the power of one-to-one for every step of the journey
At diagnosis, during treatment, and beyond...

ABCD provides free, personalized information and one-to-one support to people affected by breast cancer — patients, families and friends.
2011 was a very good year for ABCD and for me personally as I passed the five year mark since my breast cancer journey began.

Our theme this year: Every Step of the Way conveys how the organization is poised to assist those of us diagnosed with breast cancer from the moment of diagnosis, during treatment and beyond. And, the emerging emphasis in the cancer community on survivorship strengthens ABCD’s a position as a partner with those affected by breast cancer throughout their life. For some the support is most crucial in the early stages of the journey. For others it is only after treatment that support becomes so helpful. For others, lending support becomes the next step.

2011 is the first year of implementing our strategic plan and our vision to expand our services beyond Milwaukee to the greater Midwest and beyond. We find that wherever people live – in large metropolitan communities or medically underserved areas from central cities to rural communities – our services are appreciated as a complement to traditional medical treatment.

We believe in our 1:1 model of mentoring and are committed to it becoming a national survivorship model. To make this a reality for all those diagnosed, means relying on you our mentors, volunteers, donors, participants and staff for your ongoing commitment to our mission, vision and fundamental beliefs.

It has been an honor to serve as President of ABCD in 2011. I am humbled by the work we do and the people who share the journey of breast cancer with others. I leave this role with the organization in the capable hands of an outstanding Board of Directors and Staff and under the capable leadership of our incoming President, Betsy Brenner.

Thanks to all of you for your support this past year. Please continue your involvement with this work. I am deeply grateful for the opportunity to serve.

Kathie Eilers, President 2011, Board of Directors

Welcome, Betsy!

Elizabeth “Betsy” Brenner, incoming 2012 President, Board of Directors
One-to-One participants say it all....

“I called ABCD as soon as I left the doctor’s office. Everything was so personal. I talked to someone who cared instead of me filling out one more form. And the mentor I was matched with...a real listener, so much like me...just what I needed.”

“As I approach ten years since my initial diagnosis, it’s a good time for reflection and gratitude for the marvelous care I got...ABCD is a truly awesome resource.”

“I turned to ABCD years ago and then again with my recurrence. Both times they were so sensitive and my mentor had so much in common with me.”

“I’m so glad my doctor recommended ABCD. I finally called when I was finishing chemo. I should have called sooner because my mentor’s personal attention made a huge difference in my attitude.”

One-to-One mentors add their perspective...

“My doctor suggested ABCD because the mentors are trained and get ongoing support from the staff. Now that I’m a mentor I really understand how important that is.”

“My mentor provided living proof that the medicine I got was working...5 years later, I am mentoring, too.”

“ABCD supported me during my journey. Now I attend ABCD education and survivorship support workshops with other mentors. They make me a better mentor and give me support, too.”

“My wife mentored for a number of years. Seeing her in action convinced me I wanted to be a Family & Friends mentor.”
ABCD supports all affected by breast cancer – the newly diagnosed, those in treatment and beyond and those who are living with metastasis. Our services are personal, not automated, and help launch a vibrant empowered survivorship journey.

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

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.

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

The best mentors are well trained and professionally supported.

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

Confidentiality is critical to building trust.

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

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.

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

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.
The best mentors are professionally trained and well supported.

ABCD believes all support is worthwhile, but truly distinctive peer support comes from a mentor who is trained to listen and is supported herself. Mentoring is part of a survivorship journey; it deserves a sense of community and continuing education.

From the outset ABCD’s approach to One-to-One mentoring has been shaped by both the wisdom of survivors and the insight of medical and mental health professionals.

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.

“Survivorship” – it means different things to many people and some do not embrace the term. But Survivorship is now recognized by the National Cancer Institute and the Commission on Cancer as an integral part of the cancer care experience.

