

strong VOICES

WINTER 2011-12
VOLUME 18



YEAR IN REVIEW: 2011



Another Bad Year for BPA

The Breast Cancer Fund led the charge against bisphenol A (BPA) in canned foods in 2011, starting with an innovative study published in *Environmental Health Perspectives* in March, which demonstrated that a diet free of canned and plastic-packaged foods resulted in a 66 percent drop in BPA levels in human study participants. Though a small pilot study, co-authored with Silent Spring Institute, the research provided clear evidence that food is a primary source of BPA in people and that when you take BPA out of food, you can quickly reduce the level of BPA in people.

This data, and the more than 250 lab studies linking BPA to breast cancer and other health problems, prompted the Breast Cancer Fund to launch Cans Not Cancer, a market-based campaign aimed at pressuring canned food manufacturers to replace BPA with a safer alternative.

This year we published two product-testing reports to inform the public about BPA in canned foods. In September we revealed that our tests of canned foods marketed to kids,



Clockwise from top left: Climb Against the Odds 2011 raised \$544,000 for prevention; our BPA dietary study and one participating family, the Laurlunds, were featured on the front page of the San Francisco Chronicle; our 2011 reports grabbed headlines; our Cans Not Cancer campaign is urging can manufacturers to stop using BPA.

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the Rizzo report



Photo: Irene Young

by Jeanne Rizzo, R.N.
President and CEO

When I look back at 2011, I'm struck by how much the work of the Breast Cancer Fund has shaped and strengthened the movement for breast cancer prevention.

We made a groundbreaking contribution to the science on BPA when we published a peer-reviewed study documenting that food packaging is a major source of human exposure to the chemical. With the launch of our Cans Not Cancer campaign, we challenged the \$80 billion canned food industry to move away from BPA and toward safer alternatives. We released two media-grabbing reports documenting BPA levels in canned foods. Our Campaign for Safe Cosmetics secured a commitment from Johnson & Johnson to remove carcinogenic chemicals from its entire line of baby products. We brought health-affected voices to strengthen the call for reform of the Toxic Substances Control Act. We empowered tens of thousands to protect themselves and their families with our October Prevention Is Power campaign.

In sum, we made impressive progress toward our goal of translating the growing body of scientific evidence linking breast cancer and environmental exposures into public education and advocacy campaigns that protect our health and reduce breast cancer risk.

This is essential work. I know you agree—that's why you're part of our community. I hope that as you read this newsletter, you feel proud to be part of this historic effort. I know I do. I know that when my grandchildren grow up, they will be living at a time when rates of breast cancer and other diseases linked to chemical exposure have dropped dramatically, when chemicals are not put into commerce before they have been fully tested for their health effects. They will be able to tell the story of an organization and a movement their grandmother was part of that brought about a sea change in how our society thinks about and uses chemicals and radiation; a movement that protected health, sustained life and respected the environment.

It's this vision of the future that fuels me to do this work. And it's the amazing dedication of the Breast Cancer Fund staff, board and community of supporters that gives me great confidence in saying that 2012 will be an even more fruitful year for breast cancer prevention.

When I look back at 2011, I'm struck by how much the work of the Breast Cancer Fund has shaped and strengthened the movement for breast cancer prevention.

Yours very truly,

A handwritten signature in blue ink that reads "Jeanne".

P.S. Help us realize our vision of a future with less breast cancer. Make your donation today. Visit www.breastcancerfund.org/donate or use the enclosed envelope.

prevention in action

continued from page 1

including Campbell's Disney Princess soup and Earth's Best Organic Elmo soup, found that they contained BPA. Then in November we shared the results of our tests of canned Thanksgiving staples, including gravy, cream of mushroom soup and pumpkin, which showed that a traditional holiday meal can contain a concerning level of BPA. The reports generated hundreds of media stories and prompted tens of thousands of letters and petition signatures from consumers to canned food makers. Some but not all manufacturers have responded.

