of finally receiving results, and the challenges of understanding this disease while trying to make informed decisions and manage side effects. Many also told us they gained a new appreciation for friends, family and colleagues who offered love and support during difficult as well as celebratory times.

This Impact Report provides a glance of LBBC by the numbers. Please remember that behind each of these numbers is an individual who faces a frightening and significant health challenge. We understand that our work, while broad in reach, is also deeply personal. We aim to help alleviate fear, reduce stress, and provide trusted information and support when people are feeling most afraid and alone. This is what drives us to fulfill our mission.

You are part of a large community of individuals, corporations and foundations who strongly believe in our work. Collectively, your support made it possible for Living Beyond Breast Cancer to engage 600,000 people in our educational programs, online and print resources, and in peer support communities in 2018. That’s a 10% increase over last year – setting an all-time record for us reaching people when they are most in need.

Of course, our dedicated staff, Medical Advisory Board and Board of Directors achieved this because of you and other members of our community. Whether you are one of our tireless volunteers, a friend who attends our Reach & Raise annual yoga event, a conference participant, a program sponsor, a shop to support sponsor, a Facebook participant, or Butterfly Ball attendee, your belief in our mission allows this work to happen. Thank you for your support and for bringing us closer to a world where no one impacted by breast cancer feels uninformed or alone.

In gratitude,



Jean Sachs, MSS, MLSP
CHIEF EXECUTIVE OFFICER



Laura Kowal
CHAIR, BOARD OF DIRECTORS (2017-2018)

Our Reach

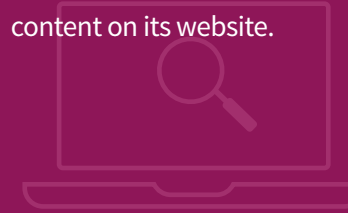


19,414 MINUTES

Spent by our trained peer volunteers on LBBC Helpline calls, providing phone assistance to those in need of support. An average call lasted over 26 minutes.

**1,391,525
PAGE VIEWS**

By visitors to LLBC.ORG in 2018. LBBC has over 12,000 pages of medical and psychosocial content on its website.



**50 STATES AND
WASHINGTON D.C.**

Represented by our trained volunteer community undertaking advocacy work or creating local community networks. These volunteers helped LBBC reach almost 30,000 people with peer resources.



**MORE THAN
600,000 PEOPLE**

Accessed our online and in-person educational resources, programs and community of support. That's an increase of more than 10% since 2017.



7,000 PEOPLE

Accessed up-to-date medical information and psychosocial supports through our virtual and live events.

**MORE THAN
\$2,000,000
IN FINANCIAL
ASSISTANCE
GRANTS**

Helped nearly 2,300 families across the Greater Delaware Valley through the Cis B. Golder grant, founded over 10 years ago.



**75,000
FOLLOWERS**

On Facebook gained up-to-date information or participated in a closed community of support.



Support from individuals,
corporations, foundations and
events raised **\$5.8 MILLION**
in funds to fulfill our mission



Rating from Charity Navigator for the
14th consecutive year



86 cents of every dollar
goes directly to programming



“I’m glad I came here. I
learned a lot of difficult
things I needed to know
about my disease, but in
such a kind and caring
way. Thank you – you all
did a great job.”

“I’ve been having such a
rough time lately, and I
have to admit, whenever I
join in on an LBBC event
my soul is renewed. I
needed this today.”



Barbara J. Yorke was the first recipient of the Andrea and Abraham Morris Impact Award. This award is only presented when LBBC identifies someone who demonstrates extraordinary passion and sustained generosity of the mission.

Held at the Loews Philadelphia Hotel on October 27, 2018, the Butterfly Ball brought together close to 700 people to make a difference in the lives of those impacted by breast cancer. The event, which raised more than \$850,000 in total, honored five women who have each found a unique way to demonstrate a commitment to LBBC’s mission of connecting people to trusted information and a community of support.

Four of the five women received the Donna Noce Colaco Going Beyond Award, which is named after Ms. Colaco, a long time champion of LBBC whose personal and professional support has transformed the organization. Pictured from left to right are Donna Noce Colaco, Megan Cooper Rutt, Rebekka Gerson-Brotz, Janet Dougherty, Sabitha Pillai-Friedman and Jean Sachs.

