

10 YEARS
abcd
after
breast cancer
diagnosis
*a decade of
the power of one-to-one*

one to one
teamwork for the long haul

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“Our work began with a dream led by Melodie Wilson, which during this past decade became the dream of an ever growing team of volunteers, donors and other supporters.”

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Ten years! That is the milestone that ABCD marks this year — ten years of providing free, personalized information and one-to-one support to people affected by breast cancer — patients, families and friends.

Our work began with a dream led by Melodie Wilson, which during this past decade became the dream of an ever growing team of volunteers, donors and other supporters. Now, our distinct approach to personalized support from someone who has already experienced breast cancer is available to anyone, anywhere with access to a telephone or the internet.

Today, we partner regularly with healthcare professionals from every discipline. We learn from them, too. We influence the work of those who value the entire menu of survivorship needs — medical, emotional, psychological and practical. And our services continue to grow.

In these past ten years, nearly 500 people have trained as ABCD mentors and thousands upon thousands have been matched or personally supported because of our work. The power of one-to-one is spreading in collaboration with sister support organizations and healthcare professionals, because of the generosity of our donors, and through the commitment of a legion of loyal volunteers.

And yet, our most important accomplishment has been that no matter the challenges we have faced, from national economic turbulence to the personal loss of Melodie's passing, we have remained focused on those we serve —

- the breast cancer patient — from newly diagnosed to those coping with treatment or dealing with recurrence,
- the survivor who cannot shake the fear of tomorrow,
- the family, friends and caregivers of those diagnosed with breast cancer,

- the ABCD mentor who needs guidance or help while supporting others, and
- simply, each other.

On the one hand, we marvel at what has been accomplished in just one decade while on the other we realize that there should be no surprise. As Harry Truman famously said, "It is amazing what you can accomplish if you don't worry about who gets the credit."

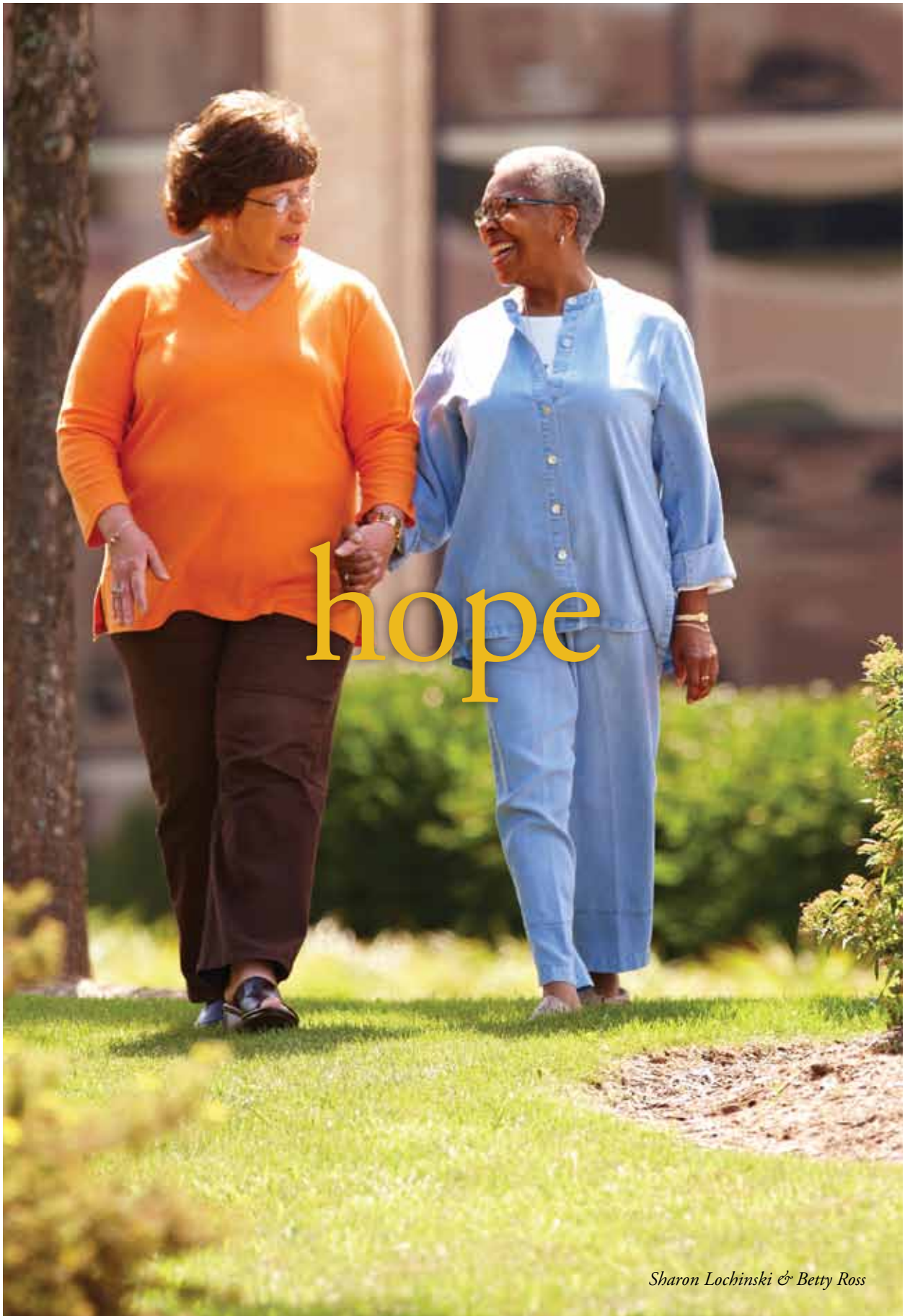
This philosophy has always guided ABCD. It is a foundational value our donors invest in and our collaborating partners respect. It is part of who we are and how we face the long haul — that road from diagnosis to building our new lives. Together. One-to-one. Focused on the needs of others.