Beyond cans, BPA continued to be a hot legislative topic worldwide in 2011. A proposal to ban BPA from all food packaging is moving through the French legislature, where it has already passed the lower parliamentary house. More than 20 U.S. states introduced legislation

to more strictly regulate BPA, and bills passed in California, Delaware and Maryland, bringing the total to 11 states that ban some applications of BPA.

In the U.S. Senate, Sen. Dianne Feinstein, D-Calif., reintroduced a bill that would ban BPA from baby feeding products like bottles and sippy cups, while in the House, Rep. Ed Markey, D-Mass., reintroduced a broader proposal to ban BPA from canned foods as well. Meanwhile, the American Chemistry Council, the chemical industry's trade association, reversed its position on BPA and announced that it would petition the FDA to ban the chemical from baby bottles and sippy cups. It's a radical reversal from 2010, when the ACC effectively blocked Sen. Feinstein's proposal to do exactly the same thing.

www.breastcancerfund.org/cansnotcancer

A Banner Year for Safe Cosmetics

This year we took a look back at how far the cosmetics market has come since the Breast Cancer Fund and our partners in the Campaign for Safe Cosmetics launched a major effort to get toxic chemicals out of personal care products seven years ago.

We said good-bye to the Compact for Safe Cosmetics, which we created when the Campaign was launched in 2004. Since then, nearly 1,500 cosmetics manufacturers signaled their intent to make safer products by signing our pledge. In November we released a final tally of the 335 companies that had met all the obligations of the Compact, along with a report documenting the market shift toward safer products that the Campaign has been credited with helping to generate.

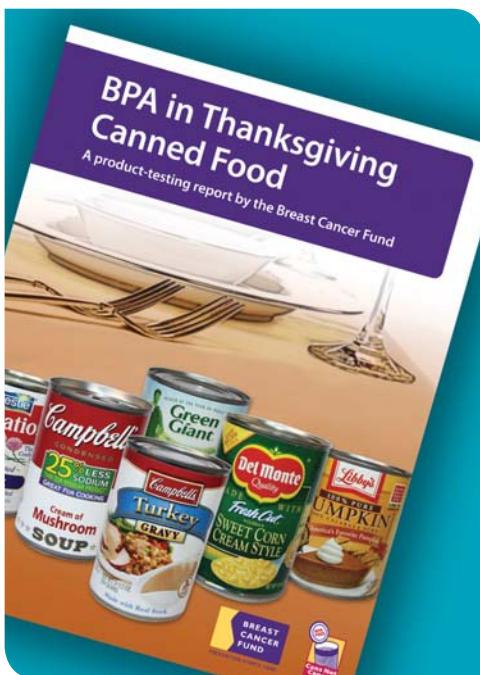
Prompted by a new report from the Campaign for Safe Cosmetics and conversations with



Johnson & Johnson committed to removing formaldehyde-releasing chemicals from its baby cosmetics worldwide thanks to a new analysis of Johnson's Baby Shampoo in 13 countries, conducted by the Breast Cancer Fund's Campaign for Safe Cosmetics.

Campaign staff, Johnson & Johnson committed to phasing out formaldehyde-releasing preservatives in its personal care products for babies in all markets worldwide within two years. The company also announced it is working to strip detectable levels of the carcinogen 1,4-dioxane from its products, and that it has already removed hormone-disrupting phthalates from its baby products worldwide. After two and a half years of pushing J&J to get all three of these chemicals out of its baby products, this is a huge victory for the Campaign and for children's safety.

The report that prompted the J&J announcement, *Baby's Tub Is Still Toxic*, analyzed the ingredients in Johnson's Baby Shampoo sold in 13 countries. Five (including the U.S. formulation) still contain



Our report documenting BPA in popular Thanksgiving canned foods got the attention of the media, families and the can manufacturers.

