



abcd
after
breast cancer
diagnosis
the power of one-to-one

Why I believe in ABCD



2007 ANNUAL REPORT

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Dear Friends of ABCD:

AS WE LOOK AHEAD TO OUR TENTH YEAR, I'M GRATIFIED TO KNOW THAT ABCD IS HERE FOR SO MANY PEOPLE.

And, it seems, I can never tell where a testimonial is going to come from. An email I just received from a friend talked about one of her daughters:

"She and her classmates were each given a health-related organization to learn about and do oral reports about their mission. One kid was assigned ABCD. When her report was over, the teacher told the class that ABCD saved her life, as she is a survivor. I can't imagine having that kind of impact on one life—let alone the hundreds (thousands?) ABCD has helped."

Almost 10 years ago, ABCD began walking in baby steps. By 2007, we were hitting our stride. We moved into a new office, hired energetic, capable new staff, got more organized, developed better tracking and measurement systems, and saw our participants (the people we help) increase 35 percent over the previous year.

And that 35 percent doesn't include all the people we help—or all the people our ABCD mentors reach. That number

is, as my emailing friend suggested, in the thousands. Unfortunately, the number of people diagnosed with breast cancer keeps going up, too. And the number of people dying of breast cancer is dropping only incrementally. That's become my new mantra: Eliminate breast cancer completely!

There is still so much for ABCD to do!

But ABCD exists because we need to help people through the diagnosis and treatment while we wait for a cure (some, like me, more impatiently than others). There is still so much for ABCD to do! And that's why we continue to need the support of our donors and friends who have believed in ABCD from the very start. We are so grateful for your shared commitment to our cause; we look forward to a day when ABCD is no longer needed. But we know that's a long way off and we trust you'll keep believing in ABCD as we keep making a difference in the lives of those diagnosed with breast cancer.

There's another change I'm excited to tell you about. In 2007, Kathy Ehley became president-elect of the ABCD

Board of Directors. A longtime ABCD board member and a breast cancer survivor, Kathy brings a wealth of non-profit experience including work with the Milwaukee Ballet and the National Multiple Sclerosis Society. Her excellent leadership skills and strong community connections make her a perfect choice to guide ABCD into its second decade. Of course, I'll remain involved with ABCD, continuing as a member of the board and as an advocate for the women, men and families in our community who are affected by breast cancer.

Sincerely,



Melodie Wilson
President and Founder



Melodie Wilson



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Why I believe in ABCD...

*"...because it fills a niche that was greatly needed.
There was a void in breast cancer care that ABCD filled."*

- Kathy Shields



Why I believe in ABCD...

*"...because support is
essential so we don't
feel alone."*

- Hedy Daniel

"A different kind of hope." THAT'S HOW KATHY SHIELDS, A PHYSICAL THERAPIST AND EDUCATOR, DESCRIBES THE SUPPORT THAT ABCD PROVIDES TO PEOPLE WITH BREAST CANCER.

"You have family and friends—your support network—but it's different with them. To talk to someone who is a survivor, who knows the lingo and can empathize with what you're going through, it's something you can't get elsewhere."

Diagnosed with breast cancer for the first time in 1998 and again in 2000, Kathy turned to her sister, a survivor herself,

I wanted to talk to someone who could tell me what was going to happen.

"Breast cancer can be a very lonely illness," explained Kathy. "As mentors, if we listen hard enough, we can help people realize their own inner strength and see that they can deal with it."

It's a sentiment that Hedy Daniel believes wholeheartedly. Diagnosed with breast cancer in April 2007, Hedy quickly realized how important it would be to find a survivor she could lean on.

for information, advice and companionship. She talked her through two mastectomies and breast reconstruction surgeries as well as chemotherapy. Hoping to offer others similar support, Kathy came to ABCD and trained to be a mentor.

"Nobody really knows what you're going through," Hedy explained. "Your friends, your family, they care about you, but they don't really know. I wanted to talk to someone who could tell me what was going to happen."

That "someone" was Kathy.

The pair had a lot in common. Both educators, they received similar diagnoses at roughly the same age and pursued similar treatment plans.