We are delighted to share with you a review of the last year in our first decade and our reflections on Melodie's influence. And, we invite you to join us as we build the second decade of the power of one-to-one.



Kathy Ehley
 President
 ABCD Board of Directors





Sharon Lochinski & Betty Ross

Betty Ross & Sharon Lochinski

Betty Ross is a retired occupational therapist who taught her patients the therapeutic value of writing and journaling. From her hometown of Milwaukee, Wisconsin, her career took her to New York City and Florida and home again. But when it came to breast cancer, she found herself in a truly new world.

"I'm strong. I help others. I worked with veterans for years, but when it came to the big 'C,' I couldn't say everything on my mind to my family," says Betty Ross. "But I could admit the real fear, the real emotional issues to my mentor, Sharon."

It is a familiar sentiment when a woman develops breast cancer — she is the strong one, the family glue. How can she accept help from others?

Betty's mentor, Sharon Lochinski, is a "Milwaukee girl," too. Early on, she learned to stand on her own. Her father passed away when she was only 24 years old. Taking care of her mother and helping to run the family business came naturally. Applying bookkeeping and accounting skills to a variety of professional duties with area companies, Sharon never sat still and always looked out for her mother and grandparents.

Unfortunately, when Sharon was diagnosed with breast cancer in 2003, she didn't know about ABCD. "I was by myself and doing ok. But I was preparing to throw my mother her 80th birthday party," notes Sharon.

"Someone to talk to who wasn't depending on me would have been wonderful." The party was a huge success, but she remembers having to keep up her spirits without letting on to others — the party was just three weeks after her lumpectomy.

Knowing that having the support of someone who had "been there" would have made all the difference in her breast cancer journey, Sharon trained as a mentor shortly after learning of ABCD.

Betty and Sharon's mutually mischievous smiles and open hearts might convince you they've known each other for decades rather than a few years. Describing her mentor Sharon as "super cool," Betty says that Sharon took the time to get to know her, listening closely to her concerns. Sharon coached Betty through every step of her journey. In particular, Betty appreciated Sharon's sense of calm and her sense of humor.

