

Helping Women Now[®]

ANNUAL REPORT 2024



NATIONAL
BREAST
CANCER
FOUNDATION, INC.[®]



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.



We give help and hope to those who are facing a difficult time in their lives through resources, services, encouragement, inspiration, and helping hands.

“Faith looks back and draws courage; hope looks ahead and keeps desire alive.”

John Eldredge, American Author and Counselor

Janelle Hail

FOUNDER & CEO



2024 Board of Directors & Officers

Janelle Hail
Chairman of the Board

Hal Donaldson
Director

Steve Engle
Director

Gabriela Barbarena
Secretary

Lance Hamilton
Treasurer

Bryan Flanagan
Director

Janelle Hail
Founder & Chief Executive Officer

Kevin Hail
President & Chief Operating Officer

Rebecca Buell
Chief Financial Officer

Douglas Feil
Chief Program Officer



Jennifer at HHM Health, Texas

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 2024, NBCF partnered with 66 hospitals and provided 23,517 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 2024 Hospital Partners section for the full list of active partners.

Patient Navigation Program

This year NBCF partnered with 25 hospitals and provided 101,958 services to 44,646 women.



Sherry Zounes, right, with navigator at Johns Hopkins Breast Center

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.



Ama a tu Familia event, Texas

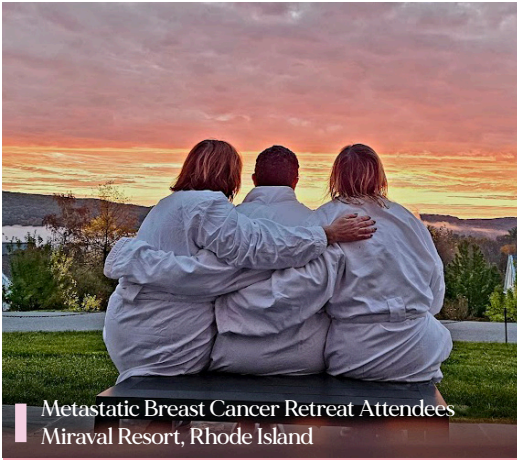
IN 2024, NBCF DELIVERED

- 33 Breast Cancer Awareness in the Workplace presentations to 2,206 individuals.
- 9 outreach events hosted across the U.S. through Convoy of Hope, resulting in 13,601 women served.
- Virtual navigation was offered via email and phone to 751 people, giving them critical information regarding breast health education, screening and diagnostic exams, financial assistance, and emotional support in both English and Spanish.



8,808
VOLUNTEERS

This year, NBCF connected with 861 volunteers with 5 individuals serving over 100 hours. In total, our volunteers served 4,778 hours helping further our mission of Helping Women Now. We're so grateful for their dedication!



Metastatic Breast Cancer Retreat Attendees
Miraval Resort, Rhode Island

Metastatic Breast Cancer Retreats

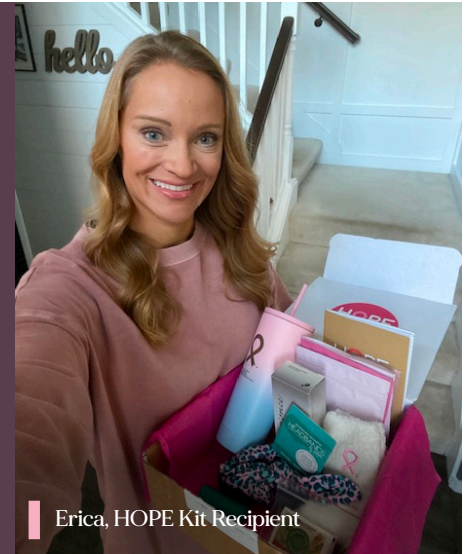
In 2024, NBCF funded eight retreats for 98 patients and caregivers in attendance.

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 22,403 HOPE Kits to patients undergoing breast cancer treatment in 2024, including 108 Metastatic Kits. NBCF hosted 120 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.



Erica, HOPE Kit Recipient

Support Groups

In 2024, NBCF hosted 37 monthly support groups attended by women across the country, with a total of 665 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 Ambassadors at Dallas IIA Health Awareness Fair, Addison, TX

Community Ambassadors

In 2024, 14,874 individuals were served through this program by 42 trained ambassadors at 95 events.

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.

Patient Relief Fund

NBCF partnered with 13 hospitals, served 8,022 women, and provided 16,996 services in 2024.

