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nurturing
HOPE
restoring
CONFIDENCE
with the power of
ONE-TO-ONE

abcd[®]
—after—
breast cancer
diagnosis
the power of one-to-one

welcome FRIENDS

Greetings!

On behalf of our Mentors, Participants, Volunteers, Board of Directors, Staff, and Volunteers, thank you for supporting ABCD: After Breast Cancer Diagnosis.

Our work is and always will be focused on providing personalized one-to-one support services to anyone who is impacted by a breast cancer diagnosis, from the newly diagnosed to those in treatment and on into survivorship. We are grateful for our expansive network of Mentors and Volunteers who are the heart of our organization. ABCD's program is unique because of their compassion and willingness to share their personal breast cancer experiences.



Throughout 2017, our transitional year, we focused on strengthening our outreach and fundraising strategy, shifting executive leadership, and streamlining processes to more effectively deliver our services. We launched an updated website in July, and have worked hard to enhance our social media presence. Thanks to our Healthcare Liaison project, ABCD is reconnecting with Southeastern Wisconsin's leading healthcare institutions to help us build awareness and provide support to more people affected by breast cancer.



We are most proud of securing the largest single donation in ABCD's history in October 2017 – a \$2 million, four-year challenge grant from Keith Mardak, Chairman and CEO of the Hal Leonard Corporation – to launch the Mardak 2020 Breast Cancer Initiative (see inside).

As we continue to move through 2018, our transformational year, ABCD is energized, committed and focused on accomplishing the service growth and fundraising goals of the Mardak 2020 Breast Cancer Initiative. With your generosity, commitment, and support, we are confident that we will reach our goal to double the number of people we serve, year after year.

Wayne C. Oldenburg

Board President

Ellen Friebert Schupper

Executive Director

the power of

ONE-TO-ONE

To each and every caller, we say,
"Yes, we can help you.
Yes, we hear you.
Yes, we understand."

Founded and grounded in Milwaukee, ABCD: After Breast Cancer Diagnosis is committed to nurturing hope and restoring confidence in all those affected by breast cancer.

Our signature service is matching professionally trained volunteer breast cancer survivors and co-survivors (Mentors) with patients, families, and friends (Participants) who need support. These highly personalized, one-to-one connections are created based on a person's priorities and life stage as well as specific diagnosis and treatment plan.



Founding Vision

In 1992, Melodie Wilson Oldenburg, anchorwoman and Emmy award-winning Milwaukee journalist, announced on live television that she had been diagnosed with breast cancer. Vulnerable, honest, and in the public eye, she continued talking about her disease on television and in the community. As she talked, phones started ringing; call after call came in from people Melodie had never met, asking simply...what do I do? They, too, had been diagnosed with breast cancer, but felt overwhelmed and alone.



**Melodie Wilson Oldenburg
1950-2009**

Melodie took matters into her own hands by bringing together physicians, clinicians, survivors, patients, and caregivers to launch ABCD in 1999 to provide high quality peer support and highly personalized connections. To this day, her founding vision remains clear: no one needs to feel alone after hearing the words “you have breast cancer.”

Today, support like ABCD’s is recognized by the National Cancer Institute as integral to survivorship.

we believe a connected life is an
**EMPOWERED,
HEALTHIER LIFE**

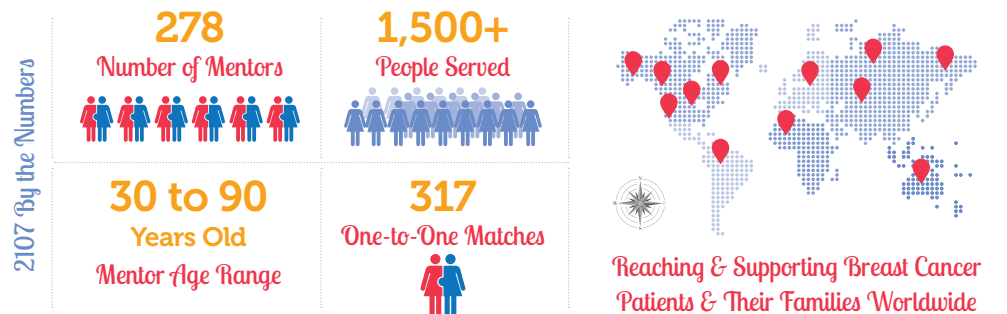
While science searches for a cure, we are here today to serve anyone diagnosed with breast cancer.

A breast cancer diagnosis changes everything, forever. It can also be a lonely, overwhelming experience. ABCD understands these feelings and believes that no one needs to feel alone after hearing the words, “you have breast cancer.”

We are passionate about building connections to create a caring community of people who really understand what it’s like to have breast cancer or to support someone who does. We know that these connections make a positive difference for everyone; that’s why we support patients as well as Mentors, who are navigating life after a breast cancer diagnosis or survivorship.

Our unique services are needed now more than ever. An estimated 266,120 women in the U.S. will be diagnosed with a new breast cancer in 2018, including 4,000 in Wisconsin. As of January, there are more than 3.1 million women with a history of breast cancer in the U.S. This includes women currently being treated and women who have finished treatment.