Still in regular contact, Betty recently trained to be an ABCD mentor herself because of Sharon's encouragement. It took Sharon awhile to convince Betty, but they still talk and have attended ABCD's annual celebration of support, Date with a Plate, together. Through Sharon's example, Betty came to realize that it doesn't have to be your job to support someone; you don't have to be family. In fact, Betty says, "You just have to be like Sharon. She just wanted to help."

"I'm strong. I help others. I worked with veterans for years, but when it came to the big 'C,' I couldn't say everything on my mind to my family," - *Betty Ross*

Solange Lamarre & Jane Hathaway

A transplanted French Canadian, Solange believes she was blessed during her breast cancer journey. She had the constant support of a loving family, including adult children who went with her during medical visits, a warm faith community, and many loyal friends.

But no one could really help Solange understand what to expect, especially from the surgery; no one could persuade her completely that she would be “ok”—except her ABCD mentor. Even that took time.

Solange nods as Jane relates their story. “I’m very analytical and so is Solange. It was one of the ways we were such a good match. When I first reached out to her, Solange decided she wasn’t ready to talk just yet, but I sent her notes. She had to trust I would be there when she was ready,” Jane recalls.

Solange remembers that the beginning of her journey was very difficult. “I work in a medical office that sees many elderly patients who said I was an ‘inspiration’ to them. But I was sick, had no energy and cried,” she recounts.

When she was ready to talk to Jane, Solange confided her concerns about reconstruction and hair loss. Jane recounted a story to her. When Jane was in the hospital, a nurse and breast cancer survivor shared how reconstruction looked. “That was so powerful,

to share such an intimate experience all to help a stranger,” said Jane. “Being a mentor allows me to give others the kind of support I got,” she says.

Because Jane told her that story, Solange knew Jane understood her reconstruction concerns like no one else could. “I really needed to know what reconstruction would be like. Jane was generous, making sure I understood the process. She was frank but not scary,” says Solange.

Through reflection, prayer and conversation with Jane, Solange realized that her attitude would play a key role in getting through her breast cancer journey. And, as her hair grew back, she took it as a sign of overall healing.

Solange is grateful for all the support she had during her journey. “I have a terrific family and strong faith. I prayed a lot,” notes Solange. “My mother, who is 90, had me in her prayers and so did so many people who didn’t even know me; so many people truly cared.” But she is especially grateful that her breast cancer nurse talked to her about ABCD’s one-to-one mentoring service.

Both Solange and Jane recognize that a breast cancer journey can be long — emotionally and physically. But Solange notes, as wonderful as support from loved ones is, “there really isn’t any support that can replace personal support from someone who has lived what I was living.”

“When I first reached out to her, Solange decided she wasn’t ready to talk just yet, but I sent her notes. She had to trust I would be there when she was ready,” - *Jane Hathaway*

Jane Hathaway & Solange Lamarre



help

A photograph of two women walking together outdoors on a paved path. The woman on the left has short blonde hair and is wearing a white button-down shirt over a purple top and dark pants. The woman on the right has short reddish-brown hair and is wearing a bright blue short-sleeved top and dark pants. They are holding hands and looking at each other as if in conversation. The background shows a brick building and some greenery with purple flowers in the foreground.

support

Kathleen Congleton & Mary Illgen

Mary Illgen & Kathleen Congleton

Sheboygan, Wisconsin native, Mary Illgen was aware of ABCD because of Melodie Wilson's work as a journalist and media stories about its services, but she called because of her doctor's encouragement.

"My doctor's office was terrific. They gave me a packet of information about services for breast cancer patients, but they specifically brought ABCD to my attention," she notes.

Mary did not contact ABCD right away. She had to work up the motivation to call. "I like to handle things on my own," she notes. Besides, she was busy. Mary has always been active in her community and was proudly watching her daughter grow into young womanhood. Her husband was supportive and breast cancer just wasn't something she expected.

But then Mary had to make choices about surgery and had to learn about coping with radiation, drug treatments and fatigue. She realized that having a supportive husband was not the

point; she knew, "it was really important to talk to someone who had gone through the same thing."

Mary recalls, "I felt personally supported from the moment I called ABCD. The person who spoke with me was calm and focused and made the match quickly."