The Patient Relief Program aids patients in mitigating barriers that often affect economic stability and access to quality healthcare while undergoing treatment for breast cancer. Funds assist patients with expenses related to: transportation, food insecurity, medical expenses/equipment, housing/utility expenses, and other financial hardships.



Patient Relief Fund Recipient,
Gloria Gemma Foundation, RI



Hope Innovation Lab

Hope Innovation Lab funds cutting-edge projects that support our mission to Help Women Now. We work with partner organizations to support the incubation and development of programs that improve early detection, education, and support services. Multi-year projects explore new ways to impact disparities in clinical trials, treatment outcomes, genetic navigation, caregiver support, program impacts, and artificial intelligence in breast cancer education.

ALASKA

Alaska Breast and Cervical
Screening Assistance Program
Anchorage, AK
Breast Cancer Detection Center
Fairbanks, AK

ALABAMA

Forge Breast Cancer Survivor Center
Birmingham, AL
Joy to Life Foundation
Montgomery, AL

ARKANSAS

Arkansas Cancer Coalition
Little Rock, AR
Baptist Health Center
Little Rock, AR

ARIZONA

Banner Health
Phoenix, AZ
St. Joseph's Hospital and
Medical Center
Phoenix, AZ

CALIFORNIA

Breast and GYN Health Project
Arcata, CA
Adventist Health White Memorial
Los Angeles, CA

COLORADO

University of Colorado Hospital
Authority
Aurora, CO
Sunrise Community Health Center
Evans, CO

CONNECTICUT

Hartford HealthCare,
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

Jackson Health – Public Health Trust
of Miami-Dade County, Florida
Miami, FL
University of Miami Sylvester
Comprehensive Cancer Center
Miami, FL
H. Lee Moffitt Cancer Center &
Research Institute Foundation, Inc.
Tampa, FL

GEORGIA

Wellstar Foundation
Marietta, GA

St. Joseph's/Candler
Savannah, GA

HAWAII

The Queen's Medical Center
Honolulu, HI

IDAHO

Saint Alphonsus Regional Medical
Center
Boise, ID

ILLINOIS

Ascension Resurrection Women's
Imaging Center
Bolingbrook, IL
A Silver Lining
Chicago, IL
Loretto Hospital
Chicago, IL

Northwestern Memorial Hospital
Chicago, IL

INDIANA

Swedish Hospital
Chicago, IL
Deaconess Hospital
Evansville, IN
Ascension St. Vincent Breast Center
Indianapolis, IN

IOWA

John Stoddard Cancer Center
Des Moines, IA

KANSAS

Ascension Via Christi
Wichita, KS

KENTUCKY

University of Louisville Health –
Brown Cancer Center
Louisville, KY

LOUISIANA

Baton Rouge General
Baton Rouge, LA
Louisiana Breast & Cervical
Health Program
New Orleans, LA

MAINE

Maine Medical Center
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 Foundation
West Michigan
Grand Rapids, MI

MINNESOTA

Hennepin Healthcare
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
Kansas City, MO
Mercy Health Foundation
St. Louis, MO

MONTANA

Castling for Recovery
Bozeman, MT
Logan Health Medical Center
Kalispell, MT

NEBRASKA

Nebraska Medical Center
Omaha, NE

NEVADA

Project Pink'd
Omaha, NE
Nevada Health Centers
Carson City, NV
Dignity Health – St. Rose Dominican
Hospitals
Las Vegas, 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
Concord, NH

NEW MEXICO

Radiant Healing Together
Albuquerque, NM
University of New Mexico Hospital
Albuquerque, NM

NEW YORK

American-Italian Cancer
Foundation
New York, NY
MSK Ralph Lauren Center
New York, NY

NORTH CAROLINA

Novant Health Presbyterian
Medical Center
Charlotte, NC

NORTH DAKOTA

Bismarck Cancer Center
Bismarck, ND

OHIO

Bethesda North Hospital
Cincinnati, OH
Cleveland Clinic
Cleveland, OH
OhioHealth Foundation
Columbus, OH

OKLAHOMA

OU Breast Health Network
Oklahoma City, OK

OREGON

Adventist Medical Center-Portland
Portland, OR

PENNSYLVANIA

Abington Memorial Hospital
Abington, PA
Thomas Jefferson University
Hospital
Philadelphia, PA
Magee-Womens Hospital of UPMC
Pittsburgh, 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
Pierre, SD

