

# strong VOICES

WINTER 2009-10  
VOLUME 15



## YEAR IN REVIEW: 2009



### Accomplishments in 2009 Set Stage for Success in 2010

Looking back at the Breast Cancer Fund's work in 2009, one thing is clear: Our effective education, advocacy and coalition work resulted in big wins for breast cancer prevention and primed us to create significant inroads toward reducing toxic exposures, greening our chemical system and lowering breast cancer risk in 2010.

Inside this special Year in Review issue, we chronicle the victories and struggles of 2009 and outline our agenda for the coming year, which promises to be our most ambitious yet.



### A Bad Year for BPA

Bisphenol A (BPA) is an estrogenic chemical that not only elevates breast cancer risk, but also interferes with chemotherapy treatment for the disease. Scientific evidence that BPA is toxic to human health mounted throughout 2009, as the Breast Cancer Fund led efforts to convince manufacturers to stop using BPA, educated the public about its risks, and helped legislators craft strong protections for American families.



*continued on page 3*

# the Rizzo report



photo: Irene Young

*by Jeanne Rizzo, R.N.  
President and CEO*

Sunday, Nov. 8, 2009—I'm at the airport in Washington, D.C., waiting to catch a plane home after a very full week. We were on Capitol Hill educating lawmakers about the groundbreaking legislation the Breast Cancer Fund is championing, including a bill that will ban bisphenol A, or BPA, from food and beverage containers, and legislation to give the FDA authority to ensure cosmetic products are safe and non-toxic. We strategized with ally organizations to overhaul the obsolete Toxic Substances Control Act, which governs many chemicals (though notably not those in food or cosmetics). And we met with cosmetic industry officials, urging them to make safer products and support federal cosmetics legislation.

With barely a moment to reflect on this incredible week, I open the New York Times to read Nicolas Kristof's powerful column warning about BPA and highlighting the Breast Cancer Fund's work to ban it from food and beverage containers. He quotes our board member and science adviser, Janet Gray, about scientists' growing concern over early-life exposures to BPA, and he echoes our urgent call to restrict the chemical.

I'm feeling proud, but also grateful that we get to do this work.

For years, the Breast Cancer Fund has been aggregating and interpreting the science on the environmental causes of breast cancer, and advancing meaningful public health policy initiatives aimed at stopping this disease before it starts. We've brought breast cancer prevention to the national stage, and we are seeing results.

We couldn't do it—any of it—without you. Whether you made a donation, climbed a mountain, hosted a LUNAFEST, took action on our Web site or simply shared our Strong Voices newsletter with a friend, you have provided us with vital support.

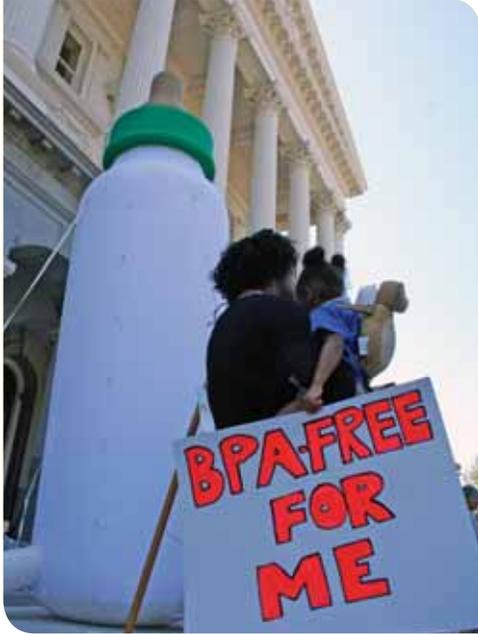
We're all part of this growing and strengthening environmental health movement that is protecting our bodies and our environment from toxic chemicals linked to breast cancer. I'm so glad we're in this together.

