The Many Hearts
Behind the Power
of One-to-One
Dear Friends,

I am very pleased to offer you this report of ABCD’s remarkable growing impact in 2013. We made great strides toward ABCD’s vision of making our distinct, profoundly personal one-to-one breast cancer support services available on a national basis to every one affected by breast cancer - patients, families and friends.

2013 was the 3rd year of our 5-year strategic plan, which set ambitious goals. This past year, through the energetic and loyal commitment of many, key milestones were met – and often exceeded. After acquiring the assets of Y-ME, the national breast cancer support organization that closed in 2012, ABCD acted boldly to expand its reach in Wisconsin, the Midwest and throughout the nation. More resources than ever were dedicated to outreach, mission infrastructure and collaboration.

As a result, highlights of ABCD’s 2013 accomplishments include:

- Moving the Helpline to “the cloud,” expanding immediate, one-to-one support from a Helpline Mentor to 6 days a week
- Enhancing rural program outreach and healthcare partner collaboration, including special initiatives in San Antonio, Texas and with Walter Reed Medical Center
- Growing the volunteer Mentor Corps to nearly 500 survivors and co-survivors who hail from 45 states plus Washington, D.C.
- Increasing our signature service, one-to-one personalized Match Mentoring, by nearly 100%

ABCD’s successful service this past year exemplifies The Many Hearts Behind the Power of One-to-One, the theme for this year’s report. Every act of mentoring is the product of the hard work and labor of care and concern by ABCD’s many volunteers, donors, staff and leadership.

Word gets out about ABCD’s Mentor services through its public presence via internet, community outreach, and endorsement by healthcare professionals. Mentors, volunteers, Board and staff participate in scores of public showcases such as community health fairs, faith-based outreach events, gatherings for the medically underserved, meetings of women’s groups, workplace wellness events, and conferences for healthcare professionals and cancer patients, including this year, the inaugural National Women’s Survivors Convention.

Each Helpline caller receives immediate support, reliable resource information and connections, as well as easy access to a Match Mentor.
Each Match is supported by a customized portfolio for the participant, a Match Support Kit for the Mentor, as well as thoughtful, personalized staff follow up. Mentors also assist with vetting resources so that ABCD can connect people to exactly what they need and, when possible, to resources in their own communities.

ABCD’s distinct and growing impact is reflected in the more than 1,500 direct, personalized services provided by Mentors and staff and the more than twice as many personalized connections to vetted complementary resources. ABCD’s reach has become expansive - in 2013 we provided one-to-one personalized support to people in 45 states plus Washington, D.C., the Caribbean and Europe.

And, ABCD’s commitment to survivorship service extends beyond the front lines. Behind the scenes, ABCD Mentors receive personalized support as they support others. In 2013, this included enriched and expanded continuing education and support for the entire Mentor Corps. In addition, ABCD stepped up its national service in the breast cancer community, where the National Breast Cancer Coalition welcomed ABCD Board member Bonnie Anderson to its Board of Directors.

Through direct experience and training, Mentors are prepared to listen, inform, assist and support breast cancer patients and their loved ones. Their efforts to provide personalized help rely upon the dedication and loyalty of our volunteer ambassadors, donors, sponsors, program specialists, pro bono educators, volunteer leadership and more. These are The Many Hearts Behind the Power of One-To-One.

2014 will mark ABCD’s 15th anniversary and holds promise for even more gratifying impact. On behalf of ABCD’s Board of Directors, I thank you for your loyal support of ABCD’s mission. It is only because of the commitment and compassion of our volunteers and the amazing generosity of our sponsors and donors that we can offer this report of success and optimism.

With gratitude,

Mark S. Young
2013 President, Board of Directors

ABCD offers extraordinary thanks to:

The Harley-Davidson Motor Company for its commitment to the national expansion of the ABCD Helpline. Its partnership in broadening our reach, increasing services and deepening impact is essential to the empowerment of those affected by breast cancer.

Our partners in transforming the expectations for breast support - those loyal and generous donors who have made multi-year commitments to ABCD so that we may build the future of profoundly personalized breast cancer support. These donors are noted in the donor acknowledgment section with a * designation.
Shirley A. Horton, Family & Friends Mentor

I started my participation with ABCD with my sister. She was diagnosed in 1997 and was in the first ABCD Mentor Group. After that I joined the Family & Friends group. I walked the journey with my sister until November of 2001.

