Redefining Definitions

Living Beyond Breast Cancer
Impact

im·pact—verb

1 To make a more significant difference in the lives of women affected by breast cancer at the
OUR MISSION

LBBC is dedicated to empowering all women affected by breast cancer to live as long as possible with the best quality of life.

impact – verb
To make a more significant difference in the lives of women affected by breast cancer at the individual, group and institutional/societal level.
It seems fitting that this year’s annual report focuses on definitions.

In 2010, Living Beyond Breast Cancer concluded the first year of a five-year strategic plan developed by the staff and board of directors. Using a working definition of impact—*to make a more significant difference in the lives of women affected by breast cancer at the individual, group and institutional/societal level*—we have created a strategic plan to guide LBBC through 2015.

The goals and objectives created in the plan will provide the framework to increase the national visibility and impact of LBBC programs and services for all women living beyond breast cancer while continuing to grow the local resources available to women in the Philadelphia region. In addition, the plan focuses on growing the capacity of the organization to immediately respond to cutting-edge opportunities while continuing to plan for, provide and implement ongoing programs and services.
This year also saw the culmination of the largest single grant made to LBBC in its nearly twenty-year history. The National Philanthropic Trust (NPT) awarded LBBC with a three-year, $2.25 million grant in 2008 enabling us to significantly increase our organizational capacity and expand our programs. The number of women LBBC served grew by 50% over the three-year period. Over these three years, LBBC distributed more than 135,000 copies of its publications—a 250% increase in distribution. We increased our programs, re-designed lbbc.org and these new initiatives allowed us to reach out in new and deeper ways to women and families affected by breast cancer.

We thank all of you—our constituency, donors, volunteers and corporate partners who actively engage with LBBC. It is because of you that we continue to redefine conventional definitions by creating resources unique to all women affected by breast cancer.

Warmly,

Lisa Bayard
Chair, Board of Directors

Jean Sachs, MSS, MLSP
Chief Executive Officer
We live in a world of definitions from which we create expectations. For many of us, these expectations become a familiar reality that evolves into daily patterns we control and find comfort in. Comfort that shapes our way of looking at the world around us, creating our definition of “living.”

What happens then, when an event so life-altering forces us to forever redefine the definition of living we have created for ourselves and our families?

living—adjective

① having life; being alive  ② in actual existence  ③ active or thriving; strong
I have breast cancer.

Whether in her doctor’s office, in her bedroom or in her place of work; in a whisper, out loud or in her mind. At a pivotal moment after her diagnosis, a woman utters four words—“I have breast cancer”—and her definition of “living” changes. Forever.

What now?

In 1991, a small group of women led by Dr. Marisa Weiss sought out information designed to help them after completing primary treatment for breast cancer only to realize that existing resources were either inadequate or not available at all. To address this, they created a place where women in similar situations could connect with each other to share accurate and easy-to-understand information in a supportive and caring environment. That place is Living Beyond Breast Cancer.
“When treatment ends, it doesn’t mean the breast cancer experience is over.”
Creating a mission

As more women discovered Living Beyond Breast Cancer, organized educational workshops, written publications and peer support services were introduced to provide the forum for women to share, learn, laugh, cry and surround themselves with other women. It provided a place for women to create their new definition of “living.” It empowered them.

To meet the needs of more women

In 1996 Living Beyond Breast Cancer’s volunteer leadership named Jean A. Sachs, MSS, MLSP, as the organization’s first executive director (now chief executive officer). Since then, Ms. Sachs has increased LBBC’s budget from $100,000 to more than $3 million per year, allowing her to assemble a staff of dedicated and talented professionals who have dramatically expanded Living Beyond Breast Cancer’s programs and services to a national level.
To empower all women affected by breast cancer to live as long as possible, with the best quality of life.
Beyond — preposition

1 on, at, or to the farther side of
Today, Living Beyond Breast Cancer delivers on its mission by directly impacting women across the country. It addresses the needs of all women affected by breast cancer—whether they are newly diagnosed, in treatment, beyond treatment, at high risk or living with metastatic disease.