Survivorship is the cancer journey that involves the whole person, taking care of mind, body and spirit from the moment of diagnosis. Many journeys have common elements, but Survivorship is distinctly personal. ABCD has been a leader and collaborator in Survivorship journeys since 1999.
ABC<br>CD’s donors are with us every step of the journey, helping to assure our personalized services are of the highest caliber and are free of charge at all times, while we also build our future vision. Thank you!”

**$15,000+**
- Balistreri Owned and Operated Sendik’s Markets
- Community Health Charities of Wisconsin
- Brewer’s Community Foundation, Inc.
- Kathleen and Lawrence Gentine
- Mr. and Mrs. Louis Gentine
- Keith Mardak and Mary Vandenberg
- Northwestern Mutual Foundation
- Wayne C. Oldenburg

**$5,000 - $14,999**
- Forest County Potawatomi Foundation
- Jody and Mark Furlong
- Holz Chevrolet
- The Institute of Beauty & Wellness, an Aveda Training Center
- Kesslers Diamond Center
- Gail Luebke Memorial
- Marcus Hotels & Resorts (InterContinental Hotel Pink Room)
- Mr. and Mrs. Daniel F. McKeithan
- Oconomowoc Women’s Club
- Radio Milwaukee/B93.3
- Mark S. Young

**$2,000 - $4,999**
- Gail Lione and Barry Grossman
- Loreen and Raymond Marcy
- David Mooney
- Susan and Thomas Quadracci
- Jerry Renner
- Dennis Zacher

**$1,000 - $1,999**
- Elizabeth Brenner and Steve Ostrofsky
- Joan and Richard Abdoo
- Michael Cleary
- Dr. Michael Costello
- Michael Fisch
- Yvonne and George Hoff
- Diane and Robert Jenkins
- Thomas Kinney
- Jan and Vince Martin
- Rosemarie Marzello
- Michele Nygro
- Nancy and John Sennett
- Kim and Owen Sullivan
- Anna and R.F. Teerlink
- Mark Train
- Audrey Warner
- Ed and Diane Zore
- Blue Mound Golf & Country Club
- Brighton Retail
- GAIA Micro Spa
- Kuehl Family Foundation
- Marcus Corporation Foundation
- Park Bank
- Rite Hite Foundation

**$250 - $999**
- Joan and Richard Abdoo
- G. Woodrow Adkins
- Carol and David Anderson
- Mark Aulik
- Elizabeth and Bruce Axelrod
- Nausheen and Saleem Bakhtiar
- Donna Baumgartner
- Joyce and Bernard Bobber
- Evelyn Brown
- Gerald Buscher
- Joan and Peter Bruce
- Anne Catalane
- Ingrid Davis
- Gretchen Doeghe
- Brian Dunn
- Jeffrey Eckstein
- Kathleen and Kent Ehley
- Janice and Kenneth Eschrich
- Ginny Finn and Evan Lenhardt
- Brian Flannery
- Barbara Fuldner
- Kathleen and Jeffrey Fuller
- Pamela and Daniel Hohl
- Judith and Gary Jennner
- Debra and James Kaisler

