



# Helping Women Now<sup>®</sup>

ANNUAL REPORT 2023



# Breast cancer affects one in eight women in the U.S. Education and timeliness of care make an impact on breast cancer survival rates, particularly for underserved communities.

NBCF was founded to fill in the gaps of cancer care, ensuring every woman has the information she needs to get through each step of her breast cancer journey. Our vision is that no one will navigate breast cancer alone.

## MISSION

Our mission is to provide help and inspire hope to those affected by breast cancer through early detection, education, and support services.



## KEY PROGRAMS



### Education and Outreach

We empower women to take control of their health by educating them about their bodies and providing important breast health resources.



### Screening and Diagnostics

We provide free mammograms and diagnostic services for women in need through our partner facilities.



### Patient Navigation Program

We provide patient navigation services through our partner facilities to help women navigate the complex cancer care system.



### Support Services

We provide critical support for patients at every step—whether they're newly diagnosed, facing a terminal diagnosis, or facing breast cancer alone. Our goal is to ensure every patient and survivor has access to emotional support, guidance, and resources throughout their journey.

# United We Stand As Victorious

For over 33 years, NBCF has developed relationships with patients and their families affected by breast cancer by providing services for them along their breast cancer journey. Our multiple programs reach across healthcare barriers as we fund hospitals and medical facilities with navigator services to help underserved communities through mammography and diagnostic care. Our outreach includes workplace educational training, thousands of volunteers packing and distributing HOPE Kits to survivors, metastatic retreats for patients and their caregivers, and support groups in person and online.

One survivor attendee in our National Support Group powerfully stated, “It truly does help me to know others have walked my same path, but also that each one of our paths is unique in certain significant ways. I was able to see the beauty in the strength of the women in the group. We need not live in fear of the unknown any longer. United, we stand together as victorious.”

Thanks to our partners, volunteers, Advisory Council, Community Ambassadors, fundraisers, Board of Directors, staff, and all of those who contribute to NBCF to give strength to our programs. You are the relationship builders that unite us to stand as victorious!

*Janelle Hail*

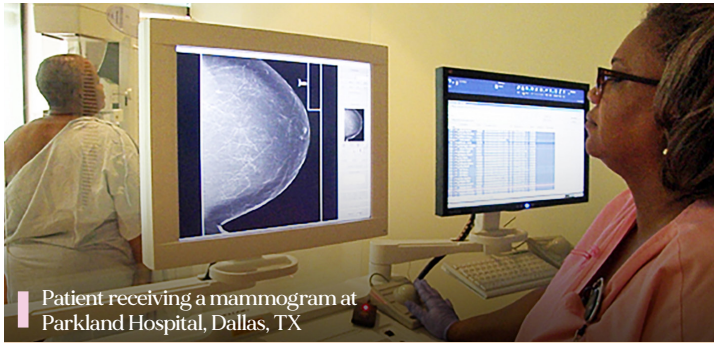
FOUNDER & CEO



“We need not live in fear of the unknown any longer.”

NBCF National Support Group Attendee





■ Patient receiving a mammogram at Parkland Hospital, Dallas, TX

## National Mammography Program

NBCF has partnered with medical facilities\* in underserved communities across the U.S. by providing free breast cancer screening and diagnostic services. In 2023, NBCF partnered with 47 hospitals and provided 12,189 services.

There is currently no known cure for breast cancer, and its early diagnosis is critical to survival. When breast cancer is found in the earliest, localized stage, the 5-year relative survival rate is 99%.

### SERVICES PROVIDED

- Clinical Breast Exams
- Screening Mammograms
- Diagnostic Mammograms
- Digital Breast Tomosynthesis
- Ultrasounds
- Computer-Aided Diagnostics
- Biopsies

\*Please see the 2023 Hospital Partners section for the full list of active partners.



■ Parkland Hospital Navigators

## Patient Navigation Program

This year NBCF partnered with 23 hospitals and provided 56,703 services to 30,732 women.