VERMONT**WASHINGTON**

Avera Health
Sioux Falls, SD
University of Tennessee
Medical Center, Cancer Institute
Knoxville, TN
Ascension Medical Group
Our Mission in Motion
Nashville, TN

TENNESSEE

Texas Health Resources
Arlington, TX
Bridge Breast Network
Dallas, TX
HHM Health
Dallas, TX
Methodist Health System Foundation
Dallas, TX
Parkland Health
Dallas, TX
UT Southwestern Medical Center
Dallas, TX
Cancer Care Services
Fort Worth, TX

TEXAS

Agency Creative
Auvon
Badger & Blade
Bank of China USA
Beeley Medical
Bend Soap Company
Beringer Wine
Bessie Rattner Foundation
Better Beverage Leaders
Blended Star LLC
C3 Industries
Carpet Source
Cleaners Supply
Consultants in Dental Aesthetics
Daniela Tulbure
Delta Galil USA Inc.
Dena Stein
Doona
Element Solutions
Embr Labs
Erik Jones Foundation
eSalon
Estate of Richard H. Parsons
Moody Foundation
Estate of Sigrid J. Stacey
Fasteners, Inc./Toolup.com
FP Mailing Solutions
French Transit, LLC
Gary Stinson
Globe Life, American Income Life –
Giddens Organization
GOTRAX
iMethod Beauty
James Avery
Kerstin Florian
LifeSouth Community Blood Centers
LINNEA
Loopy Cases
Morgan Stanley Western Region
MVW and Affiliated Companies
NFI Interactive Logistics

UTAH**VERMONT**

Huntsman Cancer Institute –
University of Utah
Salt Lake City, UT
Central Vermont Medical Center
Barre, VT
Brattleboro Memorial Hospital
Brattleboro, VT

VIRGINIA

Inova Healthcare Services
Inova, VA

WASHINGTON

Fred Hutch Cancer Center
Seattle, WA

WEST VIRGINIA

WVU Bonnie's Bus
Morgantown, WV

WISCONSIN

Ascension Wisconsin
Milwaukee, WI

WYOMING

Cheyenne Regional Medical Center
Cheyenne, WY
Wyoming Department of Health
Cheyenne, WY

JPS Foundation

Fort Worth, TX
Baylor College of Medicine
Houston, TX
The Rose
Houston, TX
The University of Texas MD
Anderson Cancer Center –
Project Valet
Houston, TX
Northeast Hospital –
Project Mammogram
Humble, TX
Texas Tech University Health
Sciences Center El Paso
Lubbock, TX
Methodist Richardson
Medical Center Foundation
Richardson, TX
Health-Sync
Rowlett, TX
University Health System
San Antonio, TX

UTAH

Huntsman Cancer Institute –
University of Utah
Salt Lake City, UT

VERMONT

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

VIRGINIA

Inova Healthcare Services
Inova, VA

WASHINGTON

Fred Hutch Cancer Center
Seattle, WA

WEST VIRGINIA

WVU Bonnie's Bus
Morgantown, WV

WISCONSIN

Ascension Wisconsin
Milwaukee, WI

WYOMING

Cheyenne Regional Medical Center
Cheyenne, WY
Wyoming Department of Health
Cheyenne, WY

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

CIRCLE OF EXCELLENCE *\$5M+
Hungry Howie's Pizza and Subs
Populus Financial Group Inc.
& Netspend

CIRCLE OF HOPE *\$1,000,000+
Badia Spices, Inc.
The Cato Corporation
Dillard's
Harland Clarke Corp.
The Hillman Group, Inc.
Jamba
Le-Vel Brands, LLC
Security Equipment Corporation
Thrive Causemetics
Torrid

PRESIDENT'S CIRCLE \$1,000,000+
Colossal & DTCare
PatientPoint Network Solutions, LLC
Unilever North America

DIAMOND LEVEL \$500,000+
The Cato Corporation
KAZE Origins KN95 Facemasks
Torrid

EMERALD LEVEL \$250,000+
Eau Thermale Avène
Jim & Kathy Hopper
Hungry Howie's Pizza and Subs
Mixers
Natural Life
Populus Financial Group Inc.
& Netspend
Simple Modern
Thrive Causemetics

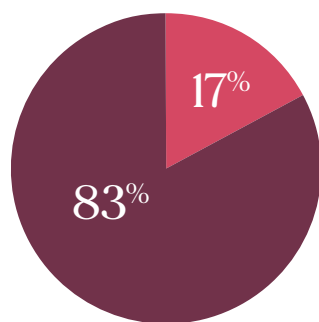
PLATINUM LEVEL \$100,000+
Ardell
Badia Spices, Inc.
Estate of Dianna Ogden
Estate of Shirley Y.E. Brooks
Headbands of Hope
Heat Holders
Jordan Spieth Family Foundation
M-ODE Products, LLC
QVC Inc.