"We had a very comfortable connection," explained Kathy. "We talked for a long time, and our conversations were natural."

"Working with ABCD was a very positive experience because it was so well organized, and they knew exactly what to do," Hedy shared. "Having Kathy's support was essential. It helped me maintain a positive attitude. I felt like I could do something about the disease."

In pay it forward fashion, Hedy is now an ABCD mentor and using her knowledge and experience to empower others diagnosed with breast cancer.

"One thing I learned during this experience is that having hope is essential. I want to give that to others."

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Why I believe in ABCD...

*"...because knowing others
have experienced what you're going
through helps you realize you're
not alone."*

- Shirley Williams



Why I believe in ABCD...

*"...because when I woke up from
surgery, the first person I saw
was my ABCD mentor."*

- Phyllis Holder

PHYLLIS HOLDER IS THE KIND OF PERSON WHO *jumps in with both feet.* A NURSE FOR MORE THAN THREE DECADES, SHE DESCRIBES HERSELF AS “ON THE PERIPHERY OF BREAST CANCER FOR YEARS.” BUT HER DIAGNOSIS IN 2005 AT THE AGE OF 51 CHANGED EVERYTHING.

“As a single mom, the situation was very frightening to me,” Phyllis said. “I believe in ABCD because when I woke up from surgery, the first person I saw was my ABCD mentor, Bonnie Anderson. And she told me, ‘You’re going to be OK.’”

Phyllis plunged into breast cancer activism, training to be an ABCD mentor and volunteering at the local, state and even national level. Her focus is on helping other women take control of their health.

“I learned that though the physical journey may be difficult, you have to stay strong, be resilient, be undefeated. You have to be a champion . . . and sometimes you have to be the champion for another person until she can be that for herself.”

Knowing I can be helpful in such a crisis moment—it’s powerful to be that kind of person.

mammogram a year earlier had indicated a potential problem, but Shirley never followed up. Fortunately, her

Shortly after completing mentor training, Phyllis became Shirley Williams’s champion. Diagnosed just after she retired from a career in banking, Shirley was devastated. A routine

cancer was in an early stage but the news still shocked her. Her daughter pushed her mother to call ABCD, and Shirley was matched with Phyllis.

“I believe in ABCD because knowing others have experienced what you’re going through helps you realize you’re not alone and it’s going to be OK,” Shirley said. “Phyllis filled me in on the different experiences she had with surgery, radiation and chemo. Her talking about it gave me more courage—and when I heard all the things she’s involved in, it encouraged me that there’s life after this experience.”

Today, the two women volunteer together in breast cancer awareness initiatives, meet for lunch, go shopping and to movies.

“Phyllis has so much energy, she’s always busy,” said Shirley. “She keeps me going. I don’t have time to think about myself.”

And it works both ways.

“Shirley’s a big inspiration for me. The work of ABCD allows me to help others to discover their champion inside,” said Phyllis. “Knowing I can be helpful in such a crisis moment—it’s powerful to be that kind of person.”

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Spreading the Power of One-to-One

"If there was a match made in heaven, I think we found ours with ABCD." That's how Carol Cameron, chair of Dream the Cure: Wisconsin's Pink Shawl Initiative, sums up the collaboration between ABCD and her organization.

The relationship began to take shape in early 2007, thanks to the leadership of ABCD mentor Julie Darrough, a Native American whose first contact with ABCD came after she was diagnosed with breast cancer. Julie went on to

become a mentor and a breast cancer awareness advocate. When she learned of the Wisconsin Pink Shawl Initiative and its mission to offer breast health, breast cancer and support services tailored to Native Americans, she thought it would be a perfect fit for ABCD.

"I first became involved with ABCD three years ago as an oncology social worker at the David M. Sherman Cancer Center at St. Joseph Hospital in Milwaukee. During this time **I saw what a profound impact ABCD can have** on patients at every stage of their breast cancer diagnosis and feel so strongly that having a local program for patients has made a significant impact on our community.