Kathleen Congleton, Mary's mentor, could understand Mary's situation perfectly. When diagnosed, she was busy with a new career. Her husband was "the researcher, the on-line person," Kathleen recalls. "This was helpful, but scary. I really needed support from someone who had these surgeries and had these drugs in her body," she adds.

Today, Mary and Kathleen are friends, enjoying their good health and their mutual interests in music and theatre. They've socialized together and Kathleen is encouraging Mary to train as a mentor when she is ready. Mary agrees about the value of ABCD's one-to-one support, because mentoring is "just for you."

"My doctor's office was terrific. They gave me a packet of information about services for breast cancer patients, but they specifically brought ABCD to my attention" - Mary Illgen

Jack Congleton – Family & Friends Mentor

From anxious husband of a breast cancer patient to compassionate mentor for men when a loved one has just been diagnosed with breast cancer, Jack Congleton has had quite a journey since his wife Kathleen was diagnosed with breast cancer in 2004.

"I wish I had a profound answer for what it felt like when Kathleen was diagnosed. But you are so surprised — no one expects a breast cancer diagnosis. I just knew we were in this together, for the long haul," Jack recalls. When Kathleen was diagnosed he did the best he could, serving as family "fact-finder" and supporting her. "It is a difficult situation, but the blessing of serious illness is that it strips away the insignificant things and you focus on the truly significant," he says.

Now, Jack has followed in Kathleen's footsteps, having trained as an ABCD Family & Friends mentor. He offers support to those the loved ones of breast cancer patients. He joins a growing team of men and women assuring that everyone affected by breast cancer gets personalized support.



Jack Congleton with his wife, Kathleen

Melodie Wilson – *The Power of One Heart*



On November 9, 2009, ABCD's founder, Melodie Wilson, lost her personal battle with breast cancer. Yet, because of how she fought breast cancer and

lived her life, everyday she still travels alongside anyone affected by breast cancer when she, or he, turns to ABCD. That is her legacy; a legacy we are honored to continue.

The story of how Melodie came to establish ABCD is important because it illustrates the genuine power of one-to-one. And the depth of her heart.

Initially diagnosed with breast cancer at age 42 while working as a television journalist, Melodie chose to be open about her battle and to use the experience to help others learn about the disease. Inundated with calls from others fighting breast cancer, she left television to build an organization dedicated to providing personal support for people affected by breast cancer — one-to-one support from someone who had already experienced the breast cancer journey — a trained, professionally supported, personal mentor.

Her efforts on behalf of ABCD and those it served were tireless. She gave speeches, provided breast cancer education and outreach services, personally trained mentors and personally mentored. This work, including active engagement in ABCD's long-range planning, continued even after she was re-diagnosed in the summer of 2007.

Throughout it all her core belief never wavered: free one-to-one, personal support should be part of standard breast cancer care.

In addition to founding ABCD, Melodie was involved in a number of organizations related to breast cancer

Throughout it all her core belief never wavered: free one-to-one, personal support should be part of standard breast cancer care.

and general health. She had a key leadership role in establishing the local affiliate of Susan G. Komen for the Cure, serving as its founding board president. Also, she served as a member of the Board of Trustees of the Medical College of Wisconsin and was the founding chair of the MCW Cancer Center Advisory Board.

Her commitment to others through community work went well beyond the issue of breast cancer. A short list of her service includes the Boards of Directors of Betty Brinn Children's Museum, the Child Abuse Prevention Fund, the YWCA of Greater Milwaukee, the Task Force on Battered Women and the Milwaukee Forum, as well as Professional Dimensions and Tempo International.

During a career that spanned more than two decades, Melodie received countless awards for her work as a television journalist. A member of the Milwaukee Press Club and the Society of Professional Journalists, she was inducted into the Milwaukee Press Club Hall of Fame. And in April of 2009, she was given the prestigious Silver Circle Award from the Academy of Arts and Sciences in recognition of her lifetime achievement and contributions to television journalism.

Yet, Melodie will be remembered for much more than her well-deserved awards. We remember her heart: her commitment to her family, her focus and compassion.

