As ABCD begins its second decade, we are stronger than ever. Everyday our commitment to offer one-to-one mentoring services is reaffirmed as we match those diagnosed with breast cancer with well-prepared mentors who have been on a similar journey.

One-to-one mentoring service is a distinctive role in the emerging survivorship field. More and more people affected with the disease, their families and friends and health care providers realize that diagnosis and treatment is only part of the story. For most of us life goes on and the support from a mentor can be very significant in building our new lives. Mentoring provides the opportunity for accepting, believing, connecting and discovering new ways of being in our changed world.

2010 has been a year of accomplishment. We have added a new staff person to strengthen our programs; created new mentor education models; continued to refine our customized match process; expanded our Breast Cancer Helpline and garnered specific funding to launch our five year growth plan.

As part of our Strategic Plan we committed to a standard of care in the breast cancer field that would involve every person diagnosed with this disease being offered ABCD’s model of one-to-one mentoring. This is ambitious, but we believe so strongly in the positive outcomes we see from this complement to traditional medical treatment that we will pursue our goal with energy and focus.

As you read this annual report we hope you will be moved by our accomplishments and our story – which is the story of those we support. None of our growth and success would be possible without our dedicated staff, committed and compassionate volunteers and our generous donors. On behalf of the Board of Directors, I extend our heartfelt gratitude to all of you who make this organization one that remains true to its mission and focused on those we serve.

ABCD is on the cusp of dramatic growth. We can and will expand our reach to other communities. As survivorship plans become the norm in cancer treatment we have an important role to play. It is our hope that you will continue to be a part of ABCD in whatever capacity you choose. We are most appreciative of you who share your time, talent and treasure.

Dear Friends of ABCD...

“...we hope you will be moved by our accomplishments and our story – which is the story of those we support.”
Hats Off to Kathy Ehley!

2010 was the first year of ABCD’s second decade of service. Like most annual reports, this one is written well into 2011, allowing for careful reflection and finalization of the audit. During the transition from 2010 to 2011, we had the opportunity to look back in gratitude for Kathy Ehley.

Kathy is the Board President who succeeded our founder, Melodie Wilson Oldenburg. She skillfully and compassionately guided our efforts as we transitioned into the next phase of our work. During her tenure we came to appreciate the breadth of the service we provide, service built upon the foundation of one-to-one personalized support for those affected by breast cancer.

Kathy has been no ordinary Board President. She led in times of profound change – from our good-bye to Melodie to our significant investment in quality improvement and capacity for growth. This investment increased our services to our mentors as much as to those they support. Her capstone project was six months of strategic planning, which resulted in the adoption of a five-year plan, kicked-off in January 2011 (more about that in the next annual report).

She often notes that it does not matter who gets the credit as long as the work gets done. Of course, Kathy typically minimizes her credit. But we do not. And, we are immensely grateful for her commitment. Many, many thanks to you, Kathy.

“She skillfully and compassionately guided our efforts as we transitioned into the next phase of our work. During her tenure we came to appreciate the breadth of the service we provide...”
The story of Marina Sezon and Faith Bybee begins with Faith’s connection to ABCD. A mentor since 2004, Faith’s journey through breast cancer included a wonderfully supportive husband, caring but far-away adult children and her own fiercely independent personality. She keenly understood the need for support that is “just for you” and confidential.

Faith knew that talking with someone who personally felt the same surgeries and who coped with nagging concerns was a crucial part of getting through a similar breast cancer journey. She also knew that for her – giving back – would be part of her own healing journey.

So Faith trained as a mentor. And then she started coming to the office to volunteer. Weekly. And she brought her cousin, Francie, too. Faith committed herself to special training so that she could complete confidential follow up calls with mentors and participants. Then she began taking assignments home, whether it was a spreadsheet that needed updating or brochures that needed new address stickers, no task was too large or small for Faith. She even has a cape that says, “Super Volunteer.”

Faith’s “‘can do’ even if I do it differently” attitude was just what Marina needed when she contacted ABCD. Faith and Marina had similar backgrounds and similar diagnoses. But just as important they shared a common sensibility – what made them laugh or cry – was so in sync that they became fast friends. Faith’s upbeat but realistic perspective was very important to Marina as she dealt with her breast cancer.

Speaking whenever Marina needed a friendly shoulder, Faith and Marina now socialize even though the mentoring is complete. Sometimes, they bring their husbands along, too! Faith says of Marina, “She’s been a great match. It gives me great joy to know that my volunteering helped someone so much.”

