During a networking time before a professional lunch, a fellow attendee read my name tag and said, “Oh ABCD. I need to make a donation to your organization. You helped my friend so much.” I was so proud!

This is what ABCD is all about: being there when women and men need personalized information and one-to-one support through the diagnosis and treatment of breast cancer. And we have done this thousands of times over.

When I stop to think about that fact that it was only nine years ago when Melodie Wilson brought together a small group of women who had all experienced breast cancer to share a simple idea, I am amazed at the impact of her powerful vision.

As ABCD prepares for its 10th anniversary, this simple concept is still the cornerstone of its mission and programs. But how we have grown. Upon the
foundation of our one-to-one mentoring vision, we created the Breast Cancer Helpline and MORE: Mentor OutReach and Education.

The first year ABCD trained almost 24 mentors; today, almost 400 people have completed mentor training, including mentors with culturally focused training within the African American and American Indian communities, and soon the Hispanic community. We began by serving the Greater Milwaukee area and now our regular service area reaches from Kenosha to Green Bay. Plus, we are experiencing an increasing number of requests for support from throughout Wisconsin, as well as Illinois, Minnesota, and Iowa.

To keep all services free of charge, we have worked hard to raise our annual operating resources and responsibly build a reserve fund. We have created a signature annual special event, Date with a Plate, that raises both funds and awareness. We continue to seek in-kind support from the donation of supplies to professional services. And, we are grateful to our donors — foundations, corporations and especially individuals because they provide almost 70% of our income.

Even though our name is “after breast cancer diagnosis” we have become an important messenger and community collaborator regarding the importance of early detection. Our outreach efforts have grown ten-fold with our staff and volunteers attending health fairs, community events, and speaking engagements. We have established relationships with the healthcare community throughout Southeast Wisconsin and have made significant progress in northern counties, particularly around Green Bay.

Yet our extraordinary board of directors, volunteers, and staff are not resting on the laurels of ABCD’s first nine years. We are ready to mark a decade of the power of one-to-one. As Melodie said in last year’s annual report — there is still so much to do.

Kathy Ehley
President, ABCD Board of Directors
“Nothing is more powerful than ABCD’s one-to-one support mentoring. I want to train as a mentor soon.”

Audrey Warner
Audrey Warner is a warm and friendly woman who describes herself as a type A personality. She's the mother of twin girls with a sometimes hectic, always challenging full-time job. When she was diagnosed with breast cancer Audrey initially expected the experience to be serious but a challenge she would handle head on. “I had great family and friends to support me,” says Audrey. “And I am a person of faith.”

Her breast cancer journey included lumpectomy and radiation, and eventually, a second surgery. In some ways, the hardest part of the journey was toward the end of her treatment. “I was so very tired,” Audrey explains.

Despite all the support she had, in her heart Audrey thought talking to someone who had been there would make a world of difference. So did her health care team. Audrey was given ABCD materials at her doctor’s office and a nurse encouraged her to call. She was amazed by how well she was matched with Therese Burkhart.

Therese had been there alright. Her breast cancer diagnosis and treatment plan was similar to Audrey’s, involving many of the same medical team and similar surgery and treatment decisions. She, too, was married, working full-time, raising children and involved in community activities when she heard the heart-stopping words, “breast cancer.”

“I got through it because of the support I had, including my faith,” says Therese. She adds, “But talking directly with someone with breast cancer, someone who’s been in ‘your shoes’ — that’s the key. I became an ABCD mentor because I understand that personally. I have this need to give back now.”

According to Audrey, Therese’s support kept her focused. “She was really good at reminding me to take care of myself. She encouraged me so that when I spoke with my daughters I could be honest without frightening them. And, like no one else, she got the ‘how do I manage breast cancer in a professional setting’ concern 100%.”

As it turned out, Audrey and Therese worked across the street from each other. So, after several heart to heart telephone conversations, they met in a coffee shop. Audrey was almost finished with radiation treatments and the holiday season was underway. Therese brought her a gift — an angel ornament.

Audrey hangs that ornament on her Christmas tree each year, a reminder that her “new normal” life is joyous and full — and that her ABCD mentor helped her get there.