### WHAT NAVIGATORS DO

- Educate those in need about the importance of screenings
- Eliminate barriers of financing, transportation, childcare, and language
- Answer questions about a breast cancer diagnosis
- Ensure patients keep treatment appointments
- Follow up with survivors

### NAVIGATION SERVICES

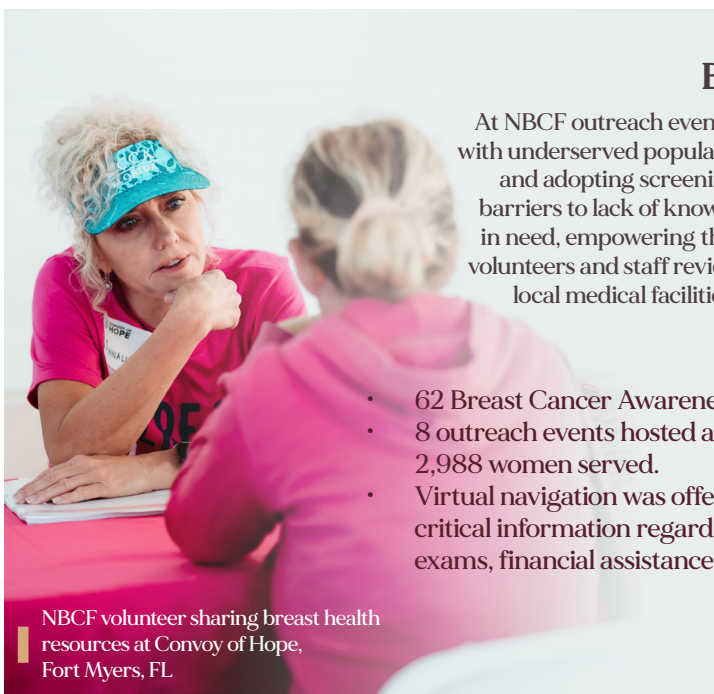
- Outreach
- Mammograms
- Abnormal Results
- Biopsy/Work-Up
- Diagnosis
- Treatment
- Survivorship/Follow-Up

## Breast Health Education

At NBCF outreach events, trained volunteers and staff review educational resources with underserved populations who face numerous barriers to accessing health services and adopting screening measures—from socioeconomic, linguistic, and cultural barriers to lack of knowledge. NBCF provides vital breast health education to those in need, empowering them to be more proactive about their breast health. Trained volunteers and staff review educational resources with guests and connect them with local medical facilities if they need access to screening and diagnostic exams.

### IN 2023, NBCF DELIVERED

- 62 Breast Cancer Awareness in the Workplace presentations to 1,882 individuals.
- 8 outreach events hosted across the U.S. through Convoy of Hope, resulting in 2,988 women served.
- Virtual navigation was offered via email and phone to 1,107 people, giving them critical information regarding breast health education, screening and diagnostic exams, financial assistance, and emotional support in both English and Spanish.



■ NBCF volunteer sharing breast health resources at Convoy of Hope, Fort Myers, FL



Metastatic breast cancer retreat participants

## Metastatic Breast Cancer Retreats

In 2023, NBCF funded four retreats for 25 patients and 26 caregivers at Saint Luke's Cancer Institute, Kansas, and Johns Hopkins, Maryland.

Metastatic breast cancer retreats are a powerful way for NBCF to support women with Stage 4 metastatic breast cancer. Retreats focus on the metastatic diagnosis and prognosis, sharing of available resources, and emotional support of patients and caregivers so they can focus on fully enjoying life and time with their loved ones.

## HOPE Kits

We distributed 18,255 HOPE Kits to patients undergoing breast cancer treatment in 2023, including 80 Metastatic Kits. NBCF hosted 84 packing parties with and for local volunteers.

The HOPE Kit is a tangible expression of hope to provide support to women currently undergoing breast cancer treatment. These kits are filled with thoughtful items which are known to soothe some of the side effects from treatment.



Washington Commanders HOPE Kit Packing Party



## Support Groups

In 2023, NBCF hosted 35 monthly support groups attended by women across the country, with a total of 465 participants.

