



**LIVING BEYOND  
BREAST CANCER®**



**ANNUAL REPORT 2017**



In 2017, Living Beyond Breast Cancer had many notable events and moments, but above all, we are most proud of the strides we made in growing our national presence and helping women make connections that have a lasting impact.



## *What a year it has been!*

We're thrilled with the strides Living Beyond Breast Cancer has made in 2017, and we're poised to be even better in the future.

After celebrating our 25th anniversary in 2016, we began 2017 with a focus on fine-tuning our organization to make it better than ever. We began by reimagining our Breast Cancer Helpline to concentrate even more on our matching service. Calls are now answered by LBBC staff members who match callers with volunteers who share their experience. We are responding more individually to callers' needs. After years of improving our training programs for highly-engaged leadership volunteers, we started seeing the impact and power of having these core supports realizing our vision in their communities. From the Breast Cancer Helpline volunteers to Community Connectors, these individuals continue to raise awareness of LBBC's programs, participate in fundraising efforts and extend our reach across the country, one community at a time.

Further broadening LBBC's national presence this year was the decision by Chico's FAS to make LBBC one of two national charities. White House Black Market has been our strongest supporter since 2004. We look forward to working more with Chico's and Soma, their sister brands. We are honored by this significant recognition from Chico's FAS; it reinforces our commitment to connect with even more women.

We had some very memorable events in 2017, most notably the Butterfly Ball, where we raised a record amount and hosted over 600 guests. Our annual conference, held in Memphis, TN, was also significant because it allowed us to better reach a population that needed our resources. Memphis has a high rate of mortality from breast cancer as well as a large low-income population. We were able to tailor this program to what the women in Memphis wanted.

Of all the accomplishments this year, we are most proud that LBBC remains fiscally strong. We're proud of this organization and how it is positioned, and we know we're strong enough to take risks and try new things.

Along with our dedicated staff, we're grateful for the leadership and support of our Board, a compassionate, diverse group of people who are committed to our mission of connecting people with trusted breast cancer information and a community of support. Together we're focused on the impact we can make in reducing isolation, providing information and making connections, because we know that when women feel less isolated and more connected to others, they do better.

Our first 25 years laid the foundation, and as we look forward to the next 25 years, we're poised to be stronger and more effective than ever. As always, we're grateful for your generous support. Thank you for believing in us and in our mission. We welcome the opportunity to speak with you. Please reach out to us at [mail@lbbc.org](mailto:mail@lbbc.org).

In gratitude,

Jean A. Sachs, MSS, MLSP  
Chief Executive Officer

Laura A. Kowal, MPT, JD – Chair  
Chief Legal Officer, Nemours/Alfred I. duPont Hospital for Children

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\*Deceased, 2017

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# ABOUT LIVING BEYOND BREAST CANCER

## WHERE WE'VE BEEN...OUR HISTORY:

### *EDUCATING AND SUPPORTING THOSE IMPACTED BY BREAST CANCER SINCE 1991*

LBBC was founded with the mission of providing information, making connections and supporting individuals once primary treatment ended.

As the need for specialized services increased, we expanded to assist all stages of diagnosis, treatment and recovery.

We address the needs of those who are newly diagnosed, in treatment, living with a history of breast cancer or living with metastatic (stage IV) disease. We meet people where they are with information and programs that are relevant to specific diagnoses and phases of life.

We also tailor content to frequently underserved populations, including African-Americans, Latinas, the LGBTQ community and low income women.

**IN 2017, LBBC IS PROUD TO HAVE SERVED 537,655 INDIVIDUALS.**

## WHERE WE'RE GOING...



### **OUR MISSION**

is to connect people with trusted breast cancer information and a community of support.



### **OUR VISION**

is a world where no one impacted by breast cancer feels uninformed or alone.



### **OUR STRATEGIC REACH**

challenges us to reach 1,000,000 people by 2019.

# DO-IT-YOURSELF EVENTS

More than  
**150 DIY**  
events raised  
**\$122,236**  
in 2017.