**$100 - $249**
- Mary Albrecth
- Bonnie Anderson
- Linnea Anderson
- Kathleen and Anthony Asmuth
- Barbara Barrow
- Christopher Bauer Phalen
- Staci and Alan Beckman
- Emily Bodde
- Felicia Bogdanski
- Richard Borowski
- Suzy and John Brennan
- Faith and Norbert Bybee
- Sharon and Richard Canter
- Nancy Claas
- Stephanie Cook
- Anne and Patrick Cory
- Kay and John Cowling
- Patricia Czarnecki
- Christina Dermond
- Kristin and Robert Fewel
- FIS - Schlitz Park
- Curtis Ward Fewel
- William Gall
- Rene Gratz
- Bette and Charles Hanel
- Helen and Daniel Hartsman
- Mary and Kevin Hickey
- Kathleen Hornik
- Vicky Jeffers
- Robyn Jensen
- Judith Kaplan
- Lisa Klimentz
- Terrence Klimke
- Mary Koziboski
- Matthew Kuehn
- Nancy Lepic and Stephen Mullins
- Kevin Lubner
- Patrice and Terrence Mahon
- Mary Beth Malm
- Ann Marcy
- Catherine and Jason Margheim
- Angela Mehling
- Jill Miller and John Peterbus
- Ann Nattinger
- Mark Natzke
- Laurie and David Nelson
- Jessica and Jason Neumann
- Jill Newman
- Linda Pachock
- Keith Posley
- Caroline Quinlan
- Sharlee Retzlaff
- Cory Rightmyre
- Martha Riordan and Kevin Johnson
Lynee and Kenton Rosenberg
Betty Rupple
Carol and David Schenker
Peter Schmitz
Len Scoproat
Shawn and Anthony Sileno
Nancy and Steve Sitzberger
Dr. and Mrs. Basil Slaymeh
Katy and Justin Sommer
Linda and Thomas Strupp
Karen Taughinbaugh
Crisy and Mark Thomas
Patricia and Thomas Towers
Barbara Ulichny
Patricia and Paul Van Aacken
Fredlyn Kruglak Viel
Jo Wagner
Elizabet Walton
Deanna Wardeberg
Jessica and Jason Warren
Ann and Joseph Wenzler
Mr. and Mrs. James Wigdale, Sr.
James Wigdale
Linda Wilhelms
Mary and Mark Williams
Tiffany Wilson
Katherine Wolter
Marques Young
Brooke Burnett and Andrew Zacher
Sharon Zalewski
Bras for a Cause
Carolynn’s Creations-Jewelry Sensations
Putzmeister
RC Services
Windhover Foundation

$50 - $99
Renell Banks
Laurel and Brian Bear
Ann and Christopher Behr
Carolyn Bing
Sandra Biswurm
Rachel Boario
Mary Boettcher
Brenda Bowe

Jacqueline and Richard Brault
Linda Buebsbaum
Lindsey and Brian Burghardt
Ariel Carver
Virginia Chase
Dan Cieko
Kathleen and Jack Congleton
Joy Covelli
Angela and Ric Czannecki
Julie Dannenmann
Michael De Nomi
Joelle and Jay Delke
Dana Dennis
Marie Fahrendorf
Mary and Matt Flynn
Neil Ford
Namia Francis-Moore
Lois and Ronald Fratrick
Judith and Rodney French
Beth Gavin
Kathleen Geiger
Iris Goldberg
Jacqueline Gozdowiak
Pamela Greene
Robert Greenman
Karen and Jim Greer
Yvonne Greer
Nancy and John Guse
Susan Haberman
Marlene Hale
Susan Hawkins Masterson
Rosa Herman
Alajandra Hinojosa
John Holz
Tom Hornby
Mary Hughes
Kenneth Hunt
Shannon Huot
Sharon Jarvis
Bernestine Jeffers
Nakeisha Jones
Melissa and Andrew Juvinall
Cynthia and Keith Keller
Kimberly Kimple
Rosemary and Keny Klatt

Kathleen and Donald Klingseisen
Carol Knabe and Eddy Sadowsky
Holly Kowalski
Marianne Kramer
Karen and Robert Leonard
Jacqueline and Roderick Leyden
Carol and George Lofgren
Derek Loseby
Joan Martin
Nancy Ann May
Margaret Dee McGarity
John Mikkelson
Sandra Millon Underwood
Judy Mindin
Susan and Van Mobly
Susan and Richard Montiho
Rosanne Moore
Amy Moore
W. Martin Morics
Bruce Neubauer
Matthew Nichols
Christine Olson
Constance and Frederick Pairent
Patricia and John Petek
Nancy Petro
Alexandra Philpin
Rhonda Plotkin
Harold Powell

