ABC: 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, ... 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 ... 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.
“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.”
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
hope
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
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
support
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
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.
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
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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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William J. Nagovitz
Dr. Ann B. Nartinger
Kari Neils
North Shore Junior Women’s Club
Christine Olson
Elizabeth and Frank Pagliaro
Paratex Ambulance
Esther Pastene
Diane F. Pellegrin
Ellen Persik
Laura J. Peters
David Pogorski
Patti and Michael Pollack
Jamie Pratt
Debbie Preder
Putzmeister
Thomas Quadracci
William Randall
David E. Rataka
Theresa M. Reagan
Brenda Rinaldi
Barbara and Richard Rindo
Rite Hite Foundation
Elizabeth Robbins
Michaella Ross
Betty and Brent Ruppel
Sandra L. Rausch-Walton
James Santelle
Len Scarpintino
Beth and Jeffrey Schenck
CG Schmidt Inc.
Mr. and Mrs. Peter G. Schmitz
Kathleen and Thomas Schrader
Katherine Schuett
Sue and Bud Selig
David Sengpiel
Cheryl and Andrew Seter
Meghan K. Shannon
David Smyth
Janice Shulman
Kyra Simono
Joyce and Kenneth Sipes
Michelle R. Sirinek
Bert and Frank Smale
Lynn and Flemming Smitsdorff
### 2009 donations in honor of

- Tom Ament & Darla Hium
- M. Kathleen Eders and Barry Blackwell
- Barbara Bachman
- Mr. and Mrs. Jim Lauderdale
- Susan M. Berginz
- James Santelle
- Mrs. John Braun
- Janet Herzfeldt
- Therese Burkhardt
- Mr. and Mrs. Vincent McAvoy
- and Mr. Chuck McGrady
- Mardell Cronister
- Joel Hoffman
- Gaei Garbarino Cullen
- James Carroll
- Eddy Sadowsky
- Lynn DeZier
- Marian Nasgovitz
- Women of Dominican High School Graduating Class of 1967
- Mary Linn
- Susan Douglas
- Marian Nasgovitz
- Carol Randall Duncan
- Margaret MacLeod Brahms
- Kathy Ebely
- Terri Birt
- Joyce Elbardt
- Marjorie Sutton
- Ginny Finn
- Margaret MacLeod Brahms
- Francis Grossman
- Hedy Daniel
- Marlene Hale
- Jennifer Rudolf
- Melanie Holmes
- Helen Thompson
- Shirley Horton
- Terri Birt
- Katherine Hoth's 60th Birthday
- Katherine Behm
- Katherine Hoth
- Janet Houwensine
- Mr. and Mrs. Frederic Ancel
- Kathy Hudziak
- Marilyn Nowak
- Kathy Ionson
- Ann Gaines
- Sherry Johnson
- Marian Nasgovitz
- Diana Kostal
- Walter Schmidt
- Edna Lowe
- Mr. and Mrs. Bob Gross
- Sandra Hansche
- Judy Mindin
- Amanda Mindin
- Oldenburg Family
- Ginny Finn
- Dee Dee Pellegrin
- Marian Nasgovitz
- Tiffany Purifoy
- Terri Birt
- Susan Quadracci
- Marian Nasgovitz
- Carol Richheimer
- Sandy Meldman
- M Scarpinto
- Len Scarpinto
- Kathy Sieja
- Pamela Down
- James Monnat
- Mary Tuson
- Terri Birt
- Allene Muse
- Angela Vick
- Darlene Howard
- Mr. and Mrs. Michael Howard
- Melodie Wilson
- Nancy Gruner
- Margaret MacLeod Brahms
- Mr. and Mrs. Forrest Surver
- Anne Vogel
- Melodie Wilson & Wayne Oldenburg
- Mr. and Mrs. Thomas Baumann