I had one patient, diagnosed with an aggressive breast cancer, to whom I offered an immediate referral to ABCD. She initially declined stating she had a very supportive family and felt they would be able to help her through this difficult time. However, within six months of her diagnosis, she had become extremely anxious and depressed. I again offered a referral to ABCD and a few days later when I saw this patient, she was a different person. She was less tearful and more relaxed. A single phone call from an ABCD mentor, someone who experienced what she was now going through, meant so much to this patient. I have repeatedly seen ABCD make a difference in the lives of our patients and am proud to refer them to this amazing program."

Gail Jacobsen, MSW, LCSW, OSW-C

Manager, Oncology Clinical Operations
Wheaton Franciscan Healthcare

"ABCD gives us an avenue to talk to women and men about being breast-health conscious. While we primarily speak with women, every conversation gives us the opportunity to drive home the fact that men get breast cancer too.

ABCD has also provided us, as African Americans, with a platform to discuss breast cancer issues at health fairs that target minorities, including Native Americans, through the Pink Shawl campaign. ABCD offers excellent training to their mentors, and through this, information about new treatments and drugs that are available to breast cancer patients.

What makes ABCD so unique is the fact that it provides one on one mentoring. Patients are matched up with someone who has a common breast cancer experience, who will listen, understand and be there. I've had four separate cancer diagnoses. During each instance, my wife has been my mentor, my angel. I know better than anyone how important it is to have someone in your corner. Well, ABCD mentors are angels too."

Unis and Vida Matthews

ABCD Mentors and community outreach volunteers
Unis is among the one percent of men diagnosed with breast cancer

ABCD and Pink Shawl leaders developed a culturally focused curriculum to train Native American women to be mentors for both breast cancer patients and their families and friends.

There is clearly a need to develop awareness of breast cancer among Native Americans. Of all

ethnic groups, their five-year survival rate for breast cancer is the lowest, in part because the disease is often in an advanced stage before it's discovered. Working together, ABCD and the Wisconsin Pink Shawl Initiative are collaborating to change that statistic by bringing information on breast health, breast cancer and support to

all Wisconsin Native American tribes. The long-term goal: share the program model with other tribes nationwide to spread the power of one-to-one.



“ABCD is an organization that we believe in and would want to associate our name with for the long run. It’s important to us to stand with the things we believe in and that are important to us as a family. **My mother was diagnosed with breast cancer** three years ago. She was very scared—we all were. She told me that if we ever wanted to support a charity, we should look at ABCD. As she put it, it’s one of those organizations that you don’t know you need until you need it.

Sendik’s is a completely family run business operating only in Wisconsin. We want to support organizations that give back to our communities and to our customers, like ABCD.”

Margaret Harris

Sendik’s Food Markets,
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“I believe in ABCD because it provides equal access to its support network, regardless of a person’s gender, socioeconomic position or ethnic background. They reach out to partners, families and kids, because the diagnosis affects more than just the person who has the disease. ABCD also includes men as breast cancer survivors and supportive partners on their mentor list. It’s phenomenal that ABCD recognizes that and does something about it. They’re grassroots, well-organized, and make very effective use of the money they’re given.

As a clinician, I can empathize but not sympathize. I can provide patient care and support, but I’ve not experienced firsthand what it’s like to be diagnosed with cancer.

An ABCD mentor is so valuable because a patient is paired with someone who has been through a similar experience. Mentors can be there emotionally, and for a patient to have that “I’ve walked in your shoes” understanding, validates his or her feelings. I’m very grateful for what Melodie Wilson started and what this organization does.

