Greetings!

On behalf of our Mentors, Participants, Volunteers, Board of Directors, Staff, and Volunteers, thank you for supporting ABCD: After Breast Cancer Diagnosis.

Our work is and always will be focused on providing personalized one-to-one support services to anyone who is impacted by a breast cancer diagnosis, from the newly diagnosed to those in treatment and on into survivorship. We are grateful for our expansive network of Mentors and Volunteers who are the heart of our organization. ABCD’s program is unique because of their compassion and willingness to share their personal breast cancer experiences.

Throughout 2017, our transitional year, we focused on strengthening our outreach and fundraising strategy, shifting executive leadership, and streamlining processes to more effectively deliver our services. We launched an updated website in July, and have worked hard to enhance our social media presence. Thanks to our Healthcare Liaison project, ABCD is reconnecting with Southeastern Wisconsin’s leading healthcare institutions to help us build awareness and provide support to more people affected by breast cancer.

We are most proud of securing the largest single donation in ABCD’s history in October 2017 – a $2 million, four-year challenge grant from Keith Mardak, Chairman and CEO of the Hal Leonard Corporation – to launch the Mardak 2020 Breast Cancer Initiative (see inside).

As we continue to move through 2018, our transformational year, ABCD is energized, committed and focused on accomplishing the service growth and fundraising goals of the Mardak 2020 Breast Cancer Initiative. With your generosity, commitment, and support, we are confident that we will reach our goal to double the number of people we serve, year after year.

Wayne C. Oldenburg
Board President

Ellen Friebert Schupper
Executive Director
To each and every caller, we say, “Yes, we can help you. Yes, we hear you. Yes, we understand.”

Founded and grounded in Milwaukee, ABCD: After Breast Cancer Diagnosis is committed to nurturing hope and restoring confidence in all those affected by breast cancer.

Our signature service is matching professionally trained volunteer breast cancer survivors and co-survivors (Mentors) with patients, families, and friends (Participants) who need support. These highly personalized, one-to-one connections are created based on a person’s priorities and life stage as well as specific diagnosis and treatment plan.
**Founding Vision**

In 1992, Melodie Wilson Oldenburg, anchorwoman and Emmy award-winning Milwaukee journalist, announced on live television that she had been diagnosed with breast cancer. Vulnerable, honest, and in the public eye, she continued talking about her disease on television and in the community. As she talked, 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, but felt overwhelmed and alone.

**Melodie Wilson Oldenburg**

1950-2009

Melodie took matters into her own hands by bringing together physicians, clinicians, survivors, patients, and caregivers to launch ABCD in 1999 to provide high quality peer support and highly personalized connections. To this day, her founding vision remains clear: no one needs to 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.

**we believe a connected life is an EMPOWERED, HEALTHIER LIFE**

While science searches for a cure, we are here today to serve anyone diagnosed with breast cancer.

A breast cancer diagnosis changes everything, forever. It can also be a lonely, overwhelming experience. ABCD understands these feelings and believes that no one needs to feel alone after hearing the words, “you have breast cancer.”

We are passionate about building connections to create a caring community of people who really understand what it’s like to have breast cancer or to support someone who does. We know that these connections make a positive difference for everyone; that’s why we support patients as well as Mentors, who are navigating life after a breast cancer diagnosis or survivorship.

Our unique services are needed now more than ever. An estimated 266,120 women in the U.S. will be diagnosed with a new breast cancer in 2018, including 4,000 in Wisconsin. As of January, there are more than 3.1 million women with a history of breast cancer in the U.S. This includes women currently being treated and women who have finished treatment.

Decades of research indicate that patients who take advantage of non-clinical support like ABCD’s are more likely to finish treatment, have improved “survival” rates, show a reduced risk of recurrence, and report experiencing less distress, healthier social relationships, and an improved quality of life.