Decades of research indicate that patients who take advantage of non-clinical support like ABCD’s are more likely to finish treatment, have improved “survival” rates, show a reduced risk of recurrence, and report experiencing less distress, healthier social relationships, and an improved quality of life.¹



¹ National Cancer Institute-Office of Cancer Survivorship & National Coalition for Cancer Survivorship

MARDAK 2020 BREAST CANCER INITIATIVE



**Keith Mardak, Chairman & CEO
Hal Leonard Corporation**

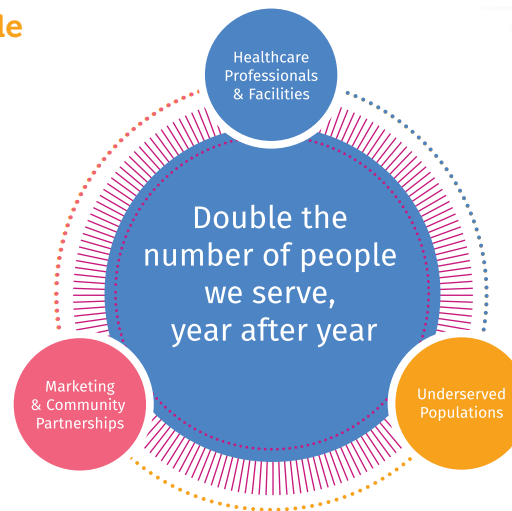
In Fall 2017, Keith Mardak offered ABCD a four-year, \$2 million challenge grant to launch the Mardak 2020 Breast Cancer Initiative, a comprehensive outreach program designed to increase awareness about ABCD's free, personalized, non-clinical support for anyone affected by a breast cancer diagnosis.

Matched in part with ABCD's own fundraising, this grant is the largest single gift in the organization's history. To ensure receipt of the full \$2 million challenge grant, ABCD must raise an additional \$250,000 year after year.

With increased funds, ABCD's goal is to double the number of people served each year by:

- Deepening and expanding relationships with healthcare facilities
- Investing in marketing and outreach initiatives
- Strengthening programs for underserved populations

As we move toward our 20th anniversary, our vision is that every woman or man affected by breast cancer knows about ABCD and has access to our free services, starting in Southeastern Wisconsin and building to the national level.



ABCD's new African American Community Liaison



Betty Caldwell

Betty Caldwell's experience as a breast cancer patient inspired her to partner with ABCD to raise awareness about the importance of breast cancer screening in the African American community, where deaths due to the disease are disproportionately high.

In addition to being a new ABCD Mentor, Betty is also our first African American Community Liaison, helping to educate others about early breast cancer detection and the services ABCD offers.

"Right after I was diagnosed, all I wanted was to just go back to the way things were before," Betty explains. But as her journey progressed, from patient to survivor to advocate, she realized she didn't want to go back. There's a new sense of purpose in her life now, and she's noticed a clarity that wasn't there before. As Betty puts it, "I'm not the same person I was; I'm better."

A story of hope



Nichole Kutmas

When Nichole called ABCD, she was immediately matched with her Mentor, Vicki. For Nichole, it was incredibly reassuring to speak with someone whose experience was so similar to her own, and who had made it through treatment successfully.

“Everything I’d read online made my diagnosis sound like a death sentence,” Nichole explains. “But when I met Vicki and saw how well she was doing, I thought to myself – I can be like her.”

Nichole’s experience with ABCD’s mentoring services was so positive that she wanted to do the same for other patients. To date, she’s mentored 15 women following their diagnosis.

“I want people to know that cancer cannot cripple love, it cannot shatter hope, it cannot conquer the spirit,” Nichole says. “If there is a reason that I was diagnosed, it must be this: so I could help others who are going through the same thing.”

Thank you 2017 ABCD supporters!*

\$50,000+

Balistreri Owned & Operated
Sendik’s Food Market
Harley-Davidson Motor
Company
Keith Mardak &
Mary Vandenberg
Wayne C. &
Marcy Oldenburg

\$15,000 - \$49,999

John B. & Keke Anderson
BMO Harris
Brewers Community
Foundation, Inc.
Oldenburg Group
Incorporated
Cary & Susie Silverstein
United Way of Greater
Milwaukee & Waukesha
County
VISA Lighting

\$7,500 - \$14,999

Aveda Institute Madison
BMO Charitable Fund Program
Jody & Mark Furlong
The Institute for Beauty
and Wellness
Marcus Hotels & Resorts
(Intercontinental Pink Room)

Patti & Daniel McKeithan, Jr.
Neroli Salon & Spa
Mark S. Young &
Liza M. Longhini

\$2,500 - \$7,499

Joan & Richard Abdo
American Family Insurance
Aurora Health Care
Baird Foundation
Elizabeth Brenner &
Steve Ostrofsky
Catholic Financial Life
Community Health Charities
of WI
Greater Milwaukee
Foundation
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Insurance Corporation
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University of Wisconsin -
Madison
Wakerly Family Foundation
Audrey & Robert Warner