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prevention in action

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a preservative that releases formaldehyde (a known human carcinogen), while those sold in other countries use safer alternatives.

www.safecosmetics.org/tubstilltoxic

Throughout 2011, the Campaign put pressure on another company, Brazilian Blowout, the poster child for the need for legislative reform of the cosmetics industry. Despite being the subject of an FDA warning, an OSHA hazard alert and a lawsuit filed by the California Attorney General's office regarding high levels of formaldehyde in its hair-straightening products, Brazilian Blowout continues to tell consumers and salon workers that the product is safe. Under the current regulatory system for cosmetics, the FDA cannot demand a recall of products that are found to be unsafe.

The Safe Cosmetics Act of 2011 would change all that. Introduced in the U.S. House in June by Rep. Jan Schakowsky, D.-Ill., and Rep. Edward Markey, D-Mass., the bill would empower the FDA to require cosmetics to be evaluated for safety. This year's bill includes significant updates to the Safe Cosmetics Act introduced in the last Congress, aimed at ensuring cosmetics safety while being more manageable for the smaller companies that are innovating the safer alternatives already on the market.

Further Shaping the National Policy Agenda

This year the Breast Cancer Fund continued to expand our reach and impact in the federal policy arena in areas beyond BPA and cosmetics. Our success is a result of our approach of looking at chemical policy reform through the lens of breast cancer, a disease that has touched almost every American.



Breast Cancer Fund Senior Policy Strategist Nancy Buermeyer (center) and other members of the Safer Chemicals, Healthy Families coalition deliver petition signatures in support of cancer prevention to White House staffers Jon Carson, Director of the Office of Public Engagement, and Nancy Sutley, Chair of the White House Council on Environmental Quality.

Because of our focus, the Breast Cancer Fund is a key voice in efforts to reform the Toxic Substances Control Act (TSCA), which was intended to protect people and the environment from toxic industrial chemicals but has been an overwhelming failure. This year we focused on bringing new health-affected voices into this work, particularly other cancer organizations, together putting a human face on diseases linked to chemical exposure.

The Breast Cancer Fund also led efforts to maintain federal funding for biomonitoring and health-tracking programs on both the national and state levels. Biomonitoring, which measures levels of chemical pollutants in people's bodies, and health tracking, which examines regional disease rates, are critical to larger efforts to reduce chemical exposures linked to disease.

We also successfully defended the landmark toxic toy legislation we helped pass in 2008 that

bans six toxic phthalates from children's toys, which was threatened by rollback legislation.

And 2011 offered opportunities for the Breast Cancer Fund to educate Congress and key White House and federal agency staff. We briefed Congressional staff on the scientific findings and policy implications of our sixth edition of *State of the Evidence: The Connection Between Breast Cancer and the Environment*, featuring the report's author, Vassar professor Dr. Janet Gray, as well as breast cancer survivor and Strong Voice and Climb Against the Odds alum Deb Cole. In October, for Breast Cancer Prevention Month, we presented at a Congressional briefing on chemical exposures and breast cancer with our allies at Safer Chemicals, Healthy Families. And over the past year we've met with staff from the White House's Council on Environmental Quality and Office of Public Engagement, as well as leadership from the Office of Management and Budget, CDC, the Consumer Product Safety Commission and the EPA.

2011 HIGHLIGHTS

Guiding the National Research Agenda

While our big campaigns like Cans Not Cancer and the Campaign for Safe Cosmetics grab headlines, the Breast Cancer Fund is also engaged in the critical but quieter work of helping to shape the national research agenda on breast cancer and the environment and enhancing the impact of this research on public health and policy.

As a recognized leader in science-based environmental health policy, we have been invited to play a leadership role in discussions of state and federal research agendas.

At the federal level, our President and CEO Jeanne Rizzo was appointed to the National Institute of Health Interagency Breast Cancer and Environment Research Coordinating Committee. This congressionally mandated body works to fill the gaps in knowledge about the environmental causes of breast cancer, and to foster collaboration across federal agencies in funding, conducting and translating related research. As chair of the subcommittee on research translation, dissemination and policy implications, Jeanne also leads the body's efforts to develop a strategy to increase public understanding of the research.

