



PREVENTION STARTS HERE.

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www.breastcancerfund.org

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in this issue...



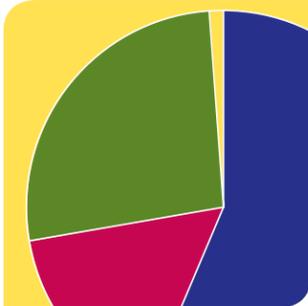
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get
involved

Find an upcoming event in your area that supports the Breast Cancer Fund: www.breastcancerfund.org/events

Climb Against the Odds | June 19-25, 2011 | Mt. Shasta, Calif.

Join the Breast Cancer Fund's 12th mountain expedition for breast cancer prevention. Apply now to train, fundraise and climb 14,179-foot Mt. Shasta. You'll have an experience of a lifetime, guaranteed! www.breastcancerfund.org/climb

LUNAFEST 2010-2011 | Nationwide

Attend one of the 150 LUNAFEST showings across the country. Each one benefits the Breast Cancer Fund and a local nonprofit. If there's not one in your area, consider hosting your own! www.lunafest.org

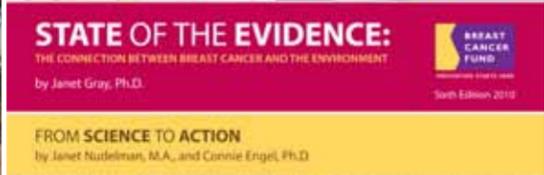
strong VOICES

WINTER 2010-11
VOLUME 16



PREVENTION STARTS HERE.

YEAR IN REVIEW: 2010



Where's the Evidence Linking Breast Cancer to Chemicals and Radiation?

It's here: the sixth edition (2010) of the Breast Cancer Fund's landmark report, *State of the Evidence: The Connection Between Breast Cancer and the Environment*.

The report takes a comprehensive look at the science on the environmental causes of breast cancer; evaluating and summarizing research that links breast cancer to synthetic hormones in pharmaceuticals, cosmetics and meat; pesticides in food; solvents in household cleaning products; BPA in food containers; flame retardants in furniture; radiation from medical treatments and more. *State of the Evidence* also highlights impacts on infants, pregnant women, women of color and workers.

Lead author Janet Gray, Ph.D., professor at Vassar College and science adviser to the Breast Cancer Fund, said, "With this edition of *State of the Evidence*, we're continuing the tradition of providing an invaluable scientific resource, while also making the material more accessible than ever. Readers will learn about chemical and radiation exposures linked to breast cancer and will also get practical,

Clockwise from top left: scene from the all-new breastcancerfund.org; State of the Evidence report; Peak Hike 2010 (photo: Bennett Sell-Kline); Climb Against the Odds 2010 (photo: Sequoia Pettengell); Heroes Celebration 2010 (photo: Bennett Sell-Kline); scene from the video The Story of Cosmetics.

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the Rizzo report



Photo: Irene Young

by Jeanne Rizzo, R.N.
President and CEO

In 2010, the Breast Cancer Fund set out to expand our road map for shifting the national focus from awareness of breast cancer to prevention of the disease. Our guideposts: clear science, personal action and big-picture solutions. Now, at year's end, I can say with confidence that we've made significant progress on the road toward prevention.

Right on course, we published the sixth edition of our landmark report, *State of the Evidence: The Connection Between Breast Cancer and the Environment*. (See cover story.) What emerges from the latest science is a clearer picture than ever of how exposures to chemicals and radiation affect breast cancer risk. This document will guide us as we chart our course for the next two years.

We received help along the road from an unexpected source: the President's Cancer Panel. This body, which reports directly to the President and informs the agenda of the National Cancer Program, published in May a watershed report, *Reducing Environmental Cancer Risk: What We Can Do Now*. The report finds that the true burden of environmentally induced cancer is grossly underestimated, and its recommendation reads like the Breast Cancer Fund's own set of directions: We need stronger federal and state regulation of chemicals and radiation, checks on industry influence, and more research into the environmental causes of cancer.