NBCF hosts monthly support groups where our group facilitator works with cancer survivors during "caring & sharing" time to encourage healthy dialogue and education for everyone involved. Having the support of others is an important part of breast cancer survivorship. Research shows that taking part in support groups, where you both give and receive help, is an effective way to reduce the stress and anxiety that can come with a breast cancer diagnosis.



Community Ambassador, Barbara Jefferson

## Community Ambassadors

In 2023, 6,185 individuals were served through this program by 61 trained ambassadors at 30 events. Over 81,910 print educational materials were distributed this year through Community Ambassadors and other community partners.

NBCF's Community Ambassador program trains and equips community leaders to share breast health information and promote NBCF's screening and navigation programs to those in need.

## Thank You

We are grateful for the generous donors, fundraisers, and partners who support our mission of Helping Women Now®. Our funding provides resources and life-saving programs so that no one navigates breast cancer alone. We are committed to financial transparency with the funds we are graciously trusted to steward. Full financial reports are always available to view at [nbcf.org](http://nbcf.org).



## 2023 Board of Directors & Officers

**Janelle Hail**  
Chairman of the Board

**Hal Donaldson**  
Director

**Steve Engle**  
Director

**Janelle Hail**  
Founder & Chief Executive Officer

**Kevin Hail**  
President & Chief Operating Officer

**Gabriela Barbarena**  
Secretary

**Lance Hamilton**  
Treasurer

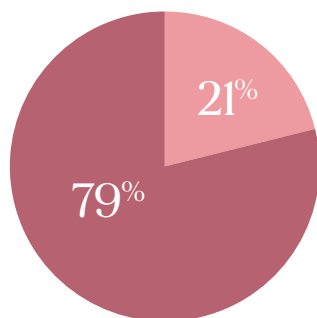
**Bryan Flanagan**  
Director

**Rebecca Buell**  
Chief Financial Officer

**Douglas Feil**  
Chief Program Officer

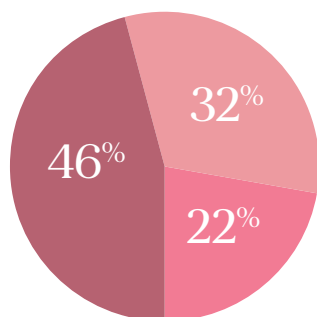


## Financial Review



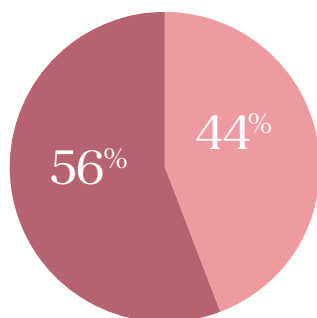
TOTAL SPENDING TO FULFILL OUR MISSION: **\$20.2m**

■ Programs	79%	\$15.9m
■ Fundraising & Management	21%	\$4.3m



PROGRAMS: **\$15.9m**

■ Patient Services	46%	\$7.3m
■ Survivor Support	32%	\$5.1m
■ Education & Outreach	22%	\$3.5m



FUNDRAISING AND MANAGEMENT: **\$4.3m**

■ Fundraising	44%	\$1.9m
■ Management	56%	\$2.4m

## STATEMENT OF FINANCIAL POSITION (in thousands)

As of June 30,

	2023	2022
<b>ASSETS</b>		
CASH AND INVESTMENTS	\$11,999	\$8,002
ROYALTIES AND CONTRIBUTIONS RECEIVABLE	1,926	2,429
PROPERTY AND EQUIPMENT	90	105
DONATED INVENTORY	115	42
RIGHT-OF-USE ASSETS - OPERATING LEASES, NET	1,366	-
OTHER ASSETS	303	249
<b>TOTAL ASSETS</b>	<b>\$15,799</b>	<b>\$10,827</b>
<b>LIABILITIES</b>		
ACCOUNTS PAYABLE	\$263	\$236
DEFERRED RENT	-	37
RIGHT-OF-USE LIABILITIES - OPERATING LEASES	1,407	-
<b>TOTAL LIABILITIES</b>	<b>\$1,670</b>	<b>\$273</b>
<b>NET ASSETS</b>		
WITHOUT DONOR RESTRICTIONS	\$13,242	\$9,017
WITH DONOR RESTRICTIONS	887	1,537
<b>TOTAL NET ASSETS</b>	<b>\$14,129</b>	<b>\$10,554</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$15,799</b>	<b>\$10,827</b>

