In 2012, ABCD celebrated many highlights—some expected, some serendipitously unplanned. Our milestones inspired the theme of this year’s report: ‘The Unexpected Journey’.

Every family touched by breast cancer undergoes their own journey—and ABCD is here to assist, guide, support, share and listen along the way. Our 1:1 model of mentoring is one that is becoming a national survivorship model for participants, their mentors, our volunteers, and our staff. The standard of care we envision is one where every person who hears a breast cancer diagnosis is offered mentorship support. We’ve seen first-hand the positive outcomes that result.

Of course, the ‘headline’ behind ABCD’s own unexpected journey last year was the loss of Y-ME, the 34 year-old national breast cancer support organization whose free hotline served tens of thousands of callers across the country. On the heels of Chicago-based Y-ME’s closing, a team of ABCD board members and staff moved quickly to make connections; navigate the asset purchase process; and recruit a talented group of Y-ME volunteers to help us merge the helpline resource with our mentorship principles. In fact, those Y-ME alumnae with ABCD’s already 350+ mentor corps exponentially expanded our ability to provide premier 1:1 helpline mentor support.

As of November ABCD added coast-to-coast helpline mentors taking calls 9am - 5pm each weekday with expanded hours planned by summer 2013 and 24/7 service anticipated soon thereafter. Even better – ABCD has converted 30% of helpline callers to ABCD’s signature service, individualized 1:1 match mentoring since the expansion. Our number of ‘mentor matches’ has grown by 170% as of this June 2013 writing over June 2012!

The ambitious growth goals we laid out in our strategic plan called for expanding our services beyond Milwaukee to extend throughout Wisconsin and the U.S. ABCD One-to-One Helpline Mentoring services are available nationally, and we now count callers from every state among those served (Mentor Matches were completed in 27 new states in just the first 3 months of 2013). ABCD is truly becoming a national resource. We have help from those of you who are actively involved in mentorship, members of our Medical and Community Advisory Council, our talented staff and our generous donors who invest in not just the number of services we provide but our vision to transform the expectations for breast cancer support.

ABCD made news in many other ways in 2012, as well. Our staff expanded with the addition of new program specialists and communications professionals. We moved into new quarters in Glendale, Wisconsin, accommodating larger teams of regular volunteers and preparing us for further growth. And ‘Date with a Plate,’ our annual ‘friend-raiser/fundraiser’ broke all records with attendance of 1,100+ and record financial support for our evening held at the Oldenburg Farm.

Throughout a tumultuous year, our commitment remained the same: ABCD continues to provide free, personalized information and one-to-one support for people affected by breast cancer—patients, families and friends. This has been our commitment for the past thirteen years. We thank you for all you’ve done to make our impact and our growth a reality.

As we launch 2013, ABCD continues its growth journey under the exceptional stewardship of Board President Mark Young, and an energized Board and staff. I’m grateful for the opportunity to work closely with so many of the talented people who share our mission. We all appreciate your involvement and your interest—and we look forward to the milestones to come.

Elizabeth “Betsy” Brenner, President 2012
ABCD Board of Directors

A peek into fiscal year 2013…

» The new App “I Can Find Everything Breast Cancer” features easy access to ABCD’s one-to-one support.
» Helpline Mentoring expands to Monday-Saturday with 24/7 around the corner.
» Match Mentoring activity more than doubles.
» New initiative launched at Walter Reed Medical Center.
providing personalized, one-to-one support for every step of the journey...from diagnosis, to treatment and beyond.
When asked to share a little about themselves and their journey together, Claudia and Cynthia are not at a loss for words. In fact, they fondly recall that their initial “introduction” phone call lasted over two hours. That was a surprise and, of course, that was just the beginning.

Claudia was diagnosed with breast cancer in 1999 and felt blessed to have great family support and a strong faith. Chemotherapy and radiation, however, brought on all the warned about symptoms and side effects and then some. She hunkered down in her faith and trusted in the peace she found in her belief in the Lord.