Being a Family & Friends Mentor gives me pleasure in helping those that are co-survivors. As caregivers, we need to know what we can do to help our loved ones and make sure they are comfortable and to help them enjoy their time with us. Those that I have mentored were happy that there was someone there for them, someone who understood.

Thru my volunteering with ABCD, I have learned a lot about breast cancer. Because of my belief in the organization, I have also recommended several survivors to ABCD. When I know of someone who has been diagnosed with breast cancer and they need someone to talk to, I recommend ABCD.

Sandy Mascari-Devitt, Mentor & Ambassador

I am a 3 1/2 year breast cancer survivor. I was diagnosed with Stage III Grade III Invasive Ductal Carcinoma, November 2010. I underwent neoadjuvant chemo; a double mastectomy with full axillary lymph node dissection, adjuvant chemo, radiation treatment and am currently receiving hormone therapy for ER+ tumor type.

I have been a volunteer ABCD Match Mentor for a little over 2 years and have just recently trained to be an ABCD Helpline Mentor. I feel blessed everyday when I can walk with another woman and help her through the fog of a breast cancer diagnosis. I had incredible support systems when I was going through my journey, however, there is just something about being able to talk with another breast cancer survivor that puts all the pieces together and helps things make sense. Makes you want to say “Aaah...that’s exactly how I feel!” or “I am so glad to know that someone else experienced that too and I am not crazy or alone in this!” So if through my volunteering with ABCD, just one woman I mentor says something similar then I feel blessed to have been invited along on her journey!

Cindy Sellon, Participant & Mentor

When I was first diagnosed I called ABCD. My Mentor got me through a tough time so I knew I wanted to reciprocate. Since I became a Mentor, I have been lucky to speak with amazing, strong women from all over the country. I am so honored that they share their very personal stories. I hope that the support I offer helps, even if it’s just a little.

My Mentor and I connected the first time we talked. She gets through tough situations with such grace and optimism. Our relationship has grown to one of mutual support and we are looking forward to meeting in person.
ABCD has been a great help for me since I’ve been diagnosed with breast cancer (stage 1 Invasive Ductile Carcinoma). When I was told I would have to undergo chemotherapy, I was really scared. That’s when ABCD linked me with a Mentor, to help me through my chemotherapy treatments. I didn’t think I could go through my chemotherapy treatments without her help. She was extremely attentive to my needs by checking in with me after each of my treatments to make sure I was okay both physically and emotionally. Also, I appreciated the fact that ABCD continued to keep in touch with me during my treatments. My post chemotherapy illness prevented me from returning ABCD’s calls but, their calls did not stop to make sure I was okay. I look forward to continuing to work with ABCD as a Mentor to another newly diagnosed breast cancer patient.

Emma Muniz, Participant, Mentor & Ambassador

My diagnosis was made on Dec. 3, 2003. As all women, I was in a state of shock! I had heard of Melodie Wilson and what she was going through with her own experience with this dreadful disease. I called ABCD and explained the changed life I was going to be experiencing. After some questions, I was told someone would call me back. I was immediately put in contact with a Mentor that was to be my guardian angel forever!

After my one year of treatment, I decided, I too, wanted to help other women taking this journey; no one should go through this alone. I contacted ABCD and started my training and have been a Mentor going on ten years now! I was the only Spanish speaker at the time I became a Mentor, and I am so honored to have helped so many others. I’m in remission and have been a survivor all thanks to my association with ABCD and the wonderful new friends in my life!
Charity Bryan, Participant

After my diagnosis of IBC (Inflammatory Breast Cancer) I was scared and lost. I turned to ABCD for support, and they were able to match me with a Mentor that gave me all of that and then some. I bonded with her and she has been like a second Mom and is truly a great friend that I will have for a lifetime. I’m not sure what I would have done without her as I went through all of those treatments, surgeries, and beyond. I can’t wait until my 1 year post-treatment anniversary so that I can become an ABCD Mentor as well, and hopefully be a source of support for someone else who is walking in those terrifying shoes.

Dara Kumbera, Participant, Mentor & Ambassador

My name is Dara Kumbera and I have had the great privilege of both receiving and giving support. I truly believe that the Mentor I was paired with when I called ABCD helped me go through my journey without falling into a depression. While I had wonderful family and friend support, there was something my Mentor gave that they couldn’t… COMPLETE UNDERSTANDING!! I have had the privilege of mentoring four women since I became a Mentor. Each time I have been matched, I am amazed at how much I have in common with these women besides breast cancer. One of my matches was especially wonderful. We both had great support systems, daughters that have messy bedrooms, and LOVE Disney World!! None of this was asked in the intake interview when she called in or when I filled out the Mentor application. A lot of our conversations were not about cancer but about our children and families and trips to Disney World! The power of these matches is amazing!