*From basketball tournaments  
to anniversary celebrations,  
these events raise much needed  
funds to support LBBC's programs  
and services and build connections  
in local communities.*



*The Ann N. McDonald Basketball Tournament, Philadelphia, PA*  
Held annually for the past 6 years in memory of board member John McDonald's mother. 2017 total: \$16,316 Lifetime: \$75,000.

*Celebrate Life Joy Rubeo's Cancerversary, Harleysville, PA*  
Now in its 20th year, this DIY celebrates board member Theresa Frangiosa's sister, Joy, being cancer-free. 2017 total: \$3,490. Lifetime: \$67,490.

*The Breast Cancer Awareness Car Show by JP Photography, Charlotte NC*  
Organized and overseen for the second year by Jordan Pierce. 2017 total: \$1,200. Lifetime: \$1,575

*Catfish Boil Birthday Bash, Kaneohe, HI*  
Community Connector Joanne Hayashi threw a catfish boil birthday party with a friend. 2017 total: \$605.

*Plainfield Bake Sale & Raffle, Plainfield, IL*  
In its first year holding a DIY, Plainfield High School held a bake sale, basket raffle and sold t-shirts. 2017 total: \$461.



# ANNUAL BUTTERFLY BALL

OUR 2017  
BUTTERFLY BALL  
RAISED A RECORD  
**\$950,000**

More than 600 supporters raised more than \$950,000 for LBBC's mission at the annual Butterfly Ball. Held in Philadelphia in November, the 2017 gala co-chairs designed an evening that featured farm-to-table fare to help attendees feel good while doing good.

This year's Going Beyond Award was presented to Megan Do Nascimento, Marisa Gefen, MD, Felicia Johnson and Teresa Kohl, four women who've used their personal experience with breast cancer to help and inspire others.

The Founders Award, LBBC's highest honor, was presented to Pallav K. Mehta, MD. Dr. Mehta is a medical oncologist at MD Anderson Cooper whose compassion for the people with breast cancer and his knowledge are obvious in his integrative approach to care.



Pallav K. Mehta, MD

Teresa Kohl

Marisa Gefen, MD

Felicia Johnson

Megan Do Nascimento

# NATIONAL CONFERENCES: PHILADELPHIA & MEMPHIS

“  
Coming from  
a small town  
I wanted  
to share  
and hear  
experiences.  
Every part of  
the event fed  
that need.  
”



The spring Metastatic Breast Cancer Conference in Philadelphia and fall Living Beyond Breast Cancer Conference in Memphis provided critical information to attendees through tailored programming that addressed the concerns of all types and stages of breast cancer and unique needs of special populations. In Memphis, we empowered and supported a region in great need of resources and shed light on the area's high rate of breast cancer mortality and the disparities seen within it.

For our attendees, the conferences are so much more than the topics we cover. By interacting with others experiencing breast cancer alongside them, participants form deep connections with each other and LBBC. They leave feeling more informed, less isolated and ready to take the next step in their cancer care.



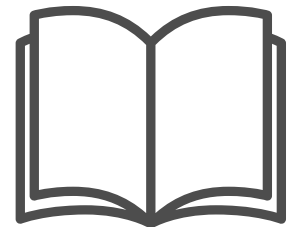
# PRINTED MATERIALS

## DISTRIBUTION IN 2017



OVER  
**160,000**

COPIES OF INSIGHT CIRCULATED



OVER  
**43,000**

PRINT GUIDES WERE DISTRIBUTED



**Insight** our quarterly newsletter, focuses on breast cancer topics ranging from new treatment options to profiles of peers. It keeps readers informed of the latest breast cancer news and research.



### Guides to Understanding Breast Cancer

Each year, LBBC releases updated and new guides for those who have been diagnosed with breast cancer, offering insight and support for specific diagnoses and populations.



### New guides for 2017:

- Guía para nuevas pacientes (Guide for the Newly Diagnosed, Spanish Edition)
- Série sur le cancer du sein métastatique: Guide pour les patientes ayant reçu un diagnostic récent (Metastatic Breast Cancer Series: Guide for the Newly Diagnosed, Canadian Edition, available in both English and Canadian French)
- Guide to Understanding Bone Health



# STAYING CONNECTED ONLINE

More people than ever are turning to the internet for breast cancer information and support. Through LBBC.ORG and our organizational social media pages we offer our users accurate, relevant medical information and ways to connect 24/7. And users can participate remotely in our live Twitter Chats and Breast Cancer 360 programs.