But a friend of Claudia’s repeatedly said she should go to a support group; she begged Claudia to just try one. So she finally agreed to go and wound up meeting the guest speaker that day - Melodie Wilson Oldenburg, the founder of ABCD. Claudia says the story of her special friendship with Cynthia began with meeting Melodie.

Moved by ABCD and its mission and inspired by Melodie, Claudia declared that as soon as she finished treatment, she would become a mentor. Since then she has been formally matched with more than a dozen women and has “informally” mentored countless others. Those who turn to her marvel at her generosity and resilience.

Enter Cynthia who was diagnosed in 2007 and overwhelmed. Facing chemotherapy and radiation, she knew there was support out there that could help her face her diagnosis head on. The ABCD brochure from her healthcare provider intrigued her so she made a phone call and ended up finding that missing piece.

“Claudia shared her experience in a very personal way. That really helped me. She completed the puzzle.” When faced with a recurrence in 2009, Cynthia again turned to Claudia, finding endless encouragement, especially to continue in her faith. Cynthia was so impressed with the customized match ABCD made for her that she describes it as “above and beyond what I - and I think we - expected.”

The power of one-to-one spoke to them in unexpected ways. The growth of their bond involved spiritual and emotional support, as much as sharing medical experiences. In fact, assuring their match was personalized beyond diagnostic facts is a signature of ABCD’s distinctive approach to one-to-one support.

Claudia found that ABCD opened her to the power of one-to-one beyond the mentoring relationship. Her experience made her look at her involvement and connection in other areas of her life and it impacted many established friendships. Claudia notes that “just being an ‘open ear’ enhanced her self-awareness and encouraged her to focus more on paying it forward.”

Cynthia cites ABCD as the catalyst for further education and exploration of how to better help the community. Almost three years ago, Cynthia founded a nonprofit and Claudia serves as Board Chair. At a simple dinner where Cynthia shared initial ideas and paperwork, Claudia committed that she and her friend would “learn as they go” together. Cynthia’s one phrase to describe Claudia is “a pillar of strength” who has loved, supported and encouraged Cynthia’s ideas for service. Claudia didn’t even need a phrase, summing up Cynthia in one word: “unstoppable.”

They both express extreme love and gratitude for ABCD, what it does, what it stands for, and the lifelong friendships it created for them. As Claudia says about breast cancer and Cynthia, “they both changed my life in unexpected ways.”
There’s an undeniable, “meant-to-be” connection here – their grandfathers grew up together, and their soon to be born children have the same due date - but according to Katie, “It was ABCD, they so connected us.” Their mentoring relationship was never hindered or slowed down by the fact that they have never been in the same city; they bonded immediately.

Angela was 27 when she was diagnosed with breast cancer. She faced intense treatment, and even though her family presented an “all hands on deck” approach, she decided it would be good to talk with someone who had “been there, done that.” ABCD matched her with her mentor, who stuck with her through treatment, providing personalized, ongoing support. When she was done, she wanted to give back.

Katie was diagnosed when she was just 20. Her friends helped her research and become a better advocate for herself, her boyfriend (now husband) always supported her decisions and her family went to all doctors’ appointments. But because she was so young, everyone was in shock; she needed to share with someone who had gone through it as a young woman and was doing well.

ABCD works diligently to truly match participants and mentors in both background and personal concerns. The similarities in their diagnoses and families, as well as concerns about having children, were but the first of many connections for these two.

When they first talked, Angela’s goal was to figure out what Katie’s support system looked like and what she needed most from Angela. They both found solid support in family and friends but learned that having this one person who knows what you are going through is a distinctive, powerful connection. They often presented each other with a perspective that no one else could.

Katie recalls that she didn’t always want to be seen or be out and about. In the midst of all the appointments that go along with treatment, it was a relief to not to have one more thing on the calendar. “In the technology age, it’s so easy to communicate,” Katie says. After they spoke a few times and found their rapport was strong, it was easy to trust each other communicating through text, phone and email.