### 2009 donations in memory of

- Donna Beckstrom
- Carol Cameron
- Jean Blachowiak
- Terry Blachowiak
- Kerry Lyn Claas
- Nancy Claas
- Roman Claas
- Mr. and Mrs. Tony Claas
- Mr. and Mrs. Daniel Spores
- Sharon Zalewski
- Daniel Dueker
- Kathy Chroen
- Erika Eaton
- Mark S. Young
- Willard Gavin
- Beth Gavin
- Leigh Gott
- Barbara Abel
- Bea Graham
- Barbara Sestin
- David Heller
- Doris Sherman
- Val Kaiser
- Lotrie Gasdinsky
- Larry Kane
- Mr. and Mrs. Norbert Bybee
- Ann Kelley
- Mr. and Mrs. Thomas Dixon
- Gail Langemak Young
- Mr. and Mrs. Jack Langemak
- Gail Langley
- Laura Bergser
- Suzanne Breier
- Donald Canar
- Mr. and Mrs. John Chiodol
- Mr. and Mrs. Timothy De Groote
- Catherine Doyle
- Sara Eisenberg
- Friebert, Finerry & St. John Charitable Giving Partnership
- Mr. and Mrs. John Finerry
- Mr. and Mrs. William Guis
- Mr. and Mrs. Thomas Hayes
- Susan Herb
- Mr. and Mrs. Michael Heyl
- Miriam Horwitz
- Iowa Farm Bureau Finance & Accounting Staff
- Amy Jochels
- Grant Langley
- James Lamberd
- Barbara Michalak
- Milwaukee Police Association
- Mr. and Mrs. W. Martin Morices
- Elvy Moschella
- Startup Makeal
- Paratech Ambulance
- Joan Pendergast
- Attorney Brian Randall
- Debbie Rose
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- Mr. and Mrs. Gerald Wenesen
- Heidi Wick Sporle
- Mr. and Mrs. Edward Zrimsek
- Mildred Leigh-Gold
- Dr. Charles Cromwell
- Patty Marcello
- Mr. and Mrs. Ed Fabiszak
- Mary Masanz
- Mr. and Mrs. Norbert Bybee
- Colleen Mayer
- Lynn Stuhr
- Catherine McEvoy
- Dennis McEvoy
- Norma Minickel
- Van and Kristie Minickel
- Kenneth Rode
- Maria Pintar
- Carol Cameron
- Fred Pioco
- Faith and Norbert Bybee
- Greg Stiedl
- Carol Cameron
- Ray Smith
- Mr. and Mrs. Norbert Bybee
- Kara Stockwell
- Stephanie Anderson
- June Thomas
- Lynn Stuhr
- Bunny Zacher
- Mr. and Mrs. Ronald Auer
- Mr. and Mrs. Robert Borth
- Mary Briggs-Ficks
- Mr. and Mrs. Thomas Cyganek
- Mr. and Mrs. Gerald Dobson
- Deborah Grossnick
- Mr. and Mrs. Harry Hiben
- Valerie Hilden
- Mr. and Mrs. Scott Inz.e
- Mr. and Mrs. Thaddeus Jakubowski
- Dina Kelly
- Mr. and Mrs. Robert King
- Mr. and Mrs. Thomas Kleba
- Mr. and Mrs. James Kneippel
- Melissa Konrath
- Mary Kopp
- Mr. and Mrs. Fred Kramer
- Robert Kroll
- Barbara Kutz
- Karen LeSage
- Barry Mainwood
- Mr. and Mrs. Michael Malmsraad
- Colleen McCauley
- Margaret Menard-Mueller
- Barbara Nahey
- Joan Paradiso
- Margaret Raul
- Sherry Stride
- Mr. and Mrs. William Taylor
- Mr. and Mrs. Pete Valentine
- Mr. and Mrs. David Vollmers
- Mr. and Mrs. James Weber
- Dennis Zacher
- Evelyn Zavala
- Pam Zuck
- Rachel Zuck
2009 donations in memory of Melodie Wilson Oldenburg