1 National Cancer Institute-Office of Cancer Survivorship & National Coalition for Cancer Survivorship

**By the Numbers**

<table>
<thead>
<tr>
<th>278</th>
<th>1,500+</th>
</tr>
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<tbody>
<tr>
<td>Number of Mentors</td>
<td>People Served</td>
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<p>| 30 to 90 |</p>
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<thead>
<tr>
<th>Years Old</th>
<th>One-to-One Matches</th>
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<tr>
<td>Mentor Age Range</td>
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<table>
<thead>
<tr>
<th>2107</th>
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<tbody>
<tr>
<td>Reaching &amp; Supporting Breast Cancer Patients &amp; Their Families Worldwide</td>
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</table>

1 National Cancer Institute-Office of Cancer Survivorship & National Coalition for Cancer Survivorship
In Fall 2017, Keith Mardak offered ABCD a four-year, $2 million challenge grant to launch the Mardak 2020 Breast Cancer Initiative, a comprehensive outreach program designed to increase awareness about ABCD’s free, personalized, non-clinical support for anyone affected by a breast cancer diagnosis.

Matched in part with ABCD’s own fundraising, this grant is the largest single gift in the organization’s history. To ensure receipt of the full $2 million challenge grant, ABCD must raise an additional $250,000 year after year.

With increased funds, ABCD’s goal is to double the number of people served each year by:

- Deepening and expanding relationships with healthcare facilities
- Investing in marketing and outreach initiatives
- Strengthening programs for underserved populations

As we move toward our 20th anniversary, our vision is that every woman or man affected by breast cancer knows about ABCD and has access to our free services, starting in Southeastern Wisconsin and building to the national level.

Betty Caldwell’s experience as a breast cancer patient inspired her to partner with ABCD to raise awareness about the importance of breast cancer screening in the African American community, where deaths due to the disease are disproportionately high.

In addition to being a new ABCD Mentor, Betty is also our first African American Community Liaison, helping to educate others about early breast cancer detection and the services ABCD offers.

“Right after I was diagnosed, all I wanted was to just go back to the way things were before,” Betty explains. But as her journey progressed, from patient to survivor to advocate, she realized she didn’t want to go back. There’s a new sense of purpose in her life now, and she’s noticed a clarity that wasn't there before. As Betty puts it, “I’m not the same person I was; I’m better.”
A story of hope

Nichole Kutmas

When Nichole called ABCD, she was immediately matched with her Mentor, Vicki. For Nichole, it was incredibly reassuring to speak with someone whose experience was so similar to her own, and who had made it through treatment successfully.

“Everything I’d read online made my diagnosis sound like a death sentence,” Nichole explains. “But when I met Vicki and saw how well she was doing, I thought to myself – I can be like her.”

Nichole’s experience with ABCD’s mentoring services was so positive that she wanted to do the same for other patients. To date, she’s mentored 15 women following their diagnosis.

“I want people to know that cancer cannot cripple love, it cannot shatter hope, it cannot conquer the spirit,” Nichole says. “If there is a reason that I was diagnosed, it must be this: so I could help others who are going through the same thing.”

Thank you 2017 ABCD supporters!

$50,000+
Balistreri Owned & Operated
Sendik's Food Market
Harley-Davidson Motor
Company
Keith Mardak &
Mary Vandenberg
Wayne C. &
Marcy Oldenburg

$15,000 - $49,999
John B. & Keke Anderson
BMO Harris
Brewers Community
Foundation, Inc.
Oldenburg Group
Incorporated
Cary & Susie Silverstein
United Way of Greater
Milwaukee & Waukesha
County
Visa Lighting

$7,500 - $14,999
Aveda Institute Madison
BMO Charitable Fund Program
Jody & Mark Furlong
The Institute for Beauty
and Wellness
Marcus Hotels & Resorts
(Intercontinental Pink Room)

$2,500 - $7,499
Joan & Richard Abdoo
American Family Insurance
Aurora Health Care
Baird Foundation
Elizabeth Brenner &
Steve Ostrofsky
Catholic Financial Life
Community Health Charities
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Greater Milwaukee
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Catherine Bennett
Blue Mound Golf & Country
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Bernard Bobber
Brown Deer Women's Club
Kathleen Burke
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of America
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Foundation
Cedarburg Junior Woman's
Club
Chiuminatto Consulting
Cleary Gull Holdings - IMS
Amy & Frederick Croen,
The Croen Foundation
Dorothy Inbusch
Foundation Inc.
Fidelity Charitable Gift Fund
Fidelity Charitable Gift Fund
Fidelity Charitable Gift Fund
Fidelity Charitable Gift Fund
Fidelity Charitable Gift Fund

* For a full listing of 2017 donors, please visit abcdbreastcancersupport.org

A special thank you to our top 2017 ABCD supporters!