Jurate Pranskute
Linda Rieke
Stephanie Robert
Kathleen and Richard Rostad
Susan Sanders
Geraldine and Forrest Sarver
Marie Schiller
Adela新城e Schmidt
Laura Schubert
Alan Schwalbach
Debra Serchen
Dianne and Frank Seve
Cynthia Shaffer
Kathleen Shields
Mary and Daniel Spore
Judith and William Starr
Carol Stephenson
Amy Studemann
Lynn Stuhr
Sharon Suter
Vernon Symons
Theresa Umhoefer
Joan Unmacht
Jackie Valent
Julaine Van Meter
Tracy Van Patten
Vernon Van Vooren
Patricia and Paul VanAacken
Tamara Weber
Rose Wentworth
2011 DONORS

Susan and Timothy White
Cynthia Wirtz
Kimberly and John Wise
Michael Wolf
Thomas Zdroik
Lynnette Ziegler
Ann Zwettler
John Paul’s Greenfield Pontiac Buick, Inc.
Lizbeth Day Spa
Mequon-Thiensville Area Chamber of Commerce & Industry, Inc.
Milkus & Lofy
Richard & Roberta London Rev Trust
Visa Lighting
Zajdel Rev. Living Trust

$25 - $49
Richard Anderson
Michelle Arendt
Marion and Dennis Asplin
Jerry Barnes
Jeanne Bauer Phalen
Lori Bauman
Shirley Beasley
Diane Becker
Cheryl Bennet
Ann Beste
Barbara Brackens
Kathleen Bruecker
Heather Budney
Rebecca Cieko
Arlee Champaigne
Wendy Clark
Celwynne Conel
Dana Cooper-Davis
Margaret and Cory Cory
Marlene and William Cory
Denise Crumble
Cynthia Cwiklinski
Ruth Derse
Barbara Dittl
Joan Donovan
Kathie Dye
Cindy and Jeff Figgatt
Christine Foote
Allyson Fregoso
Larry Furmann
GFWC - WI
Margie Giles
Susan Haebberlin
Bernice Hardy
Ellen and Richard Haynes
Patricia and Ronald Heinritz
Janet Herzfeldt
Mandy Hunt
Emily Jansen
Vicky Jeffers
Sharon Johnson
Kimberly Johnson
Daniel Kaemmerer
Irving Kahn
Shareen Kahn-Asgari
Kimberly Kasper
Karri Kennedy
Julie and Charlie Ketelhohn
Kristen Killips
Jeanette Kim
Ann Koch
Deborah Kopatich
Chistine and Joseph LaBarbera
Lisa Law
Victoria and William Lidicker
Margaret MacLeod Brahm
Kathleen and Vincent McAvoy
Merry McCollum
Dennis McEvoy
Diane McLean
Gerald Medinger
Angela Mehling
Lisa Melick
Mary and Robert Mergener
Terry Miller
Ellen Mixter-Keller
La Verne and Donald Molynieux
Dorothy Moore
Edward Movall
Carol Muderlak
Judith Nord
Holly and Douglas Oglesby
Morgan Oldenburg
Eileen O’Neil
Jane Perlmutter
Richard Pleister
Gayle Prater
Thomas Radke
Carolyn Rilling
Kristine and Brian Robb
Dianne and J. Patrick Robertson
Linda Ann Roesler
Danielle Rustick
Bryan Sadoff
Sadaf Salehi
Theresa and Leon Schutta
Lillian Sedlmeier
Laurie Segal
Fran Serlin
Nickola Sims
Yolanda Smith
Beth Staat
Lora Stebig
Tanya and Jerome Steele
Patricia and Roger Sullivan
Rosabelle Toolsie
Patricia and John Trefert
Mary Van Ackeren
Bonita Wachs
Diane and Thomas Wachtel
Fay and Richard Walker
Madge Walters
Weissman Family
Wayne Williams
Tiffany Wilson
Joseph Wouters
Tom Zawicki
Educators Credit Union

