

the Rizzo report



Photo: Irene Young

by Jeanne Rizzo, R.N.
President and CEO

I've been thinking about the power of listening. Through listening, we determine how to act.

A decade or so ago, when the public dialogue on breast cancer was focused on detection and treatment, we listened to a different voice: yours. You wanted to know why breast cancer rates were on the rise and how toxic chemical and radiation exposures might increase risk. We listened. In fact, we dedicated our mission to preventing the disease and to constantly evaluating the scientific evidence linking breast cancer to environmental exposures.

And we continue to listen. You ask what you can do to protect yourself and your family—what products to avoid, what good habits to adopt, how to make smarter and healthier choices. At www.breastcancerfund.org, we offer a dynamic web experience that helps you understand the science and translates that science into practical, simple steps to reduce your risk.

Some big-picture changes you can't make on your own, so you tell us you want laws that protect us from toxic chemicals and radiation; you want companies to stop selling products that might increase our risk of breast cancer. We listen by orchestrating successful campaigns that call on policymakers and companies to protect us from toxic exposures.

And we know companies are listening too. This year our Cans Not Cancer campaign marked a victory when Campbell Soup Company announced it would phase out the use of toxic BPA in its food cans, and our Campaign for Safe Cosmetics celebrated when Johnson & Johnson pledged to remove toxic chemicals from its personal care products worldwide.

Know who else is listening, though? Big Chem, the chemical industry, and it's worried. When companies like Campbell's and J&J are making changes because they feel the power of our collective voice, Big Chem has every reason to worry.

So please keep talking. We'll keep listening. And together we'll keep making change. Together, we'll keep working to prevent breast cancer.

*Companies are making change because
they feel the power of our collective voice.
So please, keep talking.*

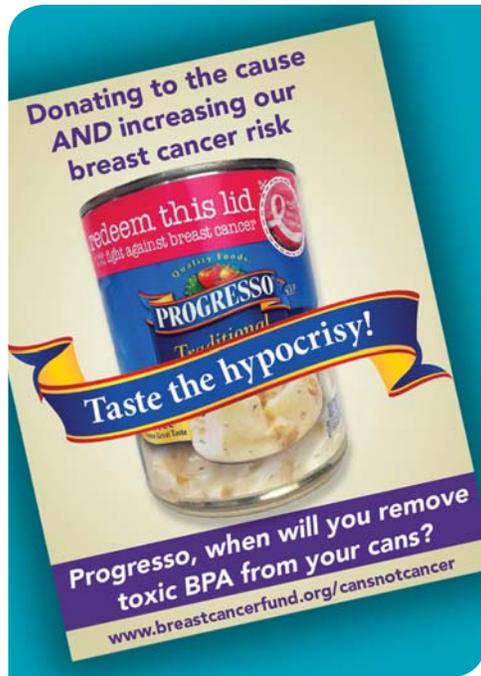
Yours very truly,

*P.S. Have something to say? We're listening!
Join the conversation on Facebook and Twitter.
Or email me at jrizzo@breastcancerfund.org.*

*P.P.S. We can't do this work without your support!
Donate today at www.breastcancerfund.org/donate or use the enclosed envelope.*

prevention in action

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Our six-year effort to get BPA out of children's feeding products and food packaging helped move the market in such a profound way that in July the U.S. Food and Drug Administration finally authorized a permanent ban on BPA in baby bottles. Although virtually all baby bottles on the market are now BPA-free, the ban formalizes the voluntary market shift and assures that the chemical will not be used for this purpose in the future. The FDA did not, however, address the safety of BPA alternatives, nor did it declare BPA to be unsafe for all food packaging. We continue to press the agency to ban it in all products that come in contact with food and to ensure replacements have been fully tested for safety.

www.breastcancerfund.org/cansnotcancer

Science Leadership

Scientific data is the foundation of the Breast Cancer Fund's policy initiatives and campaigns.

In the rapidly evolving field of environmental health, that means we are committed to keeping current with emerging research as well as driving the research agenda to fill gaps in our collective knowledge about the effects of chemicals on breast cancer risk.