Delivering the mission

Living Beyond Breast Cancer works with a medical advisory committee made up of over 60 of the world's top breast cancer experts from a variety of disciplines. Together, they continuously survey the changing landscape of breast cancer treatment and care and develop powerful resources for women to help them navigate the course of their disease. Education, outreach and support services have expanded and address not only the medical, psychosocial, emotional, legal and financial concerns of these women but those of family and caregivers, as well.
At the forefront

As one of the world’s most respected information aggregates, Living Beyond Breast Cancer is constantly developing new and effective education and support curriculums to meet the needs of its constituency. The result is one-of-a-kind programs that meet a variety of needs and provide women the choice to use them in as active a role as they feel best to help them cope with their diagnosis, treatment, recovery or disease management.

And beyond

Through the ongoing generosity of individual donors, corporate partners and foundations, women are provided access to Living Beyond Breast Cancer services at little to no cost. Educational programs, support and highly specialized publications remain Living Beyond Breast Cancer’s top priority to best meet the changing needs of all women affected by breast cancer.
"I don't support the popular notion of 'I'm going to fight this disease.' If we say we're going to fight it, then are we saying the women who die haven't fought hard enough? Living Beyond Breast Cancer doesn't have that attitude. And that's just one of the reasons I give them my support."
Breast cancer—noun
cancer of the breast
one of the most common malignancies in women
You are not alone. Through LBBC's expansive and comprehensive library of information, women can gain access to the latest news about breast cancer and its treatment through publications, transcripts, podcasts, videos and blogs written by medical experts and other women affected by breast cancer.

breast cancer—noun

① cancer of the breast  ② one of the most common malignancies in women
"LBBC's educational materials are warm and thoughtfully written. I wish the Guide for the Newly Diagnosed was handed to me immediately after I learned I had DCIS. That brochure should be handed to every single person who receives the shocking news of a breast cancer diagnosis."
The “Understanding Breast Cancer” Series

Living Beyond Breast Cancer’s series of informative guides address the needs of women at all stages of breast cancer and include culturally sensitive books created for women of color. Publications are distributed free to women and to health and social service providers and cover an array of topics, including:

Guide for the Newly Diagnosed:
Designed to help navigate the first few days, weeks and months after diagnosis. It focuses on medical, emotional and practical concerns with the goal of helping women understand the biology of breast cancer, the choices they face, questions they need to ask to make informed decisions and available resources.

Fear of Recurrence:
Helps women understand the common fear that cancer may return and details how personality, life situation, social support and diagnosis can impact these fears.
Financial Concerns:
Provides practical advice on managing the visible and hidden costs of breast cancer treatment.

Bone Health:
Explores the long-term side effects of breast cancer treatment on bones and details how age and ethnic background impact risk for developing osteopenia and osteoporosis, regardless of breast cancer history.

Metastatic Breast Cancer Series:
Guides specifically designed to provide women with advanced disease a resource to better understand available treatments, practical methods to help lower stress and assistance managing issues that affect their day-to-day life.

An average of 50,000 publications are distributed annually to women affected by breast cancer, healthcare providers, caregivers and advocates.
Providing the best information

LBBC hosts two annual conferences, one for women living with metastatic disease and one for women at all stages of breast cancer. In addition, LBBC co-hosts C4YW (The Conference for Young Women Affected by Breast Cancer) with Young Survival Coalition. Approximately thirteen national teleconferences are conducted throughout the year that cover a broad range of topics with a different subject featured on each call. Monthly community meetings are held at three regional locations and focus on relevant topics. These meetings provide women the opportunity to connect and meet other women who share similar experiences.
And emotional support

LBBC’s website, lbcc.org, is designed to offer the most current breast cancer information presented expertly and compassionately in an easy-to-use format. Almost six hundred calls are answered every year via the Survivors’ Helpline, at (888) 753-LBBC (5222). The Helpline is a national toll-free telephone service offering peer support, information and hope in a confidential setting staffed by trained volunteers who are at a minimum of one year out of breast cancer treatment. These dedicated volunteers annually log over 1,750 hours of service.