Joan and Richard Abdo
Denise Abdo
Chris and Helmut Adam
Judi and John Akins
Bonnie Anderson
Carol and David Anderson
Helen and Charles Anderson
Amy and Daniel Argall
Jill and Michael Arndt
Kathleen and Anthony Aurnuth III
Marion and Dennis Asplin
Lisa Attinito
Mari and Rajeev Bal
Audrey and John Baretz
Sandra and Wayne Baumgart
Drs. Laurel and Brian Bear
Karen and Ronald Begalke
Jan Beger
Kathryn Beiser
James D. Bell
Donna and Alan Bembenek
Sharon Benedict
Patricia and Ervin Benish
Vivian Blanco
Kenneth Bliss
Melissa and Bruce Block
Marica and Thomas Blum
Blue Cross Blue Shield of Wisconsin
Barbara Bluestein
Carolyn Boediger
Joan and Roger Boerner
Virginia and Michael Bolger
Boston Light Source
Susan W. Brennan
Mary Jo Breyer
Cheryl and Mark Brickman
Doris Brier
Mary and Terry Briscoe
Kathleen and Benjamin Broghammer
"Brooks Friends"
Debra Brown
Kathy Bruereker
Diane and David Buck
Amy and Jeffrey Buechel
Kathleen Buenger
Mary and Thomas Buestrin
Shelley and Gregory Bultman
Mary Burns
John Budy and Miller Compressing
Jeanette M. Butzin
Faith and Norbert Bybee
Julie Carlson
Cosmus Aircraft Company
Karen Cetnarowski
Lila Chamber
John Chapman
Diana and Edward Chichurski
Gary M. Clark
Jeffrey P. Clark
Marcus Cone
Continental Crushing & Conveying
Laura P. Cooley
Cornerstone Bible Church
Tamar and J. Grant Dail
Jimalie Dakan
Dane
Cynthia and Jeffrey Davis
Lynn and Eric Delzer
Jane and Daniel Demet
Sandra and Max Demond
Karen Diatta
Peggy and Samuel Dickman
Elizabeth and Richard Diehl
Regina and Roger Dirksen
Cheryl and David Dondlinger
Susan and William Donovan
Jack Duffy & Associates, Inc.
Ella Dunbar
Michael D. Dunham
Patricia and Michael Dunn
Karthe and Robert Dye
Annette and Jerry Eastman
Margaret M. Egemoheer
Nancy and Stephen Einhorn
Rose Lee and Jay Eisner
Electro-Mec, Inc.
Suzy B. Ertinger
Executive Women
International
Barbara Fawcett
Ginny Finn and Evan Lenhardt
Christine Hamilton Foote
Joanne and John Fowler
Joyce and James Frank
Corinne and Warren Freiberg
Thomas Fuller
Russ M. Gannon
Cristina Garcia-Thomas
Beth A. Gavvin
Lawrence Gentine
Louis Gentine
Tony Gentine
Chris and Neha Glandt
Peggy and Michael Graffuliner
Rene and Marshall Gratz
Bev Greenberg
Tim Greinert
Anna M. Gyuro
Scott Haag
Ann and Jon Hammes
Lise Hansen
Leila and Joseph Hanson
Diane and Robert Hazir
Heartland Business Bank
Joan Heiden
Tim Heinrich
Susan Hedjak
Lourdes Hernandez
S. Herrmann
Mary and Kevin Hickey
Vikey and Ed Hindshaw
Rhoda and Lynn Hinz
Yvonne and George Hopp
Patricia and Gary Hollarman
Sharon Honisch
Shirley Horton
Mary and William Hughes
Carol Jakbhe
Colleen and Todd PRH
Sue Jansen
Janet Janner
Diane and Robert Jenkins
Amy S. Jensen
Robyn Jensen
Bille and Jerome Jerome
Rick Johns
Sally and Tom Jones
Marcie and Tom Jost
Rajaeian M. Kanter
Michelle Karch
Jennifer and Michael Kargebones
Donna and Michael Kartz
Pamela and Len Kasper
Mary and Ted Kellner
Starr and John Kejdewblas
Lynn and Brian Kilb
Judith and Gale Klappa
Nancy Klein
Deborah and Steven Klug
Ellen and Ervin Klug
Mary Ann and James Klug
Janice L. Knecht
Judith Knight
Kimberly and Paul Knoblauch
Jerome Kowalski, Jr.,
Carol Kraft
Marina S. Krajci
Michael Kroleczyk
Jeanneen and John Kudek
Edessa and Edward Kuriga
Thomas Kursel
Mary Ann and Charles P. Laiban
Catherine A. Lafleur
Richard L. Lagerman, DDS
Dorothy and Kenneth Lamm
Jill and Jack Langemak
Lon Lexman