2011 DONATIONS IN MEMORY OF
Carol Anderson
Richard Anderson

Muriel Baumgart
Ginny Finn
Ruth Gannon
Judy Mindin

Kerry Lyn Claas
Nancy Claas
Roman Claas and the Catholic Order of Foresters

Erica Eaton
Beth Gavin

Karen Percy Fox

Suzy and John Brennan
Mary and Matt Flynn

Vernil Leake
Kristen Henson

Gail Luebke: Eagle Springs Golf Outing
Gerald Buscher
Virginia Chase
Luanne Ervin
Bette and Charles Hanel
Judith and Gary Jenner
Theresa and Scott Kowalski
Helene Poetz
Adélaïde Schmidt
Debra Serchen
Stacy and Randall Zajdel

Patty Marcello
Sheila Fabiszak

Catherine McEvoy
Dennis McEvoy

Margaret B. O’Reilly
Mary and Kevin Hickey

Fred Pioso
Faith and Norbert Bybee

Anita Steffek
Nancy and Steve Sitzenberger

Melodie Wilson
Joan and Richard Abdoo
Kathleen Bruecker
Ginny Finn
Beth Gavin
Rene Finn
Yvonne and George Hoff
Diane and Robert Jenkins
Bruce Neubauer
Patricia and Paul Van Acken

Lynn Worblewski
Michelle Arendt
Sandra Bisswurm
Brenda Bowe
Jacqueline and Richard Brault
Lindsey and Brian Burghardt
Debbie and Howard Callis
Arlee Champaigne
Dan Cieko
Clarion Capital Partners
Celwynne Conel
Margaret and David Cory
Anne and Patrick Cory
Joan Martin
Marlene and William Cory
Kay and John Cowling
Virginia Czarnecki
Patricia Czarnecki
Angela and Ric Czarnecki
Richard Czarnecki
Julie Dannenmann
Third Party Fundraisers

All fundraising is important and is part of ABCD’s mission, which assures all services are free of charge. We say a special thanks to the individuals and businesses who think ABCD’s mission is so important they do the fundraising, keeping ABCD focused on direct mission service.

Features of Third Party Fundraisers

» Organized by volunteers/businesses
» No cost to ABCD
» Opportunity for ABCD to share mission message
» ABCD uses social media to promote awareness

We are grateful to all ABCD supporters. And make every effort to assure the annual report’s acknowledgements are accurate. We humbly apologize for any errors and hope you will bring them to our attention for correction.

Michael De Nomie
Joele and Jay Delke
Gladys and John DeMerit
Ruth Derse
Barbara Dittl
Kathie and Robert Dye
Janice and Kenneth Eschrich
Marie Fahrendorf
Cindy and Jeff Figgatt
Curtis Ward Fowler
Lois and Ronald Fratrick
Larry Furmann
William Gall
Allison Gima
Robert Greenman
Nancy and John Guse
Ellen and Richard Haynes
Patricia and Ronald Heinritz
Daniel Hoge
Tom Horny
Donald and Lois Jacoby
Caroline and Francis Jank
Sharon Jarvis
Melissa and Andrew Juvinall
Barbara and Irv Kahn
Karp Law Offices, S.C.
Cynthia and Keith Keller
Karín Kennedy
Julie and Charlie Ketelhohn
Rosemary and Kenny Klatt
Lisa Klimeczak
Kathleen and Donald Klingeisen
Matthew Kuehn
Christine and Joseph LaBarbera
Jacqueline and Roderick Leyden
Victoria and William Lidicker
Gerald Lofy
Ann Marcy
Loreen and Raymond Marcy
Catherine and Jason Margheim
Rosemarie Marzello
Merry McCollum
Terry and Joseph Meddaugh
Mequon-Thiensville Area Chamber of Commerce & Industry, Inc.
Susan and Van Mobly
La Verne and Donald Molyneux
Edward Movall
Laurie and David Nelson
Constance and Frederick Pairent
Bette Peshut
Richard Pleister
Caroline Quinlan
Thomas Radke
Ruth Reid
Martha Riodan and Kevin Johnson
Kristine and Brian Robb
Dianne and J. Patrick Robertson
Lynne and Kenton Rosenberg
Kathleen and Richard Rostad
Bryan Sadoff
Barbara and Frank Sandberg
Susan Sanders
Mary Sandowitz
Carol and David Schenker
N. William Schley
Grace Schumacher
Theresa and Leon Schutta
Tina Schwantes
Dianne and Frank Sever
Cynthia Shaffer
Margaret Sherman
Shawn and Anthony Sileno
Beverly Sokelis
Tanya and Jerome Steele
Carol Stephenson
The Clarion Capital Family
The Clarion Capital Partners
Patricia and John Trefert
Theresa Umhoefer
Fay and Richard Walker
Susan and Timothy White
Wayne Williams
Kimberly and John Wise
Pam Young
Vernon Symons

