



— WHY —  
The Power of  
One-to-One  
— MATTERS —



Have you ever had a mentor? Your own guide to help you navigate a challenging time can make all the difference.

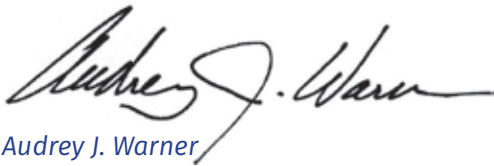
Well trained and motivated, mentors are vital to the free One-to-One support ABCD offers. Nearly 1,000 have been trained since our founding in 1999. In 2015, we added mentors from Arizona, Illinois, Indiana, Texas and Wisconsin. Our personalized approach takes into consideration the whole person and with each new mentor we improve our ability to find the ideal match for everyone we serve.

My Mentor had more in common with me than a diagnosis and treatment plan. She totally understood my fear of leaving my young daughters without a Mom and my concerns about my illness impacting my career because those were concerns she had faced.

**She helped me cope and manage all the parts of my life during the hardest time of my life.**

On behalf of the board and staff, thank you for your support. You make possible the hundreds of personalized match connections every year and thousands of support calls through our Helpline. Support like ours is now recognized by the medical community as an essential part of "survivorship" support, non-clinical services vital to easing the burden of the breast cancer journey.

We invite you to join us in review of our progress and ask you to continue your involvement by helping us maintain and grow programming that develops close meaningful mentoring relationships with those that need them most.



Audrey J. Warner  
2015 President  
Board of Directors



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DEAR  
FRIENDS

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Even though breast cancer was no stranger to my family, I never thought I would be dealing with the same battle. Two years prior to my diagnosis, two of my three sisters were treated for breast cancer. It was a rude awakening when I too was told I had early stage ductal carcinoma.

Even with all the support my family and sisters offered, the knowledge I gleaned from their experiences, and all the research and preparations I made, I found myself struggling with anxiety and fear right before my surgery.

Neither of my sisters had the exact micro surgery I was going to be having, leaving me with a lot of questions.

I'm normally someone who tackles a problem head on. If there's a problem, solve it; if something is broken, fix

it. But processing and coping with a breast cancer diagnosis, and the many treatment decisions needing to be made is an entirely different beast.

**I was searching for something to help ease my fears.** I decided to dig through the pages and folders and binders of information that I had received and came upon the ABCD brochure. I thought, "It can't hurt to give it a try." If they can connect me with someone that has been through the exact micro surgery I was having and the same cancer, it's worth a shot.

ABCD (Nancy Huck, Helpline Mentor) was able to find that someone for me. That simple call to the Helpline connected me to my first Match Mentor, Therese Quinn. She helped calm my nerves, answered all the questions that only someone who

## KATHY SHAW

THE POWER OF ONE-TO-ONE

Therese Quinn | Mentor



Nancy Huck | Mentor



Kathy Shaw and Dave Kaufmann



has been through cancer and my specific surgery could answer. She was there before and after my surgery, to let me vent and listened to all the things that I knew she could relate to. I knew I could call her if I needed anything: knowing that was priceless.

When I was dealing with some healing issues that Therese didn't have experience with, I reached out to ABCD to see if there was someone else they could link me with to help me through my healing process. Not only did the match specialist find a Mentor that dealt with my very specific healing issues (Thank you, Jennifer Utter), they also found me another Mentor when I needed support through Phase 2 of the specific reconstructive surgery I had chosen (Thank you, Ellen Benson).

All three ladies were exactly what I needed at the time I needed them. I didn't have to set up an appointment, fulfill another deductible, or sit in a waiting room with six drain tubes hanging from my body feeling like I was going to pass out. They were a text, phone call, or email away. **They felt the raw emotion of the journey only someone who has been diagnosed with breast cancer can connect with.**

I am happy to say I have been cancer free since November 26th, 2014. **ABCD and my Mentors were instrumental in my treatment and my recovery from breast cancer.** And for that, I will be forever grateful.

I am so grateful that at the end of 2015 I decided I wanted to give back to the organization that helped me. I signed

up for ABCD'S Mentor Training program and headed to Illinois for two days of education and training to become a Mentor to someone in her time of need. By the end of the two days I found myself thinking... "Wow, ABCD is really onto something here." I knew how important my Mentors were to me, but to feel the energy from the breast cancer survivors in the room who also wanted to voluntarily help those in need was really special.