An average of 1,400 women from every state and eleven countries annually attend Living Beyond Breast Cancer’s educational conferences in addition to 8,000 more who “virtually” attend the conferences by downloading recordings and transcripts at lbcc.org and engage with LBBC via teleconferences.
Engaging our constituents

Living Beyond Breast Cancer’s signature fundraising event, Yoga on the Steps®, continues to experience significant growth and positive reviews from participants. Yoga on the Steps originated in Philadelphia and is being introduced to new cities across the country as part of a national expansion initiative.

Recognition and respect

Charity Navigator has consistently awarded Living Beyond Breast Cancer its highest honor, a rating of four stars signifying that the organization “exceeds industry standards and outperforms most charities in its cause.” Living Beyond Breast Cancer continues to serve as a model for other nonprofit organizations by maintaining an operational budget that sees 84 cents of every dollar going directly to program services to meet the evolving needs of our constituency.
Leading by example

With over one million people annually visiting lbbc.org, an already strong online presence is being enhanced through development of an actively engaged social media network. Facebook and Twitter continue to provide a significant rise in constituent interaction by allowing connection with over 7,000 individuals on a daily basis. New distribution platforms are constantly researched in order to keep Living Beyond Breast Cancer at the forefront of the most economical, popular and efficient methods of information sharing.
Looking to the future

As LBBC looks toward the future of serving women and families affected by breast cancer, we remain committed to our mission. For those women who have been diagnosed as well as those who will face the disease in the future, LBBC is here so no woman has to face breast cancer alone.
Statement of Financial Position
For the fiscal year ended December 31, 2010

Assets 2010
Current Assets
Cash and cash equivalents .................... $1,990,095
Prepaid expenses ................................ $31,857
Total current assets .............................. $2,021,952
Investments .......................................... $2,954,964

Equipment
Office furniture and equipment .............. $150,169
Software ..................................................... $39,371
Less: accumulated depreciation ........... ($120,558)
Total equipment ......................................... $68,982

Other Assets
Security deposits ....................................... $20,637
Total other assets ....................................... $20,637
Total assets ............................................ $5,066,535

Liabilities and Net Assets
Current Liabilities
Accounts payable ....................................... $97,334
Accrued salaries ........................................... $8,315
Accrued vacation ....................................... $12,583
Accrued payroll taxes ...................................... $500
Total current liabilities ............................ $118,732
Deferred rent ............................................. $25,484
Total liabilities ......................................... $144,216

Net Assets
Unrestricted .......................................... $3,635,825
Temporarily restricted ......................... $1,286,494
Total net assets .................................. $4,922,319
Total liabilities and net assets ......... $5,066,535

Auditors: Larson Allen, LLP

2010 Fiscal Year
Operating Expenses
88% Program: $2,725,428
6% Fundraising: $181,150
6% Administrative and Management: $195,768

2010 Fiscal Year
Operating Income
23% Corporate: $985,681
15% Individuals: $662,202
19% Grants: $800,352
23% Program Sponsorship: $1,001,730
12% Special Events: $509,304
2% In-kind and Donated Services: $100,166
3% Conference Fees: $117,039
3% Cis B. Golder Quality of Life Grant: $141,828
2010 Contributors

$50,000 – $99,999
Abraxis BioScience
AstraZeneca
Bristol-Myers Squibb
Chico’s
GlaxoSmithKline Oncology
Pfizer Oncology

$25,000 – $49,999
Comcast-Spectacor Foundation
Eisai
Eli Lilly and Company
Genomic Health, Inc.
Iredale Mineral Cosmetics
Lisa D. Kabnick, Esq &
John H. McFadden
The Barra Foundation, Inc.
The Kapp Family Foundation
The Philadelphia Foundation

$10,000 – $24,999
Geraldine & William Campbell
Joanne Quinn
Kristine & Ronald Colleluori
Marie & Joseph Field
Robert B. Golder
Govberg Jewelers
Greenberg Traurig, LLP
Sandy Gunn
Chara & John* C. Haas
Imclone Systems
Insider Guides, Inc.
Shireen & Homi Kapadia
Irene Kelso/Professional
Recovery Services Inc.