GOLD LEVEL \$50,000+
All Good Products
Dillard's
Eugenia V. Sullivan Revocable Trust
Galderma
Ivy Beauty
Jovi
Kristin Juszczyk
LILYSILK
MENTOR-J&J Medical Devices
MITER Charitable Foundation
Monos Travel
Olight
Pledge the Pink Foundation
Premier Packaging
R.D. Offutt Company
Robert E. Gallagher Charitable Trust
Ryan Palmer Foundation
Seneca Foods Corporation
Stanley
Stovall and Company Inc.
Sunbelt Bakery
Sutter Home Wine

SILVER LEVEL \$25,000+
ARDA Win Fundraiser
BBA Aviation
Betty C. Lyerly Revocable Trust
Birkenstock
Bloom Planners
Brahmin Leather Works
Brennan Industries Inc.
Crown Packaging Corp.
Diadem Sports
FedEx Pilots Pink Fundraiser
FPAW Michigan LLC
Gold's Gym
Great Star Industrial USA, LLC
GSN Games
Harland Clarke
Harley-Davidson Motor Company, Inc.
J. Lohr Vineyards
Jamba
Just Cure It
Kenneth Hankin
Landry's
Mimi Medicinals
Moody Foundation
Morgan Stanley
Muddy Princess Corporation
Nature Nate's Honey Company
PolyGel
Seismic Software
Shalom International
Sting Soccer Foundation
The Wall Family Trust
Three Lollies, LLC
Tina's Warriors
United Airlines
Washington Football Charitable
Foundation
Zebra Pen Corporation

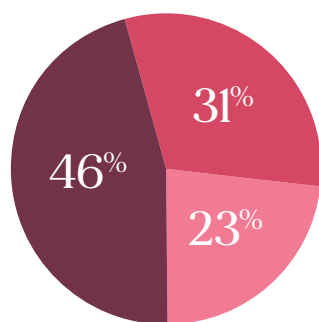
BRONZE LEVEL \$10,000+
Nine Line Apparel Inc.
NVR, Inc.
Nylabone
Oakmont Ladies Golf Association
Onco360 Oncology Pharmacy
Parrothead Cruise & Atlanta Parrot
Head Club
Pierre duPont Hayward Charitable
Lead Annuity Trust
Pilot Corporation of America
Pink Fishing Inc.
Pink Lily Boutique
PlatformQ Health
Premier Truck Group
Princess House
ProSupps LLC
Rudy's "Country Store" Bar-B-Q, LLC
Ryan Homes Washington South
Division
Seek Now
Sigma Beta Sorority Inc.
Smith & Warren
Solid Start, Inc./True Brand Products
SunMed
Susan Leonard Charitable Trust
TASC
Team New York
The Container Store
The Hillman Group, Inc.
The Jaharis Family Foundation, Inc.
The Mary F. Boyd Trust
The Republic of Tea
The Signatry
Tornado Bus Company
Towne and Country Lanes Inc.
Truebeck Construction
Vahdam
Vitaligent
WaterView Casino & Hotel

Financial Review



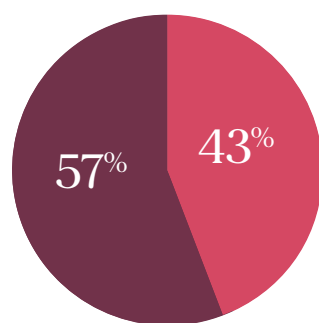
TOTAL SPENDING TO FULFILL OUR MISSION: **\$27.7m**

■ Programs	83%	\$23.0m
■ Fundraising & Management	17%	\$4.7m



PROGRAMS: **\$23.0m**

■ Education & Outreach	46%	\$10.6m
■ Patient Services	31%	\$7.1m
■ Survivor Support	23%	\$5.3m