ABCD is an organization that speaks to how I feel our world should be. By giving to others selflessly, we foster the desire to give selflessly in return. I look forward to the day when I get my first call on the Helpline or I am matched with my first person and I too can say with a soft ear and warm heart, I understand...



**"I look forward to the day when I get my first call on the Helpline or I am matched with my first person and I too can say with a soft ear and warm heart, I understand..."**

## Metro Chicago Young Professionals Committee – Party with a Purpose



Roxanne Elster

Over \$27,000 raised and 300+ in attendance! Yes, the May 8, 2015 debut of the Chicago Young Professionals Committee and its first “party with a purpose” was a hit! Guests enjoyed fabulous food, music and heard the personal story of Roxanne Elster a breast cancer survivor diagnosed in her mid-twenties. With the support of **Pinstripes** as presenting sponsor, Committee Founder Brett Horowitz gathered a team of volunteers who recruited more sponsors and threw one amazing mission-focused party. Joining Brett were Committee members Alana Cohen, Melyssa Goldberg, Andrew Neems, Alex Newman, Jordan Multack, Tamara Rosin, and Kara Zelman. **This great team secured a diverse roster of sponsors: @Properties, Becker Healthcare, Charter Steel, Chicago Title, Fragrant Isle, Karen Rish Designs, Laurie & Robert Rosin, Linda and Jeffrey Wolfson Family Foundation, Load Delivered Logistics, LYFE Kitchen, Marketing Partners International, Morgan Stanley, Networked Insights, Polk Family Foundation, Ruth & Joe Rosin and The Zelman Family.** The Committee’s success means ABCD can continue to expand its personalized support services in Chicago, especially reaching the medically underserved. To connect with Chicago YPC for its next project or learn how you can host a DIY third-party event, send an email to [communications@abcdmentor.org](mailto:communications@abcdmentor.org).



LaTonya Lucas & Judy Mindin

## Jammin’ 98.3 FM/Energy 106.9 FM sponsors Zumba for ABCD

Elite Sports Club in Mequon was filled with high energy and excitement on October 10th as over 100 women and men came to Zumba for ABCD. **Sponsored by Jammin’ 98.3FM/Energy 106.9FM, LaTonya Lucas (Marketing/Promotions Director) and her team together with the Elite Sports Club staff put on a 3rd Party Event to benefit ABCD that had everybody moving to the music.** It was a morning to remember... a great workout, raffle, healthy treats and a lot of enthusiasm. Our sincere thanks to Jammin’ 98.3FM/Energy 106.9FM, LaTonya and her team as well as the staff at Elite Sports Club of Mequon – your support helps ABCD continue to make a difference in the lives of all those dealing with breast cancer.

## Wisconsin Broadcasters Association Honors B93.3 FM's Work with ABCD

ABCD has partnered with B93.3 FM since 2009. For our sixth year of partnership, B93.3 launched a new approach to raising the ABCD banner, **earning radio hosts CV and Van MacNeil and the station the prestigious Wisconsin Broadcasters Association Award for Best Community Service 2015.** For the first five years, the station hosted a day-long radio-a-thon. This year, B93.3 took it up several notches, committing the entire month of October to ABCD's mission-message. Featuring interviews with program participants, mentors, staff and donors, these stories of impact were shared via radio, web site postings and promoted through television collaborations. This in-depth approach led to more inquiries for service and a heartfelt email from a listener who decided it was time to train as a mentor. CV joined the story personally, recalling how breast cancer has affected her family. Thank you CV, Van and everyone at B93.3.



Van MacNeil & CV

ABCD

THRIVING IN PARTNERSHIP

## Partnership with Baptist Health Leads to Growth in Texas

ABCD closed 2015 with a bang - hosting our third New Mentor Training, our second Face-to-Face support workshop and attendance at the world's largest breast cancer conference, the San Antonio Breast Cancer Symposium. Our San Antonio partner, Baptist Health, has hosted three trainings since 2013. ABCD now has 43 dedicated and passionate San Antonio-based mentors who volunteer with both ABCD and Baptist Health. And, many are Spanish/English bi-lingual. **While in Texas, we hosted our signature Face-to-Face gathering for mentors from all three training classes, thanks to Baptist Health's Kathy Friedrichsen.** A highlight moment: a powerful one-to-one connection for a dear friend of a 2014 training alumna who was just diagnosed with Stage 4 and a 2013 training alumna who is a metastatic mentor. Deep learning and valuable networking followed at the symposium where Program Specialist Minerva Cornejo and Deputy Director Kim Melcher met up with the renowned Dr. Susan Love.