## STATEMENT OF ACTIVITIES (in thousands)

For the Year Ending June 30,

	2023	2022
<b>REVENUE</b>		
CONTRIBUTIONS AND ROYALTIES - WITHOUT DONOR RESTRICTIONS	\$14,304	\$20,321
CONTRIBUTIONS AND ROYALTIES - WITH DONOR RESTRICTIONS	1,404	1,523
GRANTS	7,539	-
SPECIAL EVENTS, NET OF DIRECT COSTS	51	-
INVESTMENT INCOME, NET	500	(298)
<b>TOTAL REVENUE</b>	<b>\$23,798</b>	<b>\$21,546</b>
<b>EXPENSES</b>		
PROGRAM SERVICES	\$15,888	\$14,855
MANAGEMENT AND GENERAL	2,464	2,172
FUNDRAISING	1,871	1,771
<b>TOTAL OPERATING EXPENSES</b>	<b>\$20,223</b>	<b>\$18,798</b>
NON-OPERATING GAINS (LOSSES)	\$1	\$644
<b>CHANGE IN NET ASSETS</b>	<b>\$3,576</b>	<b>\$3,392</b>

## STATEMENT OF CASH FLOWS (in thousands)

For the Year Ending June 30,

	2023	2022
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
CHANGE IN NET ASSETS	\$3,576	\$3,392
<i>Adjustments:</i>		
AMORTIZATION OF RIGHT-OF-USE ASSETS - OPERATING LEASES	312	-
DEPRECIATION AND AMORTIZATION	56	73
INVESTMENT (GAINS) LOSS	(169)	436
(INCREASE) DECREASE IN PREPAID EXPENSE & RECEIVABLES	376	(79)
INCREASE (DECREASE) IN PAYABLES & OTHER LIABILITIES	27	(161)
GAIN ON FORGIVENESS OF PAYCHECK PROTECTION PROGRAM LOAN	-	(645)
RIGHT-OF-USE LIABILITIES - OPERATING LEASES	(308)	-
<b>NET CASH PROVIDED BY OPERATING ACTIVITIES</b>	<b>\$3,870</b>	<b>\$3,016</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
PROCEEDS FROM INVESTMENTS, PROPERTY AND EQUIPMENT	\$1,448	\$2
PURCHASES OF INVESTMENTS, PROPERTY AND EQUIPMENT	(3,466)	(1,118)
<b>NET CASH PROVIDED BY INVESTING ACTIVITIES</b>	<b>(\$2,018)</b>	<b>(\$1,116)</b>
CHANGE IN CASH AND CASH EQUIVALENTS	\$1,852	\$1,900
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	4,298	2,398
<b>CASH AND CASH EQUIVALENTS AT END OF YEAR</b>	<b>\$6,150</b>	<b>\$4,298</b>
<b>NONCASH FINANCING ACTIVITIES:</b>		
PAYCHECK PROTECTION PROGRAM LOAN FORGIVENESS	-	645
<b>SUPPLEMENTAL CASH FLOW:</b>		
RIGHT-OF-USE ASSETS OBTAINED IN EXCHANGE FOR OPERATING LEASE LIABILITIES	1,678	-

# 2023 Hospital Partners

**ALASKA**  
Alaska Breast and Cervical  
Screening Assistance Program  
Anchorage, AK

**ALABAMA**  
Forge Breast Cancer Survivor Center  
Birmingham, AL

**ARKANSAS**  
Baptist Health Center  
Little Rock, AR

**ARIZONA**  
Dignity Health St. Joseph's Hospital  
and Medical Center  
Phoenix, AZ

**CALIFORNIA**  
Breast and GYN Health Project  
Arcata, CA  
Adventist Health White Memorial  
Cecilia Gonzalez De La Hoya  
Cancer Center  
Los Angeles, CA

