The roots of ABCD: an unmet need, insightful women, smart vision and leadership. Congratulations and happy 15th anniversary!
– Leslie Waltke, PT, DPT
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.

15 Years of Impact.
2014 marked the 15th anniversary of ABCD’s founding by Melodie Wilson Oldenburg. Her vision was that those diagnosed with breast cancer would benefit from free one-to-one support from someone who had been through the experience. Over the years, ABCD has transformed breast cancer support and made a difference in the lives of thousands.

In 1999, my wife Erika Eaton was diagnosed with breast cancer and a nurse recommended ABCD. Erika was connected to a wonderful ABCD Mentor who could talk to her about what to expect with doctors, treatments, family and personal issues. This support provided excellent information and comfort for Erika and me as she faced this disease. Erika became an ABCD Mentor, too. When Erika succumbed to breast cancer in 2005, my family was determined to continue her work with ABCD.

ABCD is an organization that pays it forward, built on the power of one-to-one. Nearly 1,000 people have completed ABCD Mentor training. In fact, this last year when our new Mentor training was offered at the National Women Survivors Convention in Nashville, trainees came from as far away as New York City and Phoenix to become a part of ABCD. ABCD’s Mentors are the core of ABCD’s program.

I am proud to be part of our team of stakeholders committed to improving breast cancer support. This includes support from individuals, foundations, businesses, and even students at elementary, middle and high schools. Healthcare professionals also give their time to assure our volunteer Mentor corps has training, continuing education and support, recognizing that they, too, deserve ABCD’s personalized attention.

On behalf of the board of ABCD, I thank you for your support. You have made a genuine difference. I now have the pleasure of welcoming our new President, Audrey Warner. As a program participant and Mentor, Audrey is an extraordinary advocate for ABCD’s authentic personal support, the power of one-to-one.

DEAR FRIENDS OF ABCD,

Mark S. Young
2014 President
Board of Directors

Audrey J. Warner
2015 Incoming President
Board of Directors

Mark S. Young

DEAR FRIENDS OF ABCD,
In 1999 anchorwoman, television reporter, and Emmy award-winning journalist Melodie Wilson Oldenburg founded ABCD: After Breast Cancer Diagnosis. She did it in a manner similar to how she first went public in 1992 with her own breast cancer diagnosis - determined, fearless, with a little stubbornness, a pinch of bravado, and lots of compassion and love.

When diagnosed, Melodie initially took an attitude of defiance toward the disease and decided to equip herself with information and treatment plans, medical options, and avenues for support. She quickly discovered the “avenues for support” lacking and if she felt that way, she knew there had to be many other women who felt the same. Vulnerable, honest, and in the public eye, she started talking. And as she talked, the phones started ringing; call after call came in from people Melodie had never met asking simply ... what do I do? They, too, had been diagnosed with breast cancer. And they did not know where to turn. Melodie’s public persona made her not only a familiar face, but someone they trusted.

A true believer that you cannot blame your circumstances if you don’t try to change them, and armed with a strong commitment Melodie set out to find a way to make support available to everyone. Her public persona also afforded her the unique opportunity to reach people - and anyone who knew her knows she would “never waste an open microphone.” So speak she did, engage she did, and a group of resilient, brilliant, brave, compassionate women who believed in the “power of one-to-one” came together and organized ABCD.

Now women, men, families and friends taking the breast cancer “journey” have an avenue of support through professionally trained and supported survivors and co-survivors that is FREE, genuinely personalized, and connected to their communities.

Melodie was 49 when she launched ABCD: After Breast Cancer Diagnosis and only 59 when she lost her battle with breast cancer. She believed with all her heart that no one should go through breast cancer alone, and her ten years of dedication, grace, and everlasting spirit have given immeasurable encouragement and support. Serving her community in many ways, including leadership with other breast cancer-related efforts, ABCD was Melodie’s most personally valued work. Every time someone gains a moment of comfort or smiles with their Mentor, there is no doubt that is Melodie’s impact and her legacy.
RENEE QUICK, Mentor/Participant
One of the calls I made within hours after receiving my diagnosis of invasive ductile carcinoma was to ABCD. I knew that talking with someone who had traveled the road ahead of me would help me feel better - and it did. I feel we are all warriors in the battle against breast cancer, and by supporting each other, we are creating a force that will overcome the disease.

MARGARET HASEK-GUY, Participant
Breast cancer is not a road any person would ever choose to go down, but thanks to ABCD, no one has to go down it alone. Within a day, I was matched with a Mentor who had the same diagnosis I was given. She was able to answer many of my questions and allay many of my fears.