***We're all part of this growing and strengthening environmental health movement that is protecting our bodies and our environment from toxic chemicals linked to breast cancer.  
I'm so glad we're in this together.***

Yours very truly,

*P.S. We have a busy winter ahead, and 2010 is our year to make a big difference. Your gift today provides the critical support we need. Please visit [www.breastcancerfund.org/donate](http://www.breastcancerfund.org/donate) or use the enclosed envelope.*

# prevention in action



Moms and kids urged California lawmakers to ban BPA from children's food containers at an August rally in Sacramento, Calif.

*continued from page 1*

In Congress, we worked closely with Sen. Dianne Feinstein, D-Calif., and Rep. Edward Markey, D-Mass., on the Ban Poisonous Additives Act of 2009, introduced in March. The bill would ban BPA from all food and beverage containers.

In California, the Breast Cancer Fund sponsored a bill to ban the chemical from children's food containers, including baby bottles, sippy cups and infant-formula cans. The bill passed the Senate and may be taken up by the Assembly in 2010.

Other states and municipalities celebrated success in their efforts to regulate BPA in consumer products: Minnesota, Connecticut, Chicago and three New York counties all passed BPA legislation in 2009. In all, 30 states and localities have now introduced BPA bills, including, most recently, the District of Columbia. Because of our experience working on BPA legislation in California and in Congress, the

Breast Cancer Fund has been able to provide resources, strategic guidance and expert testimony to many of these efforts.

## Safe Cosmetics and the Toxic Tub

Five years after the Breast Cancer Fund launched the Campaign for Safe Cosmetics, our work is paying off in safer products, better consumer awareness and strong Congressional support to give the FDA the authority it needs to ensure cosmetics are safe.

In December 2008, product tests confirmed that manufacturers are using fewer toxic phthalates in cosmetics now than when we tested the same products in 2002. It's a huge shift for the \$50 billion cosmetics industry, one fueled by our relentless advocacy and our grassroots network's active support.

Never has that support been more vocal than following the March 2009 release of *No More Toxic Tub*, our product-testing report that re-

vealed two chemicals linked to cancer were hiding in baby shampoos and other personal care products for kids. The presence of formaldehyde and 1,4-dioxane in trusted brands like Johnson & Johnson and Baby Magic prompted an international outcry, and news articles appeared in hundreds of media outlets worldwide.

Stateside, nearly 8,000 Campaign supporters contacted J&J, and nearly 19,000 letters demanding safe baby products were delivered to members of Congress. Sen. Kirsten Gillibrand, D-N.Y., responded to the report by introducing the Safe Baby Products Act, which directs the FDA to investigate and regulate hazardous contaminants in children's personal care products.

We worked throughout 2009 with other champions in Congress to craft far-reaching legislation that would ensure the safety of all cosmetics products. Watch for that bill to be introduced in the coming year.

*continued next page...*



A Campaign for Safe Cosmetics report revealed cancer-causing chemicals in baby shampoo and other cosmetics for kids. We're working with Congress to fix the broken system that allows it.

# prevention in action



*A toxic rubber ducky dump in Ann Arbor, Mich., helped convince Congress to ban toxic phthalates from toys. The law went into effect in February.*

## No More Toxic Toys

In February 2009, thanks in no small part to the Breast Cancer Fund's advocacy, a federal ban on phthalates in toys went into effect. The ban, a provision of the Consumer Product Safety Improvement Act, protects children from these plastic-softening chemicals, which have been linked to breast cancer, decreased sperm counts, birth defects and other health problems.

The Breast Cancer Fund led a coalition of more than 60 groups from around the country, including the National Council of Churches, the American Nurses Association and MomsRising.org. This broad-based coal-

ition organized press events, activated their constituencies and helped make this victory possible despite aggressive lobbying by the chemical industry.

"This was a David and Goliath victory," said Janet Nudelman, director of program and policy at the Breast Cancer Fund. "Public health advocates and parents were up against big oil and the chemical industry, and we won."

The legislation marks an important step toward reforming the way chemicals are regulated in the United States, and the Breast Cancer Fund is using the momentum from this win to propel our broader breast cancer prevention agenda.