“She’s been a great match. It gives me great joy to know that my volunteering helped someone so much.”

Marina & Faith

photo by Melody Carranza
Carol Cameron was diagnosed with breast cancer in 2006, but did not know about ABCD. Deb Ushakow has never had breast cancer, but she has supported many loved ones through breast and other cancers. Although they come to ABCD from different cancer experiences, they both understand deeply the power of culturally rooted support when battling serious illness. It is part of their shared American Indian heritage.

Today, they are both ABCD mentors. Carol mentors women diagnosed with breast cancer. Deb is a Family and Friends mentor. And the organization they were part of founding in 2007, Wisconsin’s Pink Shawl Initiative, has become a State-wide leader in advocating for American Indian women’s health.

Introduced to ABCD by Julie Darrough, a participant and mentor who is also American Indian, Carol dreamed of assuring that Wisconsin’s American Indian community could have access to culturally sensitive one-to-one support when affected by breast cancer. Now, ABCD Pink Shawl mentors spread the word of free, personalized support at health fairs and pow-wows throughout the State. Carol and Deb have presented at the Wisconsin Share the Care American Indian Cancer Conference every year since founding the Pink Shawl Initiative. Both Carol and Deb are committed to being effective mentors, attending mentor continuing education and survivorship workshops regularly. Through their work over 20 American Indian mentors, including Family and Friends mentors, are part of the ABCD family today.

“As in many cultures, women take care of themselves last, often silently carrying-on with their responsibilities,” notes Carol. “As a breast cancer survivor, I know how isolating this disease can be. But with a mentor, it can be a less lonely journey. For the patient and for her loved ones.”

“As a breast cancer survivor , I know how isolating this disease can be. But with a mentor, it can be a less lonely journey.”

Carol & Deb

photo by Melody Carranza
ABCD’s Fundamental Beliefs

1. People affected by breast cancer – patients, family and friends – benefit from personalized, reliable informational and emotional support as a complement to appropriate medical care.

2. One-to-one support provided by people who have first-hand experience with similar breast cancer diagnosis, treatment history and similar life circumstances is a fundamental element of personalized support.

3. One-to-one support, which we call mentoring, is essential to building a life after diagnosis, leading to a more confident, empowered survivor.

4. The best mentors are well trained and professionally supported.

5. It is important to respect the individual choices of those who turn to us for support.

6. Confidentiality is critical to building trust.

7. Being responsive to the survivorship needs of mentors is a vital part of our work.

8. ABCD will take a leadership role in promoting the value of one-to-one support and establishing it as a standard element of care for all breast cancer patients.

9. ABCD is a credible resource for up-to-date information about breast cancer and a reliable conduit to other personalized support services.

10. Regardless of ethnic background, gender, religion or sexual orientation, everyone diagnosed with breast cancer, and their family and friends, has a right to ABCD’s help without cost.
ABCD provides free, personalized information and one-to-one support to people affected by breast cancer, patients, families and friends.

Our Mission
How We Serve...

One-to-One Support for patients, families & friends

“Statistics say that 1 in 100 breast cancer patients have inflammatory breast cancer and survival statistics are even more distressing. My mom was shocked and relieved to discover that ABCD had a woman (mentor) that knew exactly what my mom was going through. By knowing that there are SURVIVORS of HER TYPE and by talking with her, sharing experiences, my mom was able to find the hope she so desperately needed.”

— Daughter of ABCD participant about her mother’s mentor
MORE: Mentor Outreach and Education

Health Fairs, Collaborations, Wellness Outreach and Educational Presentations

"Community Health Charities is pleased that ABCD is part of our family of organizations serving Wisconsinites. ABCD not only provides a vital service State-wide and at no cost, its staff and volunteers travel anywhere we ask. They bring the power of one-to-one support to every corner of the State."

— Gary Ross, President & CEO Community Health Charities of Wisconsin

Training & Professional Support for Mentors

New Mentor Education & Continuing Education

Breast Cancer Helpline

Staff focused on personalized connections to: group support resources, financial counseling and advocacy, nutritional and spiritual support and so much more

Who We Serve...