CHRIS EISNER, Mentor
Kelly and I were matched because we both faced the same decision with our breast cancer. Hearing Kelly take control of her fears and concerns, and knowing she felt more at peace makes me proud to be an ABCD Mentor.

KELLY EASLEY, Participant
I feel I was so lucky and blessed to have been matched with my Mentor, Chris. She gave me practical advice about the surgery as well as emotional support along the way.
LESLIE WALTKE, PT, DPT, ABCD Founding Board Member
ABCD took wing in fulfilling a patient-centered need; one-to-one trained peer mentoring for persons newly diagnosed with breast cancer, way before the words “patient-centered care” entered the health lexicon. Melodie’s strength and leadership would grow ABCD strong enough to weather the blow of losing her to the same disease that brought us together in mission 15 years ago.

SOPHIA COLEMAN, Mentor
I became an ABCD Mentor because I was looking for a way to help women under 40 who have been diagnosed with breast cancer. I wanted to support them on this journey and encourage them as they took the next steps to becoming a survivor. It has brought me so much joy to share that I am an eight year survivor.

JILL NEWMAN, Mentor
At age 29, I was diagnosed with breast cancer. My whole world was turned upside down overnight. Melodie called me when she heard the news. I was touched by her compassion and the support of my ABCD Mentor. Post treatment I served on the Board as treasurer. I am very proud of everyone at ABCD and honored to be a part of the organization.

RICHARD KESSLER, Donor
I am proud to support ABCD because the soul of the organization is giving, giving from the heart. I so admire the Mentors and all they do for others that I find supporting them to be irresistible. Go Mentors!!!!

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KATHLEEN MORTL, RN, CPSN, Healthcare Ally
For the past decade I have had the extraordinary pleasure to work with ABCD. Their true foundation gives women encouragement and inspiration. I can hold her hand and walk with her on this journey, but her ABCD Mentor has walked in her shoes - that is priceless.

MELANIE HOLMES, ABCD Founding Board Member
I believe the best way to handle adversity is to talk about it. That’s why Melodie’s concept for ABCD is so powerful. It’s clear that I am not the only one feels that way - ABCD has certainly withstood the test of time!
MINERVA CORNEJO, Mentor & ABCD Program Specialist
I joined ABCD because I strongly believe in its vision. I connect with other survivors and offer personalized support. Being a breast cancer survivor, I know that ABCD is making a positive impact in many lives and am truly honored to represent such a great organization.

MELISSA ONEIL, Mentor
I am an Army veteran and wife of a current Army Officer. On this road of breast cancer there are stages and times when this journey is not easy for anybody. If I am able to help one person get through the rough parts of the road then I feel blessed and to me my journey is worth it.

ANNA PURDY, NP. & ALONZO P. WALKER, MD
ABCD Medical & Community Advisory Council
As health professionals, we are familiar with all the why's, when's and how's of treatments for breast cancer; however, we can’t begin to explain what it feels like to be on the receiving end of that diagnosis and how it impacts women and their families. ABCD helps to enhance our care of patients to meet the needs that no one else could understand.
On September 6, 2014, over 35,000 fans, ABCD Mentors, supporters, staff and board members joined in the fun as ABCD: After Breast Cancer Diagnosis and the Medical College of Wisconsin Cancer Center were honored at not only the first Miller Park Pink Out but the first Pink Out in Major League baseball history.
The following pages salute the generous people and organizations investing in ABCD’s impact. If you find an error or omission, please accept our humble apology and bring it to our immediate attention for correction.

$25,000+
Balistreri Owned & Operated Sendik’s Food Markets
Brewers Community Foundation, Inc.
Community Health Charities
National Community Health Charities of Wisconsin
Harley-Davidson Motor Company
Keith Mardak and Mary Vandenberg
Wayne C. Oldenburg
United Way of Greater Milwaukee - Toumeyville Society
$7,500-24,999
Audrey and Robert Warner
Trending Radio B93.3
Stick It To Breast Cancer, LLC
Susan and Thomas Quadracci
Koss Corporation - Foundation
Margaret Harris
Habush Habush & Rottier SC
Ginny Finn and Evan Lenhardt
$500-999
West Allis Central High School
Wells Fargo
$100-249
Rosa M. Zagorski
James B. Young II
Joseph M. Wouters
United Way in Waukesha County
United Way of Greater Milwaukee
United Way of Waukesha County
Donors 2014
THE UNEXPECTED “JOURNEY” RAFFLE

Breast cancer is often called the unexpected “journey” – ABCD’s annual raffle turns that phrase on its head. Thank you to all who supported ABCD’s Breast Cancer Diagnostic Center. We are grateful for the support of the sponsors whose generosity makes it possible to continue our work through the 2014 raffle.