Nancy Lee and John Kos
Darcy and William Lemke
Jean Z. Lenhagen
Bob Leveiner
Sheri and Lloyd Levin
Rita Lenwener
Karen Leyns
Lighting & Electrical Sales Co., Inc.
L.M. Linn
Sheldon Lubar
Kevin Lubner
Carol Ludwig
Laura Lukas
RC Lurie Co., Inc.
Mcln Foundation
Molly MacDonald
Margaret MacLeod Brah
Douglas MacNeil
Sam L. Maglio, Jr.
Parice and Terrence Mahon
P. Michael Mahoney
Mary Beth Malm
Rich Mantey
Keith Mardak
Julie A. Maro
Janet and Vincent Martin
Nancy and Jay Massart
Mark C. Maurer
Karen Mawhinney
Sara McAfee
Sharon McCaffery
Richard McDermott
Maurream McNemey
D.F. McKeithan, Jr.
Diane McLean
Ann and Charles McNeer
Sunny Mehta
Linda T. Mellowes
Mica Maud
Lawrence Elizabeth J. Meyer
Midland Health Testing Services, Inc.
John Mikkelson
Susan and Robert Mikulay
Millenium.Com Guys
Milwaukee Insurance Company
Judy Mindlin
Patricia Mize
Lawrence Mohr
Marjorie and Scott Moon
Carol and Brian Morello
Pamela and Leslie Muma
Emma Muniz
Kathleen and Geoff Mykleby
NRG Sales LLC
William J. Nagorsvit
Barbara and Richard Natrop
Karri Neils
David E. Neuman
Kay Newell
Gail Nichols
Marilyn Nowak
Violet Oldenburg
Gail and Paul Olson
Karen Ordinans
Carol and Armin James Ott
Joel Pahl
Stephen Palmer
Diane F. Pellegrin
Ellen Persik
Alexandra Philipin
Vonna Pitel
David Pogorski
Patti and Michael Pollack
Stephen K. Pond
Beatrice and Charles Poppke
Andrew Potos
Jamiie Pratt
Debbie Preder
Professional Dimensions
Thomas Quadracci
Joanne Radke
William Randell
Anne Reed
Jerry Renner
Cynthia and Joseph Rewolinski
Kristi Ribar
Linda and Blaine Rieke
Patricia and Allen Riesselbach
Beenda Rinaldi
Mary Ellen Rinaldi
Barbara and Richard Rindo
Rite Hite Foundation
Elizabeth Robbins
Annette and Gerald Rosen
Michaela Ross
Mary Rudolph
Vanessa Roether
Berty and Brent Rupple
James Sartorsi
Bernadette Schmulen
CG Schmidt Inc.
Beth and Jeffrey Schenkel
Lynn and Craig Schmutzer
Betsy Schumacher
Maria and Henry Schreyer, Jr.
Margaret and Robert Schuemann
Kathleen Schutt
Deerae and Robert Schulz
Cheryl and Andrew Seter
Kathleen and Mark Sherwin
Dorothy Short
Joyce and Kenneth Sipes
Sylvia and Edgar Sivert, Jr.
Betty and Ronald Skag
Mary Beth and Steven Smith
Lynn and Flemming Smidtord
Gretchen Solomon
Michael and James Stalewski
Mary Ellen and Scott Stanek
Barbara Stein
Joan and Jack Stein
Lisa and Jeffrey Stephens
Sally and William Stevens
Denise and James Strigel
Kathleen Stolpman
Frederick P. Straton, Jr.
Michael Straub
Lynne Studz
Ann and Edward Sturzl
Constance and Peter Stobiotch
Julia Taylor
Norene and John Thiel
Edward L. Thomae
Shirley Tiedjen
Ann and Stu Tofade
Total Lighting Sales, Inc.
Kathleen and Robert Trulock
Shane Trulock
Lorraine Turner
Renee and Joseph Tyson
Mary and Robert Unkel
Debra L. Unsering
Pat and Paul Van Acken
Mary Vandenberg
Angie and Tom Vert
Vasa Lighting
Marilyn Vollrath
WHFSA Coaches & Officials
Diane and Tom Wachtel
Laurie and Kent Wainscott
Carole and J. Philip Walthers
Mary Webstar
Lea Jersey Weiss
Maureen Weissmueller
Christine and Fritz Wenzel
Linda Werth
Cathy and Mike White
Lorna, Susan and Roger Wiedenmyer
WITI Fox 6 Staff
Jeanne Williams
Madonna and John Williams
Kevin Willmorth
Vera and Jesse Wilson
Wisconsin Breast Cancer Coalition
Zelda Wise
Beth Witter
Jane Wood
Work Wise Inc.
Joseph Worzese
Sandy Wysocki
Robert Yamachika
Marjorie Zierak
Annemarie Zore
Diane and Edward Zore
2009 Financials