Keith Mardak &
Mary Vandenberg
Wayne C. &
Marcy Oldenburg
BMO Harris Bank
Sendik's

Cary & Susie
Silverstein
John B. & Keke
Anderson

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Koss Corporation - Foundation
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Northwest Minnesota
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Northwestern Mutual
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Courtney Oldenburg &
James Holacka
Rose & Ryan Oldenburg
Park Bank Foundation
Susan & Thomas Quadracci
Marsha Renner
Rite Hite Foundation
Billie Jean Smith
Mary Ellen &
Scott Stanek, DDS
Andrew Stanislaw &
Particia Rolo-Cohen
US Bank - The Private Client
Reserve
Fredlyn & John Viel
Diane & Edward Zore
2017
FINANCIAL SUMMARY

Current Assets .................. 511,732
Fixed Assets .................. 3,291
Other Assets .................. 5,791
TOTAL ASSETS .................. 520,814

Liabilities .................. 39,639
Net Assets .................. 481,175
TOTAL LIABILITIES AND NET ASSETS .................. 520,814

REVENUE
Individual Contributions ........ 148,933
Corporate Contributions & Foundation Grants ........ 209,381
Government Grants ........ 8,000
Fund Raising Events ........ 139,543
Workplace Giving ........ 17,272
In-Kind Donations ........ 113,416
Other .................. 38,386
TOTAL REVENUE ........ 674,931

EXPENSES
Program Services ........ 670,118
Administration ........ 105,687
Development ........ 63,924
TOTAL EXPENSES ........ 839,729

2017 REVENUE
- Individual Contributions 22%
- Corporate Contributions & Foundation Grants 17%
- Fund Raising Events 21%
- Workplace Giving 31%
- In-Kind Donations 6%
- Government Grants & Other 3%

2017 EXPENSES
- Program Services 80%
- Administration 7%
- Development 13%

STAFF
Ellen Friebert Schupper | Executive Director
Judy Mindin | Director of Program Services and Partnerships
Betsey Bryant | Senior Match Specialist and Support Center Manager
Mark Chiurninatto | Financial Consultant
Minerva Cornejo | Nuestra Conexion Program Manager; Bilingual Service and Match Specialist
Micki Huston | Mentor Services Manager and Match Specialist
Leanne Mindin | Communications and External Relations Associate

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Froedtert & Medical College of Wisconsin
Cindy Moon-Mogush
Bethesda Lutheran
Gina Rich
Writer/Community Volunteer
Sandra Underwood, RN, Ph.D.
UWM College of Nursing
Leslie J. Waltke, PT, DPT
Waltke Cancer Rehabilitation Academy and Aurora Cancer Care
A 2017 grant from the United Way of Greater Milwaukee & Waukesha County Community Impact Fund has enabled ABCD to launch Nuestra Conexión, an outreach program focused on the Latina community in Southeastern Wisconsin.

Having worked in this community for many years, ABCD understands the cultural and language barriers in the Latina community and the need to deliver information on survivorship and breast health education in a comprehensive, culturally sensitive platform. Funding from the United Way is being used to translate our website and other key materials into Spanish, in addition to strengthening our survivorship programming, being present at community health fairs and events, and recruiting more Spanish-speaking Mentors and Participants.

Staying connected and involved with our partners is a top priority for ABCD. We are proud to be a part of a growing community whose focus is on organizations founded and grounded in the State of Wisconsin.

Thank you to all those who believe in our mission and vision. Through your commitment to supporting ABCD we can continue to expand our reach and help a far greater number of those in need of our services.