Sustaining ABCD

“My wife, Mary Vandenberg and I had a long-time friendship with and respect for Melodie Wilson Oldenburg, founder of ABCD. We believe in the mission and purpose of this organization and are committed to ABCD’s long-term growth and sustainability. We are very pleased that the organization is serving more people.”

Keith received the 2018 Power of One-to-One Award in recognition of his significant help expanding ABCD’s services.

Recognizing visionaries

Dr. Judy Tyoe received the 2018 inaugural Melodie Wilson Oldenburg Visionary Award recognizing her novel work with Team Phoenix.

“As a breast cancer surgeon and co-founder of a cancer survivorship program, I see tremendous value in the breast cancer support services Melodie Wilson Oldenburg sought to provide when founding ABCD. I am honored to continue that work as the first recipient of this award.”

Expanding supporters

A sold-out crowd attended ABCD’s annual fundraiser, Date with a Plate. Almost half of the guests were new to ABCD and joined in celebrating and supporting our mission.

Delivering services

“My Mentor had a profound effect on me. When I connected with her, I really felt like my mental health was being taken care of. It’s amazing how well matched the Mentors and patients are. Having someone who understands where the fear and other emotions are coming from following a diagnosis – it’s huge.”

- Dara Kumbera, Participant & Mentor

Celebrating the heart of ABCD

We honored the ABCD family of Mentors at a special Mentor Appreciation event. Through the years, these special people have helped thousands of women during one of the most difficult times in their lives. They have listened, cared, guided, comforted and shed tears as well as shared laughter with those they have mentored.

Longtime partner Kesslers Diamonds surprised each Mentor with a pendant specially designed for them.

2018: A transformational year for ABCD

ABCD SUPPORTS TWICE AS MANY PEOPLE NATIONWIDE IN 2018

Earns $250,000 in the first year of Keith Mardak’s matching donation challenge

Mentor Age Range

290

Number of Mentors

30 to 90

Years Old

Mentor Age Range

5,000+

People Served

One-to-One Matches

Weaching & Supporting Breast Cancer Patients & Their Families Worldwide

Keith Mardak, Chairman & CEO

Hal Leonard Corporation

Keith Mardak, Chairman & CEO

Hal Leonard Corporation

Thank you for your generosity, commitment and support!

Wayne C. Oldenburg

Board President

Ellen Friedbert Schupper

Executive Director

John LoGiudice, MD

Froedtert & Medical College of Wisconsin

Therese Burkhart

Milwaukee Catholic Home

Wayne C. Oldenburg

Immediate Past President

Baird Foundation

2018 Board members

Board of Directors

President

Oldenburg Group Incorporated

Immediate Past President

Treasurer

Boyle Fredrickson S.C.

Treasurer

Waltke Cancer Rehabilitation

Leslie J. Waltke, PT, DPT

UWM College of Nursing

Sandra Underwood, RN, PhD

Froedtert & Medical College

write/Community Volunteer

Gina Rich

Foley & Lardner LLP (ret)

Cindy Moon-Mogush

Hoyle Fredrickson S.C.

Alan E. Yager

Harley Davidson Vietnam

Leanne Mindin

Milo E. Bene

Deloitte Tax LLP

Support Center Manager

Debbie Hayes

MJ Dowell & Associates

Communications Associate

Chelsea Vasques

Baird Foundation

2018 By the Numbers

ABCD SUPPORTS TWICE AS MANY PEOPLE NATIONWIDE IN 2018

Earns $250,000 in the first year of Keith Mardak’s matching donation challenge

Most notably in January 2018, we launched the Mandak 2020 Breast Cancer Initiative, a comprehensive outreach program focused on increasing services and building our donor base. This special initiative is the cornerstone of a $2 million, four-year challenge grant presented to ABCD by Keith Mandak and Mary Vandenberg, long-time donors and friends of our organization. To ensure receipt of the full match, ABCD needed to meet performance metrics, including raising $250,000 in the first year of the mandate.

Thanks to the generosity of many ongoing and new individual donors, corporate sponsors, community partners and foundations, ABCD met the Mandak 2020 Challenge for Year One! In fact, we raised more funds in 2018 than ever before, ending the year with a surplus. More importantly, we supported more than 5,000 people in 2018, compared to an estimated 2,500 in 2017, and experienced a 29% increase in matches in 2018 compared to 2017.

Our vision is that every woman or man who is diagnosed or living with breast cancer knows what it is really like after a breast cancer diagnosis.

Our signature service is matching breast cancer diagnosis.