In keeping up with the latest science related to chemical exposure and breast cancer, we've analyzed new scientific discoveries on the antimicrobial agent triclosan, the beef growth hormone Zeranol, the heavy metal cadmium, bioidentical hormone replacement therapy (HRT), the effects of light at night, and polyfluorinated chemicals used in products like stain-resistant fabric and non-stick cookware.

Visit www.breastcancerfund.org/chemicals for chemical-by-chemical summaries of these and dozens more including BPA, phthalates and atrazine. All summaries have been updated to include the latest research.

The Breast Cancer Fund's commitment to scientific integrity has granted us entry to innovative state, national and international forums that are advancing environmental health science. Our president and CEO, Jeanne Rizzo, continues to serve on the National Institutes of Health's Interagency Breast Cancer and Environmental Research Coordinating Committee, a congressionally mandated body that fills the gaps in our knowledge about environmental causes of breast cancer and fosters collaboration across federal agencies in funding, conducting and translating related research.

In 2012 our director of science, Sharima Rasanayagam, was appointed to the California Breast Cancer Research Council, which awards grants to breast cancer research projects—including many that have contributed to our understanding of the link between

chemicals and breast cancer. In Berlin last September, Sharima also represented the Breast Cancer Fund, one of a select number of non-governmental organizations invited to a working meeting of scientists, regulators and industry representatives looking at how to better incorporate low-dose effects (common with hormone-disrupting chemicals) and other complexities into testing protocols for regulating chemical safety.

The Power of Prevention



This year, the Breast Cancer Fund has reached millions with our message of prevention. Through our Prevention Is Power campaign in October, we harnessed the powerful voices in our community to move us beyond pink

ribbons—beyond awareness to prevention. We and our business partners shared with our Facebook communities a month's worth of practical tips and videos about reducing exposure to toxic chemicals. And our powerful little campaign got a huge boost from the blogosphere: More than a dozen bloggers—from Glamour.com to nontoxickids.com to mommygreenest.com—also shared the great news that Prevention Is Power! www.breastcancerfund.org/preventionispower.

In October we also launched a free web-based

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prevention in action

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discussion series, Prevention Speaks, about breast cancer and the environment. Check out our calendar and join a discussion soon! www.breastcancerfund.org/webinars

Challenging Big Chem in California

In 2012, the Breast Cancer Fund went up against Big Chem in California as we worked to restrict toxic flame retardants in furniture and implement the Safer Consumer Products program we helped create in 2008.

California Gov. Jerry Brown is working to modernize the state's flammability standard to reduce the use of flame retardants, which made headlines this year when the *Chicago Tribune* published an investigative series highlighting the toxicity—and inefficacy—of these chemicals. Thanks to chemical industry lobbying decades ago, California law effectively requires hefty doses of flame retardants in the foam of furniture like sofas—even though they don't actually prevent fires. Whether sold in California or elsewhere in the United States, furnishings typically conform to these flame-retardant standards. We're pushing for the new standards to be adopted as soon as possible, while the industry is pulling for the status quo.

Industry is also fighting change by trying to thwart implementation of California's nearly final Safer Consumer Products program, which will require manufacturers to replace toxic chemicals with safer alternatives in consumer products from soup cans to shampoo, toys to floor cleaner. While we've worked for the last four years to create a strong, protective program, now that it's close to fruition the chemical industry lobby is deploying all its efforts to kill it. The Breast Cancer Fund and our partners have been

meeting with key administration officials and organizing support among businesses, the media and consumers in a push to make the program a reality in 2013.

Impacting National Policy

Thanks to our advocacy efforts in 2012, cosmetics safety got its first congressional hearing in 30 years in March (see the next article), and the Safe Chemicals Act, which would overhaul our broken chemical management system and protect public health, was approved by the Senate Environment and Public Works Committee.

The Breast Cancer Fund also worked to raise public and congressional awareness of three more signature pieces of federal legislation we are working to advance: a ban on BPA in all food packaging, ingredient disclosure for household cleaning products, and the Safe Cosmetics Act. We look forward to helping reintroduce the bills in the 113th Congress.