With this confirmation, 2011 promises to be an even bigger year for breast cancer prevention. We will work to eliminate toxic BPA from food and beverage containers. We will work to ensure that all cosmetics sold in this country are safe and non-toxic. We will work to reform our broken chemical management system so that public health is protected. We will continue to empower people to take simple steps to protect their health and reduce breast cancer risk. And we will count on your continued support to make it all happen.

Thank you for being part of the journey. Your support is vital. Together we *can* prevent breast cancer.

In 2010, the Breast Cancer Fund set out to expand our road map for shifting the national focus from awareness of breast cancer to prevention of the disease. Our guideposts: clear science, personal action and big-picture solutions.

Yours very truly,

P.S. Help us stay the course on breast cancer prevention—and make 2011 the strongest year yet. Make a donation today to help provide the critical support we need. Please visit www.breastcancerfund.org/donate or use the enclosed envelope.

prevention in action

continued from page 1

straightforward information on how to take personal and political action to reduce breast cancer risk.”

The report also outlines the policy initiatives required to develop a national breast cancer prevention plan, looking specifically at six key areas: food, plastics, cosmetics, household products, health care, and air and water.

Co-author Janet Nudelman, policy director at the Breast Cancer Fund, said, “This report really is our guiding document. We use it as a road map to develop our public education and advocacy campaigns. It’s a great resource for anyone working to prevent breast cancer.”

Download the report and explore online content at www.breastcancerfund.org/evidence.



Janet Nudelman of the Breast Cancer Fund, Jane Houlihan of Environmental Working Group, and actor and cancer survivor Fran Drescher address Congressional staff at a briefing on the Safe Cosmetics Act of 2010. Photo: Carly Chomer



A scene from the video *The Story of Cosmetics*.

The Story of Cosmetics

What are all those chemicals in your shampoo? your lipstick? your aftershave? And what do they have to do with cancer, asthma and birth defects?

On July 21, 2010, the Campaign for Safe Cosmetics launched *The Story of Cosmetics*, a film developed with Annie Leonard's *The Story of Stuff* Project and Free Range Studios. The movie illustrates the problem of toxic chemicals in cosmetics and shows how we can move the market toward safer products and pass new health-protective laws. The film has been viewed almost half a million times in more than 150 countries. Spread the word—watch the film, then share it with friends.

www.safecosmetics.org

The Safe Cosmetics Act of 2010

Thanks to the untiring efforts of the Campaign for Safe Cosmetics (a project of the Breast Cancer Fund), Congress is poised, for the first time in 70 years, to close gaping holes in the outdated federal law that allow chemicals linked to cancer, birth defects and other illnesses in the products we use on our bodies every day.

On July 21, 2010, Reps. Jan Schakowsky, D-Ill., Ed Markey, D-Mass., and Tammy Baldwin, D-Wisc., introduced the Safe Cosmetics Act of 2010, which gives the Food and Drug Administration authority to ensure that personal care products are free of harmful ingredients.

This legislation will affect every American—everyone who puts on moisturizer or uses shampoo or deodorant. More and more people are concerned about unsafe chemicals in our daily lives, and getting these toxic chemicals out of the stuff we rub on our bodies every day is just common sense. It will also help the cosmetics industry by fostering the development of the safer products American consumers are demanding.

Find out more about the legislation, and take action by asking your U.S. Representative to support the Safe Cosmetics Act.

www.safecosmetics.org

prevention in action 2010 HIGHLIGHTS



We placed this ad in the Congressional news publication The Hill, urging senators to support legislation to restrict BPA.

Championing BPA-free Food, States and Congress Hear Our Call for Safer Cans and Bottles

You've been hearing from the Breast Cancer Fund for several years now about just how bad bisphenol A (BPA) is, and just how important it is that we get this unsafe, hormonally active chemical out of food packaging. Well, as leaders of a national campaign to restrict BPA, we made much progress in 2010.

This year Maryland, Washington, Wisconsin, Vermont and New York joined the growing list of state and local governments regulating BPA in food products for babies. At the federal level, Sen. Dianne Feinstein, D-Calif., will offer an amendment to the Food Safety Modernization Act that will ban BPA in infant food and beverage containers.