## Green Chemistry in California

After months of working with lawmakers and a coalition of health advocates in California, the Breast Cancer Fund helped secure passage of two laws that give the state authority—for the first time—to regulate the use of chemicals in everyday consumer products, and to create a public online database of health hazards associated with these chemicals. The legislation is part of a broader effort to establish a safer, precautionary approach to chemical regulation—or "green chemistry"—in California. We're now working to ensure that the laws are fully implemented and that the state sets a strong precedent for other states and for the nation.



*Shopping for safe products in California could get a lot easier, thanks to green chemistry efforts under way in the state.*

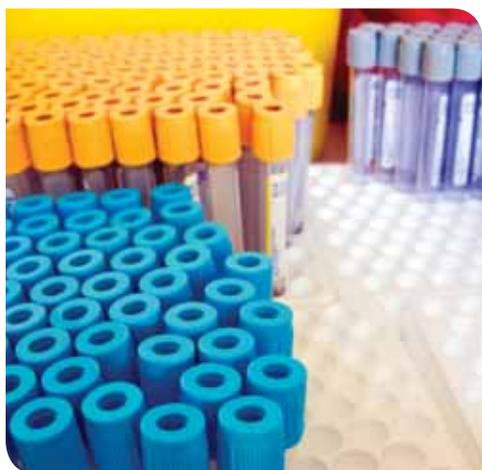
# 2009 HIGHLIGHTS

## Working for Stronger Chemical Safety Standards

There are more than 80,000 chemicals on the market today, yet, thanks to the outdated and broken Toxic Substances Control Act (TSCA), the EPA has only required that about 200 be tested for safety. The Breast Cancer Fund is working in collaboration with other environmental health organizations to overhaul TSCA and implement stronger federal standards for toxic chemicals. We're bringing a breast cancer prevention perspective to TSCA reform efforts, while also staying vigilant in our work to give the FDA authority to regulate cosmetics and food-packaging additives—product categories not covered by TSCA.

## Tracking on Better Health for All

For nearly a decade, the Breast Cancer Fund has been working at the state and federal level to develop a national health-tracking program that would give us better data about environ-



*The Breast Cancer Fund has advocated for the establishment and funding of biomonitoring programs that help us understand how chemicals in the environment are absorbed by people.*

mental links to disease. Today, our efforts have new legs: the Coordinated Environmental Public Health Network Act.

This year, we worked with Speaker Nancy Pelosi, D-Calif., and Rep. Louise Slaughter, D-N.Y., to introduce this legislation in the House. The bill would create a national program to combine data from disease registries, environmental pollution reporting and biomonitoring programs to help us understand the links between diseases like breast cancer and pollution in our environment. Such a program would provide potentially life-saving information to health officials and communities across the country. In addition to advocating for the House legislation, we continue to work with Senate allies, including Sen. Orrin Hatch, R-Utah, to find ways to move the legislation in the Senate.

In related news, in September the Centers for Disease Control and Prevention awarded California, New York and Washington grants totaling \$5 million to support their state biomonitoring programs, which provide critical information about how chemicals in the environment are absorbed by people. After sponsoring California legislation that created the first statewide biomonitoring program in 2006, the Breast Cancer Fund has been advocating for increased federal funding to support the growing number of state programs. With the additional funding, the California program will be able to expand its epidemiologic investigations, support collaboration with communities, and integrate biomonitoring findings into the development and implementation of chemical policy in California.

## Journal Publishes *State of the Evidence*

In January 2009, a peer-reviewed version of the Breast Cancer Fund's landmark report,



*The Breast Cancer Fund's State of the Evidence report, which links environmental exposures to breast cancer risk, was published by a journal in January.*

*State of the Evidence: The Connection Between Breast Cancer and the Environment*, was published in the *International Journal of Occupational and Environmental Health*. It's the first time the publication has been included in a journal, which speaks to the weight of evidence compiled for the fifth edition, which the Breast Cancer Fund published in 2008.

*State of the Evidence* is a comprehensive biennial report that aggregates the scientific evidence linking chemicals and radiation to increased risk of breast cancer, and explores policy solutions for reducing human exposure to these substances. The science and policy portions of the report were published as separate articles in the January issue of the journal.

