



LIVING BEYOND
BREAST CANCER®

2021 Annual Report



Dear Friend,

Thank you for being a part of the Living Beyond Breast Cancer (LBBC) community.

Your support gives people hope. With you at our side, we have been able to start new programs, grow our community, and help 600,000 people find a safe space to express their concerns and better understand their medical options. This is no easy task. **Because of you, however, we C.A.N.:**

Change the conversation around breast cancer; Assist those impacted by breast cancer to access the information they deserve and need; and Nurture our national community.

Here's how you have helped:

C Change the conversation

In 2021, LBBC shared more than 25 blogs written by members of our community who described their lived experience of breast cancer. We engaged 25 leadership volunteers to share their stories using the hashtag #4forStageIV to educate the public about different aspects of living with a Stage IV diagnosis. The campaign reached 113,450 people. We also organized the second annual Knowledge is power: Understanding the Black breast cancer experience, an educational summit that brought together nearly 5,000 women from across the country and amplified the voices of underrepresented and underserved individuals in the breast cancer community. Words have power, and representation matters. Not only does LBBC listen, we provide a platform to amplify diverse voices.

A Assist those impacted by breast cancer to access the information they deserve and need

For many, feeling confused, overwhelmed, and scared after being diagnosed is very real. Knowing that they can rely on trusted information reduces anxiety and helps people make informed decisions for themselves. The number of our YouTube subscribers grew by 101% in 2021, demonstrating that people are searching for information they can trust. This is why we vet our content with medical experts, offer year-round educational webinars for healthcare providers to better understand the needs of the breast cancer community, and make peer connections to offer support from those who have been there.

N Nurture and build a community of support

After a breast cancer diagnosis, milestones take on new meaning: the day you were diagnosed, the day you finish chemo, the day of your scans, and the list goes on. Finding a new normal takes time — even for family caregivers and healthcare teams who support people in treatment. To make sure that we help all those impacted by breast cancer, we have doubled down on support for our community. In 2021, we launched a new set of caregiving resources and introduced the Abby Lessack Caregiver Award to recognize the critical role caregivers play in quality of life. Our Breast Cancer Helpline connected nearly 800 people with a trained volunteer with a similar diagnosis to reduce anxiety, answer questions, and offer peer support. And through the LBBC Fund, we distributed over \$300,000 across the country to pay for basic needs such as rent, utilities, and transportation bills for 323 women and men in active treatment. The LBBC Fund is reaching women and men across the United States

to help ease the financial burden of breast cancer; LBBC is proud to be able to respond to the growing need.

We are so grateful for the collective support and dedication of our staff, our Board of Directors, our leadership volunteers, and our individual and corporate donors.

Together we C.A.N. — and together we will — make a difference in the lives of people impacted by breast cancer.

With gratitude,




JEAN A. SACHS, MSS, MSLP
Chief Executive Officer



TERESA C. KOHL
Chair, Board of Directors

“It is hard to find the exact words to say how appreciative I am to have LBBC on my side at a time in my life when I’ve been given a diagnosis that changes your perspective on life. I want to thank you all for the wonderful info and resources I’ve received as well as the grant of love to help me through this difficult time ... there is hope and help to Living Beyond Breast Cancer.” —Nicole S.

**Because of you, Living Beyond Breast Cancer has
helped over 600,000 people ...**



**turn from feeling
alone to feeling
supported.**

**find safe spaces
to express feelings
and concerns.**

**better
understand
medical options
when there are
so many to
consider.**



How your support impacts people with breast cancer and their families

\$50

funds the delivery of books to one family from our [Reading for Reassurance](#) program.

\$100

funds a one-on-one match of a caller to our [Breast Cancer Helpline](#) with a trained peer volunteer.

\$500

funds one person to participate in our virtual [Annual Conference on Metastatic Breast Cancer](#) and access the webinars, chats, and full platform for three weeks post event.

\$1,000

supports a [one-time grant](#) to a person with early-stage breast cancer who is in treatment, so they can pay vital expenses such as rent, utility bills, car payments, and car insurance. People with stage IV or metastatic breast cancer are eligible for a one-time grant of \$1,250.