We know online resources and social media communities are a powerful source of connection and learning. To engage with us, check out our programs and these Facebook pages:



- Living Beyond Breast Cancer
- Living Beyond Breast Cancer's Reach & Raise
- LBBC Young Women's Initiative

## 2017 AT A GLANCE



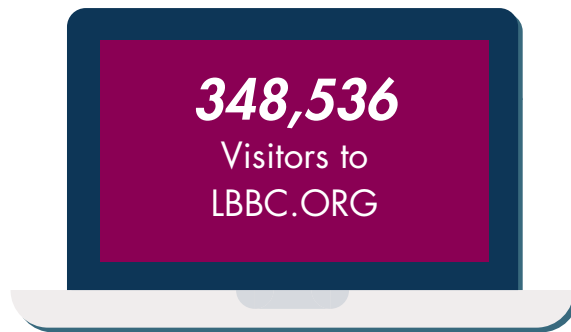
**77,387**

Facebook Followers



**3,671**

Instagram Followers



**348,536**

Visitors to  
LBBC.ORG

**1,202,960**

Web Page Views



**9,517**

Twitter Followers



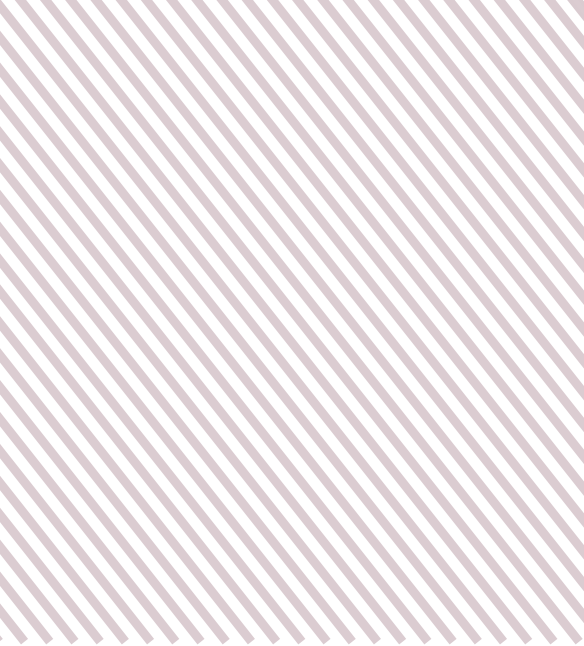
**8,147**

YouTube Followers



Each Breast Cancer 360 reached a combined virtual and live audience of

**MORE THAN 1,000 PEOPLE**



## LBBC.ORG

Our website is where people can find reliable, easily understandable and expert-reviewed information specific to their needs. Visitors can find out about upcoming events, access recordings of previous programs and read our award-winning blog.

### 2017 NEW PAGES:

- Healthcare Newsroom
- Immunotherapy
- Listen to HER2
- Parenting With Breast Cancer

## WEBINARS

Our 1-hour webinars are a convenient way for people to learn about the latest breast cancer news and research by web stream or phone.

### 2017 TOPICS:

- Pregnancy after breast cancer
- Radiation therapy
- Lymphedema
- Fear of recurrence

## BREAST CANCER 360s

Breast Cancer 360s look at complicated topics from every angle. The hour-long sessions feature a panel of experts or peers discussing topics ranging from the highly medical to the personal. Participants can attend in person or online.

### 2017 360s:

- Hereditary breast cancer
- Young women and side effects
- Genomic testing
- Breast cancer recurrence

# BREAST CANCER HELPLINE

## PROVIDING SUPPORT DURING DIAGNOSIS, TREATMENT AND BEYOND

For over 20 years, LBBC has provided a peer-to-peer helpline service staffed by volunteers with a personal history of breast cancer.