\$1,000 - \$2,499

Jane & James Bell
Catherine Bennett
Blue Mound Golf & Country
Club
Joyce Garbaciak Bobber &
Bernard Bobber
Brown Deer Women’s Club
Kathleen Burke
The Buzzard’s Nest, LLC
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of America
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Foundation
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Club
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Northwest Minnesota
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Northwestern Mutual
Foundation
Courtney Oldenburg &
James Holacka
Rose & Ryan Oldenburg
Park Bank Foundation
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US Bank - The Private Client
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* For a full listing of 2017 donors, please visit abcdbreastcancersupport.org

A special thank you to our top 2017 ABCD supporters!*

Keith Mardak &
Mary Vandenberg

Wayne C. &
Marcy Oldenburg



BMO Harris Bank



Cary & Susie
Silverstein

John B. & Keke
Anderson



2017

FINANCIAL SUMMARY

Current Assets511,732
 Fixed Assets..... 3,291
 Other Assets.....5,791
TOTAL ASSETS..... 520,814

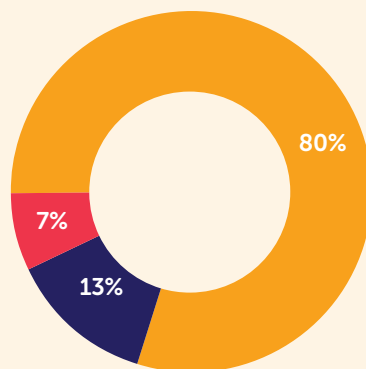
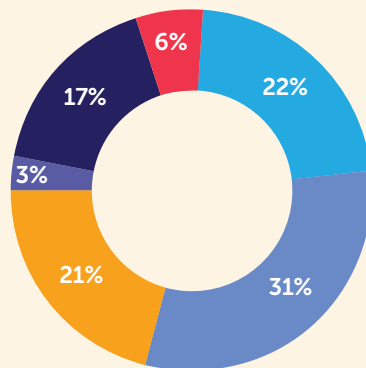
Liabilities 39,639
 Net Assets 481,175
**TOTAL LIABILITIES
 AND NET ASSETS520,814**

REVENUE

Individual Contributions ..148,933
 Corporate Contributions &
 Foundation Grants.....209,381
 Government Grants 8,000
 Fund Raising Events 139,543
 Workplace Giving..... 17,272
 In-Kind Donations..... 113,416
 Other..... 38,386
TOTAL REVENUE..... 674,931

EXPENSES

Program Services670,118
 Administration.....105,687
 Development63,924
TOTAL EXPENSES839,729



BOARD MEMBERS

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 Oldenburg Group Incorporated

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 Vice President
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Billie Jean Smith
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 of Wisconsin

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 Bethesda Lutheran

Gina Rich
 Writer/Community Volunteer

Sandra Underwood, RN, Ph.D.
 UWM College of Nursing

Leslie J. Waltke, PT, DPT
 Waltke Cancer Rehabilitation
 Academy and Aurora Cancer Care

STAFF

Ellen Friebert Schupper | Executive Director
 Judy Mindin | Director of Program Services and Partnerships

Betsey Bryant | Senior Match Specialist and Support Center Manager
 Mark Chiuminatto | Financial Consultant
 Minerva Cornejo | Nuestra Conexión Program Manager; Bilingual Service and Match Specialist
 Micki Huston | Mentor Services Manager and Match Specialist
 Leanne Mindin | Communications and External Relations Associate

Nuestra Conexión



Nuestra Conexión Program Manager
Minerva Cornejo at an outreach event.

A 2017 grant from the United Way of Greater Milwaukee & Waukesha County Community Impact Fund has enabled ABCD to launch Nuestra Conexión, an outreach program focused on the Latina community in Southeastern Wisconsin.

Having worked in this community for many years, ABCD understands the cultural and language barriers in the Latina community and the need to deliver information on survivorship and breast health education in a comprehensive, culturally sensitive platform. Funding from the United Way is being used to translate our website and other key materials into Spanish, in addition to strengthening our survivorship programming, being present at community health fairs and events, and recruiting more Spanish-speaking Mentors and Participants.

celebrating new & lasting PARTNERSHIPS

Staying connected and involved with our partners is a top priority for ABCD. We are proud to be a part of a growing community whose focus is on organizations founded and grounded in the State of Wisconsin.

Thank you to all those who believe in our mission and vision. Through your commitment to supporting ABCD we can continue to expand our reach and help a far greater number of those in need of our services.



ABCD Mentors take a quick photo before "Catwalk4ACure-Milwaukee," The Institute of Beauty and Wellness' annual breast cancer benefit fashion show.



Top photo: Longtime partners from Marcus Hotels & Resorts celebrate with ABCD at Date with a Plate 2017.

Bottom photo: Mentor Morgan Oldenburg and ABCD staff Leanne Mindin at our annual Mentor Appreciation Luncheon sponsored by Cancer Treatment Centers of America.



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abcdbreastcancersupport.org