# thank you

## GROWING SUPPORT FOR PREVENTION

*The Breast Cancer Fund has always enjoyed a strong community of supporters—advocates, volunteers, donors and corporate partners—inspired by our unique mission to eliminate the environmental causes of breast cancer. Over the last year, our community has grown as the public became increasingly aware of the connection between toxic exposures and breast cancer.*

*Thanks to all of you who contributed your time, money and voices to ensure that we can continue to analyze the scientific evidence and organize innovative policy initiatives and campaigns that aim to stop breast cancer before it starts.*

### Go, Climbers!

In June, the Breast Cancer Fund celebrated our 10th mountaineering expedition by breast cancer survivors and individuals touched by the disease. Climb Against the Odds honors the courage of those facing breast cancer and supports our work to prevent the disease, and in 2009, 29 women and men spent six months of rigorous training and fundraising in preparation for the expedition to Northern California's 14,179-foot Mt. Shasta. Together, the team raised over \$500,000 for the Breast Cancer Fund and joined a community of past climbers as powerful advocates for prevention.



*Breast Cancer Fund President Jeanne Rizzo (far left) with our 2009 Heroes Mary Brune, Joan Blades, Linda Morton and Ted Schettler. Photo: Bennett Sell-Kline*

five-time Climb Against the Odds participant Linda Morton.



*Victoria Molinaro of Lorton, Va., Jessica Barton of Richmond, Va., and Deb Cole of West Greenwich, R.I., reach the summit of Mt. Shasta in June with Climb Against the Odds 2009. Photo: Cathy Ann Taylor*

### Our Heroes

At our annual Heroes Tribute in April, the Breast Cancer Fund celebrated four individuals for their dedication to and partnership in creating a green and healthy future. Our 2009 Heroes are advocate moms Mary Brune of Making Our Milk Safe (MOMS) and Joan Blades of MomsRising.org; scientist Ted Schettler, M.D., M.P.H.; and

### Event Hosts Everywhere

Fundraising events hosted by supporters across the country and around the world continue to provide important funding for our program and policy initiatives. In 2009 they hosted treks, bike rides, house parties and film festivals benefiting the Breast Cancer Fund.

### Green Business Support

We've developed unique cause-marketing partnerships with more than 30 sustainable and socially responsible businesses that provide crucial funding and support.

### Strong Voices to Ban Bisphenol A

In 2009, thanks to our community of supporters, the Breast Cancer Fund led state and federal advocacy efforts to ban bisphenol A (BPA) from food and beverage containers. Advocates participated in legislative visits, wrote op-eds, gave public testimony, and made calls and sent letters to lawmakers. The Breast Cancer Fund thanks all of these Strong Voices for their extraordinary contributions.

## 2009: THE YEAR IN NUMBERS

Number of Climb Against the Odds team members **29**

Amount raised by Climb Against the Odds **\$500,000+**

Number of hikers who participated in the Breast Cancer Fund's Peak Hike **441**

Number of participants in other fundraising hikes across the country to support the Breast Cancer Fund **192**

Number of LUNAFEST film festival screenings, each of which benefits the Breast Cancer Fund **139**

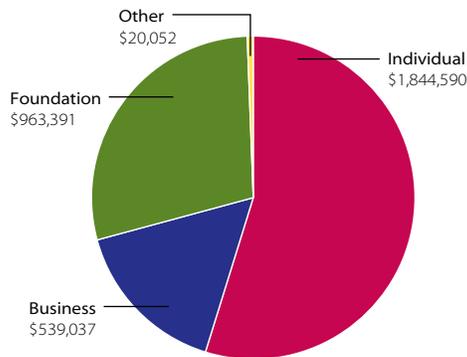
Amount raised by 24 participants in Sacred Treks to Mont Blanc and Bhutan **\$158,000**

Amount raised by LUNA and Clif Bar Family Foundation's community programs and grants **\$317,860**