The 2018 Butterfly Ball



2018 BUTTERFLY BALL SPONSORS



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- MD Anderson Cancer Center at Cooper
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- Protiviti Inc.
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- The William E. Connor Group

- FRIEND/\$700**
- Abelson Legal Search
 - Law Office of Charles Kannebecker
 - Philadelphia Gastroenterology Consultants
- (Continued On Next Page)

BRONZE/ \$10,000

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The 25th Anniversary Circle is an important recognition of our most special and trusted supporters who are dedicated to securing Living Beyond Breast Cancer’s future.

Each “Link” makes us stronger.

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*As of May 2019. †Deceased.

“My doctor saved my life. LBBC saved my soul.”



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*LBBC no longer lists individuals at dollar amount levels to protect donor’s privacy.

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Cis B. Golder Quality of Life Grant

Cis B. Golder, who was diagnosed and treated for breast cancer three times, served as a dedicated volunteer for LBBC for more than a decade. Despite the effect breast cancer had on her life, Cis remained positive and passionate about helping others, especially women undergoing treatment. After her passing in 2006, her family and friends created the Cis B. Golder Quality of Life grant to provide women with immediate financial support to help cover such costs as rent, mortgage, utilities or child care. To date, LBBC has dispersed more than \$2,000,000 to more than 2,000 women in the Greater Delaware Valley, becoming both a lifeline and ray of hope as they undergo treatment. This grant program is now being replicated in select cities nationwide thanks to the support of the Tutu Project of the Carey Foundation.



In 2018, over 250 one-time grants were provided to assist families in the Greater Delaware Valley.

We thank these 2018 donors for making this lifeline possible:

Joanne & Dan Austin	Kristy Gingras & Fran Brookes	Joe Lautato	Tabitha Oman & Myron Manternach	Sweet Jane's Wish Fund
Gail Barsky	Gerry & Bill Goebel	Suzanne & Nate Lentz	Ginny Palmieri & Charlton Monsanto	Erica & Brian Sweigard
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2018 Fundraisers for LBBC

“Do It Yourself”

\$20,000 AND ABOVE

17th Annual Ann N. McDonald
Memorial Basketball/Golf Weekend

\$5,000 TO \$19,999

Climb for a Cure

\$2,000 TO \$4,999

4th Annual Miners Benefit Concert
AIG Pat Chase Memorial Events
Arbour Square Resident Association Fundraiser
barre3 Fundraisers
Brandywine Global WIN Fundraising
Cherokee and Lenape Field Hockey Benefit
Joy Rubeo's Celebrate Life Event
Keystone Property Group Employee Fundraiser
Lilly Bolen's Tufts University Play for Pink
Meadow Glen's Walk to Remember
Sorelle Salon Fundraiser
Tek Systems Corporate Fundraising
Tourney for Tatas

\$1,000 TO \$1,999

Barb Culter's Brownie Sales
CDW Cherry Hill Crockpot Challenge
Dragon Ladies Fundraising
Exodus Spa - Night of Mystery Event
Jordan Pierce Fundraiser
Kendra Scott Shopping Fundraisers
North Marion High School Fundraiser
Skirt Shopping Event
Wagner Middle School Fundraiser

\$500 TO \$999

Chico's HQ Tshirt Sale
Gwynedd
Mercy Academy Elementary Event
Michelle Wallace's Bachelor Finale Party
Reilly Family Birthday Fundraiser
Sexy Bingo
Sheila McGown's Charity Luncheon
Susan Stever Birthday Party Fundraiser

UP TO \$499

Abington Friends Fundraiser
Alexander Ottenstein's Fundraiser
Becky Hal's Virtual Yoga Class
Bosco's Friends Helping Friends
Chestnut Hill Shopping Event
Concero Workplace Fundraiser
Drs. Dellheim and Block, DMD Raffle
Elite Fitness Fundraiser
ESu Recreation Pink Day
Fiercely Positive Art
Flaster Greenberg Fundraiser
Frost Bown Todd Attorneys
Employee Fundraiser
Full Range Physical Therapy Give Back
Gail Goren's Fundraiser
Girl Scouts Troop 41216 Fundraiser
Holy Family School Dress Down Days
Julie Song's Fundraiser
Kim Laverty's Fundraiser
Lady Hoofers Online Auction