Recently, her husband’s cousin was diagnosed with breast cancer and Audrey sent her the same angel ornament. She observes, “Because I’ve experienced the support of someone who’s been down this road, I know how important it is that she knows she isn’t alone.”

Reflecting that she can carry ABCD’s vision forward, Audrey says, “Nothing is more powerful than ABCD’s one-to-one support mentoring. I want to train as a mentor soon.”

Therese, who now serves on the ABCD Board of Directors, isn’t surprised that Audrey is interested in mentor training. She says, “Mentoring is fulfilling. Helping someone in a uniquely qualified way — that is immensely powerful.”
Mentoring is a gift you give yourself. Just giving someone encouragement and support fills you up.

-Vernette Crum

Annette & Vernette

“Mentoring is a gift you give yourself. Just giving someone encouragement and support fills you up.”

-Vernette Crum
Annette Hopgood is very open about her breast cancer journey. Living a “normal” life, working and enjoying hobbies with her husband, she was just 45 when she found a lump in her breast. “I work in healthcare but I froze,” she recalls. “My husband was wonderful. He called the doctor, made sure I had the right diagnostic tests. But I just sat there like a doll.” Her doctor talked to her about ABCD but Annette was still numb and unsure. She did not know anyone who had survived breast cancer.

“The doctor said ABCD could contact me if I consented, so I signed the form and ABCD called right away,” Annette recalls. “They were so compassionate and they assured me there were breast cancer survivors. A doctor can say ‘don’t worry’ but that’s not the same as talking to a survivor.”

ABCD matched Annette with Vernette Crum. When Vernette was diagnosed with breast cancer she wanted to talk to someone right away to take the mystery out of the experience. She learned about ABCD through a support group that included ABCD mentors as members and trained as a mentor herself in 2006.

The two women both insist that ABCD could not have made a better match. “I felt Vernette’s spirit leap over the phone,” Annette remembers. “I get emotional just talking about the power of that first phone call. The connection was instant. Vernette wasn’t starchy or tense; she just wanted to make me feel comfortable.”

The pair settled into a pattern of speaking every Thursday. “I would say a prayer before I called her each week. Those calls are important. A woman with breast cancer needs to know that she is not alone so she knows the real deal when it comes to getting through it all,” notes Vernette.

Like many breast cancer patients, Annette had challenges during surgeries and treatment, but credits ABCD with making her journey pleasant because her ABCD mentor saved her from imagining the worse. “Vernette made it clear that you have to be positive about the outcome but also that you have to put effort into getting through the journey.”

“My mentor taught me so much, especially that talking and listening has real healing power; it takes the burden off. The only way I could give back and honor Vernette was to become a mentor, too,” observes Annette.”

“When Melodie Wilson was first diagnosed, I wrote her a letter of support. I didn’t mail it, but instinctively I knew reaching out is what women who have had breast cancer should do,” Vernette confides. “Now that I’m a trained mentor, I am more confident. After all, mentoring is a gift you give yourself. Just giving someone encouragement and support fills you up.”

Vernette was really pleased when Annette called her after completing mentor training. “She was so proud,” Vernette remembers. “She said, ‘I did it’ and I told her, yes, you did.”

THE POWER MULTIPIES

Kay Van Boxl

ABCD is proof of the infinite possibilities that are born of faith in yourself and others. It is this faith that encouraged me to become involved with the organization, and challenges me to enact change within my own community.

As both a mentor and the director of the Breast Cancer Family Foundation, I’ve seen firsthand the power of one-to-one. And its potential — multiplied by the collective strength of a community — has helped to inspire a new vision for the greater Green Bay area: Triumph Cancer Resource Center.

By partnering with organizations like ABCD, I believe we can enhance the support systems available to survivors and co-survivors in Northeast Wisconsin, while working to promote cancer survivorship across our state. The power of one-to-one can be the foundation for changing the experience of cancer.

Kay Van Boxl
Director of Operations, Breast Cancer Family Foundation, Co-Founder & President, Triumph Cancer Resource Center
“ABCD listened to my needs as a whole person and matched me with someone who understood completely.”

- Helene Parker
An archeologist and attorney, Helene Parker’s resume reflects her sense of adventure. Her husband is a police officer and she has two active children — being ready for anything is a way of life. But a breast cancer diagnosis stopped her in her tracks.