**COLORADO**  
UCHealth University of  
Colorado Hospital  
Aurora, CO

**CONNECTICUT**  
Sunrise Community Health Center  
Evans, CO

**CONNECTICUT**  
St. Vincent's Medical Center  
Bridgeport, CT

**DC**  
Sibley Memorial Hospital  
Washington, DC

**DELAWARE**  
Bayhealth Foundation  
Dover, DE  
Delaware Breast Cancer Coalition  
Wilmington, DE

**FLORIDA**  
Moffitt Cancer Center  
Tampa, FL

**GEORGIA**  
Wellstar Foundation  
Marietta, GA  
St. Joseph's/Candler  
Savannah, GA

**HAWAII**  
The Queen's Medical Center  
Honolulu, HI

**IDAHO**  
Saint Alphonsus Breast Care Center  
Boise, ID

**ILLINOIS**  
Ascension Resurrection Women's  
Imaging Breast Center  
Bolingbrook, IL  
Swedish Hospital  
Chicago, IL

**INDIANA**  
Deaconess Hospital  
Evansville, IN  
Ascension St. Vincent Mobile  
Mammography Unit  
Indianapolis, IN

**IOWA**  
John Stoddard Cancer Center  
Des Moines, IA

**KANSAS**  
Ascension Via Christi  
Wichita, KS

**KENTUCKY**  
UofL Health - Brown Cancer Center  
Louisville, KY

**LOUISIANA**  
Louisiana Breast & Cervical  
Health Program  
New Orleans, LA

**MAINE**  
Maine Medical Center Cancer  
Institute  
Scarborough, ME

**MARYLAND**  
Johns Hopkins Breast Center  
Baltimore, MD

**MASSACHUSETTS**  
Dana-Farber Cancer Institute  
Boston, MA

**MICHIGAN**  
Karmanos Cancer Institute at  
McLaren Flint Hospital  
Flint, MI  
Corewell Health Betty Ford Breast  
Care Services  
Grand Rapids, MI

**MINNESOTA**  
Hennepin Healthcare  
Comprehensive Cancer Center  
Minneapolis, MN

**MISSISSIPPI**  
Memorial Hospital  
Gulfport, MS  
Mississippi State Department  
of Health  
Jackson, MS

**MISSOURI**  
St. Luke's Hospital Women's Center  
Chesterfield, MO  
Saint Luke's Koontz Center for  
Advanced Breast Cancer  
Kansas City, MO  
Mercy Health Rooney Breast Center  
St. Louis, MO

**MONTANA**  
Logan Health Medical Center  
Kalispell, MT

**NEBRASKA**  
Nebraska Medical Center  
Omaha, NE

**NEVADA**  
Dignity Health - St. Rose Dominican  
Hospitals  
Las Vegas, NV  
Nevada Health Centers  
Carson City, NV

**NEW JERSEY**  
MD Anderson Cancer Center  
at Cooper  
Camden, NJ

**NEW HAMPSHIRE**  
Pink Revolution Breast Cancer  
Alliance of New Hampshire  
Brookline, NH  
Concord Hospital Trust  
Concord, NH

**NEW MEXICO**  
University of New Mexico Hospital  
Albuquerque, NM

**NEW YORK**  
American-Italian Cancer  
Foundation  
New York, NY

Memorial Sloan Kettering Ralph  
Lauren Center  
New York, NY

**NORTH CAROLINA**  
Novant Health Presbyterian  
Medical Center  
Charlotte, NC

**OHIO**  
Bethesda North Hospital  
Cincinnati, OH  
Cleveland Clinic  
Cleveland, OH  
OhioHealth  
Columbus, OH

**OKLAHOMA**  
OU Breast Network  
Oklahoma City, OK

**OREGON**  
Adventist Health Portland  
Portland, OR

**PENNSYLVANIA**  
Abington Memorial Hospital  
Abington, PA  
Magee-Womens Hospital of UPMC  
Pittsburgh, PA

Thomas Jefferson University  
Hospital  
Philadelphia, PA

**RHODE ISLAND**  
Gloria Gemma Breast Cancer  
Foundation  
Pawtucket, RI

**SOUTH CAROLINA**  
Bon Secours Health System, Inc.  
Greenville, SC

**SOUTH DAKOTA**  
South Dakota Department of Health  
All Women Count Program  
Sioux Falls, SD  
Avera Breast Center  
Pierre, SD