\$5,000

supports the year-long training of an [LBBC Leadership Volunteer](#) and enables them to join a national network of advocates who share their stories across their communities, elevate their voices to decision makers at pharmaceutical and government companies, and amplifies their lived experiences of breast cancer across blogs and social media channels.

\$10,000

supports resources and a dedicated community space for the caregivers of patients at our annual conference and summits.



Change the conversation

We recognize the importance of addressing the tough conversations, such as sex and intimacy, grief and loss, as well as amplifying the voices of underrepresented and underserved individuals in the breast cancer community.

Changing the conversation starts with ensuring all voices are represented, and we strive to provide resources, programs, and services that represent the diverse community we serve.



We changed the conversation in 2021 through:





Assist those impacted by breast cancer to get the information they deserve and need

We know that feeling unsettled after a diagnosis is real. It can be an incredible relief to have your fears of breast cancer taken seriously. Knowing that they can rely on trusted information and trained volunteers can also help reduce anxiety and help people make the best decisions for themselves.

This is why we vet our content with medical experts, offer year-round educational webinars for healthcare providers to better understand the needs of the breast cancer community, and give people the tips and resources to improve communication with their healthcare teams.



In 2021, we assisted those impacted by breast cancer by:

Engaging over 60 medical professionals to vet the content for our regularly updated digital content and virtual programs uniquely designed to keep people up to date on breaking news, treatments, managing side effects, and improving quality of life.

Continuing to find ways to provide emotional, practical, and evidence-based content that is meaningful to those newly diagnosed, in treatment, post-treatment, and living with metastatic disease.



6,500
REGISTRATIONS FOR OUR
VIRTUAL EVENTS

OVER
600,000
VISITORS TO OUR WEBSITE

323
GRANTS DISTRIBUTED
TO WOMEN IN TREATMENT

“With this grant I am able to keep a roof over our heads and our lights on. Thank you!”

–LBBC Fund recipient

N

Nurture and build a community of support

After a breast cancer diagnosis, dates take on new meanings: the day you were diagnosed, the day you start or finish chemo, the day you complete radiation, the day of your scans. Finding a new normal takes time and a community of support. We're here to help people find a safe space and connect them with someone who can understand. Because of you, people do not need to feel alone.



How we're working to nurture and build a community of support:

At Living Beyond Breast Cancer, we believe in the power of community to improve the lives of people impacted by breast cancer – to build compassion and understanding, and to elevate the voices and experiences that are too often missing from the typical breast cancer narrative. We are always seeking new ways to serve and connect our community.