Assets

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$694,023</td>
<td>$614,515</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>152,442</td>
<td>58,582</td>
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<tr>
<td>Inventory</td>
<td>1,205</td>
<td>1,392</td>
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<tr>
<td>Prepaid Expense</td>
<td>1,320</td>
<td>1,882</td>
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<tr>
<td>Fixed Assets</td>
<td>8,962</td>
<td>6,404</td>
</tr>
<tr>
<td>Software, Website &amp; Computers</td>
<td>14,937</td>
<td>3,405</td>
</tr>
<tr>
<td>Less Depreciation</td>
<td>(10,479)</td>
<td>(8,345)</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$862,410</strong></td>
<td><strong>$677,835</strong></td>
</tr>
</tbody>
</table>

Liabilities & Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
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</thead>
<tbody>
<tr>
<td>Liabilities</td>
<td>$17,036</td>
<td>$2,175</td>
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<tr>
<td>Net Assets</td>
<td></td>
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<tr>
<td>Unrestricted</td>
<td>493,570</td>
<td>659,728</td>
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<tr>
<td>Board Designated Funds</td>
<td>248,000</td>
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<tr>
<td>Temporarily Restricted</td>
<td>103,804</td>
<td>15,932</td>
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<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td><strong>$862,410</strong></td>
<td><strong>$677,835</strong></td>
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</tbody>
</table>

Gross Revenue

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
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</thead>
<tbody>
<tr>
<td>Individual Contributions</td>
<td>$156,332</td>
<td>$122,098</td>
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<tr>
<td>Corporate Contributions &amp; Foundation Grants</td>
<td>106,680</td>
<td>83,291</td>
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<tr>
<td>Fund Raising Events</td>
<td>67,685</td>
<td>55,989</td>
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<tr>
<td>Workplace Giving</td>
<td>144,876</td>
<td>79,156</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td>5,117</td>
<td>1,668</td>
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<tr>
<td>Other</td>
<td>4,434</td>
<td>9,990</td>
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<tr>
<td><strong>Revenue</strong></td>
<td><strong>$485,124</strong></td>
<td><strong>$354,692</strong></td>
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</table>

Expenses

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$262,066</td>
<td>$203,157</td>
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<tr>
<td>Administration</td>
<td>30,217</td>
<td>38,575</td>
</tr>
<tr>
<td>Development</td>
<td>23,127</td>
<td>12,714</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$315,410</strong></td>
<td><strong>$254,446</strong></td>
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</table>

Change in Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>$169,714</td>
<td>$100,246</td>
<td></td>
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<tr>
<td><strong>Net Assets at Beginning of Year</strong></td>
<td>675,660</td>
<td>575,414</td>
</tr>
<tr>
<td><strong>Net Assets at End of Year</strong></td>
<td><strong>$845,374</strong></td>
<td><strong>$675,660</strong></td>
</tr>
</tbody>
</table>

2009 Revenue Sources

- 32% Individual Contributions
- 22% Corporate Contributions & Foundation Grants
- 14% Fund Raising Events
- 30% Workplace Giving
- 1% In-Kind Donations
- 1% Other
All of ABCD’s services are provided free of charge, so we depend on the generosity of our friends and supporters.

Thank you!

JaNet Bland
Community Outreach Assistant/Public Ally

Jackie Adams
Program Coordinator

Judy Mindin
Outreach and Operations Coordinator

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 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.