In addition to advocating for legislation, our policy team is always hard at work behind the scenes protecting Americans from toxic chemicals. This year that work

included countering chemical industry attempts to water down a law we helped pass in 2008 that bans phthalates from toys; protecting the Report on Carcinogens, the U.S. government's list of cancer-causing chemicals, from industry efforts to have Congress defund it; and ensuring that federal funding for biomonitoring and health-tracking programs was kept intact. Biomonitoring measures pollution levels in people, and health tracking examines regional disease rates relative to environmental exposures; both give us a clearer picture of the connection between chemical exposures and cancer.

J&J Agrees to Remove Harmful Chemicals

Victory! The Campaign for Safe Cosmetics convinced Johnson & Johnson—one of the largest cosmetics companies in the world—to eliminate unsafe chemicals from its products worldwide. We secured this victory in August after three years of pressuring and meeting with J&J, following our 2009 product testing that detected two chemicals linked to cancer in Johnson's Baby Shampoo. The company will remove problematic chemicals from all of its brands and products, including Aveeno, Neutrogena and, of course, its iconic baby shampoo. J&J will reformulate its children's products by the end of 2013 and adult products by the end of 2015.

In February, following up on the Campaign's 2007 testing and years of pressure, the U.S. Food and Drug Administration released a study documenting the presence of lead in 400 lipsticks tested, revealing the problem of lead in lipstick to be worse and more widespread than previously reported. The Campaign launched a "Kiss Lead Goodbye" video and photo contest,



As part of the Safer Chemicals, Healthy Families coalition, we participated in the May 21 "Stroller Brigade" day of action in support of the Safe Chemicals Act. The bill's sponsor, Sen. Frank Lautenberg (D-N.J.), is pictured in the middle wearing a suit and tie.

2012 HIGHLIGHTS

which garnered hundreds of entries and helped educate tens of thousands about the problem.

In March, Congress convened the first hearing on the safety of personal care products in 30 years. Despite heavy industry influence, we were able to educate Congress on the Safe Cosmetics Act, introduced last year by Reps. Jan Schakowsky (D-Ill.) and Ed Markey (D-Mass.), which would give the FDA the authority it needs to ensure that personal care products are free of harmful ingredients.

Read more about what the Campaign is up to at www.safecosmetics.org.



Iona Pelovska from Toronto submitted the winning video in our Kiss Lead Goodbye contest.

Climbing High for Prevention

In June, 27 women touched by breast cancer successfully completed the Breast Cancer Fund's 2012 Climb Against the Odds expedition on Northern California's 14,179-foot Mount Shasta.

The team's summit attempt began hours before sunrise as climbers made their way across the snow lit by their headlamps and the glow of the moon and stars. As the sun rose in the cloudless sky, the team enjoyed near perfect climbing conditions.



The 2012 Climb team and supporters celebrate at Horse Camp before their final descent.

While each climber had very personal motivations to climb, they all shared a deep commitment to breast cancer prevention. For Teasha Curren from Crescent City, Calif., attempting to reach the summit was a personal celebration of getting through breast cancer treatments. "Mt. Shasta welcomed us," said Teasha. "I couldn't have done it without my team."

Tarsha Ebbert from Steamboat Springs, Colo., said the climb changed her life. "My universe has shifted from this climb. I helped two women under 35 who are survivors reach the summit. I've never had a prouder moment. It was a celebration of courage and hope."

Lead sponsors of the Climb were LUNA, Clif Bar Family Foundation, The North Face, and Boarding for Breast Cancer. Other Climb sponsors include Osprey Packs, Ibex, Outdoor Research, Leki USA, Ahnu, Julbo, Klean Kanteen, Smartwool, Adventure Medical Kits, Princeton Tec, Pentax Imaging Company, Beyond Coastal, Pistil, Sterling Rope, Jetboil, Chums, Scarpa North America, and Shasta Mountain Guides.

Climb Against the Odds 2012 raised more than \$440,000 for breast cancer prevention.

Feeling Inspired? Consider joining our 2013 Climb. www.breastcancerfund.org/climb

Jeanne Rizzo in Conversation with Deepak Chopra and CEO of 7th Generation

In September, Breast Cancer Fund President and CEO Jeanne Rizzo joined Deepak Chopra and John Replogle, CEO of Seventh Generation, for a live-webcast panel discussion titled *It's Time to Get Toxic Chemicals Out of Our Lives*.