Breast Cancer Patients

Patients’ loved ones

Mentors – ABCD’s compassionate survivor volunteer corps

Breast health professionals, advocates and volunteers serving those affected by breast cancer

All those committed to Survivorship
2010 Donors

The following pages do so much more than acknowledge the generous people and organizations who have contributed funds, in-kind assistance and pro bono services to ABCD this year. The following pages tell the story of the many, many people who –

• Invested in ABCD’s continuing leadership in promoting cancer survivorship today and tomorrow
• Pledged to keep ABCD strong and able to withstand the ebbs and flows of our current economy
• Believed in ABCD’s distinctive value to people living with, through and beyond a breast cancer diagnosis

$10,000+
Balistreri Owned & Operated Sendik’s Food Markets
Community Health Charities of Wisconsin
Mr. and Mrs. Louis Gentine
The Institute of Beauty & Wellness, an Aveda Training Center
Keith Mardak and Mary Vandenberg
Mr. and Mrs. Daniel F. McKeithan, Jr.
Northwestern Mutual Foundation
Wayne C. Oldenburg

$5,000-9,999
Marcy Neuburg
Jan and Vince Martin
Marry Neuburg
P&H Mining Equipment, Inc.
Marcy Neuburg

$2,000-4,999
Brighton Retail
Cedarburg Junior Woman’s Club, Inc.
Fiddleheads Coffee Café
Kathy and Larry Gentine
Gio 10
Oconomowoc Women’s Club
Debra Ogston
St. Robert School
Service Club of Milwaukee
Diane and Edward Zore

$1,000-1,999
Joan and Richard Abdoo
G. Woodrow Adkins
David Barrow III, David Barrow IV and the Barrow Medical Foundation
Elizabeth Brenner and Steve Ostrofsky
Blue Mound Golf & Country Club
Michael Clevy
Kathie Eisler and Barry Blackwell
Michael Fisch
Diane and Robert Jenkins, Diane & Robert Jenkins Family Foundation
Sarah and Jeffrey Joerres
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Marcy Neuburg
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Jerry Renner
Karen and Mark Ryhan
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Slim McGinn’s
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R.F. Teerlink
Mark Train
Julie and James Tynion
Audrey and Robert Warner
Maria and Jeff Williams and Marla and Jeff Williams Charitable Foundation
Dennis Zacher

$500-999
Carol and David Anderson and Anderson Family Foundation
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Barbara Barrow
Books are Fun
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Buysesasons, Inc.
Roman Cia and the Catholic Order of Foresters
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Grace Matthews, Inc.
Anthony Krausen
Molly MacDonald
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Maximus
Marjorie and Scott Moon
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Arthur Smith
Michael Straub

$250-499
Mari and Rajeev Bal
Joyce and Bernard Bobber
Cheryl and Mark Brickman
Evelyn Brown
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Chocolate Factory
Ginny Finn and Evan Lenhardt
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Fullhouse
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$100-249
A Woman’s Touch - Bras for a Cause
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Amy’s Candy Kitchen, Inc.
Tina and Donald Anderson
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Linda Bell
James Bell
Cindy Blank-Secker
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Stacey Patterson
Ellen Persik
Patty Petek
Susan Pollock
Keith Posley
Michael Prettarsky
Gail Prindiville
Sharon Purifoy
Rohe Jeweler
Sandra Rush-Walton
Kelly and Greg Sachse
Len Scarpinato
## 2010 Donors

### 2010 Donations in honor of

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<td>Marilyn Kohn</td>
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<td>Helen Koopmann</td>
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<td>Leib &amp; Katt LLC</td>
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<td>Mary Nelson</td>
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<td>Rose Reigle</td>
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<td>Margaret Rice</td>
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<td>Nancy Anne Richards</td>
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<td>Gloria Santilli</td>
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<td>Richard Schultz</td>
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<td>Joanne and Richard Sheehan</td>
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<td>Maureen and Al Sherwood</td>
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<td>Christine Weis</td>
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<td>Birgitt Winter</td>
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ABCD is grateful to all of its supporters and makes every effort to assure the accuracy of the acknowledgments in this annual report. If you find an error or omission, please accept our humble apology and bring it to our immediate attention so that we may correct our records.