We also remember the little things — her love of ice cream and a good joke. And we remember how she valued "just listening," which she often called "the best medicine."

Indeed, she was a pioneer in understanding that the role of listening is part of the healing process, not just for breast cancer patients, but for their loved ones. Supporting Melodie at every step — her husband, Wayne Oldenburg, their four children, and her mother. And the ABCD community.

Today, her work — all of our work — continues. ABCD's one-to-one support for people affected by breast cancer now reaches far beyond our community. With changes brought by cell phones and the internet, outreach we would not have dreamed possible ten years ago has become common place. Melodie's mantra was always to reach out to help more people. Indeed, as she noted in ABCD's 2007 annual report, "there is still so much more to do."

Yes, there is. And we know it is possible. Melodie taught us: never underestimate the power of one-to-one.



The Power of One-to-One Collaborations

Ten years ago ABCD began with a clear, compassionate vision: assure that anyone affected by breast cancer — patients, family and friends—could count on free, personalized, one-to-one support.

And that support must be always reliable, well-informed and sensitive to the particular way each person seeking help expresses her needs. ABCD's one-to-one support must complement clinical care and the role of family and friends. It must fill the niche that only someone who has already experienced breast cancer can.

One-to-one support from ABCD must be of extraordinary quality and remarkable flexibility.

These visionary commitments, made more than ten years ago, still guide ABCD's work. It is why ABCD mentors are trained and are offered continuing education. They are professionally supported by a compassionate staff that is also supported by a Medical and Community Advisory Board — assuring continuous learning and continuous program improvement.

Creating ABCD's one-to-one support was the personal vision of Melodie Wilson but bringing that vision to life was and continues to be the collective commitment of those who collaborate with ABCD — individuals and organizations. Many voices help ABCD's one-to-one mentoring service flourish and all of them share ABCD's unwavering commitment to one-to-one breast cancer support.

Our key community collaborators this first decade of the Power of One-to-One include:

ABCD Mentors & MORE:

Mentor OutReach and Education

Our team of mentors that address information and support needs in settings as diverse as health fairs, cultural festivals, places of employment, professional associations and houses of worship with special focus on the medically underserved

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Wisconsin Breast Cancer Coalition

Wisconsin's Pink Shawl Initiative: Dream the Cure

Wisconsin Women's Health Foundation

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Many voices help ABCD's one-to-one mentoring service flourish and all of them share ABCD's unwavering commitment to one-to-one breast cancer support.

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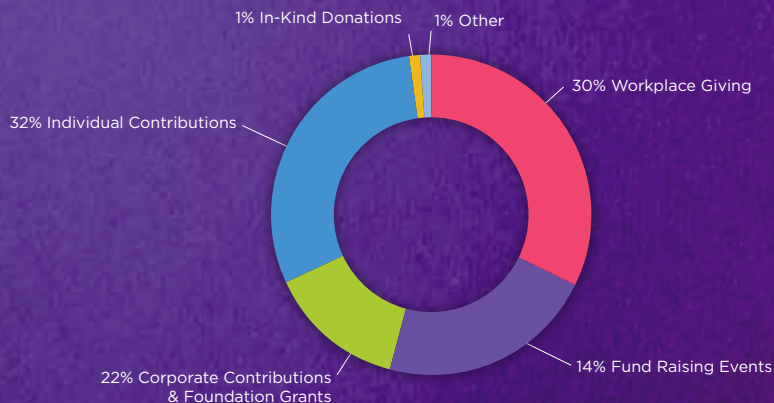
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Deerae and Robert Schulz
Cheryl and Andrew Seter
Janet and Mark Sherwin