822
CALLS TO OUR
BREAST CANCER HELPLINE

Our Leadership Volunteers reached over
46,000
INDIVIDUALS

3,700
MEMBERS IN PRIVATE
FACEBOOK GROUPS

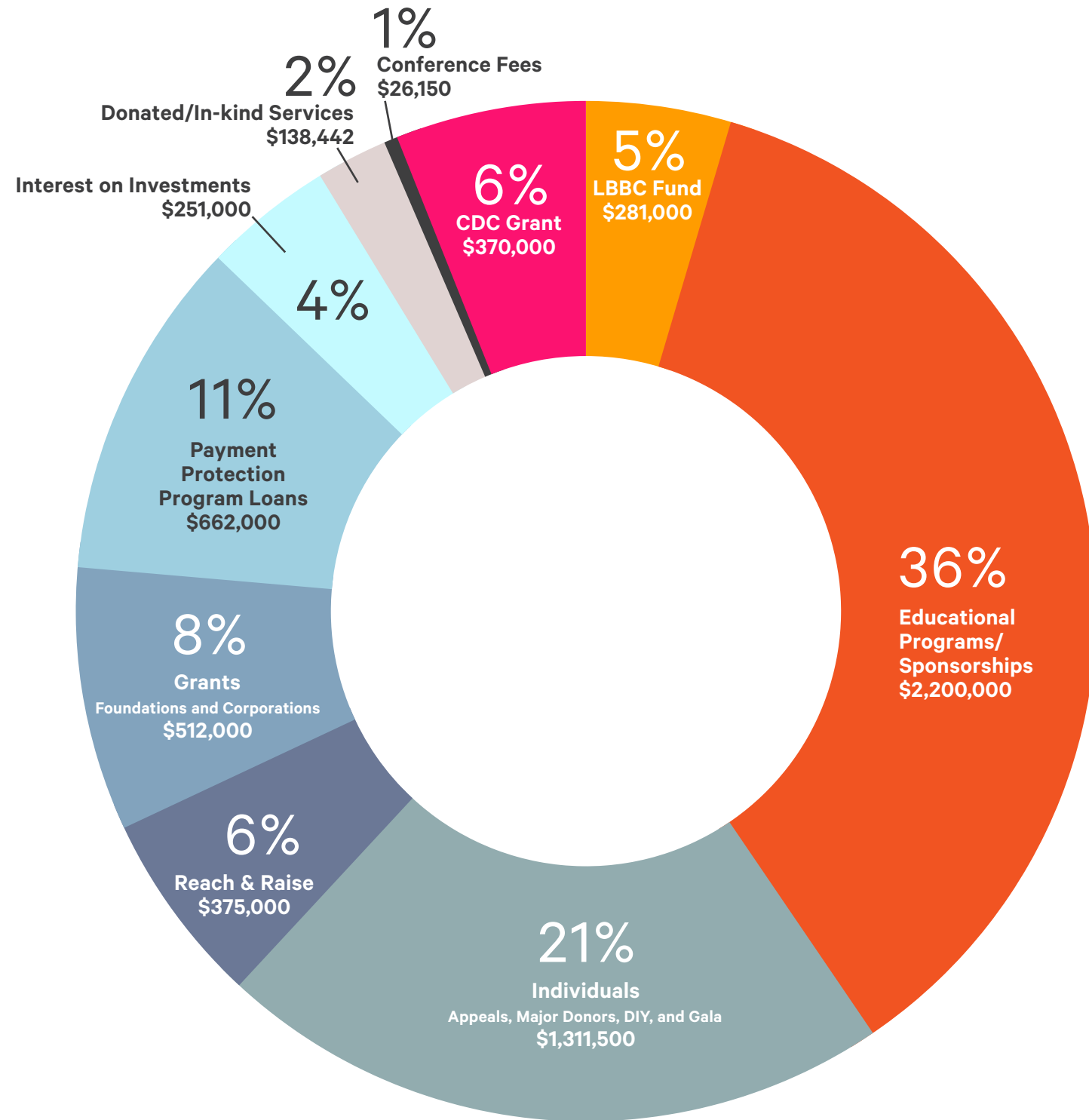
“This is such a wonderful program that I just passed along the info to a stranger I met.”

–LBBC Helpline caller



WATCH OUR YOUNG WOMEN'S THANK YOU VIDEO

2021 FUNDRAISING SOURCES



EXPENSES



Living Beyond Breast Cancer is one of the highest ranked breast cancer charities in the United States. For 17 straight years, Living Beyond Breast Cancer has earned a 4-star rating from Charity Navigator, the highest possible ranking for financial health and accountability. 84% of our revenue supports programs.

Through rigorous financial management, we earned the Platinum Seal of Transparency from Guidestar, and USA Today recommends us as one of the top breast cancer charities to give to for support services and education.

VIEW OUR FINANCIALS

[2021 Audit](#)

[2021 990](#)



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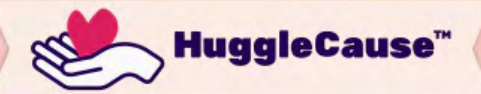
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Chief Accounting Officer, Centessa Pharmaceuticals

**Passed away October 2021*

HUGGLEHOUNDS®



HuggleHounds® launched a Limited Edition HuggleFleece® Bone as a part of their fall campaign for Breast Cancer Awareness Month. They donated \$20,000 to LBBC in 2021, which included a portion of their sales from the Limited Edition HuggleFleece® Pink Bone.

“Giving isn’t about making a donation, it’s about making a difference,” said Julie Krauss, Co-Founder and Managing Partner of Allure Pet Products LLC. “The bond between a dog and their owner is like no other – they’re by our side no matter what challenges life may bring, and the catalyst for our ongoing HuggleCause™ initiative. We are honored to work with the team at Living Beyond Breast Cancer in helping bring a unique voice to Breast Cancer Awareness Month.”

