



Zero Breast Cancer

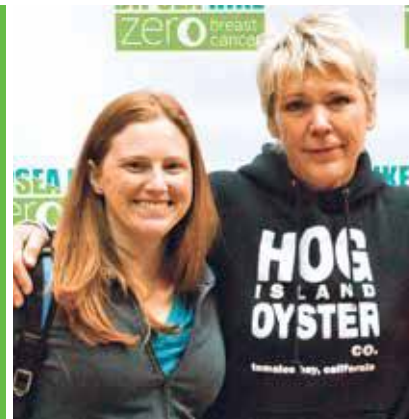
Biannual Community Report



2017-2018



zero breast cancer



Letter from the Executive Director

Two years ago Zero Breast Cancer introduced its first Bi-Annual Report in order to update partners, funders, donors and the community at a high level on program progress and impact. The first of those reports remains available at www.zerobreastcancer.org/zbc-is/financials. Also available on that same web page are separate Donor Appreciation Reports for 2017 and 2018. All 990 tax returns dating back to 2010 are available there as well. ZBC is very proud of the GuideStar Gold Seal of Transparency it achieved in 2018 and the GuideStar Platinum Seal of Transparency achieved in 2019.



That first Bi-Annual Report primarily tells the story of the transition of ZBC from its second decade into its third decade. Over these first two decades there were huge leaps in knowledge about, and deeper understanding of, the complexities of breast cancer as well as a growing body of science and

evidence based information on prevention, treatments and survival rates. The challenge for the third decade is how to be relevant and make an impact on individual and collective efforts to address this significant health menace.

It is with humility that I present this report showing the progress ZBC has made over the last two years as it pivoted to a new mission, a new strategic road map and two major new program focuses youth and teens and breast cancer survivors whilst continuing a robust year-round effort in community outreach and education.

The two years covered by this Report began with a key insight that the primary role that ZBC should play is to educate the generations on breast cancer risks by translating findings from epidemiological and other studies into practical recommendations. A key priority of this work is to reach underserved



Rose Barlow, outgoing Executive Director, (left) handing the baton (the hat) to Genevieve Gandal, incoming Executive Director.

populations via the most ubiquitous communication tools of the 21st Century.

Guiding this work from early 2016 has been a significantly revised and restated mission and vision statement.

Zero Breast Cancer promotes breast cancer risk reduction through translation of scientific research and evidence-based recommendations that support health and wellness at key stages of life. We envision a world with zero breast cancer.

At the close of 2018 I advised ZBC of my intention to retire by the middle of 2019 and a Search Committee, led by Board President Melissa Felder, was formed to iden-

tify ZBC's *third* Executive Director in its 24-year history. That search concluded successfully in June 2019 and Genevieve Gandal took the reins at ZBC on July 1, 2019. Read more about Genevieve at www.zerobreastcancer.org/zbc-is/people/staff.

Like you I have been, and will continue to be, a supporter of the stellar team at ZBC. I conclude by expressing my gratitude for all your generosity in sustaining this work and for the opportunity to lead this remarkable organization toward a new, impactful and sustainable path.

Thank you!

Rose Barlow

Rose Barlow
Executive Director
2015-2019

If you have not signed up for monthly newsletters you are warmly invited to do so at zerobreastcancer.org/newsletter

Financial Overview

Revenue



Expenditure

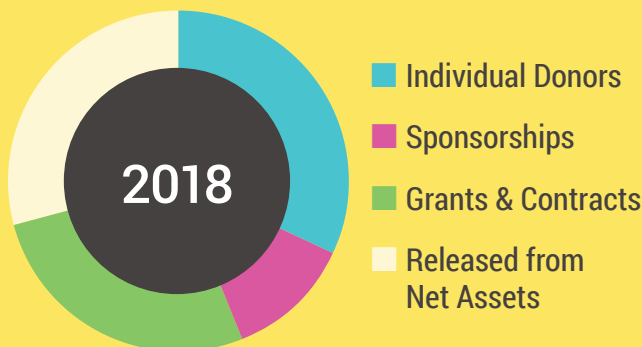


Zero Breast Cancer received a major, unrestricted, bequest from the estate of the late Marjorie Bonner (the combination of an IRA and a portion of the estate amounted to a gift of \$930,361.31) which resulted in

the revenue category Individual Donors being by far the largest in 2017. ZBC's fundraising and shared costs were the focus of intense scrutiny. Achieving economies of scale in small organizations is not easy but ZBC took on that

challenge and improved the ratios in 2018. The total revenue for 2017 was an extraordinary \$1,214,497.20. Total expenditure for 2017 was \$419,360.00. ZBC closed 2017 with Net Assets of \$1,212,804.30.