Bunny Zacher
Ann and Christopher Behr
Educators Credit Union
Allyson Fregoso
Susan Haeberlin
Saundra and James Johnson
Marianne Kramer
Anne and Richard Pastorek
Nickola Sims
Diana and Eric Struev
Tamara Weber
Julie Wooldridge

Terrifying Miller (self)
7 year survivor
Terry Miller
Courtney Oldenburg
Christina Dermond
Shelby Parra’s Birthday
James and Debra Kaisler
Lynda Reuther
Katherine Wolter
Stick it to Breast Cancer
Patricia and Paul VanAacken
Julie Tynion
Laurie Segal
Kathleen Volk
Diane McLean
Roman Claas
Mary & Daniel Spore
Gael Cullen
Carol Sadowsky and Eddy Knabe
Janet Howenstine
Robert London
David Karp
Mary Boettcher
Amy Martin
Iris Goldberg

2011 Donations in honor of ABCD Board 2000-2008
Christine Olson
Marion Aspin
Marion and Dennis Aspin
Therese Burkhardt
Kathleen and Vincent McAvoy

2011 Donations in honor of ABCD Board 2000-2008
Christine Olson
Marion Aspin
Marion and Dennis Aspin
Therese Burkhardt
Kathleen and Vincent McAvoy

Roman Claas
Mary & Daniel Spore
Gael Cullen
Carol Sadowsky and Eddy Knabe
Janet Howenstine
Robert London
David Karp
Mary Boettcher
Amy Martin
Iris Goldberg

Terrifying Miller (self)
7 year survivor
Terry Miller
Courtney Oldenburg
Christina Dermond
Shelby Parra’s Birthday
James and Debra Kaisler
Lynda Reuther
Katherine Wolter
Stick it to Breast Cancer
Patricia and Paul VanAacken
Julie Tynion
Laurie Segal
Kathleen Volk
Diane McLean
11TH ANNUAL CELEBRATION OF THE POWER OF ONE-TO-ONE

Elizabeth Brenner & Steve Ostrofsky, Co-Chairs
Judy Mindin, Event Manager

Restaurants & Desserts
Antigua Latin Restaurant
Balistreri Owned & Operated Sendik’s Food Markets
Bartolotta Restaurant Group
Bella Café & The Soup Market
The Cake Lady
Chocolate Factory
Culinary Arts Department - MATC
Fire Pit
The Fast Foodie with the Globaco
Kil@wat
Larry’s Market
LaTarte Bakery
Roundy’s Metro Market
Rupena’s
Sabor Shully’s Catering
Suzy’s Cream Cheesecakes
Timmers

Presenting Sponsors
Harley-Davidson Foundation
Milwaukee Journal Sentinel

Platinum Sponsors
Forest County Potawatomi Foundation
THIEL design

Gold Sponsors
Business Journal Milwaukee
M&I Marshall and Ilsley Bank
Miller Compressing Company
Northridge Group, Inc.
Northwestern Mutual Foundation
Rite Hite Foundation
Rita A. Stevens Foundation
We Energies
Silver Sponsors
Joan and Richard Abdoo
Foley & Lardner LLP