ABCD has helped them grow, too. Katie is thankful for all the ways ABCD allows her to give back, especially after she feels she has gotten so much from ABCD. Angela says ABCD “helped me to move on and realize how much I had accomplished.” Going through the process again with the women she has mentored has helped her become at peace with her own process.

The power of one-to-one carries across miles and through the internet. It has brought Angela and Katie to each other to find so many more connections than they already knew they had. In their friendship now, they still provide energy and support. Angela describes Katie as “sunshine”, while Katie uses the word “marvelous” to describe Angela.

Learning at the photo shoot for this story that their pregnancies were on the same “schedule” they learned again that their pasts and futures connected in surprising ways. They decided it was only fitting that ABCD connected them to support and be there for each other – and for other young women.

“...she needed to share with someone who had gone through it as a young woman and was doing well.
In 1974 ABCD’s founder, Melodie Wilson, was just 24 years old and breast cancer was not on her radar.

Back then, women did not talk about breast cancer. If they did, it was only in whispers. On May 13th that year a ground-breaking documentary challenged the silence. It was entitled, “Why Me?”

Debuting on a Los Angeles television station and featuring Lee Grant as narrator, “Why Me?” shared the stories of several women who were willing to break all taboos and share their breast cancer journeys. In no small way, their courage gave birth to the world of peer support in breast cancer.

At the time, the film was considered so controversial that Ms. Grant was one of the few actresses willing to speak with the director; her career was still recovering from the blacklists developed during the “war on communism.” Many TV stations would not air the documentary.

Yet just four years later, after meeting in a doctor’s office waiting room, Ann Marcou and Mimi Kaplan began providing peer-to-peer support and reliable information to women diagnosed with breast cancer. Answering calls from a kitchen table, they vowed no woman would face breast cancer alone. Not long afterwards they recruited other volunteers and moved into donated space at a local YWCA.

Y-ME formally arrived. And they never looked back. Because for them, just like for Melodie, this unexpected journey was personal.

Over three decades, Y-ME grew into the nation’s largest breast cancer organization dedicated solely to providing support and resources to patients. From workshops to a wigs and prostheses “bank,” Y-ME offered a full menu of support services. Its signature service – a 24/7 Hotline that provided peer support in more than 150 languages – was of such high quality that when Melodie was developing the idea that became ABCD, she visited with Y-ME leaders in Chicago.

Melodie saw Y-ME as further evidence of the unmet need in peer breast cancer support and its Hotline as an ideal complement to the niche of personalized one-to-one match support she knew was missing. In spirit, Y-ME and ABCD were quite connected.

Then, in July 2012 Y-ME closed its doors, leaving the breast cancer support community reeling. Just a few weeks later, ABCD’s Board voted to expand the ABCD Helpline, using the talents of committed ABCD mentors.

As an organization built on the wisdom of survivors and their loved ones, ABCD was well positioned to return 24/7 survivor-based support to the community. A professional volunteer organization, ABCD had been preparing for strategic growth, working increasingly behind the scenes with healthcare professionals as they began to more formally incorporate survivorship care into their patient-centered approaches.

Then television again played a surprising part in changing the world of breast cancer support.

ABCD Board member and mentor, Jody Furlong, lives in Chicago and one night she saw a news report that featured former Y-ME volunteers and their plan to return 24/7 peer support to the breast cancer community. They sought a partner nonprofit organization.

Soon ABCD was meeting with Y-ME “alumnae” in Chicago and across the country. By October, most Y-ME alumnae were volunteering at ABCD and in early November 2012 the ABCD Helpline expanded to include mentors from ABCD and Y-ME.

As we build toward returning 24/7 peer support to the world of breast cancer the old adage comes to mind: when one door closes another opens. Now, we work to enlist all of ABCD’s supporters in this next unexpected journey.
The following pages do more than acknowledge generous people and organizations. They are our salute to those investing in ABCD’s impact today – and tomorrow.

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women, and children, and those working to provide for the needs of those in the community.