Revenue



Expenditure



In 2018 Zero Breast Cancer saw a 42% increase in corporate and community cash sponsorships. It also saw a 53% reduction in fundraising expenses due mainly to incredibly generous in-kind and pro-bono contributions to

the Dipsea Hike and by holding only one major fundraising event. ZBC was able to achieve a 25% reduction in shared costs due to aggressive management of space needs resulting in a reduced rent and other efficiencies. In

2018 ZBC operated a balanced budget of \$395,545.13. ZBC spent 5.68% less in 2018 than 2017 with no negative impact on programming. ZBC ended 2018 with Net Assets of \$1,087,541.50.

Improving Breast Cancer Survival

Meeting the needs of breast cancer survivors starts with asking pertinent questions and understanding the responses.

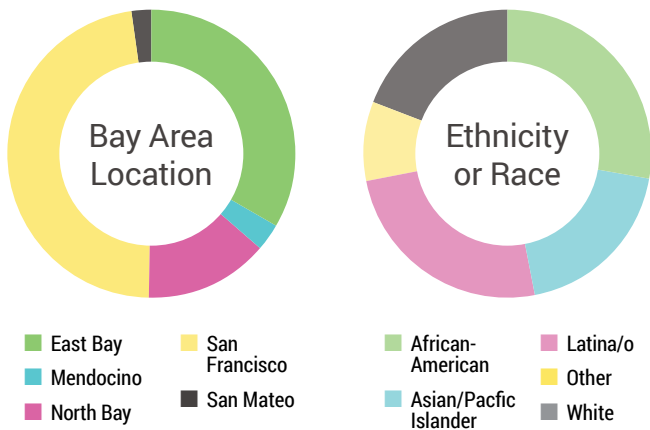
Background. In 2015 Zero Breast Cancer initiated a multi-year and multi-phase program focusing on breast cancer survivors and managing a series of three grants from the Patient Centered Outcomes Research Initiative

Don't treat cancer as the boogey man.

(PCORI) Pipeline to Proposals (P2P) funding mechanism (www.pcori.org). ZBC took the lead to

form and facilitate a group of community organizations, clinicians and researchers to learn how to better meet the needs of underserved

Survey Respondents

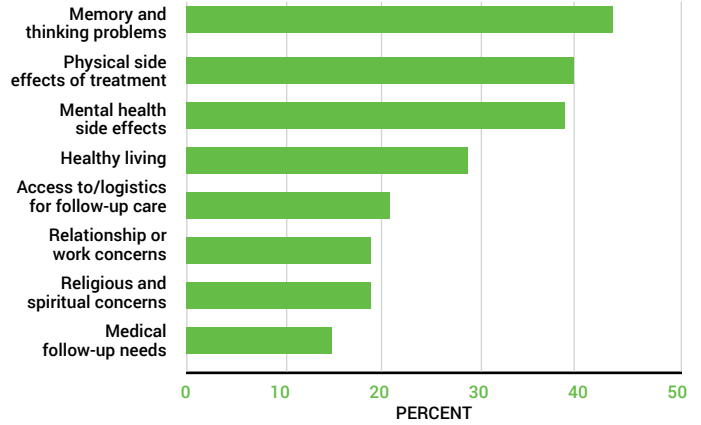


cancer patients who are completing active treatment. A Breast Cancer Survivorship Collaborative (BCSC) was formed whose members represent organizations serving and/or advocating for cancer patients and survivors.



Inaugural Breast Cancer Survivorship Collaborative: Gabriella Heinsheimer, Charlotte Maxwell Complementary Clinic; Cassandra Falby, Women's Cancer Resource Center (WCRC); Barbara Cicerelli, Zuckerberg San Francisco General; Anna N. Poles, UCSF; Margaret Stauffer, Cancer Support Community; Alison Gause, Marin General Hospital; Catherine Thomsen, ZBC; Sara O'Donnell, Cancer Resource Centers of Mendocino; Olivia Fe, Latina Breast Cancer Agency; Priscilla Banks, UCSF Comprehensive Cancer Center; Ysabel Duron, Latino Cancer Institute; and Roxanna Bautista, Asian Pacific Islander American Health Forum.