Co-Chairs: Audrey J. Warner & Mark S. Young
Event Manager: Judy Mindin

Steering Committee:
- Bridget Gallagher
- Nicole Graf
- Leanne Soper

Sponsors:
- $10,000 Sponsor: Reinhart Boerner VanDeuren SC
- $5,000 Sponsor: BMO Harris
- $2,500 Sponsor: B93.3 Milwaukee Radio

Restaurants:
- Amilinda
- Antigua
- The Gouda Girls
- Mykonos
- North Star Catering
- Palomino
- Rock Bottom
- The Rumpus Room
- Shully’s Cuisine
- Susie Chen’s
- Via Downer
- Wicked Urban Grill

Desserts:
- Baked Custom Desserts
- The Chocolate Factory
- Purple Door Ice Cream

Beverages:
- Martita’s Mixers

Media & Design Sponsors:
- B93.5 Milwaukee Radio
- Milwaukee Business Journal
- THIEL Design

Emcees & Dance Contest Judges:
- B93.5 FM’s: Stan Atkinson, Jane Matenaer, CV (Carol Vonn) & Julie Davidson

Raffle Sponsor: Wayne C. Oldenburg, Oldenburg Group Incorporated
Our Mother, Bernadette (Bunny) Zacher, died of breast cancer in June of 2009. She was first diagnosed almost 20 years earlier. At that time she had a mastectomy and went through chemotherapy and radiation. After going through the trials and tribulations of the treatments, she decided she wanted to help others who were experiencing the same things she went through. She heard Melodie Wilson give a talk at an ABCD event and was so impressed that she decided to become a volunteer mentor at ABCD. After our Mom died we knew we wanted her legacy of giving, kindness, love and laughter to live on. So we picked one of my Mom's favorite places, Comedy Sportz, to host an annual fundraiser in her memory. Laughter is the best medicine and there is nothing like bringing friends and family together each year to love, to laugh, and to help others. This event also helps our family heal as we honor our Mom and keep her legacy alive. We are proud to have hosted 4 of these events so far and have raised over $10,000 for ABCD.

Keith Omdahl on behalf of The Zacher Family

The first annual Wisconsin Field Hockey 5k served to unite the WI FH community and all schools who play during the fall season in support of a great cause: ABCD. Area high school field hockey players helped come up with the name “Running for a Reason...After the Season” and the shirt design for its inaugural year. Organizers and DSHA Coaches Lauren Bailey and Morgan Oldenburg believe that coming together as a community that is otherwise extremely competitive shows that high school sports can be about more: camaraderie, unity, and support of an amazing locally founded organization like ABCD. The event raised $3,138.49 for ABCD, drew in 116 participants and was made possible with 18 field hockey officials, coaches, parents, and friends as volunteers. Thank you to all who came and to Milwaukee County Parks, and our sponsors American Family Insurance, Balestreri Sendik’s, Burghardt Sporting Goods, and LIFT Field Hockey. Join next year: Saturday, October 31st in Veteran’s Park. Visit stickittobreastcancer.weebly.com

Morgan Oldenburg

Social responsibility is held in high regard at our Aveda school and salons, The Institute of Beauty and Wellness and Neroli Salon & Spa, respectively. We live by the Aveda mission to care for the world we live in and charitable efforts are at the core of our business. Every October we dedicate the month to support breast cancer awareness and fundraise for a local non-profit that is affiliated with the cause through a large fashion show and smaller events in our stores. What drew us to ABCD is their philosophy to bring personalized one-to-one support to those affected by the disease as we are in the business of working one-to-one with our guests in creating a customized experience as well. We look forward to continuing to strengthen our relationship with ABCD as we enter into our fifth year of partnership.

Lynn Reich
Director of Marketing
The Institute of Beauty & Wellness | Neroli Salon & Spa

Our Mother, Bernadette (Bunny) Zacher, died of breast cancer in June of 2009. She was first diagnosed almost 20 years earlier. At that time she had a mastectomy and went through chemotherapy and radiation. After going through the trials and tribulations of the treatments, she decided she wanted to help others who were experiencing the same things she went through. She heard Melodie Wilson give a talk at an ABCD event and was so impressed that she decided to become a volunteer mentor at ABCD. After our Mom died we knew we wanted her legacy of giving, kindness, love and laughter to live on. So we picked one of my Mom’s favorite places, Comedy Sportz, to host an annual fundraiser in her memory. Laughter is the best medicine and there is nothing like bringing friends and family together each year to love, to laugh, and to help others. This event also helps our family heal as we honor our Mom and keep her legacy alive. We are proud to have hosted 4 of these events so far and have raised over $10,000 for ABCD.