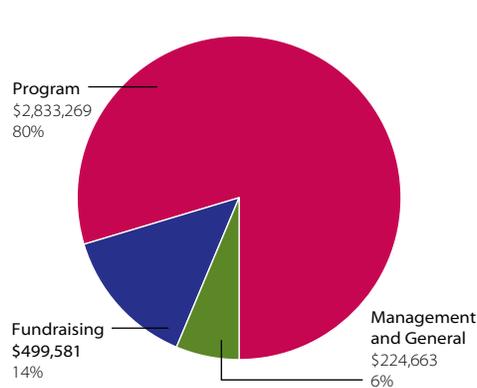
# FINANCIALS Year Ending June 30, 2009

## breast cancer fund

### INCOME SOURCES



### EXPENSES



### STATEMENTS OF FINANCIAL POSITION | Years Ended June 30, 2009 and 2008

	2009	2008
<b>ASSETS</b>		
<b>Assets:</b>		
Cash & Cash Equivalents	\$607,521	\$566,302
Short-Term Investments	\$151,572	\$300,000
Contributions & Grants Receivable	\$828,644	\$936,689
Prepaid Expenses	\$43,010	\$62,986
Property & Equipment, Net	\$57,774	\$70,030
Other	\$13,506	\$14,257
<b>TOTAL ASSETS</b>	<b>\$1,702,027</b>	<b>\$1,950,264</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Liabilities:</b>		
Accounts Payable	\$70,595	\$124,171
Accrued Salary & Vacation	\$72,121	\$105,251
Deferred Compensation	\$43,923	\$37,963
Other	\$86,871	\$63,919
<b>TOTAL LIABILITIES</b>	<b>\$273,510</b>	<b>\$331,304</b>
<b>Net Assets:</b>		
Unrestricted	\$971,775	\$956,626
Temporarily Restricted	\$456,742	\$662,334
<b>TOTAL NET ASSETS</b>	<b>\$1,428,517</b>	<b>\$1,618,960</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$1,702,027</b>	<b>\$1,950,264</b>

### STATEMENTS OF ACTIVITIES | Years Ended June 30, 2009 and 2008

	2009			2008		
	Temporarily Unrestricted	Restricted	Total	Temporarily Unrestricted	Restricted	Total
<b>Revenue &amp; Support:</b>						
Contributions	\$1,977,568	-	\$1,977,568	\$2,160,580	-	\$2,160,580
Grants	\$392,099	\$571,292	\$963,391	\$338,000	\$1,137,450	\$1,475,450
In-Kind Donations	\$300,107	-	\$300,107	\$327,781	-	\$327,781
Fees & Other Income	\$126,004	-	\$126,004	\$171,973	-	\$171,973
Net Assets Released From Restrictions	\$776,884	(\$776,884)	-	\$712,613	(\$712,613)	-
<b>TOTAL REVENUE &amp; SUPPORT</b>	<b>\$3,572,662</b>	<b>(\$205,592)</b>	<b>\$3,367,070</b>	<b>\$3,710,947</b>	<b>\$424,837</b>	<b>\$4,135,784</b>
<b>Expenses:</b>						
Program	\$2,833,269	-	\$2,833,269	\$3,095,698	-	\$3,095,698
Management & General	\$224,663	-	\$224,663	\$205,275	-	\$205,275
Fundraising	\$499,581	-	\$499,581	\$608,766	-	\$608,766
<b>TOTAL EXPENSES</b>	<b>\$3,557,513</b>	<b>-</b>	<b>\$3,557,513</b>	<b>\$3,909,739</b>	<b>-</b>	<b>\$3,909,739</b>
Changes In Net Assets	\$15,149	(\$205,592)	(\$190,443)	(\$198,792)	\$424,837	\$226,045
Net Assets, Beginning of Yr.	\$956,626	\$662,334	1,618,960	\$1,155,418	\$237,497	\$1,392,915
<b>NET ASSETS, END OF YEAR</b>	<b>\$971,775</b>	<b>\$456,742</b>	<b>\$1,428,517</b>	<b>\$956,626</b>	<b>\$662,334</b>	<b>\$1,618,960</b>