Moderated by green-living expert Sara Snow, the panel focused on the findings of a new study commissioned by Seventh Generation revealing that two-thirds of all Americans say they are concerned or very concerned about potentially harmful chemicals and petroleum-based ingredients found in everyday personal care, household cleaning, laundry and baby care products.

The panelists agreed that this level of concern represents a mandate for immediate, sweeping systemic change. As Jeanne put it, "This study shows that people understand what the science is telling us—that exposure to toxic chemicals in our everyday products increases risk for many diseases, including breast cancer. As more and more people begin to connect the dots between toxic exposures and disease, they say, 'Enough! No more toxic trespass! We want safer products!'"



strong VOICES

In Memory of Wanna Wright,
Strong Voice Extraordinaire

December 11, 1944 – May 19, 2012



For two decades **Wanna Wright** served on the Breast Cancer Fund board of directors with great distinction. We started calling Wanna our Poet Laureate in 1999 when she wrote “Alive to Testify,” a powerful poem that expresses her deep concern for the health disparities faced by low-income communities and communities of color. A breast cancer survivor, Wanna spoke out about the unconscionable rates of breast cancer incidence and mortality, especially among African-American women. She advocated for early detection, treatment and equitable access to care, and she helped shape the Breast Cancer Fund’s mission to prevent breast cancer.

In 2001, to recognize her impressive contributions, the Breast Cancer Fund honored Wanna with the Bella Abzug Advocacy Heroes Award.

With her purple hat and warm smile, and with her husband Charles at her side, she reminded us why we do this work. Wanna Wright, we dedicate our work to you with love and gratitude.

thank you

Thanks, Hikers for Prevention!

The Breast Cancer Fund would like to thank the thousands of hikers who have descended on Mt. Tamalpais State Park in Marin County, Calif., over the past 17 years to participate in our annual Peak Hike for Prevention. Hiking in teams or individually, often honoring loved ones touched by breast cancer, these Peak Hikers have created a beloved community gathering and have helped raise over \$3.5 million for breast cancer prevention.

Peak Hike isn’t our only hike for prevention. Over the past six years, the annual Beyond the Pink hike on Sugar Loaf Mountain in Dickerson, Md., has raised \$150,000. For the past five years, WIN (Women in Natural) has organized Climb Against the Odds Colorado, raising over \$40,000. And in September, the Bolton or Bust Hike for Prevention welcomed supporters, including Vermont Governor Peter Shumlin, to Bolton Valley Resort in Vermont and raised funds for us and for Planned Parenthood of Northern New England.

Inspired to start a hike for prevention in your area? Contact Jessica Smith, jsmith@breastcancerfund.org.



2012 Peak Hike for Prevention in Northern California



2012 Beyond the Pink hike in Maryland

Thank You, Ladies of LUNAFEST!

LUNAFEST is an annual traveling festival of short films by, for and about women organized by the Breast Cancer Fund’s longtime partner LUNA. Since its inception in 2000, LUNAFEST has grown from a single annual event to a coast-to-coast force with more than 150 North American screenings each season to raise funds for the Breast Cancer Fund. To date, 101 filmmakers have been featured, more than \$550,000 has been raised for the Breast Cancer Fund, and thousands have come away entertained and inspired.

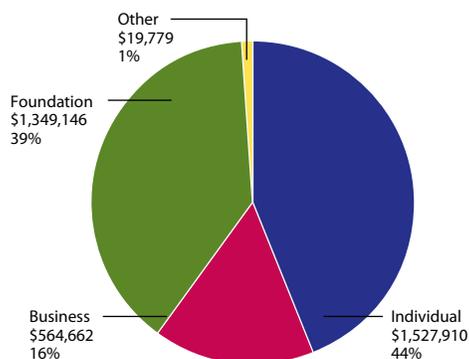
Interested in hosting a LUNAFEST in your community? Visit www.lunafest.org.