Keith Omdahl on behalf of The Zacher Family
### Current Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash in Banks</td>
<td>$282,777</td>
<td>$150,018</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>$2,477</td>
<td>$88</td>
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<tr>
<td>Investments</td>
<td>$281,053</td>
<td>$462,946</td>
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<tr>
<td>Current Portion of Pledges Receivable</td>
<td>$285,800</td>
<td>$313,500</td>
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<tr>
<td>Total Current Assets</td>
<td>$852,107</td>
<td>$926,552</td>
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### Fixed Assets

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<thead>
<tr>
<th>Description</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment</td>
<td>$23,288</td>
<td>$20,193</td>
</tr>
<tr>
<td>Less: Accumulated Depreciation</td>
<td>($14,420)</td>
<td>($12,162)</td>
</tr>
<tr>
<td>Net Fixed Assets</td>
<td>$8,868</td>
<td>$8,031</td>
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### Long-Term Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>2014</th>
<th>2013</th>
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<tbody>
<tr>
<td>Pledges Receivable</td>
<td>$283,300</td>
<td>$321,000</td>
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<tr>
<td>Less: Current Portion of Pledges Receivable</td>
<td>($285,800)</td>
<td>($313,500)</td>
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<tr>
<td>Total Long-Term Assets</td>
<td>$7,500</td>
<td>$7,500</td>
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### Other Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intangible Asset</td>
<td>$38,895</td>
<td>$39,805</td>
</tr>
<tr>
<td>Less: Accumulated Amortization</td>
<td>($22,645)</td>
<td>($17,645)</td>
</tr>
<tr>
<td>Net Other Assets</td>
<td>$16,250</td>
<td>$22,160</td>
</tr>
</tbody>
</table>

### Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>$518,885</td>
<td>$591,683</td>
</tr>
<tr>
<td>Board Designated Funds</td>
<td>-</td>
<td>$128,000</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>$298,300</td>
<td>$200,000</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>$817,185</td>
<td>$791,683</td>
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</tbody>
</table>

### Total Net Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Liabilities and Net Assets</td>
<td>$884,725</td>
<td>$964,243</td>
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### Gross Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Contributions</td>
<td>$203,255</td>
<td>$169,621</td>
</tr>
<tr>
<td>Corporate Contributions &amp; Foundation Grants</td>
<td>$407,720</td>
<td>$305,092</td>
</tr>
<tr>
<td>Fund Raising Events</td>
<td>$97,748</td>
<td>$63,923</td>
</tr>
<tr>
<td>Workplace Giving</td>
<td>$176,385</td>
<td>$202,891</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td>$100,662</td>
<td>$89,165</td>
</tr>
<tr>
<td>Other</td>
<td>$29,838</td>
<td>$57,436</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>$1,015,608</td>
<td>$888,128</td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$960,011</td>
<td>$903,581</td>
</tr>
<tr>
<td>Administration</td>
<td>$75,723</td>
<td>$37,126</td>
</tr>
<tr>
<td>Development</td>
<td>$82,372</td>
<td>$42,744</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$1,118,106</td>
<td>$983,451</td>
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</tbody>
</table>

### Change in Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Assets at Beginning of Year</td>
<td>$919,683</td>
<td>$1,015,006</td>
</tr>
<tr>
<td>Net Assets at End of Year</td>
<td>$817,185</td>
<td>$919,683</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>7% Administration</td>
<td></td>
</tr>
<tr>
<td>7% Development</td>
<td></td>
</tr>
<tr>
<td>86% Program Services</td>
<td></td>
</tr>
<tr>
<td>10% In-Kind Donations</td>
<td></td>
</tr>
<tr>
<td>17% Workplace Giving</td>
<td></td>
</tr>
<tr>
<td>10% Fund Raising Events</td>
<td></td>
</tr>
<tr>
<td>40% Corporate Contributions &amp; Foundation Grants</td>
<td></td>
</tr>
<tr>
<td>3% Other</td>
<td></td>
</tr>
</tbody>
</table>

### 2014 Expenses & Revenue

<table>
<thead>
<tr>
<th>Category</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Revenue</td>
<td>$1,015,608</td>
<td>$888,128</td>
</tr>
<tr>
<td>Expenses</td>
<td>$1,118,106</td>
<td>$983,451</td>
</tr>
<tr>
<td>Change in Net Assets</td>
<td>($102,498)</td>
<td>($95,323)</td>
</tr>
</tbody>
</table>
THANK YOU

ABCD’s services are FREE at all times because of the generosity of our friends and supporters.
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 traditional support group or automated process. We bring together breast cancer patients, survivors and people living with breast cancer. Our volunteers have been professionally trained and are supported themselves. **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, our 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 future cure, ABCD supports people affected by breast cancer - NOW.**

Scan to make a donation online!