Helene explains, “I was a deer in the headlights, which is a very odd feeling. You have no control of your life. Of course, we really never do but until you hear the ‘C’ word you just don’t know it; before then you have no idea what “no control” actually means.”

Reviewing the materials and brochures provided by her doctor’s office, Helene contacted ABCD early in her breast cancer journey. She knew that she needed to speak with someone who would understand all the emotions that she was confronting in addition to the medical considerations.

Her mentor, Amy Kielma, agrees. “I remember learning I had breast cancer like it was yesterday and how that feels. ABCD was just in its infancy; it didn’t formally exist yet. But Melodie Wilson had openly spoken about her breast cancer when she was a newscaster. So, I just called her and she invited me to have coffee.”

Amy then committed to being part of ABCD and helped to build it going forward. Now an experienced mentor, she describes how “humbling it is to acknowledge that there is no way I could get through this on my own.”

Helene remembers their first phone call clearly. “Amy told me we could speak as long as I needed and she shared some of her own journey so that I would understand that there was hope and life after a breast cancer diagnosis.”

And there was plenty to talk about. Helene needed several months of bed rest due to complications and her youngest child was quite stressed to see his mother bald. Both mothers, Helene and Amy could talk comfortably about how to comfort children while still taking care of themselves.

Helene is ready to begin professional adventures again and is planning to return to work soon. She notes, “it is a cliché but it is true: so much of life is consumed with problems that are actually silly. But you don’t truly appreciate that until life really challenges you — like breast cancer does.”

Amy agrees. “So much happened this year with family and friends but because of my breast cancer and years of mentoring others through ABCD, I can transfer what I’ve learned to everyday life.”

Helen credits ABCD’s commitment to one-to-one support as a powerful ingredient in her journey.

“Because of the one-to-one approach, ABCD listened carefully when I asked for a mentor who was a woman of strong faith,” Helene observes. “Treatment can be a lonely time because no one can do it for you. ABCD listened to my needs as a whole person and matched me with someone who understood completely. My mentor’s help got me to the other side of breast cancer.”

Oza Holmes

I’ve committed my professional life to assuring that breast cancer patients, their families and caregivers get what they need to triumph over breast cancer. Since it’s beginning, ABCD has been a partner and an enthusiastic community collaborator.

ABCD and the Pink Shawl Initiative together shared their lessons learned in culturally-focused breast cancer education with our health care providers and has allowed me opportunities to recruit and educate African-American breast cancer survivors as volunteer mentors. Through the mentor-training program, ABCD is closing the gap in reaching out to African-American women by empowering breast cancer survivors to reach out and end the code of silence about breast cancer in the African-American community.

Most recently, ABCD worked hand-in-hand with the new Milwaukee Affiliate of the Sisters Network, Inc., a national organization dedicated to raising breast cancer awareness in the African American community and providing support for those impacted by this disease. Most of the affiliate’s founders are ABCD mentors, taking the powerful vision of personalized support into a new realm of community service.

ABCD works with every health system, independent clinic and ethnic community to ensure services are provided to all who need it. When it collaborates, ABCD sends a powerful message if you hear the words “breast cancer, ABCD is there for you.”