Kathy Friedrichsen

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People affected by breast cancer – patients, family and friends – benefit from personalized, reliable informational and emotional support as a complement to appropriate medical care.

One-to-one support provided by people who have first-hand experience with similar breast cancer diagnosis, treatment history and similar life circumstances is a fundamental element of personalized support.

One-to-one support, which we call mentoring, is essential to building a life after diagnosis, leading to a more confident, empowered survivor.

The best mentors are well trained and professionally supported.

It is important to respect the individual choices of those who turn to us for support.

Confidentiality is critical to building trust.

Being responsive to the survivorship needs of mentors is a vital part of our work.

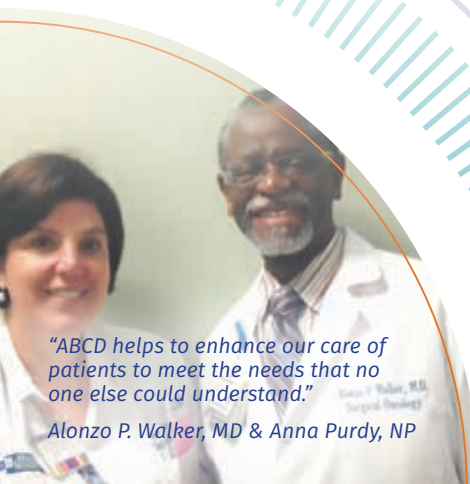
ABCD will take a leadership role in promoting the value of one-to-one support and establishing it as a standard element of care for all breast cancer patients.

ABCD is a credible resource for up-to-date information about breast cancer and a reliable conduit to other personalized support services.

Regardless of ethnic background, gender, religion or sexual orientation, everyone diagnosed with breast cancer, and their family and friends, has a right to ABCD's help without cost.

"ABCD helps to enhance our care of patients to meet the needs that no one else could understand."

Alonzo P. Walker, MD & Anna Purdy, NP







# MELODIE WILSON OLDENBURG

ABCD FOUNDER | 1950 - 2009

**“There is so much more for us to do..”**

In 1999 anchorwoman, television reporter and Emmy award-winning journalist Melodie Wilson Oldenburg founded ABCD: After Breast Cancer Diagnosis. She did it in a manner similar to how she went public in 1992 with her own breast cancer diagnosis—determined, fearless, with a little stubbornness, a pinch of bravado and lots of love and compassion.

Melodie was driven by her strong commitment to helping all those dealing with breast cancer. She worked tirelessly to assure everyone dealing with breast cancer had access to FREE, personalized support. She believed with all her heart that no one should go through breast cancer alone.

Melodie was 49 when she launched ABCD: After Breast Cancer Diagnosis and only 59 when she lost her battle with breast cancer. Her dedication to ABCD and her belief in the power of one-to-one were second only to her grace and her everlasting spirit.

Today, as we continue down the path she set for ABCD, we know she is smiling!

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ABCD's 15th Anniversary**

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Jeffrey Raderstorf  
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Meghan Richardson  
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**Terese Wickey**  
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**Mark S. Young**  
Mary Ann McLeod

**In Memory Of:**

**Joseph F. Bennett**  
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US Bank - The Private Client Reserve

01/01/2015 - 12/31/2015

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Cyntia & Laurence Tomsycck  
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Aspen Medical Aesthetics & Laser Clinic  
Blue Mound Golf & Country Club  
Bon Ton Stores Inc.  
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Volleyball Team

MBM

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Mr. G's Logan Creek Grille

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Northwestern Mutual

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Waukesha West High School

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Dawn Anderson  
Associated Bag  
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Milwaukee Brewers Baseball Club

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Milwaukee Journal Sentinel

Milwaukee Repertory Theater

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2015  
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Wisconsin Breast Cancer Coalition

Wisconsin Breast Cancer Taskforce

Erin Young

Mark S. Young

ABCD offers special thanks to Harley-Davidson Motor Company for its commitment to the national expansion of ABCD's personalized mentoring services – Helpline and Match.