Kenilworth Creations, Inc.
The Lipstein Family
Merck
Myriad Genetics, Inc.
Sanofi-Aventis, U.S.
Soma
Steiner Beauty Products, Inc.
Richard Vague
Veridex, LLC
Connie & Sankey Williams/
The Hess Foundation
Maria & Lance Wilson
WOMEN’S WAY

$5,000 – $9,999
The Andrea & Abraham Morris
Foundation
Community Partnership Grant
provided by the American Cancer
Society’s Making Strides Against
Breast Cancer event
Lisa & Rod Bayard
Bessemee Trust
The Black Family
Boehringer Ingelheim
Heidi & James Boudreau
Elinor & James Buck, III*
California Exotic Novelties, LLC
CDM Group
The Ceres Foundation Inc.
Donna & Barry Feinberg
Fieldstone 1793 Foundation/
Mrs. Henry A. Jordan
Genuardi Family Foundation

Felice Ginsburg
HealthAmerica Pennsylvania
Judy & Howard Levin/LymphoDIVAs
Jack McCusker
Julie & Michael McHugh
The Nararo Foundation
Newell Rubbermaid
Paula A. Seidman Fund/
Alan L. Saltiel
Caroline & Douglas Rodriguez
Caroline & Joseph Rogers, Jr.
Saatchi & Saatchi Healthcare
Innovations
SmartWool
Audrey Claire Taichman
TopoTarget USA, Inc.
The Warnaco Group, Inc.
Janie & Mickey Zolot

$1,000 – $4,999
Patricia Aaronson &
Robert Fried
Abelson Legal Search
Aberdeen Asset Management PLC
Abington Memorial Hospital
Abramson Cancer Center
BJNB Foundation/
Jacqueline L. Allen
Joanne & Dan Austin
Wendy & Robert Bailey
The Bancorp Bank
Liz Barrett & Derek Sylvester
Rod Bayard & Partners
BBD, LLP

The Customers of
chico’s

The White House
Black Market

Soma

Genentech
BioOncology

Novartis
Oncology

Susan G. Komen for the Cure.