Oza Holmes, RN, MSN OCN
Breast Care Coordinator
Aurora Sinai Medical Center, Milwaukee
Member, ABCD Medical and Community Advisory Board & Sisters Network Inc. – Milwaukee Affiliate
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Company Foundation, Inc.
Linda and John Mellowes
Judith and Lionel Mindin
Mr. and Mrs. Scott Moon
Lynn Dee and Terence Murphy
Marian R. Nasgovitz
Mr. and Mrs. Jeffrey Stephens Neubauer
Alexandra Philip
Mr. and Mrs. Michael Pollack
Harvian Raasch-Hooten
Mr. and Mrs. Perry Randall
Mr. and Mrs. William Read
Jerry Renner
Mr. and Mrs. Richard B. Rindo
Dr. and Mrs. Stephen E. Robbins
Katie and Jeff Ruidl
Mr. and Mrs. Brenton Rupple
Kim and John Schiliske
Sue and Bud Selig
Nancy and John Sennett
Joyce and Kenneth Sipes
Mary Ellen and Scott P. Stanek
Joan and Jack Stein Foundation
Anne and Fred Stanton
Jean M. Tameling
Gisela Terner and Glenn Kleinman
Mr. and Mrs. Stacy Terris
Mary and Everett Tunson
Mr. and Mrs. Joseph H. Tyson
Richard A. Van Deuren - The Joan C.
and Richard A. Van Deuren
Family Foundation, Inc.
Mary N. Vandenberg
Mr. and Mrs. Thomas Vert
Linda C. Werth
Mr. and Mrs. Mike White — Rite Hite
Foundation
Mr. and Mrs. Daniel Q. Wilson
Joseph Wouters
Sandra U. and Robert H. Yamachika
Diane and Edward Zore
In Honor of Melodie and
Wayne Oldenburg
Joan and Richard Abdoo
Doris and G. Woodrow Adkins
Michael J. Cleary
Ellen and Richard Glasiner
Sarah and Jeffrey Joeres
Dennis J. Kuester
Mr. and Mrs. D.E. McKeirnan, Jr.
Pamela and Leslie Muma
Jonathan G. Pellegrin
Jerry Renner
Maria and Henry Schreyer
Ann and Richard Teeflink
Ann and Mark Train
In Honor of the Oldenburg Family
Dr. and Mrs. Anthony Krausen
Betty Babik
Mr. and Mrs. Helmut Adam
Susie Black
Terry Ann Peterson
Theresa Burkhardt
Mr. and Mrs. Vincent McAvoy
Faith Bybee
Francie Bybee
Grethen Deuge
Mr. and Mrs. Thomas Rebolholz, Jr.
Ginny Finn
Kelly and Gregory Sache
Kathy Ebly
Char Becker
Mr. and Mrs. Frederick Caron
Carolyn Macklem
Mr. and Mrs. Gregory Sache
Family members
Mr. and Mrs. Geoge Meitner
Trina Ford
Mr. and Mrs. John Papenfus
Gael Garbarino Cullen
James Carroll
Carol Knabe
Rachel Cusatis
Mary Urbina-McCarthy
Rene Gratz
Mary Ellen DeHaven
Ginny Finn
Mr. and Mrs. James Maki
Marlene Hale
Jennifer Hale
Jane Hathaway
Gail A. Bladowiak
Melanie Holmes
Gayle Cosgrove
Helen Thompson
Dara Kambra
Mr. and Mrs. Jonathan Kambra
Mary Beth Land
Linda Engelman
Missy Levi
W.H. Levy
Edna Lowe
Mr. and Mrs. Robert Grose
Carol Meiss, M.D.
Rose Spang
Kathy Muguin
Mr. and Mrs. Ed Sturzl
Elaine Pagliaro
Gail A. Bladowiak
Peggy Papenfus
Mr. and Mrs. John Papenfus
Andrea Schoemaker
Gilded Edge Frames & Gallery
Barb Schulte
Mr. and Mrs. Douglas Hillard
Mayme Sell
Carolyn Bellin
Kathy Steja
Pamela Down
Mr. and Mrs. Richard Juengling
Frank Lococo
Mary Tunson
Allene Muse
Julie Tymin
Constance Brickman
Edward Hammond
Mr. and Mrs. Len Kasper
Suzanne Selig
Gisela Terner and Glenn Kleinman
UPS women & all women who have
survived breast cancer, in the name
of Mike Eve
Kathleen Heinritz
UPS women & all women who have
survived breast cancer, in the name
of Jan Spencer
Kathleen Heinritz
Wisconsin's Tribal Pink Shaul Initiative
Carol Cameron
Robert and Marge Weiss' birthdays
Richard Weiss

Fred Pioso
Faith and Norbert Bybee
Margaret E. Ruchel
Judith E. Daley
Donnie Samitz
Rodney and Mathilde Urgent
Carol Jean Santelle
James Santelle
Paula Schofield
Mr. and Mrs. Michael Lewis
Nancy Schulte
Mr. and Mrs. Daniel Hartman
Marcia Slater
Janet Slater
Kathy Stange
Mr. and Mrs. Perhach
Pamela Colleen Ellsworth Young
Fred Bon
Judith A. Buck
Mr. and Mrs. John J. Concoran
Raymond Eicholtz
C.M. Eldredge
Mr. and Mrs. Thomas W. Gasior
Kris LaFond