Karen Leonard, Participant & Mentor

Five years ago I was diagnosed with Inflammatory Breast Cancer (IBC). At my request, ABCD matched me with an IBC Mentor. She provided me with compassionate support, advice, and lots of listening time. Because she was an excellent role model, I trained to be a Mentor for persons diagnosed with IBC. It is personally rewarding to assist someone else through the IBC journey. While suggestions, tears, and fears are shared so are joy, hope, and laughter. The experience has resulted in wonderful bonding experiences and we write and talk frequently. While meeting with a mentee is not an ABCD expectation, I have met some of my mentees. I look forward especially to meeting my young, funny, global- activist mentee who lives in the D.C. area. And while I am the Mentor, roles are often reversed. I have learned much from the mentees about positive determination, inner strength, and how to share with loved ones at the end of an IBC journey. I thank ABCD for the support I had as a mentee and for the opportunity to form caring relationships with my mentees.
FREE, PERSONALIZED SURVIVORSHIP SUPPORT FOR THE NEWLY DIAGNOSED, THOSE IN TREATMENT AND BEYOND

100% INCREASE IN MATCHES MADE THROUGH ABCD’S MATCH MENTORING PROGRAM 2012 VS. 2013

ABCD TOUCHES PEOPLE IN 53 OF 72 COUNTIES IN WISCONSIN IN 2013
800-977-4121
BREAST CANCER HELPLINE
IMMEDIATE SUPPORT

ONE-TO-ONE SUPPORT FROM 470 MENTORS IN 16 STATES

ABCD TOUCHES PEOPLE
45 OF 50 STATES

MILWAUKEE

plus Washington, D.C. in 2013
The following pages salute the generous people and organizations investing in ABCD's impact.

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Wendy Mikkelson, M.D.  
Aurora St. Luke’s Medical Center

Michele Nygro  
BMO Harris (ret)

Jane Perlmutter, Ph.D.  
Gemini Group

Joan Prince, Ph.D  
University of Wisconsin-Milwaukee

Anna Purdy, N.P.  
Froedtert & the Medical College of Wisconsin

Mark Sabljak  
The Business Journal

Robyn Shapiro, J.D.  
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

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.C.  
Aesthetic and Reconstruction Surgery Associates, s.c.
May 10th, 2013

It was the Bee’s Knees!

COMMITTEE MEMBERS:
Norah Bertucci
Bridget Gallagher
Sarah Geitner
Nicole Graft
Debbie Kohn
Leanne Mindin
June Rubner
Alisa Streets

BEE’S KNEES
Harley-Davidson Motor Company
Oldenburg Group Incorporated

BIG CHEESE
Habush Habush & Rottier s.c.

ON THE UP & UP
Baird
Liza Longhini & Mark Young
Northwestern Mutual
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Ambulatory EEG Recordings

LET’S MISBEHAVE
Charles Rubner

AIN’T SHE SWEET
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Shully’s Cuisine
Soup Market
Transfer Pizzeria
Via Downer

DESSERTS
Baked
Cake Lady
Chocolate Factory
Purple Door Ice Cream
Sugar Sweets Buffet
Suzy’s Cream Cheesecakes