At the state level, Jeanne serves on the council of the California Breast Cancer Research Program. As councilmember and chair emeritus, Jeanne has helped shape the vision and strategy of this groundbreaking program (which since 1994 has awarded more than \$213 million in research grants) by ensuring that there is a strong investment in research on breast cancer prevention, and that this research is grounded in participatory, community-based best practices.

Through participation in these distinguished committees, Jeanne and the Breast Cancer Fund are making lasting contributions to

the science linking environmental factors and breast cancer and to the translation of this research into smart policy that protects public health and reduces breast cancer risk.

Prevention Is Power

In October, our Prevention Is Power campaign helped turn growing national awareness into action. Together with our business partners at Ahnu, Isis, Klean Kanteen, LUNA and Seventh Generation, we shared with the public information on how toxic chemicals can increase our risk of breast cancer, along with practical tips

for reducing exposure. Thanks to Prevention Is Power, thousands more people who were once in the dark about toxic exposures in their everyday environments now have the tools to help them reduce their risk and protect their families.

As a part of the Breast Cancer Fund community, you can support prevention all year round by taking action, sharing our message, and donating to support our innovative outreach and education campaigns. Prevention Is Power in October and beyond! Get empowered at www.breastcancerfund.org/preventionispower.



In April, our annual Heroes Celebration honored innovators who are working with us to stop breast cancer before it starts. President and CEO Jeanne Rizzo (left) with our 2011 Heroes (from left to right) Kit Crawford, owner and co-CEO of Clif Bar & Co.; Horst Rechelbacher, founder of Aveda and Intelligent Nutrients; and Kathi Salley Randall, neonatal nurse and Strong Voice for the Breast Cancer Fund.



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thankyou

GROWING SUPPORT FOR PREVENTION

The Breast Cancer Fund is grateful to our community of supporters—advocates, volunteers, donors and business partners—who contributed their time, money and voices in 2011.



Science Adviser, Board Member, Volunteer Extraordinaire: Dr. Janet Gray

Chances are the name Janet Gray, Ph.D., is familiar to you. She is the author of our 2010 edition of *State of the Evidence: The Connection Between Breast Cancer and the Environment*; editor of the 2008 edition and the peer-reviewed version that appeared in the *International Journal of Occupational and Environmental Health* in 2009; and co-author of our 2011 peer-reviewed study on dietary BPA intake, published in *Environmental Health Perspectives*.

Janet has collaborated with the Breast Cancer Fund on all of these remarkable projects first as an adviser, then as a board member, and finally as our pro-bono acting science director from May 2009 through August 2011. The first year of her service, Janet dedicated her sabbatical from Vassar College to the Breast Cancer Fund; during her second year, she served while simultaneously managing her teaching and administrative roles at Vassar.

But Janet is more than a top-notch science adviser. She is a Breast Cancer Fund

supporter extraordinaire. Who will forget Janet and her husband, Jim, with grill tools in hand, creating the now annual tradition of barbecuing for staff and supporters in the shadow of Mt. Shasta, as her son Geoffrey and his Climb Against the Odds teammates rested before their summit attempts?

While we miss the close working relationship we had with Janet when she was acting science director, we know that, as a member of the board and an avid supporter, Janet remains a cherished part of the Breast Cancer Fund family.

Donor, Climber, Strong Voice: Betsy Gordon

It's almost hard to keep track of all the ways Betsy Gordon has supported the Breast Cancer Fund. Among other contributions, she has helped fund our scientific reports, including *The Falling Age of Puberty in U.S. Girls*; financed the digitization of our *Climb Against the Odds* documentary; and generously supported a number of Climb team members through the years.



Betsy Gordon on a coastal hike as she trained for Climb Against the Odds 2011.