Thousands of women and caregivers have called the Helpline for support and information over the years. LBBC matches each caller with a volunteer of similar background who has completed custom, in-depth training to hone their listening skills. We continue to enhance the diversity and skill of this volunteer pool.

One of the first volunteers we trained to answer calls on what was at that time known as LBBC's Warmline was Lee Plamondon. Lee was diagnosed with metastatic breast cancer in her late thirties and had two young sons. She created the first in-take form and along with her husband, Mark Plamondon, (who went on to be LBBC's board Chair) created the first promotional materials. Lee's legacy is recognized every year through LBBC's Annual Helpline Volunteer Award that is named in her memory.

### VOLUNTEERS



62

State Distribution of Volunteers:

15 states

### MATCHES



2017:  
311 matches

### TOTAL CALLS



2017 Total Calls:

864

# LEADERSHIP VOLUNTEER PROGRAMS

## COMMUNITY CONNECTORS

are a core asset in sharing LBBC's mission across the country. They serve as LBBC ambassadors by raising awareness of the organization, connecting us to individuals and communities, and serving as a liaison for our national office.

## HEAR MY VOICE

volunteers make a difference in their physical and digital communities by connecting with others living with metastatic breast cancer and educating the public about the disease. They focus on ways they can increase public understanding and public support for research and supportive programming, while creating a network for those impacted by metastatic breast cancer.

## YOUNG ADVOCATES

are women diagnosed before the age of 45 trained to use their breast cancer experiences to make a difference by raising awareness, furthering their own understanding of the disease and advocating for others.

LBBC is committed to providing high-touch support for those that need it. We know people want to connect year-round, so we've invested deeply in developing our peer leadership programs. Highly trained volunteers engage with people in their local communities to spread awareness about LBBC and connect them to breast cancer resources and the LBBC community of support.



Volunteering as a Community Connector has allowed me to give back to other women dealing with a breast cancer diagnosis. It has been healing for me to help other people.



**HEAR MY VOICE:**  
2,560 people reached

**YOUNG ADVOCATES:**  
26 New Young Advocates Trained

**COMMUNITY CONNECTORS:**  
Provided 320 Hours of Service

1,967  
VOLUNTEERS



**THANK YOU, VOLUNTEERS!**



REACHED  
9,952  
PEOPLE



Through the program, I forged relationships and friendships that I can't quite put into words.

I consider many a part of my family now.

Hear My Voice also helped me build the skills

I needed to be more confident and successful

with my outreach and advocacy work.



# ADVANCEMENT

## LIVING BEYOND BREAST CANCER'S REACH & RAISE

Reach & Raise is not just a yoga class. It's about reaching goals and reaching out in every way — to friends and family, to the community and to those impacted by breast cancer. It's also about raising awareness of LBBC and the vital funds that allow our organization to provide programs to those diagnosed with breast cancer and their loved ones. Our 2017 Reach & Raise events in Philadelphia, Denver and Memphis raised close to \$370,000 and had over 2,500 participants.



# PARTNERS AND SPONSORS

## FORWARD4TOBI

The Forward4Tobi Foundation was established in 2013 to honor the memory of Tobi Klonecki, who was diagnosed with metastatic breast cancer at 38. The Foundation was founded by Tobi's husband, Tom, and her best friend, Jodi Servino, with the mission of helping women living with breast cancer improve their quality of life. After Tobi's diagnosis she attended LBBC's metastatic conference twice. There, Tobi connected with others who shared her diagnosis and she received peer support and a deepened sense of community. She also appreciated learning about the complex medical, emotional, social and practical challenges that accompany a metastatic diagnosis. In 2017, LBBC was seeking new sponsors to provide travel grants to the annual conference on metastatic breast cancer and Forward4Tobi stepped in with a \$25,000 grant. Their support came at a critical time and allowed us to continue this important program.



In 2017, Einstein Health Network was a Presenting Sponsor for LBBC's Reach and Raise: Philadelphia for the second straight year. Their leadership support has enabled us to raise more funds and reach more people. Their involvement has gone beyond financial support: in 2017, their director of mindfulness opened the event, providing an important new element to the day.