Judry A. Tjoe, MD, FACS

Breast Oncology Surgeon
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Barbara L. Ulichny
Mr. and Mrs. John Viel -
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Kristine Wallner
Cindy Wandschneider
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Wardeberg Charitable Trust
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Joy and Nicholas Covelli

All breast cancer patients

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Leo Brideau
Patti Krupa
James Majdoch
Ken Norskog
Joan Rolfs
Patricia Ryan
Stanley Schneider
Frank Tooker IV
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Norah Bertucci

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Barbara Bova

Joseph Bova

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Karen Jeras

Gail Langemak Young

Jack Langemak

Pamela Young

James O'Donnell

Margaret Ziefle

Mary Vandenberg

2007 FINANCIALS

	2007	2006
Assets		
Cash	\$545,850	\$497,719
Accounts Receivable	26,993	7,561
Prepaid Expense	1,775	1,080
Fixed Assets	6,404	6,404
Software	3,405	3,405
Less Depreciation	(7,268)	(5,987)
Total Assets	\$577,159	\$510,182

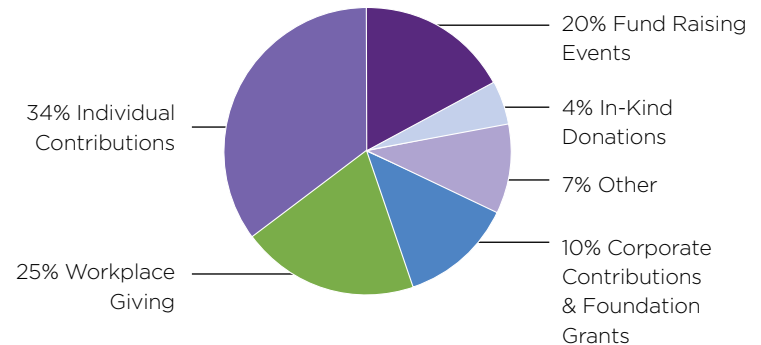
Liabilities & Net Assets		
Liabilities	\$1,745	\$ 2,730
Net Assets		
Unrestricted	575,414	507,452
Temporarily Restricted	0	0
Total Liabilities & Net Assets	\$577,159	\$ 510,182

	2007 Total	2006 Total
Gross Revenue		
Individual Contributions	\$102,630	\$ 63,038
Corporate Contributions & Foundation Grants	31,414	37,262
Fund Raising Events	59,195	85,942
Workplace Giving	76,704	85,480
In-Kind Donations	11,292	19,177
Other	20,695	5,534
Net Assets Released from Restrictions	0	0
Net Revenue	\$301,930	\$296,433

Expenses		
Program Services	\$184,033	\$167,550
Administration	31,541	35,906
Development	18,394	35,906
Total Expenses	\$233,968	\$239,362

Change in Net Assets	\$67,962	\$57,071
Net Assets at Beginning of Year	507,452	450,381
Net Assets at End of Year	\$575,414	\$507,452

2007 Revenue Sources



All of ABCD's services are provided free of charge.

You can make a difference.

ABCD STAFF

Ginny Finn

Executive Director

Jackie Adams

Program Coordinator

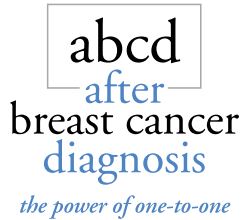
Judy Mindin

Administrator

Teri Lee Danner

Retired Executive Director

All of ABCD's services are provided free of charge, so we depend on the generosity of our friends and supporters. Thank you!



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ABCD: AFTER BREAST CANCER DIAGNOSIS is a non-profit organization founded in Milwaukee, Wisconsin, in 1999. While science searches for a cure, ABCD's mission is to complement the work of health care providers by serving as a reliable, accessible and highly personalized resource for women and men who are affected by breast cancer. 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 and does not offer typical support group programs. Instead, ABCD has developed a mentoring service that brings together new patients and breast cancer survivors who have been trained to help others navigate the treatment and recovery process. Family and friends mentors also are available. In addition, ABCD also operates the Breast Cancer Helpline, the only such telephone helpline in Wisconsin.

ABCD works in cooperation with area hospitals, clinics and organizations that help breast cancer patients and their families but does not provide medical advice and is not affiliated with any health care providers.

OUR MISSION: ABCD: After Breast Cancer Diagnosis provides free, personalized information and one-to-one support to people affected by breast cancer.

ABCD is a member agency of Community Health Charities of Wisconsin, a charitable federation of non-profit health agencies dedicated solely to supporting volunteer health agencies through workplace giving campaigns.