LUNAFEST[®]
short films by, for, about Women[®]

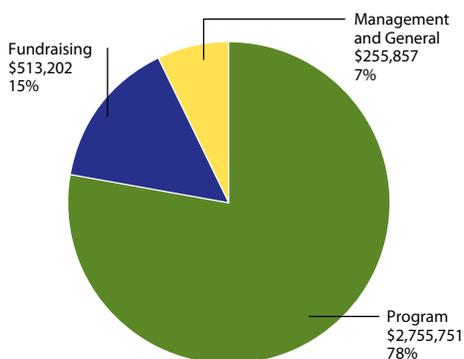
FINANCIALS Year Ending June 30, 2012

breast cancer fund

INCOME SOURCES



EXPENSES



STATEMENTS OF FINANCIAL POSITION | Years Ended June 30, 2012 and 2011

	2012	2011
ASSETS		
Assets:		
Cash and cash equivalents	\$799,474	\$649,418
Contributions and grants receivable	\$623,893	\$824,257
Prepaid expenses	\$57,067	\$66,054
Property and equipment, net	\$56,109	\$84,384
Other	\$12,690	\$12,620
TOTAL ASSETS	\$1,549,233	\$1,636,733
LIABILITIES AND NET ASSETS		
Liabilities:		
Accounts payable	\$91,944	\$67,089
Accrued payroll and vacation	\$67,843	\$98,682
Deferred compensation	\$85,973	\$71,365
Other	\$46,909	\$79,720
TOTAL LIABILITIES	\$292,669	\$316,856
Net assets:		
Unrestricted	\$873,061	\$981,214
Temporarily restricted	\$383,503	\$338,663
TOTAL NET ASSETS	\$1,256,564	\$1,319,877
TOTAL LIABILITIES & NET ASSETS	\$1,549,233	\$1,636,733

STATEMENTS OF ACTIVITIES | Years Ended June 30, 2012 and 2011

	2012			2011		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
Revenue and Support:						
Contributions and grants	\$2,242,488	\$816,665	\$3,059,153	\$2,350,489	\$1,074,922	\$3,425,411
In-kind donations	\$293,716	-	\$293,716	\$355,616	-	\$355,616
Fees and other income	\$108,628	-	\$108,628	\$119,598	-	\$119,598
Net assets released from restrictions	\$771,825	(\$771,825)	-	\$993,770	(\$993,770)	-
TOTAL REVENUE & SUPPORT	\$3,416,657	\$44,840	\$3,461,497	\$3,819,473	\$81,152	\$3,900,625
Expenses:						
Program	\$2,755,751	-	\$2,755,751	\$3,090,767	-	\$3,090,767
Management and general	\$255,857	-	\$255,857	\$209,849	-	\$209,849
Fundraising	\$513,202	-	\$513,202	\$419,972	-	\$419,972
TOTAL EXPENSES	\$3,524,810	-	\$3,524,810	\$3,720,588	-	\$3,720,588
Changes in net assets	(\$108,153)	\$44,840	(\$63,313)	\$98,885	\$81,152	\$180,037
Net assets, beginning of year	\$981,214	\$338,663	\$1,319,877	\$882,329	\$257,511	\$1,139,840
NET ASSETS, END OF YEAR	\$873,061	\$383,503	\$1,256,564	\$981,214	\$338,663	\$1,319,877

Audited by Bregante + Company LLP

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Wanna Wright, *longtime board member (1944-2012)*

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in this issue...



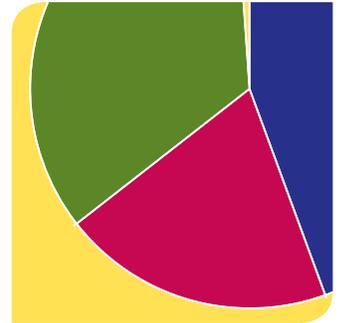
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get involved

Climb Against the Odds | June 16–21, 2013 | Mount Shasta, Calif.

Join Climb Against the Odds, our annual mountaineering expedition of survivors, supporters and those who seek to reach their personal summit in support of breast cancer prevention. Experience optional, inspiration guaranteed. Begin your journey at www.breastcancerfund.org/climb.

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