Melodie Wilson Oldenburg 1950-2009

Melodie’s founding vision was clear: No one should feel alone after hearing the words ‘you have breast cancer.’ Today, support like ABCD’s is recognized by the National Cancer Institute as integral to survivorship care.
2018 financial summary

**REVENUE**
- Individual Contributions: $624,815
- Corporate Contributions & Foundations: $224,550
- Fundraising Events: $137,740
- Third Party Fundraising: $150,660
- In-Kind Donations & Other: $221,027

**TOTAL REVENUE**: $1,358,792

**EXPENSES**
- Program Services: $724,808
- Administration: $127,785
- Development: $176,367

**TOTAL EXPENSES**: $1,028,960

**TOTAL LIABILITIES AND NET ASSETS**: $854,580

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Thank you 2018 ABCD supporters!*

**$250,000+**
- Keith Mardak & Mary Vandenbark

**$100,000+**
- Majerus Family Foundation
- Oldenburg Group

**$25,000+**
- Donn & Donald Baumgartner
- Cary & Susie Silverstein
- Wakerly Family Foundation

**$10,000+**
- 89N 9Radio Milwaukee
- BizTimes Milwaukee
- Brady Corporation
- CliftonLarsonAllen LLP
- Community Health Charities of WI
- Genentech, Inc
- Kathleen and Lawrence Gentine
- Harley-Davidson Motor Company
- Sarah and Jeff Joerres
- Liza Longhini and Mark Young
- Michael Best & Friedrich LLP
- Lauren and David Mooney
- Northwestern Mutual Foundation
- Courtney Oldenburg and James Holacka
- Mary and Wayne Oldenburg
- Morgan Oldenburg and Ryan Gonzales
- Rose and Ryan Oldenburg
- OnMilwaukee
- Topline Results Corporation

**$5,000+**
- Joan and Richard Abdo
- Baird Foundation, Inc.
- Billie Jean Smith
- BMO Charitable Fund Program
- Elizabeth Brenner and Steve Ostrofsky
- Brewers Community Foundation, Inc.
- Chase Family Foundation
- Chiuminatto Consulting
- Susan Frieber and Andrew Catanzano
- Michele and Louis Gentine
- Lee Gentine
- Linda Hansen
- Ruth Kallio-Mielke and Steve Mielke
- John LoGrudice, MD
- Madeleine and David Lubar
- The Marcus Corporation Foundation, Inc.
- Linda and John Mellowes
- Diana and Larry Morton
- Marian and William Nasgovitz
- Mary Ellen and Bruce Pindyck

**$1,000+**
- Altius Gymnastics and Jane Schirmpf
- Dr. Patricia Alvara and Joseph Wouters
- Susan and Bruce Arensmeier
- Bayshore Town Center
- Jane and James Bell
- Beneficy - Community Impact Fund
- Catherine M. and Joseph F. Bennett

**$2,500+**
- Aurora Health Care
- Joyce Garbaciak Bobber and Bernard Bobber
- Chase
- Michael Cleary and Lisa Handler
- Kathy and Jim Fuchs
- GE Healthcare
- Godfrey & Kahn, S.C.
- Alex and Rick Graber
- Ann and Jon Hamme
- Janet and Ken Howenstine
- Johnson Financial Group
- Mary and Ted Kellner
- Koss Corporation Foundation
- Medical College of Wisconsin
- MGIC - Mortgage Guaranty Insurance Corporation
- Jan Prozollo-Mellowes and John Mellowes
- Gina and Kevin Rich
- Andrea and James Schloemer
- Suzanne and Bud Selig
- Service Club of Milwaukee
- Mary Ellen and Scott Stanek
- Stefans Soccer
- Anna and R.F. Teerlink
- We Energies Foundation
- Wilde Productions

**$500+**
- Blue Mound Country Club
- Women’s Division
- Bodner Property Management, LLC
- Babette and Jeff Butler
- The Buzzard’s Nest, LLC
- Cancer Treatment Centers of America
- Scott Carter
- Mark Chiuminatto
- Sarah and Dan Cohen
- The Croen Foundation
- Jolinda and Danny Cunningham
- Sharon and Jim DeGuzman
- Katherine Falk
- Grin Finn and Evan Lenhardt
- Foley & Lardner LLC
- Joanne and John Fowler
- Judy and Tom Fritsch
- Lisa and Ron Gibb
- Gruber Family Donor
- Advised Fund
- Kimberley Hiemenz
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- Kacpo
- Lynn and Brian Kilb
- Kuah Family Foundation
- Cathie Madden and Ronny Thompson
- Laurie and P. Michael Maloney
- Barry Mandel
- Jan and Vince Martin
- Cindy Moon-Mogush and Dave Mogush
- Northern Trust
- Northwest Minnesota Foundation
- Park Bank Foundation
- Peck Foundation
- Susan and Tom Quadracci
- Marsha Renner
- Ronald Wilson Reagan College Preparatory High School
- Anne and Mark Train
- Sandra Underwood, RN, PhD
- Karen van Driess
- Wage Works
- Leslie Waltke and Peggy Nealon

* For a full listing of 2018 donors, please visit abcdbreastcancersupport.org. If we inadvertently missed your donation, we sincerely apologize.