**TENNESSEE**  
Ascension Medical Group  
Our Mission in Motion  
Nashville, TN  
University of Tennessee  
Medical Center, Cancer Institute  
Knoxville, TN

**TEXAS**  
Bridge Breast Network  
Dallas, TX  
HHM Health  
Dallas, TX  
Methodist Health System  
Dallas, TX

**JPS Health Network**  
Fort Worth, TX  
Methodist Richardson  
Medical Center  
Richardson, TX  
Parkland Health  
Dallas, TX

**Texas Health Resources**  
Arlington, TX  
**Texas Tech University Health  
Sciences Center**  
El Paso, TX  
**UT Southwestern Medical Center**  
Dallas, TX

**The University of Texas MD  
Anderson Cancer Center -  
Project Valet**  
Houston, TX

**UTAH**  
University of Utah  
Salt Lake City, UT

**VERMONT**  
Central Vermont Medical Center  
Barre, VT  
Brattleboro Memorial Hospital  
Brattleboro, VT

**VIRGINIA**  
Inova Healthcare Services  
Falls Church, VA

**WASHINGTON**  
Fred Hutchinson Cancer Center  
Seattle, WA

**WEST VIRGINIA**  
WVU Bonnie's Bus  
Morgantown, WV

**WISCONSIN**  
Ascension Wisconsin  
Milwaukee, WI

**WYOMING**  
Cheyenne Regional Medical Center  
Cheyenne, WY

# 2023 Partners

**CIRCLE OF LEADERSHIP \*\$10M+**  
PatientPoint Network Solutions, LLC

**CIRCLE OF EXCELLENCE \*\$5M+**  
Colossal Management, LLC /  
Fab Over 40  
Populus Financial Group Inc.  
& Netspend

**CIRCLE OF HOPE \*\$1,000,000+**  
Badia Spices, Inc.  
Columbia Sportswear Company  
Dillard's  
Harland Clarke  
Hungry Howie's Pizza  
Jamba  
Le-Vel Brands, LLC  
Scentsy, Inc.  
Security Equipment Corporation  
The Hillman Group, Inc.  
Thrive Causemetics  
Torrid

**PRESIDENT'S CIRCLE \$1,000,000+**  
Colossal Management, LLC /  
Fab Over 40

**DIAMOND LEVEL \$500,000+**  
The Cato Corporation  
Hungry Howie's Pizza  
Torrid

**EMERALD LEVEL \$250,000+**  
Eau Thermale Avène  
Great Star Industrial USA, LLC  
Populus Financial Group Inc.  
& Netspend  
Simple Modern  
Thrive Causemetics

**PLATINUM LEVEL \$100,000+**  
adidas  
Badia Spices, Inc.  
Brave New Look  
CallonDoc  
Color Street Foundation Inc.  
GSN Games  
Happy 2nd Birthday  
House of Lashes  
LBX Company  
Lemonade Insurance  
Pat McAfee, Inc.  
Patient Point  
Prime Prometics  
QVC Inc.  
Security Equipment Corporation  
Unilever North America  
Wasserman Media Group

**GOLD LEVEL \$50,000+**  
Brahmin Leather Works  
Crumb Cookies  
Dillard's  
Epionce  
Estate of Susan Curtis Living Trust  
Galderma  
Gina Group  
GS-JJ  
J. Lohr Vineyards and Wines  
Hungry Howie's Pizza  
Kaze Origins  
Kevin and Sharon Walsh  
Olight  
Pilot Corporation of America  
Pledge the Pink Foundation  
Robert E. Gallagher Charitable Trust  
Ryan Palmer Foundation  
Stovall and Company Inc.  
Sunbelt Bakery  
Sutter Home Wine  
The Wine Group