They also highlighted the stories of women with breast cancer, whose dogs gave them support and comfort at various stages of their breast cancer diagnosis and treatment. Read the stories of LBBC Leadership volunteers here:

[Read more about Meagan](#)

[Read more about Shonte](#)

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BEYOND THE BARN®



Founded in 1981, Standlee grows and manufactures a wide variety of high-quality forage-based products, including bales, cubes, and pellets, and is the forage leader throughout the United States and sold around the globe. Standlee generously donated \$5 for every download of its podcast “Beyond the Barn” during the month of October 2021 for a total of \$4,000. Amazing!

“As a non-negotiable, we wanted to donate to a highly-rated breast cancer charity, so that was our number one priority, knowing that the funds would be well managed and well used. Additionally, our team really loved the support that’s offered by your organization throughout the whole process, but even particularly after treatment. Going through an experience like this doesn’t mean you do it, you work hard, you win, and then it’s over and that you never have to worry about it again. It’s forever a part of your story; it’s something that could rear its ugly head again; it’s ingrained in your memory for the rest of your life and that can be a heavy mental burden to bear. The support and resources should never stop either.”

—Katy Starr, Marketing, Standlee Forage

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BIGO LIVE
LIVE YOUR MOMENTS

Bigo Live, one of the world's fastest-growing live streaming social communities, selected LBBC, for the second year, to support and partner with during Breast Cancer Awareness month. Bigo Live has 400 million users globally and is currently the market leader in the live streaming industry.

“Partnering with Living Beyond Breast Cancer to raise awareness and support the millions impacted by this disease is a crucial pillar of Bigo Live’s beliefs. Living Beyond Breast Cancer stood out to us as a partner due to their commitment to addressing racial disparities and ensuring people from all walks of life get the care they need. By offering a safe space for those who wish to share their stories and connect with others who have been through similar experiences, we are expecting an exceptionally impactful panel to honor an important month.”—Lynette Yang, General Manager of Bigo Live America, U.K., Australia, New Zealand, and Brazil

BIGO Live donated \$10,000 to LBBC and hosted a live panel, with participants from the LBBC volunteer community and creators from the BIGO Live streaming platform.

“DO IT YOURSELF” FUNDRAISERS

\$20,000 and above

Cis B. Golder Quality of Life Fundraiser
Family and Fiends of Ann N. McDonald 20th Annual Basketball Tournament/Kristin and John McDonald
Tufts University Play for Pink/Lilly Bolen

\$5,000 to \$19,99

In Honor of Diana Kenneally Fundraiser/Joanne Caruso and Gina Caspersen
Meadow Glen Walk To Remember/Judith Ott
Virtual Gaming Worlds Fundraiser