*Elizabeth and Frederic Friedman with Yvonne and George Hoff, Date With a Plate 2015*



*Katy Zacher Krohn and Dennis Zacher, Annual Comedy for Cancer*



*Mark and Jody Furlong with Kara Kaiser and Frank Carini, Date With a Plate 2015*

ABCD is grateful to the Brewers Community Foundation, a special partner in building ABCD's future.



# THE UNEXPECTED "JOURNEY" RAFFLE

Breast Cancer is often called the unexpected "journey."  
Supporters of our raffle turn that phrase on its head. Thank you!

Joan and Richard Abdo	David and Margarete Harvey	Barb Porlich
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Constance Harris	Paula Penebaker	Mark Young
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**May 5th, 2015**  
**Pier Wisconsin**

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*M. Kathleen Eilers*

**photographer**

*Amelia Coffaro*

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*“Internet searches are not always trustworthy and many support services mean well but aren’t personal. As a nurse and a survivor, I know the difference ABCD makes.”*

**Bonnie Anderson**



*“Talking directly with someone who’s been in ‘your shoes’ - that is the key. I became a Mentor because I understand.”*

**Therese Burkhart**



## 2015 BOARD MEMBERS



*“A Mentor makes breast cancer easier – not easy – but easier. Everyone should have that.”*

**Pam Henson**



*“ABCD is one of those organizations you don’t know you need until you need it.”*

**Margaret Harris**







*"No one should go through breast cancer alone and having a Mentor support you through the Helpline or as a Match is a tremendous help to those affected by breast cancer. I am happy to be a part of such a wonderful organization."*

**Minerva Cornejo**



*"ABCD is an anchor for me. We're attached to those that we serve (breast cancer patients, co-survivors, family and friends) in securing customized care."*

**Cynthia Hooker**



2015  
ABCD STAFF

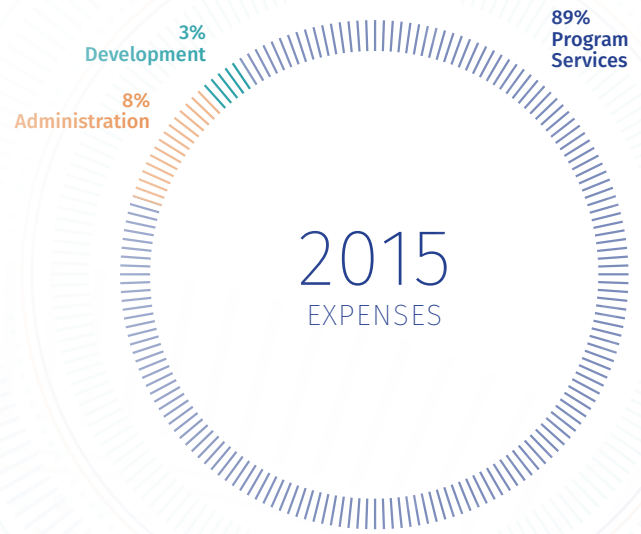


*"A leader in breast cancer peer support, the depth of mentor matching that ABCD delivers is unparalleled. ABCD stands beside everyone who is affected by breast cancer: patients, survivors, family and friends."*