Dorothy Short
Joyce and Kenneth Sipes
Sylvia and Edgar Sivret, Jr.
Betty and Ronald Skaug
Mary Beth and Steven Smith
Lynn and Flemming Smitsdorff
Gretchen Solomon
Michele and James Stalewski
Mary Ellen and Scott Stanek
Barbara Stein
Joan and Jack Stein
Lisa and Jeffrey Stephens
Neubauer
Sally and William Stevens
Denice and James Stingl
Kathleen Stolpman
Frederick P. Stratton, Jr.
Michael Straub
Lynn Stuhr
Ann and Edward Sturzl
Constance and Peter Subotich
Julia Taylor
Norene and John Thiel
Edward L. Thomae
Shirley Tiedjen
Ann and Stu Tisdale
Total Lighting Sales, Inc.
Kathleen and Robert Trulock
Shane Trulock
Lonnie Turner
Renee and Joseph Tyson
Mary and Robert Unkel
Debra L. Usinger
Pat and Paul Van Aacken
Mary Vandenberg
Angie and Tom Vert
Visa Lighting
Marilyn Vollrath
WHSFHA Coaches
& Officials
Diane and Tom Wachtl
Laura and Kent Wainscott
Carole and J. Phillip Walthers
Mary Webster Levit
Karen J. Weiss
Maureen Weissmueller
Christine and Fritz Wenzel
Linda Werth
Cathy and Mike White
Lonna, Susan and Roger
Wiedemeyer
WITI Fox 6 Staff
Jeanne Williams
Madonna and John Williams
Kevin Willmorth
Vera and Jesse Wilson
Wisconsin Breast Cancer
Coalition
Zelda Wise
Beth Witte
Jane Wood
Work Wise Inc.
Joseph Wouters
Sandy Wysocki
Robert Yamachika
Marjorie Ziarek
Annemarie Zore
Diane and Edward Zore

	2009	2008
Assets		
Cash	\$694,023	\$614,515
Accounts Receivable	152,442	58,582
Inventory	1,205	1,392
Prepaid Expense	1,320	1,882
Fixed Assets	8,962	6,404
Software, Website & Computers	14,937	3,405
Less Depreciation	(10,479)	(8,345)
Total Assets	\$862,410	\$677,835
Liabilities & Net Assets		
Liabilities	\$ 17,036	\$ 2,175
Net Assets		
Unrestricted	493,570	659,728
Board Designated Funds	248,000	
Temporarily Restricted	103,804	15,932
Total Liabilities & Net Assets	\$862,410	\$677,835
Gross Revenue		
Individual Contributions	\$156,332	\$122,098
Corporate Contributions & Foundation Grants	106,680	83,291
Fund Raising Events	67,685	55,989
Workplace Giving	144,876	79,156
In-Kind Donations	5,117	1,668
Other	4,434	9,990
Revenue	\$485,124	\$354,692
Expenses		
Program Services	\$262,066	\$203,157
Administration	30,217	38,575
Development	23,127	12,714
Total Expenses	\$315,410	\$254,446
Change in Net Assets	\$169,714	\$100,246
Net Assets at Beginning of Year	675,660	575,414
Net Assets at End of Year	\$845,374	\$675,660



ABCD: After Breast Cancer Diagnosis is a Wisconsin-based non-profit organization established in 1999. While science searches for a cure, ABCD complements the work of healthcare providers by serving as a reliable, accessible, and highly personalized resource.

Created by women who have had breast cancer themselves, ABCD's services focus on the individual needs of each person. ABCD is not a support group. Instead, its mentoring service matches, one-to-one, breast cancer patients and trained, professionally supported breast cancer survivors who help others navigate the breast cancer "journey." These matches are based upon similar diagnoses and life circumstances, so that the support is distinctively personal.

ABCD serves everyone impacted by breast cancer so family and friends of breast cancer patients receive one-to-one support, too. ABCD also operates the Breast Cancer Helpline, a reliable source for breast cancer-related information and referral to additional resources. Through its MORE: Mentor OutReach and Education Program, ABCD promotes awareness of breast cancer, its services and related information, especially in medically underserved communities and frequently in collaboration with other organizations.

ABCD's Mission: to provide personalized information and one-to-one support to people affected by breast cancer – patient, family and friends.

ABCD works in cooperation with hospitals, clinics and organizations that help breast cancer patients and their loved ones but does not provide medical or other professional advice and is not affiliated with any medical care providers or their agents.

All services are provided free of charge and made possible because of private donations, in-kind assistance and volunteers' commitment.



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