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Laurie Beach
Beaconfire Consulting, Inc.
Sally & Gerald Beil
Benari Jewelers
Robin Bender Stevens & Ed Stevens
Judy F. Berkan, Esq
Laura & Don Beseecker
Jackie & Eric Blumenfeld
Dina Blumwest
Andi & Brian Bookbinder
Bridge View Paper Company LLC
Lisa & Patrick Bridgette
Dr. & Mrs. Richard Bright, Jr.
Brighton Collectibles
Linda & Bob Brockway
Sarah Brophy
Mrs. R. Scott Brown
Trea & Robert Burger
Estelle Byrne
Cancer Treatment Centers of America at Eastern Regional Medical Center
Center for Restorative Breast Surgery
Cherchies Ltd.
Hope & Robert Clair
Isabel & Richard Cohen
Debra & Steven Copit
Corbally Plastering Inc.
Elise Cotler
Cozen O’Connor
Emily & Howard Cutler
Elizabeth H. Dautrich
Barbara & Howard Davis
Deeb, Petrakis, Blum & Murphy P.C.
The Honorable Jane & Ernest Dellheim
Deloitte LLP
Diamond Sports Co. Inc.
Hester Diggles Charitable Trust
Donna & Gary Dion
Marlene & Melvin Dion
Nora & Frederick Dold
Dolfginer-McMahon Foundation
Drexel University
 Eden Charitable Foundation
Eileen Fisher
Harrison & Linda Eitljorg
Roslyn & Charles Epstein
Essie Cosmetics Ltd.
Famous Shamus Organization
Gretchen Farragut
Pam & Taylor Fernley
Lauren S. Ferst
Wanda E. Flowers & Donald Peacock
Foot Solutions, Inc.
Tony Forte
William Fowler
Fox Chase Cancer Center
Terry & Larry Frangioso
Gabay & Gottlieb Cosmetic Surgery Associates
Elizabeth & Tom Gadsden
Karen & Chris Gagnier
Giving in Friendships Together (GIFT)
GlaxoSmithKline - Matching Gifts
Randi & William Goekeler
Greater Philadelphia Cancer and Hematology Specialists, PC
Rosemarie Greco & Anne Morrissey
Jean & Jeff Griffiths
Beth & Steven Haas
Danielle Halstrom
Iris & Igal Hami
Randie & Robert Harmelin
Judy & Jerry Herman
Paulina & Byron Hewett
Regina & Richard Hisey
Huisking Foundation, Inc
JadeYoga
Johnson & Johnson Matching Gifts Program
Jones Apparel Group
Jeffrey Kahn
Nancy Kaplan
Courtney & Steve Kapp
The Meyer Levy Charitable Fund/ Jean L. Karotkin
Marjorie Klayman
Susan & Leonard Klehr
Kevin Kleinschmidt
Valerie & John Kraus
Susanna E. Lachs Adler & Dean Adler
Susie & Michael Lastowski
Eileen & Allan Laufergraben
Stephanie & Richard Lawrence
LLNS
Kevin G. Lokay
lululemon athletica inc.
Lumber Liquidators
Albert Lutz
Michelle & James Lynch
Kelley MacDougall & Mike Pausic
Rhea & Morton Mandell/Samuel P. Mandell Foundation
Lynn A. Marks & Clifford Pearlman
Fay & John McManus
Margaret Means
Memorial Sloan Kettering
Meridian Bank
Palma & Steven Merkel
Michelle Mismas
Ann & Thomas Morris
Martha & Peter Morse
Karen & Larry Moscato
Donna Noce & Frank Colaco
Beatrice O’Donnell & Kevin Canavan
Carol & Al O’Shaughnessy
Janene & Geoffrey Osborne
Paoli Hematology – Oncology Associates P.C.
Paoli Memorial Hospital Medical Staff
Pasadena Community Foundation
Patient Advocate Foundation
Andrea Pedano & Steve Geckle
Sandra C. Peinado
Kara Peischl & Michael Dodson
Pennridge High School
Peggy & Jon Petrakis
Pfizer Foundation Matching Gifts
Pink Link
Pink Ribbon Associates
Maria & Kenneth Pollack
Dr. & Mrs. George A. Poporad
Judy Pote
25
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<td>I’m Too Young For This! Cancer Foundation</td>
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Ana Maria Lenfest
Richard Liburdi
Ian Lirenman
Patty Ann & David Long
Vanessa Lowry
Matthew J. Lustig
Carol MacGregor
Main Line Health, Paoli Hospital
Lisa Marsella
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Pink Ribbon Link
Pink Wings
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Prudential Fox & Roach, Realtor
Pure Barre Philadelphia
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Valley Hospital Medical Center
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BreastCancerStories.org
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CANCER101 Inc.
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Parker Carroll
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The Center Health Yoga Arts
Cherry Hill Health & Racquet Club
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Kari & Joel Rosen
Susan Rosen & Lee Faden
Joyce & Ed Rosenberg
Marsha & Richard Rothman
Deane Rudofker
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**Special Events & Fundraisers**