Norwex Fundraising
Paintball with CFFS
Park Lane Jewelry Give Back
Paul Davis Restoration Fundraiser
Rita Cupingood's Pet Portait Fundraiser
Sisters of Electa Paint Night
Spirited Art Paint Night
Tamara Pavlenko's Fundraiser
Tria Café Fundraiser
Triad Fitness Fundraiser
University of West Georgia Bake Sale
Upper Gwynedd Township October Event
Zane Elementary School Holiday Fundraiser



LBBC & Chico's FAS

2018 started off with great excitement as LBBC was chosen as one of just two national charity partners for Chico's FAS and their popular brands Chico's, White House Black Market, and Soma.

This was a capstone of 14 years of working closely together. Over the past decade-plus, Chico's FAS brands have become part of the fabric of LBBC. They sponsored our annual gala, The Butterfly Ball, and worked with us on many social media campaigns. They donated gifts for participants at our conferences, dressed LBBC representatives for important events, and participated in our yoga fundraisers.

Together with their customers, Chico's FAS and their sister brands have donated \$9 million to LBBC over the past 14 years of our partnership.

In 2018 alone, Chico's FAS and their clothing brands and customers made over \$1 million in donations to support the more than 600,000 people affected by breast cancer. "LBBC is the answer after a doctor delivers the news, 'You have breast cancer,'" says Julie Lorigan, vice president of investor relations, PR & corporate communications for Chico's FAS. "We want all women to know they have a friend throughout this journey."

LBBC and Chico's FAS look forward to continuing and deepening this unique partnership in the years to come, to get even closer to LBBC's vision of a world where no one impacted by breast cancer feels uninformed or alone.

ORGANIZATIONS BY DONATION AMOUNTS PER YEAR

\$500,000 & ABOVE



\$100,000 TO \$499,999



\$50,000 TO \$99,999

AmerisourceBergen Foundation
Amgen
Einstein Healthcare Network
Eisai
Estate of Barbara Dulberg
Jane Iredale - The Skincare Makeup®
Pfizer Oncology
Triple Negative Breast Cancer Foundation

\$25,000 TO \$49,999

The Allergan Foundation
Anthropologie
California Exotic Novelties, LLC
Capgemini
Manchu Times Fashion Limited
Merck
Myriad Genetics, Inc.
Natrelle
Patient Access Network Foundation
Seattle Genetics

\$15,000 TO \$24,999

Boehringer Ingelheim
Genomic Health
Immunomedics, Inc.
Mentor
SAS
Susan G. Komen
Toll Brothers, Inc.
Univest Bank and Trust Co.

\$10,000 TO \$14,999

Ballard Spahr LLP
Kohl's National Giving Program
MacroGenics
MGF Sourcing
MicroAire Surgical Instruments, LLC
Oscar H. & E. Ida Iucker Memorial Fund
Paxman

POONGIN Trading Co., LTD.
Syndax Pharmaceuticals, Inc.
The Traveling Vineyard
WebMD, LLC

\$5,000 TO \$9,999

Abramson Cancer Center
Accenture Interactive
barre 3 Rittenhouse Square
Cancer Support Community of Washington, D.C.
Cancer Treatment Centers of America
Dechert, LLP
Digitas Health
FemmePharma Global Healthcare, Inc.
Foundation Medicine Inc.
Independence Blue Cross
Jade Yoga
Karr Barth Associates/ AXA Advisors, LLC
Kohler Signature Store by Hajoca
M&T Bank
M3 Global Research
Meyer Capital Group
Philadelphia Eagles Foundation
Puma Biotechnology, Inc.
Reed Smith LLP
RSM
TAL Group
The Selective Insurance Group Foundation
ThirdLove
United Breast Cancer Foundation

\$2,500 TO \$4,999

Aon
barre 3 Newtown
Boiron
Bridge View Paper Company, LLC
Charles Schwab Financial Institution
CliftonLarsonAllen LLP
Epic Industries
Flyers Charities
Force: Facing Our Risk of Cancer Empowered
Fox Chase Cancer Center
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