**SILVER LEVEL \$25,000+**  
American Greetings  
Ardell  
Carpet Source  
DermaVitality  
Estate of James J. Laughlin  
Estate of Mary Weller  
Freedom Chevrolet  
Garnet Hill  
GOJO Industries, Inc.  
Harland Clarke  
Harley-Davidson Motor Company, Inc.  
Ivy Beauty  
Jamba  
Landry's  
Loppy Cases  
LPL Financial  
MITER Charitable Foundation  
Nature Nate's Honey Company  
NVR Inc.  
OFRA Cosmetics  
Playtika  
PolyGel/NatraCure  
Princess House  
R.D. Offutt Company  
Ronald & Ramona Beggs  
RTIC Outdoors  
Ruby Ribbon  
Susan Leonard Charitable Trust  
Tornado Bus Company  
Zebra Pen Corporation

**BRONZE LEVEL \$10,000+**  
ACMPC California 7, LLC  
Alterman Foundation  
AMN Healthcare  
Andar  
ARDA-WIN Fundraiser  
Badger & Blade  
Beekley Medical  
Better Beverage Leaders

BOC U.S.A.  
BP America Production Co.  
Brennan Industries Inc.  
Bright Funds  
C3 Industries  
Capelli Sport  
Carol Dobbyn Trust  
Columbia Brands USA, LLC  
Convoy of Hope  
Crown Packaging Corp.  
Delta Gall USA Inc.  
Dena Stein  
Direct Checks Unlimited Sales, Inc.  
Doona  
East Side Enterprises  
Ensign US Southern Drilling LLC  
Equipment Share Foundation  
Estate of Mary M. Moeller  
Farm Direct Supply LLC  
Fasteners, Inc./Toolup.com  
Fat Quarter Shop  
FedEx Pilots  
Ferrara Candy Company  
FP Mailing Solutions  
Gloria Tipton  
Greater Houston Community  
Foundation  
Gym Management Services Inc.  
Hookin' for Hope Truck & Tractor Pull  
Image Wear  
Inwood National Bank  
James Avery  
Jon Ackerman  
Le-Vel Brands, LLC  
LeJeune Steel  
LINNEA  
M.Gemi  
Markel Corporation  
Medmo  
MommaBear Organics  
Morgan Stanley

Natboo  
Nichole Graffam  
Noka Supply  
Nylabone  
Oakmont Ladies Golf Association  
Parrothead Cruise 2024 & Atlanta  
Parrot Head Club  
Pi Beta Phi Indiana Beta  
Pink Vitamins  
PlatformQ Health  
Port Authority Police of NY and NJ  
Porter Rentals LLC  
ProSupps LLC  
Risque  
Roger & Sybil Ferguson Charitable  
Foundation  
Rudy's "Country Store" Bar-B-Q, LLC  
Savings.com  
Scentsy, Inc.  
See Now Fundraiser  
Seneca Foods Corporation  
Senita Athletics  
SFC Charitable Foundation Inc.  
Signature Flight Support  
Skanska USA  
Smith & Warren  
Sokol & Company  
Solid Start, Inc./True Brand Products  
Sono Bello  
Sprinkles Cupcakes  
St. Francis High School  
TASC  
The Hillman Group, Inc.  
The Jaharis Family Foundation, Inc.  
Towne and Country Lanes Inc.  
Toyota North America  
Traditional Medicinals  
Trulucks Restaurant  
Tumbleweed TexStyles  
Wilson Daniels

\*Cumulative through FY 2023



## Partner With Us

### Become a Corporate Partner

Explore how we can best support your company's goals and objectives.

Visit: [nbcf.org/partner](https://nbcf.org/partner)

### Make a Donation

Make a secure and private tax-deductible donation online.

Visit: [nbcf.org/donate](https://nbcf.org/donate)

### Host a Fundraiser

Help women now by leveraging your marathon, student event, pink party, or any other passion.

Visit: [nbcf.org/fundraise](https://nbcf.org/fundraise)



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 [x.com/nbcf](https://x.com/nbcf)

[nbcf.org](https://nbcf.org)

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