**$10,000 – $49,999**

- 14th Annual Paddle Tennis Rally
- MAPTA: Metropolitan Area Paddle Tennis Association
- Nathan Speare Foundation
- Neiman Marcus Luncheon and Fashion Show
- Save 2nd Base Breast Cancer Awareness Block Party
- Bay Isles Associates LLLP
- Boyson, Inc. Special
- Edward Foerstel
- Glacial Energy VI, LLC
- Skinny Legs
- Wharfside Village LP
- Woody's Seafood Saloon

**$1,000 - $9,999**

- Borgata Heart & Soul Foundation/Drink Pink in Support of Breast Cancer Awareness Month
- Celebrate Life Event/Joy & Steven Rubo
d
- Centennial Volleyball Digging for the Cure/Harleigh A. Chwastyk/Gettysburg College
- Claire Dickson, An Evening with Meaning
- Deltri Tennis Suburban League
- Downingtown High School
- West Campus/Mr. West Pageant

**$500 – $999**

- The Baldwin School
- The Beauty Suite/Angela DiProspero
- Focus Fitness of The Main Line LLC
- Montgomery County Community College/Think Pink
- Salon 555/Cuts for Cancer
- Vertex Fitness
- The Yoga Center of Medford

**Deceased**

- Dafna Yachim/Lunchbox Communications LLC
- Yoga Bean Studios & Magazine
- Yoga Center of Medford
- Patricia Younce
- Nanette Zacharias
- Deborah Zakheim
- Nancie Zane & Stuart Charme
- Margaret & Andy Zuccotti
- *Deceased*
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Stacia Weaver  
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Since 2004, White House | Black Market has aligned itself with Living Beyond Breast Cancer providing the organization with significant financial and promotional resources. In 2010, WH | BM chose to celebrate its 25th anniversary by honoring 25 exceptional women affected by breast cancer. Working in partnership with Living Beyond Breast Cancer, White House | Black Market brought these courageous women together for a special photo shoot and interview in New York City. Twenty-five photos from the shoot were featured in White House | Black Market’s October catalog that was sent to over two and a half million homes. The women were also featured in October ad campaigns in Self and Elle magazines, and their stories were featured on whitehouseblackmarket.com. To round out the campaign, White House | Black Market boutiques across the country hosted special “Give Hope” events with a portion of the evening’s net sales donated to LBBC.
"White House | Black Market and our customers have demonstrated a sincere commitment to making a difference for women afflicted with breast cancer. Coupled with the tremendous support LBBC's programs provide for survivors of this disease, we can and will help sustain positive change for women impacted by breast cancer."

Donna Noce, Brand President, WH|BM
The Butterfly Ball

The 2010 Butterfly Ball, Living Beyond Breast Cancer’s annual gala, was chaired by Liz Barrett, Heidi & Jim Boudreau and Audrey Claire Taichman. Lisa Dautrich Black, JoAnn Cottman, Leslie Taichman and Sue Weldon were presented with LBBC’s survivor award. These extraordinary women each came to LBBC after a breast cancer diagnosis and have used their personal experience to give back and support other women.

To acknowledge their tremendous support of LBBC, Chico’s FAS, Inc.—which operates White House | Black Market as well as Chico’s and Soma Intimates—was presented with the organization’s 2010 Corporate Leadership Award at the Butterfly Ball. Despite a struggling economy, the three well-known apparel brands donated more than $425,000 to LBBC in 2010 and introduced a new, on-going program which allows customers the opportunity to make contributions in increments of $1 and $5 when purchasing merchandise at Chico’s FAS locations across the country. To date, Chico’s FAS has provided LBBC with over $1,000,000 in financial support.
Living Beyond Breast Cancer supporters have helped the organization reach more women than ever before. Their generosity and commitment to LBBC’s mission provided resources that significantly expanded educational programming, outreach and support services. In addition, the fundraising efforts of participants at events like Yoga on the Steps helped increase our visibility on the national stage, allowing us to organize advocacy efforts that emphasized outreach to underserved women affected by breast cancer. 2010 also saw the implementation of a five-year strategic plan that highlights the importance development, marketing and communications will play as Living Beyond Breast Cancer looks to the future.