Bronze Sponsors
Ritz Holman, LLP
Roundy’s Metro Market

Executive Chefs
Liz Farron
Oldenburg Group
Charles Rubner

Sous Chef
Renee Brown
John D’Amico
M. Kathleen Eilers
John Menzel
Morgan Oldenburg
Liz Sinclair

Chef de Cuisine
Lisa and Jeff Neubauer

Special Thanks
“Old Junk” Rockabilly music by the Crucianelli Brothers
Clear Verve Marketing
Thirsty Boy
Board of Directors

M. Kathleen Eilers, President - President, St. John’s Communities, Inc.
Elizabeth Brenner, Vice President - President & Publisher, Milwaukee Journal Sentinel
Mark S. Young, Secretary - Partner, Habush, Habush & Rottier SC
Jill Newman, Treasurer - President, Glenora Company
Kathy Ehley, Immediate Past President - Executive Director (ret), Village of Wauwatosa Business Development Corp.
Bonnie Anderson - Adult Care Program Manager, Milwaukee Catholic Home
Bill Bazan - Vice President (ret) Wisconsin Hospital Association
Therese Burkhart - Director IT, Northwestern Mutual
Jody Furlong - Community Advocate
Hon. Lisa Neubauer - Wisconsin Court of Appeals
Wayne C. Oldenburg - CEO, Oldenburg Group Inc.
Theresa Reagan - Executive Director, Stillwaters Cancer Support Services
Audrey Warner - Sr. Vice President - Marketing, RW Baird & Co, Inc.

Medical & Community Advisory Board

Rebecca Anderson, Ph.D.
Medical College of Wisconsin
Saleem Bakhtiar, M.D.
Aurora Sinai Medical Center
Brian Bear, M.D.
Advanced Healthcare
Carol Cameron
Pink Shawl Initiative
Darryl Cremer
Jane Cremer Foundation
Kathryn Klein Havens, M.D.
Zablocki VA Medical Center
Oza Holmes, R.N.
Aurora Sinai Medical Center
Gwen Jackson
Community Volunteer
Pam Lyon, R.N.
Aurora Women’s Pavilion
Karen Maynard
Wisconsin Breast Cancer Coalition
Wendy Mikkelson, M.D.
Aurora St. Luke’s Medical Center
Michele Nygro
M&I Bank
Joan Prince, Ph.D.
University of Wisconsin – Milwaukee
Anna Purdy, N.P.
Froedert & the Medical College of Wisconsin
Mark Sabljak
The Business Journal
Robyn Shapiro
Drinker, Biddle & Reath LLP
Thelma A. Sias
We Energies
Deb Theine, R.N.
Columbia St. Mary’s Hospital
Sue Ann Thompson
Wisconsin Women’s Health Foundation
Judy Tjoe, M.D.
Aurora Sinai Medical Center
Sandra Underwood, Ph.D.
University of Wisconsin - Milwaukee School of Nursing
Deborah Ushakow
Southeastern Oneida Tribal Services
Marjorie Vukelich, M.D.
Aurora Health Center - Slinger
Alonzo Walker, M.D.
Medical College of Wisconsin
Leslie J. Waltke, P.T.
Aurora Rehabilitation Center
J. Frank Wilson, M.D.
Medical College of Wisconsin
John Yousif, M.D.
Aesthetic and Reconstructive Surgery Associates, S.C.
## 2011 FINANCIALS

### Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$323,529</td>
<td>$938,138</td>
</tr>
<tr>
<td>Investments</td>
<td>61,354</td>
<td>36,087</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>1,053</td>
<td>1,511</td>
</tr>
<tr>
<td>Inventory</td>
<td>1,708</td>
<td>2,923</td>
</tr>
<tr>
<td>Prepaid Expense</td>
<td>10,633</td>
<td>8,962</td>
</tr>
<tr>
<td>Fixed Assets</td>
<td>13,895</td>
<td>14,937</td>
</tr>
<tr>
<td>Software, Website &amp; Computers</td>
<td>(19,682)</td>
<td>(15,361)</td>
</tr>
<tr>
<td>Less Depreciation</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>1,058,410</td>
<td>987,197</td>
</tr>
</tbody>
</table>

### Liabilities & Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liabilities</td>
<td>24,828</td>
<td>$13,562</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>625,008</td>
<td>545,061</td>
</tr>
<tr>
<td>Board Designated Funds</td>
<td>248,000</td>
<td>248,000</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>160,574</td>
<td>180,574</td>
</tr>
<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td>$1,033,582</td>
<td>$987,197</td>
</tr>
</tbody>
</table>

### Gross Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Contributions</td>
<td>$250,156</td>
<td>$222,087</td>
</tr>
<tr>
<td>Corporate Contributions &amp; Foundation Grants</td>
<td>139,500</td>
<td>36,875</td>
</tr>
<tr>
<td>Fund Raising Events</td>
<td>51,371</td>
<td>142,720</td>
</tr>
<tr>
<td>Workplace Giving</td>
<td>37,238</td>
<td>70,009</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td>9,217</td>
<td>1,341</td>
</tr>
<tr>
<td>Other</td>
<td>9,965</td>
<td>3,062</td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
<td>$497,447</td>
<td>$476,094</td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$358,463</td>
<td>$298,672</td>
</tr>
<tr>
<td>Administration</td>
<td>53,524</td>
<td>26,597</td>
</tr>
<tr>
<td>Development</td>
<td>25,513</td>
<td>22,564</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$437,500</td>
<td>$347,833</td>
</tr>
</tbody>
</table>

### Change in Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Assets at Beginning of Year</td>
<td>973,635</td>
<td>845,374</td>
</tr>
<tr>
<td>Net Assets at End of Year</td>
<td>$1,033,582*</td>
<td>973,635</td>
</tr>
</tbody>
</table>

* *ABCD’s strategic vision campaign has prepared us for dramatic program expansion in 2012.*
Thank you for supporting ABCD. Your help makes every step of the journey possible... you are part of the power of one-to-one.

Jackie Adams, Program Manager
Donna Davis, Program Coordinator
Judy Mindin, Mission Services Manager
Elana Rotter, Special Projects Assistant
Christina Villa, Special Projects Assistant
Ginny Finn, Executive Director
Since 1999, ABCD: After Breast Cancer Diagnosis has been transforming the standard of care for breast cancer support. ABCD’s mission: provide free, personalized information and one-to-one support to people affected by breast cancer – patients, families and friends.

At ABCD we understand the unique wisdom of someone who has “been there” – we understand the power of one-to-one support from a survivor. Our services are free and are offered by telephone and internet so personal support is there for anyone, anywhere.

ABCD is not a support group or an unmonitored chat room. Our approach is individual and personalized. We bring together, by telephone, breast cancer patients and survivors who have been professionally trained to mentor others as they navigate the breast cancer journey – we call this one-to-one mentoring. ABCD’s signature service, one-to-one match mentoring features pairings that are customized; they are based upon similar diagnoses and life circumstances so that support is distinctly personal. Many mentors are multi-lingual and free translation services are available. All match conversations include the key question: what do you need now?

One-to-one support also includes the Breast Cancer Helpline, offering immediate emotional support and reliable information from trained staff and breast cancer survivors, as well as connection to additional resources not provided by ABCD from our Helpline. And, we offer MORE: Mentor Outreach & Education – featuring ABCD mentors and ambassadors who promote awareness of breast cancer, survivorship services and related information, especially in underserved communities.

ABCD is an independent organization that works in cooperation with hospitals, clinics and other organizations, but does not provide medical or other professional advice.

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