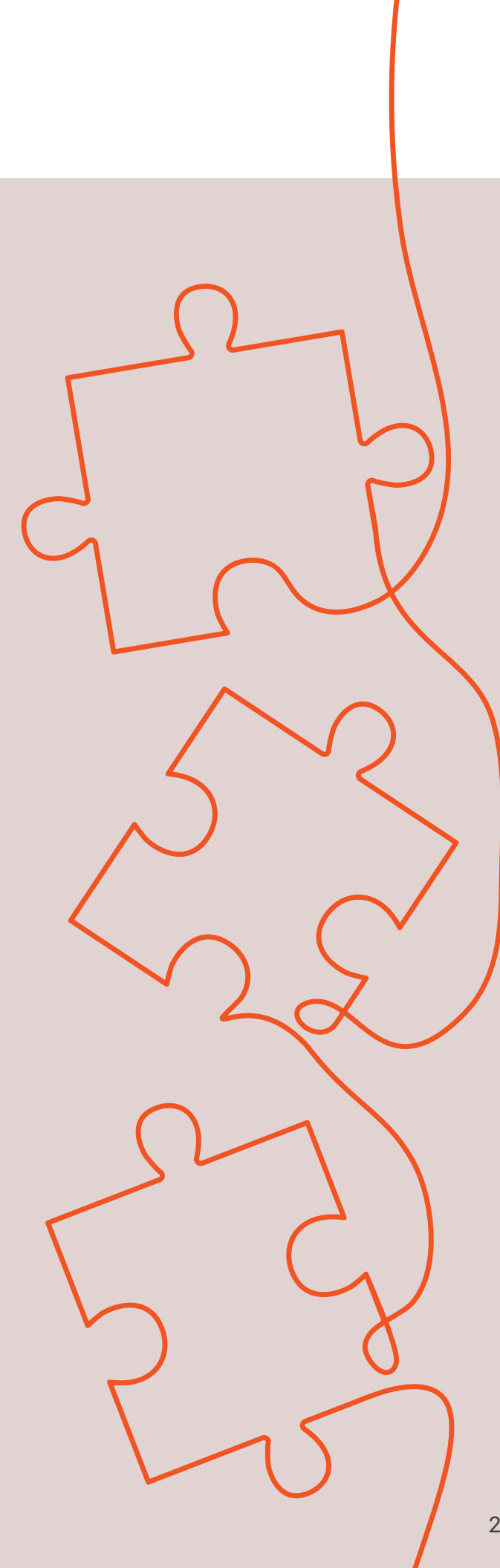
\$1,000 to \$4,999

2nd Annual Virtual 5K/Structure Tone, LLC: Women in Construction
3 Dimensional Physical Therapy Fundraiser
Abington Senior High School
Agnes Irwin School
Andy Marcillo Fundraiser
Annawan Pink Night Fundraiser
Arbour Square DIY
Barbara Cutler Brownie Fundraiser
Betsy DeWallace Golf Tournament
Bridle Path Social Committee Fundraiser
Bumpers For Boobies
Celebration of Life/ Joy Rubeo and Teresa Frangiosa
Climb For A Cure Fundraiser/Marissa Garavito
Confiant Inc. Fundraiser
Cycle Bar Studio Fundraiser
Exodus Unisex Spa Fundraiser/Jeff Denim
Gwynedd Mercy Academy High School/Pink Day
Hear My Voice Fundraiser/Christy Gosser
Hilary Sohn Fundraiser
In Memory of Susan Swanson Fundraiser/Elpida Argenziano
Leaffilter North Fundraiser
Lee Denim Day

Michael Bolen & Nicole Meyer Wedding
Myra Camino Fundraiser
Northgate-Shoreline Jazzercise Fundraiser
Paul Prys Fundraiser
People First FCU Casual Day
Pickleball Tournament Fundraiser
Pink and Purple Walk Lisa Hawkins-Lee
The Pink Party Zumbathon
Sam’s Breast Cancer Awareness Month Fundraiser/Sam Schulman
The School District of Philadelphia Fundraiser

\$500 to \$999

AIG Pat Chase Memorial Tea Event
Archbishop Ryan High School Cheerleading Team
CCR Fitness Inc. Fundraiser
Crunch Fitness Zumba Class Fundraiser
Epic Brewing Company, LLC Fundraiser
Flaster Greenberg Fundraiser
Kylie Rose Fashion, LLC
Meghann Riordan Fundraiser
Old Mill High Schol
Philadelphia Barr Association
Pink Hair Fundraiser
Port Side Travel Consultants Fundraiser
Rose Marie Beauchman Fundraiser
Siena Engineering Group Fundraiser
St. Mark Antiochian Orthodox Church Walk
Stand-Up For Breast Cancer Fundraiser
Strings for a Cure Jewelry By Elisa
Taylor Renee Fundraiser
Touch of Class Fundraisera



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Centers for
Disease Control
and Prevention

\$100,000 to \$199,999

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\$50,000 to \$99,999

The Abbvie Foundation
The AmerisourceBergen Foundation
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New York Life Matching Gifts
Puma Biotechnology
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\$10,000 to \$24,999

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\$1,000 to \$2,499

3 Dimensional Physical Therapy
The Agnes Irwin School
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The Cashmere Sale
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Episcopal Academy
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Sisters R Us Circle of Survivors
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Structure Tone, LLC
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Chester County Community Foundation
SwissJust
TechGuides Inc.

Valley Forge Financial Group

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Philadelphia

\$500 to \$999

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Another Mother Runner
Archbishop Ryan High School
Cheerleading
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As of July 2022

Thank you!



2021 Butterfly Ball



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