The Tutu Project of the Carey Foundation's goal is to make a difference in the lives of those with breast cancer and inspire them to live a full life. President and co-founder Linda Carey is passionate about providing support to those diagnosed with breast cancer. Having lived with metastatic breast cancer for 12 years, she understands the emotional roller coaster brought about by a diagnosis of cancer. Linda has been a participant and speaker at LBBC's metastatic conference in the past, so when the chance came to help others attend, her organization jumped on it. The Tutu Project of the Carey Foundation provided support for travel grants for LBBC's two annual conferences, and is also providing funding so that LBBC can pilot its LBBC Fund, providing small grants to women experiencing financial hardship because of their breast cancer treatment, in select cities. Their total support in 2017 was \$46,500.



We're proud to announce that starting in 2018, LBBC will be one of just two national charity partners for Chico's FAS. From in-store events to yoga fundraisers to digital campaigns, Chico's FAS has supported Living Beyond Breast Cancer in many ways over the past 14 years. Together with their customers, Chico's FAS and their three clothing brands, Chicos, Soma and White House Black Market, have donated more than \$7.5 million to LBBC. The new phase of the partnership will allow us to work more closely together to create unique campaigns which will bring the two organizations closer than ever before, and with increased awareness for LBBC and its programs and services.



2017 was their 10th year supporting LBBC. Since 2007, jane iredale has donated more than \$475,000 to LBBC; in 2017 the total was \$80,000. The company has also joined with us to spread the word about our educational programming, and it has participated in multiple LBBC events, including LBBC's Living Beyond Breast Cancer Conference. jane iredale's first product benefitting LBBC was a lipstick, and their most recent a chemical-free makeup removal cloth. Each of these products was chosen because of their gentleness, so women with breast cancer could feel comfortable using them.

The 2017 Donor List is available in its entirety at [www.lbcc.org/how-you-can-help/donors](http://www.lbcc.org/how-you-can-help/donors)

# 2017 STATEMENT OF FINANCIAL POSITION

## ASSETS

### Current Assets

Cash and Cash Equivalents.....	\$2,644,721
Grants and Contributions Receivable.....	\$515,599
Prepaid Expenses.....	\$41,252
<b>Total Current Assets.....</b>	<b>\$3,201,572</b>
Investments.....	\$9,130,105

### Property and Equipment

Office Furniture and Equipment .....	\$132,705
Software .....	\$56,359
Leasehold Improvements .....	\$10,125
Less Accumulated Depreciation .....	\$(130,780)
<b>Total Equipment .....</b>	<b>\$68,409</b>

### Other Assets

Security Deposits .....	\$11,360
<b>Total Other Assets .....</b>	<b>\$11,360</b>
<b>Total Assets .....</b>	<b>\$12,411,446</b>

## LIABILITIES AND NET ASSETS

### Current Liabilities

Accounts Payable .....	\$74,603
Accrued Salaries .....	\$54,784
Accrued Vacation .....	\$27,575
Accrued Payroll Taxes .....	\$4,621
<b>Total Current Liabilities .....</b>	<b>\$161,583</b>
Deferred Rent .....	\$44,699
<b>Total Liabilities .....</b>	<b>\$206,282</b>

### Net Assets

Unrestricted .....	\$11,015,734
Temporarily Restricted .....	\$1,189,430
<b>Total Net Assets .....</b>	<b>\$12,205,164</b>
<b>Total Liabilities and Net Assets .....</b>	<b>\$12,411,446</b>

LBBC has received Charity Navigator's 4-star rating for demonstrating strong financial health and commitment to accountability and transparency. This is the thirteenth consecutive year we have received this, the highest possible rating, a feat attained by less than 1% of charities in the US, setting LBBC apart from its peers and demonstrating to the public its trustworthiness.

The audited financial statements are available upon request.

## EXPENSES

84%



PROGRAMS  
\$4,276,817

7%



ADMINISTRATIVE AND MANAGEMENT  
\$359,716

9%



FUNDRAISING  
\$441,808

## INCOME