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Gail Lione and Julie Tynion, Co-Chairs
Judy Mindin, Event Manager

Restaurants & Desserts
Antigua Latin Restaurant
Balistreri Owned & Operated
Sendik’s Food Markets
Bartolotta Restaurant Group
Bella Caffe & The Soup Market
The Cake Lady
The Chocolate Factory
Culinary Arts Department – MATC
Dream Dance Steak
Larry’s Market.
Maxie’s Southern Comfort Motor
North Star American Bistro
Oppo’s Beverage Center
The Pfister Hotel
Regina’s Bay Bakery
Rishi Tea
Roundy’s Metro Market

Sanford Restaurant
Shully’s Catering
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Joan Prince, Ph.D.
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2010 In-Kind Donors
## 2010 Financials

### Assets

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
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<tbody>
<tr>
<td>Cash</td>
<td>$938,138</td>
<td>$694,023</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>36,087</td>
<td>152,442</td>
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<tr>
<td>Inventory</td>
<td>1,511</td>
<td>1,205</td>
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<tr>
<td>Prepaid Expense</td>
<td>2,923</td>
<td>1,320</td>
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<tr>
<td>Fixed Assets</td>
<td>8,962</td>
<td>8,962</td>
</tr>
<tr>
<td>Software, Website &amp; Computers</td>
<td>14,937</td>
<td>14,937</td>
</tr>
<tr>
<td>Less Depreciation</td>
<td>(15,361)</td>
<td>(10,479)</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$987,197</td>
<td>$862,410</td>
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</table>

### Liabilities & Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liabilities</td>
<td>$13,562</td>
<td>$17,036</td>
</tr>
<tr>
<td>Net Assets</td>
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</tr>
<tr>
<td>Unrestricted</td>
<td>545,061</td>
<td>493,570</td>
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<tr>
<td>Board Designated Funds</td>
<td>248,000</td>
<td>248,000</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>180,574</td>
<td>103,804</td>
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<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td>$987,197</td>
<td>$862,410</td>
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</tbody>
</table>

### Gross Revenue

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Contributions</td>
<td>$222,087</td>
<td>$156,332</td>
</tr>
<tr>
<td>Corporate Contributions &amp; Foundation Grants</td>
<td>36,875</td>
<td>106,680</td>
</tr>
<tr>
<td>Fund Raising Events</td>
<td>142,720</td>
<td>67,685</td>
</tr>
<tr>
<td>Workplace Giving</td>
<td>70,009</td>
<td>144,876</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td>1,341</td>
<td>5,117</td>
</tr>
<tr>
<td>Other</td>
<td>3,062</td>
<td>4,434</td>
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<tr>
<td><strong>Revenue</strong></td>
<td><strong>$476,094</strong></td>
<td><strong>$486,124</strong></td>
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</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
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<tbody>
<tr>
<td>Program Services</td>
<td>$298,672</td>
<td>$262,066</td>
</tr>
<tr>
<td>Administration</td>
<td>26,597</td>
<td>30,217</td>
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<tr>
<td>Development</td>
<td>22,564</td>
<td>23,127</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$347,833</strong></td>
<td><strong>$315,410</strong></td>
</tr>
</tbody>
</table>

### Change in Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in Net Assets</td>
<td>$128,261</td>
<td>$169,714</td>
</tr>
</tbody>
</table>

### Net Assets at End of Year

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Assets at Beginning of Year</td>
<td>845,374</td>
<td>675,660</td>
</tr>
<tr>
<td><strong>Net Assets at End of Year</strong></td>
<td><strong>$973,635</strong></td>
<td><strong>$845,374</strong></td>
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</tbody>
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### 2010 Revenue Sources

- 46% Individual Contributions
- 8% Corporate Contributions & Foundation Grants
- 30% Fund Raising Events
- 14% Workplace Giving
- 1% In-Kind Donations
- 1% Other

### 2010 Expenses

- 86% Program Services
- 8% Administration
- 6% Development
You are part of the power of one-to-one. Thank you for your support of ABCD’s free services.
Established in 1999, ABCD: After Breast Cancer Diagnosis is a Wisconsin-based non-profit organization that complements the work of healthcare providers by serving as a reliable, accessible, and highly personalized resource. While science searches for a cure, ABCD assures that no one faces breast cancer alone.

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

Created by those who have had breast cancer themselves, ABCD is not a support group. Rather, our services focus on the individual needs of each person.

ABCD’s signature service – one-to-one mentoring – features support provided by volunteers who are breast cancer survivors and who are professionally trained and supported. Mentors help others navigate the breast cancer “journey.” Matches are customized; they are based upon similar diagnoses and life circumstances so that support is distinctly personal. Support is by telephone so there is no geographical or time-commitment barrier. Free translation services can be arranged. All match processes include the key question: what do you need now?

ABCD serves everyone impacted by breast cancer so family and friends of breast cancer patients receive one-to-one support, too.

Our personalized approach to support also includes the Breast Cancer Helpline, a reliable source for breast cancer-related information and connection 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 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.