

# zero breast cancer

## Donor Appreciation 2017

### WHO WE SERVE



#### Pre-Teens>

Evidence shows that healthy puberty and life-long cancer risk reduction are linked. ZBC's innovative "Girls' New Puberty" campaign educates parents and caregivers of young girls about what actions and habits support health in the pre-teen years. Physical activity, healthy eating, managing stress, sleeping enough and avoiding chemicals are all very important.



#### Teens>

"13 Ways to Reduce Your Risk of Breast Cancer" is an integrated campaign created by ZBC that provides insights into the behavioral, environmental and medical information teens need to make informed choices in order to proactively reduce their risk. Posters and brochures in English and Spanish are made available free to schools and clinics and at health fairs and conferences.



#### Survivors>

Anyone who has ever received a breast cancer diagnosis is motivated to understand what they can do to reduce their risk of recurrence and to help the next generation be similarly empowered. Survivors represent a very wide demographic with a variety of needs. ZBC works closely with survivors and researchers to ensure information is understandable, useful and actionable.



#### Everyone>

Everyone is impacted when loved ones including mothers, sisters, daughters, aunts, colleagues, friends and neighbors have breast cancer. And men can get breast cancer too. ZBC promotes the important insight that the same health and wellness lifestyle and habits that keep us heart healthy and help prevent diabetes ALSO play a significant role in reducing cancer risk, including breast cancer risk.

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# Reflections on 2017

There is a story hidden in these pages. The story of a group of people and organizations who deeply share the dream of a day when breast cancer is no more – zero breast cancer. As partners and donors you are also supreme realists. You know it takes a long time to accumulate reliable, evidence-based knowledge. You know it takes considerable effort and resources to educate and inform the public at large. Now in its third decade, Zero Breast Cancer continues to sustain relationships with philanthropists who have supported this work for a decade or more as well as engage new funders in the corporate world, the public sphere, and the community.

Another narrative that reveals itself is in the greater numbers of donations in honor of family members, friends and women touched by breast cancer than the donations in memory of those who have died. Close to 25% of all cancer survivors in the U.S. today are breast cancer survivors and they number in the millions. The challenge remains to up the ante on prevention efforts, not only screening, treatment and cures. The percentage of funding allocated to



Rose Barlow (left) with Penni Hudis, PhD, Interim ED, Women's Cancer Resource Center, Berkeley.

finding and eliminating the causes of breast cancer remains unacceptably low at a national level.

Most importantly when I reflect back on 2017 the overwhelming theme is gratitude to you. Thank you for supporting all the ongoing efforts to reach everyone in our community and to raise awareness about practical ways to reduce breast cancer risk. Thank you for the trust you put in us when we are out in the community

talking to youth, health care workers, survivors and the general public. Thank you for investing in prevention and the expansion of our efforts to reach Spanish speakers, underserved populations and breast cancer survivors who are looking for ways to play an active role in the quality of their own life post diagnosis.

Thank you for taking action. Again and again and again.

Yours in health,  
*Rose Barlow*  
Rose Barlow  
Executive Director

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