$5,000-9,999

给那些努力让这个社区更美好的人们和组织们送去我们的敬意。

$100-249

Mary Ellen and Bruce Axelrod

$250-499

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Rupena’s
Sabor
Balistreri Owned & Operated
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Shulsky’s Catering
The Soup Market
Angelo Gelato Italiano/
European Gelato
Cake Lady
Chocolate Factory
La Tarte
Lucky Luna XIII
Purple Door Ice Cream
Suzy’s Cream Cheesecakes
Fiddlehead’s Coffee Roasters
Great Lakes Distillery
Martha’s Mixers
Otto’s Beverage Centers
Prep & Bravery

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Great Lakes Distillery
Martha’s Mixers
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### 2012 Financials

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<thead>
<tr>
<th>Category</th>
<th>2012</th>
<th>2011</th>
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</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
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<tr>
<td>Cash in Banks</td>
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<td>Prepaid Expenses</td>
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<td>6,708</td>
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<td>Inventory</td>
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<td>Accounts Receivable</td>
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<td>Investments</td>
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<td>Current Portion of Pledges Receivable</td>
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<tr>
<td><strong>Total Current Assets</strong></td>
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<tr>
<td><strong>Fixed Assets</strong></td>
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<td>Equipment</td>
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<td>Software and Website</td>
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<td>13,895</td>
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<tr>
<td>Less: Accumulated Depreciation</td>
<td>(22,638)</td>
<td>(19,682)</td>
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<tr>
<td><strong>Net Fixed Assets</strong></td>
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<td>$4,846</td>
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<tr>
<td><strong>Long-Term Assets</strong></td>
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<tr>
<td>Pledges Receivable</td>
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<tr>
<td>Less: Current Portion of Pledges Receivable</td>
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<tr>
<td><strong>Total Long-Term Assets</strong></td>
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<tr>
<td><strong>Other Assets</strong></td>
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<tr>
<td>Intangible Asset</td>
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<tr>
<td><strong>Total Other Assets</strong></td>
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<td></td>
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<tr>
<td><strong>Total Assets</strong></td>
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<td>$1,058,410</td>
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<tr>
<td><strong>Liabilities</strong></td>
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<tr>
<td>Accounts Payable</td>
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<td>Accrued Payroll</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
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<tr>
<td><strong>Net Assets</strong></td>
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<td>Unrestricted</td>
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<tr>
<td>Board Designated Funds</td>
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<tr>
<td>Temporarily Restricted</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
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<td>$1,033,582</td>
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<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
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<td>$1,058,410</td>
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<tr>
<td><strong>Gross Revenue</strong></td>
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</tr>
<tr>
<td>Individual Contributions</td>
<td>$166,531</td>
<td>$250,156</td>
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<tr>
<td>Corporate Contributions &amp; Foundation Grants</td>
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<td>Fundraising Events</td>
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<td>Workplace Giving</td>
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<tr>
<td>In-Kind Donations</td>
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<tr>
<td>Other</td>
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<tr>
<td><strong>Revenue</strong></td>
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<td>497,447</td>
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<tr>
<td><strong>Expenses</strong></td>
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<tr>
<td>Program Services</td>
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<td>$358,463</td>
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<tr>
<td>Administration</td>
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<td>Development</td>
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<td>25,513</td>
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<tr>
<td><strong>Total Expenses</strong></td>
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<tr>
<td><strong>Change in Net Assets</strong></td>
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<tr>
<td>Net Assets at Beginning of Year</td>
<td>1,033,582</td>
<td>973,635</td>
</tr>
<tr>
<td>Net Assets at End of Year</td>
<td>$1,015,006*</td>
<td>$1,033,582*</td>
</tr>
</tbody>
</table>

ABCD’s previous years’ strategic vision campaign prepared us for a dramatic program expansion in 2012. Planning part of this growth from assets is an element of ABCD’s strategic plan.

**Thank You**

ABCD’s services are free at all times because of the generosity of all our friends and supporters.

**Jackie Adams**, Program Manager  
**Betsey Bryant**, Match Specialist  
**Donna Davis**, Program Coordinator  
**Terimarie Degree**, Program Coordinator  
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