FUNDRAISING AND MANAGEMENT: **\$4.7m**

■ Fundraising	43%	\$2.0m
■ Management	57%	\$2.7m

STATEMENT OF FINANCIAL POSITION (in thousands)

As of June 30,	2024	2023
ASSETS		
CASH AND INVESTMENTS	\$17,482	\$11,999
ROYALTIES AND CONTRIBUTIONS RECEIVABLE	3,042	1,926
PROPERTY AND EQUIPMENT	87	90
DONATED INVENTORY	1,029	115
RIGHT-OF-USE ASSETS - OPERATING LEASES, NET	1,035	1,366
OTHER ASSETS	296	303
TOTAL ASSETS	\$22,971	\$15,799
LIABILITIES		
ACCOUNTS PAYABLE	\$215	\$263
DEFERRED RENT	49	0
RIGHT-OF-USE LIABILITIES - OPERATING LEASES	1,074	1,407
TOTAL LIABILITIES	\$1,338	\$1,670
NET ASSETS		
WITHOUT DONOR RESTRICTIONS	\$18,854	\$13,242
WITH DONOR RESTRICTIONS	2,779	887
TOTAL NET ASSETS	\$21,633	\$14,129
TOTAL LIABILITIES AND NET ASSETS	\$22,971	\$15,799

STATEMENT OF ACTIVITIES (in thousands)

For the Year Ending June 30,	2024	2023
REVENUE		
CONTRIBUTIONS AND ROYALTIES - WITHOUT DONOR RESTRICTIONS	\$19,787	\$14,304
CONTRIBUTIONS AND ROYALTIES - WITH DONOR RESTRICTIONS	4,061	1,404
GRANTS	10,165	7,539
SPECIAL EVENTS, NET OF DIRECT COSTS	(1)	51
INVESTMENT INCOME, NET	1,208	500
TOTAL REVENUE	\$35,220	\$23,798
EXPENSES		
PROGRAM SERVICES	\$22,994	\$15,888
MANAGEMENT AND GENERAL	2,706	2,464
FUNDRAISING	2,017	1,871
TOTAL OPERATING EXPENSES	\$27,717	\$20,223
NON-OPERATING GAINS (LOSSES)	\$0	\$1
CHANGE IN NET ASSETS	\$7,503	\$3,576

STATEMENT OF CASH FLOWS (in thousands)

For the Year Ending June 30,	2024	2023
CASH FLOWS FROM OPERATING ACTIVITIES		
CHANGE IN NET ASSETS	\$7,503	\$3,576
<i>Adjustments:</i>		
AMORTIZATION OF RIGHT-OF-USE ASSETS - OPERATING LEASES	331	312
DEPRECIATION AND AMORTIZATION	44	56
INVESTMENT (GAINS) LOSS	(607)	(169)
(INCREASE) DECREASE IN PREPAID EXPENSE & RECEIVABLES	(2,023)	376
INCREASE (DECREASE) IN PAYABLES & OTHER LIABILITIES	1	27
RIGHT-OF-USE LIABILITIES - OPERATING LEASES	(333)	(308)
NET CASH PROVIDED BY OPERATING ACTIVITIES	\$4,916	\$3,870
CASH FLOWS FROM INVESTING ACTIVITIES		
PROCEEDS FROM INVESTMENTS, PROPERTY AND EQUIPMENT	\$607	\$1,448
PURCHASES OF INVESTMENTS, PROPERTY AND EQUIPMENT	(777)	(3,466)
NET CASH PROVIDED BY INVESTING ACTIVITIES	(\$170)	(\$2,018)
CHANGE IN CASH AND CASH EQUIVALENTS	\$4,746	\$1,852
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	6,150	4,298
CASH AND CASH EQUIVALENTS AT END OF YEAR	\$10,896	\$6,150
SUPPLEMENTAL CASH FLOW:		
RIGHT-OF-USE ASSETS OBTAINED IN EXCHANGE FOR OPERATING LEASE LIABILITIES	-	1,678

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.



Partner With Us

Become a Corporate Partner

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

Visit: nbcf.org/partner

Make a Donation

Make a secure and private tax-deductible donation online.

Visit: 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

Follow, share, & contribute to our stories:



facebook.com/nationalbreastcancer



instagram.com/nbcf



linkedin.nbcf.org



x.com/nbcf



nbcf.org

National Breast Cancer Foundation, Inc.® is a 501(c)3 non-profit organization.