BEVERAGES
Bella Café
Marita’s Mixers
The Hamilton Milwaukee

PHOTOGRAPHY
Accro Photo
Eisells Imagery
# 2013 Financials

<table>
<thead>
<tr>
<th>Current Assets</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash in Banks</td>
<td>$150,018</td>
<td>$276,670</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>$88</td>
<td>$6,108</td>
</tr>
<tr>
<td>Inventory</td>
<td>-</td>
<td>$1,306</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td></td>
<td>$3,675</td>
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<tr>
<td>Investments</td>
<td>$462,946</td>
<td>$713,407</td>
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<tr>
<td>Current Portion of Pledges Receivable</td>
<td>$313,500</td>
<td>$7,500</td>
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<tr>
<td>Total Current Assets</td>
<td>$926,552</td>
<td>$1,008,666</td>
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<table>
<thead>
<tr>
<th>Fixed Assets</th>
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</thead>
<tbody>
<tr>
<td>Equipment</td>
<td>$20,193</td>
<td>$14,085</td>
</tr>
<tr>
<td>Software and Website</td>
<td>$14,805</td>
<td>$13,895</td>
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<tr>
<td>Less: Accumulated Depreciation</td>
<td>($26,057)</td>
<td>($23,637)</td>
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<tr>
<td>Net Fixed Assets</td>
<td>$8,941</td>
<td>$4,343</td>
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<table>
<thead>
<tr>
<th>Long-Term Assets</th>
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</thead>
<tbody>
<tr>
<td>Pledges Receivable</td>
<td>$321,000</td>
<td>$22,500</td>
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<tr>
<td>Less: Current Portion of Pledges Receivable</td>
<td>($313,500)</td>
<td>($7,500)</td>
</tr>
<tr>
<td>Total Long-Term Assets</td>
<td>$7,500</td>
<td>$15,000</td>
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<table>
<thead>
<tr>
<th>Other Assets</th>
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<tbody>
<tr>
<td>Intangible Asset</td>
<td>$25,000</td>
<td>$25,000</td>
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<tr>
<td>Less: Accumulated Amortization</td>
<td>($3,750)</td>
<td>-</td>
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<tr>
<td>Net Other Assets</td>
<td>$21,250</td>
<td>$25,000</td>
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</table>

<table>
<thead>
<tr>
<th>Total Assets</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>$591,683</td>
<td>$608,932</td>
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<tr>
<td>Board Designated Funds</td>
<td>$128,000</td>
<td>$248,000</td>
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<tr>
<td>Temporarily Restricted</td>
<td>$200,000</td>
<td>$158,074</td>
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<tr>
<td>Total Net Assets</td>
<td>$919,683</td>
<td>$1,015,006</td>
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</table>

<table>
<thead>
<tr>
<th>Net Assets at Beginning of Year</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Assets at End of Year</td>
<td>$1,015,006</td>
<td>$1,033,582</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Gross Revenue</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Contributions</td>
<td>$169,621</td>
<td>$166,531</td>
</tr>
<tr>
<td>Corporate Contributions &amp; Foundation Grants</td>
<td>$305,092</td>
<td>$113,578</td>
</tr>
<tr>
<td>Fund Raising Events</td>
<td>$63,923</td>
<td>$120,222</td>
</tr>
<tr>
<td>Workplace Giving</td>
<td>$202,891</td>
<td>$132,913</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td>$89,165</td>
<td>$117,968</td>
</tr>
<tr>
<td>Other</td>
<td>$57,436</td>
<td>$56,642</td>
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<tr>
<td>Revenue</td>
<td>$884,128</td>
<td>$707,854</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$903,581</td>
<td>$631,708</td>
</tr>
<tr>
<td>Administration</td>
<td>$37,125</td>
<td>$68,433</td>
</tr>
<tr>
<td>Development</td>
<td>$42,744</td>
<td>$26,289</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$983,451</td>
<td>$726,430</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Change in Net Assets</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Assets at Beginning of Year</td>
<td>($95,323)</td>
<td>($18,576)</td>
</tr>
<tr>
<td>Net Assets at End of Year</td>
<td>$1,015,006</td>
<td>$1,033,582</td>
</tr>
</tbody>
</table>

## 2013 Expenses and Revenue

### 2013 Expenses

- **Program Services**: 92%
- **Administration**: 4%
- **Development**: 4%
- **Other**: 7%

### 2013 Revenue Sources

- **Corporate Contributions & Foundation Grants**: 34%
- **Fund Raising Events**: 10%
- **Individual Contributions**: 19%
- **In-Kind Donations**: 7%
- **Workplace Giving**: 23%
ABCD’s services are free at all times because of the generosity of all our friends and supporters.

Scan to make a donation online!

www.abcdbreastcancersupport.org
Since 1999, ABCD: After Breast Cancer Diagnosis has been transforming 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 distinct wisdom of someone who has “been there” – we understand the Power of One-to-One.** Our services are available anywhere there is a telephone or internet connection.

ABCD’s approach is truly individualized and personalized. We are not a support group, unmonitored chat room or automated process. We bring together breast cancer patients and survivors. Our volunteer survivors have been professionally trained and are supported themselves while they mentor others navigating 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 – from hobbies to major life events – so that support is truly 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 **Helpline Mentoring**, offering immediate emotional support and reliable information from trained breast cancer survivors, as well as **Resource Mentoring** – active connection to additional resources not provided by ABCD directly. We also 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 collaborates 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.

**While science searches for a cure, ABCD supports people affected by breast cancer - NOW.**