Despite a shift away from BPA by some manufacturers and retailers, many BPA-

containing products remain on store shelves, unlabeled, which puts unsuspecting consumers at risk. We'll continue our work in 2011, joining with a growing number of scientists, legislators, parents, breast cancer survivors and businesses to say that BPA has no place in our food products.

www.breastcancerfund.org/bpaact

New BPA Report: What Labels Don't Tell Us

Just how much BPA do you eat for breakfast, lunch and dinner? If you think none, check again.

In response to the growing body of scientific evidence linking BPA to breast cancer and other health problems, the Breast Cancer Fund evaluates how much BPA we are exposed to from our daily diets in a groundbreaking new report, *What Labels Don't Tell Us: Getting BPA Out of Our Food and Our Bodies*.

For the report, we reviewed BPA product-testing results of nearly 700 food and beverage items (how much BPA migrates to food from



packaging), as well as data on human body burdens of BPA (how much BPA we have in us). When we compared this data with research about adverse health effects in animals, we found that humans are likely exposed to BPA from canned foods and other food and beverage containers at levels that have been shown to have negative health effects in laboratory studies.

Bottom line: food packaging should be safe, and we need policy changes that demand it. Markets and state laws are already shifting, but in order to protect all Americans, the Breast Cancer Fund is rallying for a federal law that protects children and adults from BPA at the dinner table, in the cafeteria and on the go.

www.breastcancerfund.org/BPAreport

Working for Non-toxic Products in California

Thanks in part to the Breast Cancer Fund's advocacy, California could be the first state to ensure that consumer products don't contain chemicals that are toxic to our health and our environment—but only if the 2008 laws that established the Green Chemistry Initiative are implemented without undue influence from the chemical industry.

In November 2010, Gov. Schwarzenegger released his vision for putting this program into practice, and it looks promising. But the chemical industry is lobbying to weaken the program and protect its interests over public and environmental health. The Breast Cancer Fund has been there throughout 2010 to counter industry, advocating for a program that includes a speedy process of eliminating toxic chemicals and has no loopholes that allow for small amounts of toxic chemicals in our products.

www.breastcancerfund.org/greenchemistry



At breastcancerfund.org, you can explore your home spaces to learn how to reduce breast cancer risk.

The All-New breastcancerfund.org

In March 2010, we launched the all-new breastcancerfund.org, where you can explore your everyday environments to...

- **Learn the Science:** Find out which chemicals are linked to breast cancer and where they're found.
- **Reduce Your Risk:** Learn what you can do to reduce your exposure to toxic chemicals and radiation.
- **Take Action:** Help transform the science linking breast cancer to chemicals and radiation into real action and lower risk for all of us.
- **Donate:** Support our work through our many online giving options—made easy!
- **Engage:** Subscribe to our e-mail list, read our blog, join us on Facebook and Twitter, share your story or find an event near you.

Explore it all at www.breastcancerfund.org. We'd love to know how you like it. Send thoughts to online@breastcancerfund.org.

Making October Breast Cancer Prevention Month

In October, the Breast Cancer Fund launched a major campaign to transform Breast Cancer Awareness Month into Breast Cancer Prevention Month. Our month full of activities included daily Facebook and Twitter posts sharing the latest science from *State of the Evidence*, tips for prevention and action opportunities. We also launched an inspiring new video, *Breast Cancer Prevention Starts With Us*, which tells the story of prevention through the voices of our community members. You can watch



A new video tells the story of prevention through the voices of our community members.

and share at www.breastcancerfund.org/preventionstartswithus.

Also in October, the Breast Cancer Fund partnered with the California Women's Conference to create Eco Island, the first and only exhibit space at this annual conference to focus on breast cancer prevention and safe, healthy products. More than 30,000 women from around the world attended the conference along with luminaries including Oprah Winfrey and First Lady Michelle Obama.

Chemical Reform in the Next Congress?

The Breast Cancer Fund is bringing the voice of breast cancer activists to a coalition effort to overhaul the broken and ineffective Toxic Substances Control Act (TSCA), the federal law responsible for protecting Americans from toxic chemicals.

In 2010, legislation was introduced to reform TSCA by placing the burden on chemical companies to show that chemicals are safe, particularly for children and other vulnerable populations. It also calls for quick action on chemicals we already know are bad for human health and the environment.