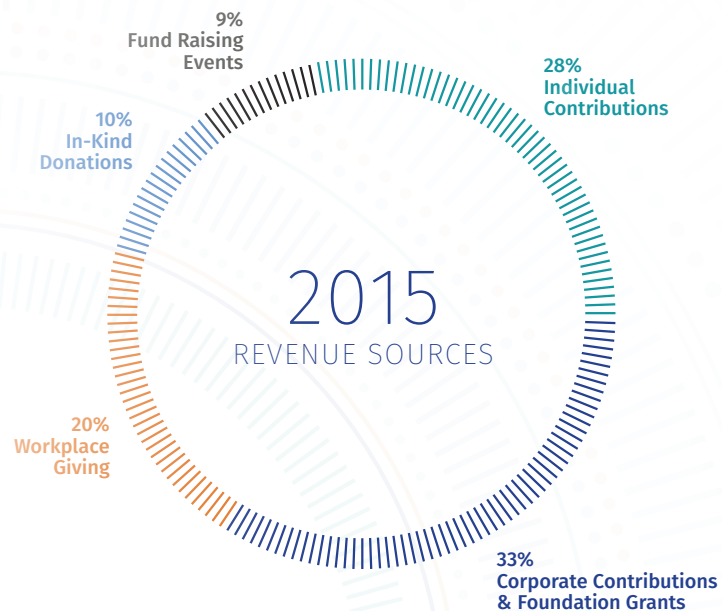
**Micki Huston**



	2015	2014
<b>Current Assets</b>		
Cash in Banks	\$419,791	\$282,777
Prepaid Expenses	\$1,500	\$2,477
Investments	\$275,160	\$281,053
Current Portion of Pledges Receivable	\$81,777	\$285,800
Total Current Assets	\$778,228	\$852,107
<b>Fixed Assets</b>		
Equipment	\$23,288	\$23,288
Less: Accumulated Depreciation	(\$16,425)	(\$14,420)
Net Fixed Assets	\$6,863	\$8,868
<b>Long-Term Assets</b>		
Pledges Receivable	\$85,777	\$293,300
Less: Current Portion of Pledges Receivable	(\$81,777)	(\$285,800)
Total Long-Term Assets	\$4,000	\$7,500
<b>Other Assets</b>		
Intangible Asset	\$38,895	\$38,895
Less: Accumulated Amortization	(\$27,645)	(\$22,645)
Net Other Assets	\$11,250	\$16,250
<b>Total Assets</b>	<b>\$800,341</b>	<b>\$884,725</b>
<b>Liabilities</b>		
Accounts Payable	\$23,198	\$41,620
Accrued Payroll	\$8,719	\$25,920
Total Liabilities	\$31,917	\$67,540
<b>Net Assets</b>		
Unrestricted	\$682,647	\$518,885
Temporarily Restricted	\$85,777	\$298,300
Total Net Assets	\$768,424	\$817,185
<b>Total Liabilities and Net Assets</b>	<b>\$800,341</b>	<b>\$884,725</b>
<b>Revenue</b>		
Individual Contributions	\$223,539	\$203,255
Corporate Contributions & Foundation Grants	\$271,165	\$407,720
Fund Raising Events	\$70,696	\$97,748
Workplace Giving	\$157,247	\$176,385
In-Kind Donations	\$79,724	\$100,662
Other	(\$3,712)	\$29,838
Total Revenue	\$798,659	\$1,015,608
<b>Expenses</b>		
Program Services	\$756,531	\$960,011
Administration	\$67,705	\$75,723
Development	\$23,184	\$82,372
Total Expenses	\$847,420	\$1,118,106
<b>Change in Net Assets*</b>	<b>(\$48,761)</b>	<b>(\$102,498)</b>
Net Assets at Beginning of Year	\$817,185	\$919,683
Net Assets at End of Year	\$768,424	\$817,185



**2015 EXPENSES & REVENUE**



\*Result of spend down of funds donated specifically for expansion of services.



THANK YOU

ABCD'S SERVICES ARE FREE AT ALL TIMES  
BECAUSE OF THE GENEROSITY OF OUR  
FRIENDS AND SUPPORTERS.

ABCD: After Breast Cancer Diagnosis has been transforming breast cancer support since 1999. **ABCD's mission:** provide FREE, personalized information and one-to-one support to people affected by breast cancer – patients, families and friends.

**At ABCD we understand the distinct wisdom of someone who has been in “your shoes.”® We understand the Power of One-to-One. Our services are available anywhere there is a phone or internet connection.**

ABCD's approach is truly personalized. We are not a traditional support group or automated process. We bring together breast cancer patients, survivors and people living with breast cancer. Our volunteers are professionally trained and supported. **We call this One-to-One Mentoring.**

ABCD's signature service, **One-to-One Match Mentoring** features pairings that are customized; they are based upon similar diagnoses and life circumstances – from hobbies to major life events – so that support is truly personal. Many Mentors are multi-lingual and free translation services are available. All match conversations include the key question: what do you need now?

One-to-One support also includes **Helpline Mentoring**, offering immediate emotional support and reliable information from trained breast cancer survivors, as well as **Resource Mentoring** – active connection to additional resources not provided by ABCD directly. We also offer **MORE: Mentor Outreach & Education** – featuring ABCD Mentors and Ambassadors who promote awareness of breast cancer, our services and related information, especially in underserved communities.

ABCD is an independent organization that collaborates with hospitals, clinics and other organizations, but does not provide medical or other professional advice. All services are provided FREE of charge and made possible because of private donations, in-kind assistance and volunteers' commitment.

**While science searches for a future cure, ABCD supports people affected by breast cancer - NOW.**



**Scan to make a donation online!**



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