Audited by Bregante and Company, LLP

#### STAFF

Jeanne Rizzo, R.N., *President and CEO*  
 Lisa Archer, *National Coordinator, Campaign for Safe Cosmetics*  
 Bruce Beery, *Director of Development*  
 Nancy Buermeyer, *Senior Policy Strategist*  
 Carly Chomer, *Communications Coordinator*  
 Shannon Coughlin, *Director of Communications*  
 Martha Diaz, *Executive Associate*  
 Laura Domingo, *Development Assistant*  
 Connie Engel, *Program Coordinator*  
 Connie George, *Sponsorship and Climb Manager*  
 Julie Homan, *Cause Marketing Manager*  
 Gretchen Lee Salter, *Policy Manager*  
 Janet Nudelman, *Director of Program and Policy*  
 Genevieve Roja, *Senior Outreach and Education Coordinator*  
 Jessica Smith, *Development Coordinator*  
 Lizzell Smith, *Finance Associate*  
 Alice Tokars, *Database and IT Manager*  
 Ariane Trélaün, *Associate Director*  
 Melissa Van Slyke, *Database Assistant*  
 Marisa Walker, *Communications Manager*  
 Melissa Walthers, *Policy Coordinator*

#### KEY CONSULTANTS

Donne Brownsey, *California State Public Policy Consultant*  
 Nancy Evans, *Health Science Consultant*  
 The Raben Group, *Federal Public Policy Consultants*  
 Sally Werth, *Certified Public Accountant*

#### BOARD OF DIRECTORS

Sheila Brown, *Chair*  
 Elizabeth (Suzy) Cain, *Chair Emeritus*  
 Stephanie Coutu  
 Hendy Dayton  
 Catherine Dodd, R.N.  
 Janet Gray, Ph.D.  
 Joanne Hagopian  
 Ellen Kahn, *Secretary*  
 Susan Kutner, M.D.  
 Ioana Petrou, *Vice Chair*  
 Peter Rosenthal, *Treasurer*  
 Rachel Swain  
 Donna Westmoreland  
 Wanna Wright

#### FOUNDER

Andrea Ravinett Martin (1946–2003)

#### Breast Cancer Fund

1388 Sutter Street, Suite 400  
 San Francisco, CA 94109  
 Phone (415) 346-8223  
 Fax (415) 346-2975

[www.breastcancerfund.org](http://www.breastcancerfund.org)

#### Newsletter Design & Production

Chelsea Hernandez

Printed on New Leaf's recycled, processed-chlorine-free paper





PREVENTION STARTS HERE.

1388 Sutter Street, Suite 400  
San Francisco, CA 94109  
www.breastcancerfund.org

# SUBSCRIBE to the Breast Cancer Fund's e-Newsletter!

Receive monthly news and  
occasional action alerts

[www.breastcancerfund.org/enewsletter](http://www.breastcancerfund.org/enewsletter)

## in this issue...



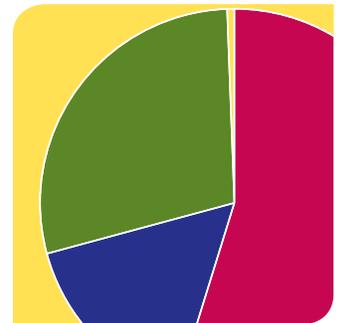
The Year in Review: 1



A Big Impact in 2010: 2



Thank You, Supporters!: 6



Financial Report: 7

# get involved

Climb Against the Odds | June 13 - 19, 2010 | Mt. Shasta, Calif.

Join the Breast Cancer Fund's Climb Against the Odds, an extraordinary mountain expedition and journey for breast cancer prevention. From the moment you apply through the moment you reach your personal summit, you will be fully supported in fundraising, training and climbing 14,179-foot Mt. Shasta, and you will have the experience of a lifetime. Guaranteed!

To learn more and apply, visit [www.breastcancerfund.org/climb](http://www.breastcancerfund.org/climb) or contact Climb Manager Connie George at [cgeorge@breastcancerfund.org](mailto:cgeorge@breastcancerfund.org) or (866) 760-8223 x30.