In 2011, Betsy took her support to new heights when she became a member of this year's Climb Against the Odds expedition of Mt. Shasta, and she will join our Summer 2012 Sacred Trek in Ladakh, India.

Betsy seizes opportunities to bring attention to our work and to support science that investigates the links between breast cancer and the environment. She chooses to contribute to our efforts because she believes in the power of, in her words, "the Breast Cancer Fund's positive approach toward better health through education, community and prevention." Thank you, Betsy Gordon, for being a champion for breast cancer prevention through your generous contributions, strong voice and powerful actions.

Science Benefactor: Dr. Ingrid Tauber

We are honored to count Dr. Ingrid Tauber and the Lazlo N. Tauber Family Foundation as members of the Breast Cancer Fund's Science Leadership Circle. Dr. Tauber's very generous grant funded the addition of a Director of Science position, held by Sharima Raysanayagam, Ph.D.

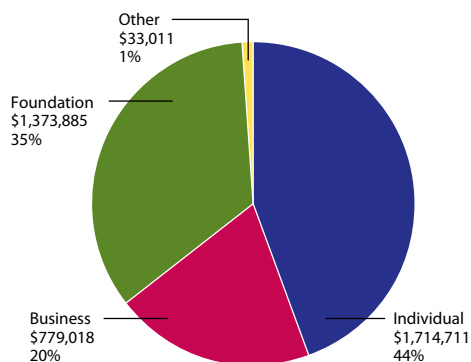
By supporting our scientific work, Dr. Tauber has further strengthened our ability to translate the growing body of evidence on the environmental and other preventable causes of breast cancer into strategic, effective advocacy and public education.

If you are interested in supporting our science work by 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.

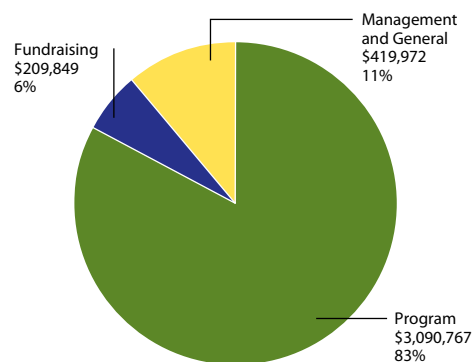
FINANCIALS Year Ending June 30, 2011

breast cancer fund

INCOME SOURCES



EXPENSES



STATEMENTS OF FINANCIAL POSITION | Years Ended June 30, 2011 and 2010

| | 2011 | 2010 |
|---|--------------------|--------------------|
| ASSETS | | |
| Assets: | | |
| Cash and cash equivalents | \$649,418 | \$458,862 |
| Contributions and grants receivable | \$824,257 | \$712,691 |
| Prepaid expenses | \$66,054 | \$61,255 |
| Property and equipment, net | \$84,384 | \$138,836 |
| Other | \$12,620 | \$13,420 |
| TOTAL ASSETS | \$1,636,733 | \$1,385,064 |
| LIABILITIES AND NET ASSETS | | |
| Liabilities: | | |
| Accounts payable | \$67,089 | \$41,266 |
| Accrued payroll and vacation | \$98,682 | \$79,911 |
| Deferred compensation | \$71,365 | \$51,001 |
| Other | \$79,720 | \$73,046 |
| TOTAL LIABILITIES | \$316,856 | \$245,224 |
| Net assets: | | |
| Unrestricted | \$981,214 | \$882,329 |
| Temporarily restricted | \$338,663 | \$257,511 |
| TOTAL NET ASSETS | \$1,319,877 | \$1,139,840 |
| TOTAL LIABILITIES & NET ASSETS | \$1,636,733 | \$1,385,064 |