The legislation stalled in this Congress, but it will be back in 2011. As part of the Safer Chemicals, Healthy Families coalition, the Breast Cancer Fund will continue to advocate for reform that will truly protect public health, helping to prevent not only breast cancer, but many other diseases as well.

www.breastcancerfund.org/TSCAreform

thankyou

GROWING SUPPORT FOR PREVENTION

The Breast Cancer Fund has 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. Thanks to everyone who contributed their time, money and voices in 2010 to help us stop this disease before it starts.

Our Heroes

At the Breast Cancer Fund's annual Heroes Celebration in April 2010, we honored four heroes whose work helps us make the connection between our health, our planet and our future. Our honorees were Sarah Janssen, physician and NRDC scientist; Jeff Cresswell and Michelle Kalberer, owners of Klean Kanteen; and Annie Leonard, founder of The Story of Stuff Project, which co-launched *The Story of Cosmetics* with the Campaign for Safe Cosmetics in July.



Breast Cancer Fund President Jeanne Rizzo (3rd from left) and Board President Sheila Brown (far right) congratulate 2010 Heroes (L to R): Jeff Cresswell and Michelle Kalberer of Klean Kanteen, Annie Leonard of The Story of Stuff and Sarah Janssen of National Resources Defense Council. Photo: Bennett Sell-Kline

We're excited to announce that our 2011 Heroes Celebration gala will take place on April 11 at the Yerba Buena Center for the Arts in San Francisco. We will honor Kit Crawford, co-CEO of Clif Bar & Company and president of the Clif Bar Family Foundation; Horst Rechelbacher, innovative green business leader and founder of the plant-based cosmetics company Intelligent Nutrients; and Kathi Salley Randall, 2009 Climb Against the Odds team member and a strong voice for the Breast Cancer Fund in the neonatal nursing community.

Business Partners for Prevention

Over the years, the Breast Cancer Fund has received generous support from business partners who are dedicated to protecting our bodies and environment by making healthy, non-toxic products.

This year, LUNA—our strategic business partner since 1999—launched the 10th season of its traveling film festival, LUNAFEST, with a portion of the proceeds supporting prevention. Ahnu, a sustainable footwear company, reached a \$10,000 donation goal through our partnership with the Plus 3 Network and has pledged another \$100,000 to the Breast Cancer Fund through sales of the company's 2011 performance shoe line. This year, Donate for Charity has given over \$100,000 through vehicle donations. And in October, Klean Kanteen introduced its first-ever special-edition bottle detailed with our iconic prayer flags as a way to showcase its support for the Breast Cancer Fund.

With the recent release of *State of the Evidence*, these companies—along with other



Klean Kanteen launched its first special-edition bottle featuring the Breast Cancer Fund's iconic prayer flags to support breast cancer prevention. Photo: Cathy Ann Taylor

cause-marketing partners—helped us engage consumers on the environmental links to breast cancer by including tip cards and report brochures with their merchandise, sharing our video, *Breast Cancer Prevention Starts with Us*, and reposting information from our Facebook and Twitter campaign throughout October.

If your company is interested in becoming a prevention partner or sponsoring an upcoming event, please contact Julie Homan, cause-marketing manager, at jhoman@breastcancerfund.org or 866-760-8223 x15.

Science Leadership Circle

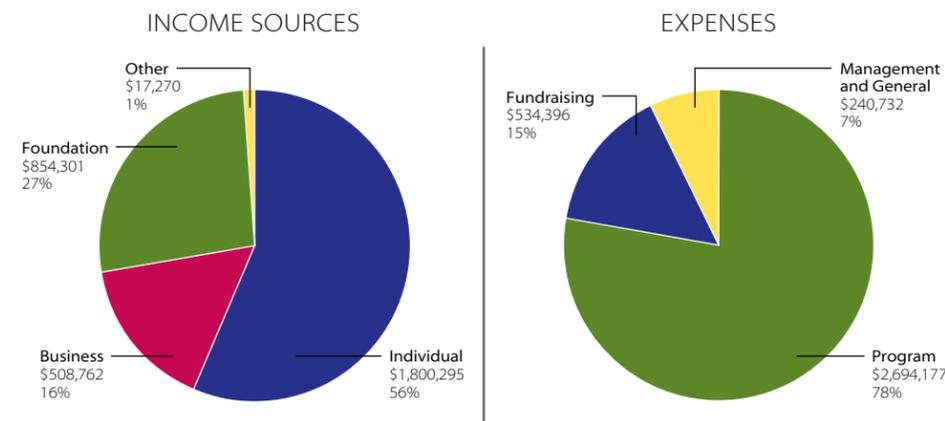
The Breast Cancer Fund recently created a new opportunity for those interested in engaging directly with our science work. As a member of the new Science Leadership Circle, you will support our scientific reports, including our signature *State of the Evidence*, by contributing financially or helping us find the support we need. Our goal is to raise \$250,000 annually to sustain this program. If you're interested in joining the Breast Cancer Fund's Science Leadership Circle, please contact Bruce Beery, director of development, at bbeery@breastcancerfund.org or (866) 760-8223 x11.