 Karl John Luebbe and Sheau Nee
 Jessica Yeo
 Karen J. Manirala
 Dr. David Menard, DVM
 Mark Meyers
 Pamela Miller
 Susan E. Nelson
 NorthWest N-Trak
 Mary Ann Perkins
 Patricia A. Palanco
 United Transportation Union –
 Local 322

 Patricia K. Seelman
 Gary L. Seymour
 Craig Symington
 James F. Vacherlon
 Richard Voss
 Timothy Wachter
 James B. Young II
### Assets

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$614,515</td>
<td>$545,850</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>58,582</td>
<td>26,993</td>
</tr>
<tr>
<td>Inventory</td>
<td>1,392</td>
<td>0</td>
</tr>
<tr>
<td>Prepaid Expense</td>
<td>1,882</td>
<td>1,775</td>
</tr>
<tr>
<td>Fixed Assets</td>
<td>6,404</td>
<td>6,404</td>
</tr>
<tr>
<td>Software</td>
<td>3,405</td>
<td>3,405</td>
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<tr>
<td>Less Depreciation</td>
<td>(8,345)</td>
<td>(7,268)</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$677,835</td>
<td>$577,159</td>
</tr>
</tbody>
</table>

### Liabilities & Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2007</th>
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</thead>
<tbody>
<tr>
<td>Liabilities</td>
<td>$2,175</td>
<td>$1,745</td>
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<tr>
<td>Net Assets</td>
<td></td>
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<tr>
<td>Unrestricted</td>
<td>659,728</td>
<td>575,414</td>
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<tr>
<td>Temporarily Restricted</td>
<td>15,932</td>
<td>0</td>
</tr>
<tr>
<td>Total Liabilities &amp; Net Assets</td>
<td>$677,835</td>
<td>$577,159</td>
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### Gross Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Contributions</td>
<td>$122,098</td>
<td>$102,630</td>
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<tr>
<td>Corporate Contributions &amp; Foundation Grants</td>
<td>83,291</td>
<td>31,414</td>
</tr>
<tr>
<td>Fund Raising Events</td>
<td>55,998</td>
<td>59,195</td>
</tr>
<tr>
<td>Workplace Giving</td>
<td>79,156</td>
<td>76,704</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td>1,668</td>
<td>11,292</td>
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<tr>
<td>Other</td>
<td>9,990</td>
<td>20,695</td>
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<tr>
<td><strong>Revenue</strong></td>
<td><strong>$354,692</strong></td>
<td><strong>$301,930</strong></td>
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</table>

### Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>2008</th>
<th>2007</th>
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</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$203,157</td>
<td>$184,033</td>
</tr>
<tr>
<td>Administration</td>
<td>38,575</td>
<td>31,541</td>
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<tr>
<td>Development</td>
<td>12,714</td>
<td>18,394</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$254,446</strong></td>
<td><strong>$233,968</strong></td>
</tr>
</tbody>
</table>

### Change in Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in Net Assets</td>
<td>$100,246</td>
<td>$67,962</td>
</tr>
<tr>
<td>Net Assets at Beginning of Year</td>
<td>575,414</td>
<td>507,452</td>
</tr>
<tr>
<td><strong>Net Assets at End of Year</strong></td>
<td><strong>$675,660</strong></td>
<td><strong>$575,414</strong></td>
</tr>
</tbody>
</table>

### 2008 Revenue Sources

- **35%** Individual Contributions
- **23%** Corporate Contributions & Foundation Grants
- **22%** Workplace Giving
- **16%** Fund Raising Events
- **3%** Other
- **1%** In-Kind Donations

**Photography courtesy of Nienhuis Photography www.johnnienhuis.com; Graphic Design courtesy of THIEL Design www.thiel.com.**
You can make a difference.

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

Thank you!

Jackie Adams
Program Coordinator

Judy Mindin
Outreach and Operations Coordinator

Joyce Sipes
Special Projects Assistant

Ginny Finn
Executive Director
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 brings together, one-to-one, breast cancer patients and breast cancer survivors who have been trained to help others navigate the breast cancer “journey.” Similar services are available for family and friends of breast cancer patients. ABCD also operates the Breast Cancer Helpline, a reliable source for breast cancer-related information. 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 collaborating 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 families 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.