STATEMENTS OF ACTIVITIES | Years Ended June 30, 2011 and 2010

| | 2011 | | | 2010 | | |
|---------------------------------------|--------------------|------------------------|--------------------|--------------------|------------------------|--------------------|
| | Unrestricted | Temporarily Restricted | Total | Unrestricted | Temporarily Restricted | Total |
| Revenue and Support: | | | | | | |
| Contributions and grants | \$2,350,489 | \$1,074,922 | \$3,425,411 | \$2,228,340 | \$582,300 | \$2,810,640 |
| in kind donations | \$355,616 | - | \$355,616 | \$282,639 | - | \$282,639 |
| fees and other income | \$119,598 | - | \$119,598 | \$87,349 | - | \$87,349 |
| Net assets released from restrictions | \$993,770 | (\$993,770) | - | \$781,531 | (\$781,531) | - |
| TOTAL REVENUE & SUPPORT | \$3,819,473 | \$81,152 | \$3,900,625 | \$3,379,859 | (\$199,231) | \$3,180,628 |
| Expenses: | | | | | | |
| Program | \$3,090,767 | - | \$3,090,767 | \$2,694,177 | - | \$2,694,177 |
| Management and general | \$209,849 | - | \$209,849 | \$240,732 | - | \$240,732 |
| Fundraising | \$419,972 | - | \$419,972 | \$534,396 | - | \$534,396 |
| TOTAL EXPENSES | \$3,720,588 | - | \$3,720,588 | \$3,469,305 | - | \$3,469,305 |
| Changes in net assets | \$98,885 | \$81,152 | \$180,037 | (\$89,446) | (\$199,231) | (\$288,677) |
| Net assets, beginning of year | \$882,329 | \$257,511 | \$1,139,840 | \$971,775 | \$456,742 | \$1,428,517 |
| NET ASSETS, END OF YEAR | \$981,214 | \$338,663 | \$1,319,877 | \$882,329 | \$257,511 | \$1,139,840 |

Audited by Bregante + Company LLP

STAFF

Jeanne Rizzo, R.N., *President and CEO*
 Lisa Archer, *National Coordinator, Campaign for Safe Cosmetics*
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 Nancy Buermeyer, *Senior Policy Strategist*
 Alexa Cole, *Outreach and Education Program Associate*
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 Lizzell François, *Finance Associate*
 Connie George, *Sponsorship and Climb Manager*
 Kelly Goldsmith, *Senior Online Marketing Coordinator*
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 Janet Nudelman, *Director of Program and Policy*
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 Sharima Rasanayagam, Ph.D., *Director of Science*
 Jessica Smith, *Development Coordinator*
 Melissa Van Slyke, *Development Assistant*
 Marisa Walker, *Communications Manager*
 Donald Yang, *Database Assistant*

KEY CONSULTANTS

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 Nancy Evans, *Health Science Consultant*
 The Raben Group, *Federal Public Policy Consultants*
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Breast Cancer Fund

1388 Sutter Street, Suite 400
 San Francisco, CA 94109
 Phone (415) 346-8223
 Toll-free (866) 760-8223
 Fax (415) 346-2975

www.breastcancerfund.org

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San Francisco, CA 94109
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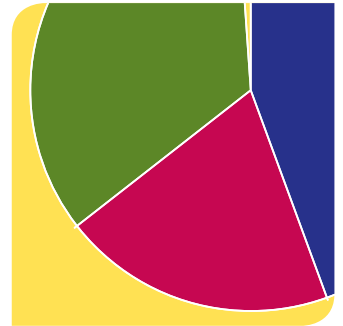
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get involved

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

Climb Against the Odds | June 17-23, 2012 | Mount Shasta, Calif.

Join the Breast Cancer Fund's annual mountaineering expedition to support our groundbreaking work to eliminate the environmental causes of the disease. Climb 14,179-foot Mt. Shasta to reach your personal summit while honoring the courage it takes to face breast cancer. Begin your journey at www.breastcancerfund.org/climb.

Save the date for our annual Heroes Celebration in San Francisco: May 15, 2012

Join us to honor heroes who are making a difference in the world of breast cancer prevention, and celebrate the Breast Cancer Fund's 20th anniversary. www.breastcancerfund.com/heroescelbration