Thanks to 2010 Event Participants and Donors

Thank you to everyone who participated in, sponsored and donated to the Breast Cancer Fund's 2010 signature and partner events, including Climb Against the Odds, raising \$370,000; Peak Hike, raising \$265,000; Heroes Celebration, raising \$160,000; and Sacred Treks, raising \$63,000. Your generous contributions have made our public education and advocacy work possible!

FINANCIALS

Year Ending June 30, 2010



STATEMENTS OF FINANCIAL POSITION | Years Ended June 30, 2010 and 2009

	2010	2009
ASSETS		
Assets:		
Cash & Cash Equivalents	\$458,862	\$607,521
Short-Term Investments	-	\$151,572
Contributions & Grants Receivable	\$712,691	\$828,644
Prepaid Expenses	\$61,255	\$43,010
Property & Equipment, Net	\$138,836	\$57,774
Other	\$13,420	\$13,506
TOTAL ASSETS	\$1,385,064	\$1,702,027
LIABILITIES AND NET ASSETS		
Liabilities:		
Accounts Payable	\$41,266	\$70,595
Accrued Salary & Vacation	\$79,911	\$72,121
Deferred Compensation	\$51,001	\$43,923
Other	\$73,046	\$86,871
TOTAL LIABILITIES	\$245,224	\$273,510
Net Assets:		
Unrestricted	\$882,329	\$971,775
Temporarily Restricted	\$257,511	\$456,742
TOTAL NET ASSETS	\$1,139,840	\$1,428,517
TOTAL LIABILITIES & NET ASSETS	\$1,385,064	\$1,702,027

STATEMENTS OF ACTIVITIES | Years Ended June 30, 2010 and 2009

	2010			2009		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
Revenue & Support:						
Contributions & Grants	\$2,228,340	\$582,300	\$2,810,640	\$2,369,667	\$571,292	\$2,940,959
In-Kind Donations	\$282,639	-	\$282,639	\$300,107	-	\$300,107
Fees & Other Income	\$87,349	-	\$87,349	\$126,004	-	\$126,004
Net Assets Released						
From Restrictions	\$781,531	(\$781,531)	-	\$776,884	(\$776,884)	-
TOTAL REVENUE & SUPPORT	\$3,379,859	(\$199,231)	\$3,180,628	\$3,572,662	(\$205,592)	\$3,367,070
Expenses:						
Program	\$2,694,177	-	\$2,694,177	\$2,833,269	-	\$2,833,269
Management & General	\$240,732	-	\$240,732	\$224,663	-	\$224,663
Fundraising	\$534,396	-	\$534,396	\$499,581	-	\$499,581
TOTAL EXPENSES	\$3,469,305	-	\$3,469,305	\$3,557,513	-	\$3,557,513
Changes in Net Assets	(\$89,446)	(\$199,231)	(\$288,677)	\$15,149	(\$205,592)	(\$190,443)
Net Assets, Beginning of Yr.	\$971,775	\$456,742	\$1,428,517	\$956,626	\$662,334	\$1,618,960
NET ASSETS, END OF YEAR	\$882,329	\$257,511	\$1,139,840	\$971,775	\$456,742	\$1,428,517

Audited by Bregante + Company LLP

breast cancer fund

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Breast Cancer Fund

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