Needs Not Met Following Treatment



Research Preparations. Tier II and III funding was awarded during this Bi-Annual reporting period. The funds were applied to mature partnerships, develop research infrastructure and define research questions and priorities. The group created a survey to assess survivors' most pressing needs. It was translated into Spanish and Chinese, and administered by people with whom the respondents had an established relationship.

Respondents and Responses. More than 60% of respondents lived below the federal poverty line. Nearly 69% of respondents were between 60 and 79 years old.

What's Next? Although the PCORI funding ended in mid-2018, ZBC and partners are actively disseminating these results. The continuing collaboration includes sharing information through a listserv and pursuing ways to improve survivorship programs. ZBC is developing educational materials for breast cancer survivors informed by the BCSC's work and also in partnership with the Kaiser Permanente Pathways Study. ■

More conversation/information concerning what I might experience or expect after treatment. Not knowing can be stressful.

By the Numbers

Translating → Creating → Disseminating

2

NEW BREAST CANCER RISK REDUCTION CAMPAIGNS

13 Ways to Reduce Your Risk of Breast Cancer posters and brochures in English and Spanish. Girls New Puberty: When 8-Year-Old Girls Have 13-Year-Old Bodies

infographics, bookmarks, micro-site and YouTube videos in English, Spanish and Chinese.

SOCIAL MEDIA PLATFORMS FOR SHARING BREAST CANCER RISK REDUCTION NEWS

Facebook; separate pages for Zero Breast Cancer and Girls New Puberty. Twitter, LinkedIn, Instagram, and Pinterest

5

13

BAY AREA LOCATIONS DISPLAYING AND DISTRIBUTING ZBC RISK REDUCTION BROCHURES

Community clinics, non-profits servicing cancer survivors, and local businesses.

BOOK REVIEWS

In-depth reviews and cliff notes on a variety of topics related to breast cancer prevention and a wide variety of works by breast cancer survivors.

16

22

CONFERENCES, PRESENTATIONS AND EVENTS

Promoting ZBC's integrated risk reduction campaigns and messages in Marin, Oakland, San Francisco, Foster City, Southern California and Texas.

E-NEWSLETTERS

Monthly newsletters e-mailed to over 3,500 recipients (average open rate of 25%). All newsletters are published and archived on the ZBC website.

24

HIGH SCHOOL HEALTH & WELLNESS CENTERS PACKS DISTRIBUTED

29

Promoting ZBC's integrated risk reduction campaigns and messages to high school students in Marin County, San Francisco Unified School District, Oakland, Fremont and Concord.

37

BLOGS PUBLISHED

Reviews of useful, third-party websites; volunteer, donor, board and partner profiles; research updates; personal reflections from cancer survivors; reflections on how to make sense of risk; research study recruitment efforts and more.

BREAST CANCER RISK REDUCTION POSTCARDS

2,000

created by request and sent to the Territory of Guam.

5,000

GIRLS NEW PUBERTY BOOKMARKS

printed in English and Spanish.

13 WAYS TO REDUCE YOUR RISK OF BREAST CANCER TRI-FOLD BROCHURES

20,000

printed in English and Spanish.

FOLLOW ZBC



zerobreastcancer.org



info@zerobreastcancer.org



[zerobreastcancer](https://www.facebook.com/zerobreastcancer)



[zerobreastcancer](https://twitter.com/zerobreastcancer)



[zerobreastcancer](https://www.instagram.com/zerobreastcancer)



[zero breast cancer](https://www.linkedin.com/company/zero-breast-cancer)

ZBC LEADERSHIP

Zero Breast Cancer BOARD OF DIRECTORS Members 2017 & 2018

Arbella Odishoo Parrot, PsyD
Bette Caan, DrPH
Brian Lewis, MD
Charles Donovan
Connie Goldsmith
Judy Wetterer
Jamesstate JT Peterson
Kevin Gay
Laurie O Hara
Lexi Mele-Algus
Melissa Felder

Zero Breast Cancer SCIENTIFIC ADVISORY GROUP Members 2017 & 2018

Alison Gause, MPH
Bette Caan, DrPH
Chris Benz, MD
Eric Heath, MBA
Fern Orenstein, MEd
Francine Halberg, MD
Leah Kelley, MD
Maggie Loue, PHD
Mark Powell, MD, MPH
Mary Mockus, MD, PhD
Rochelle Ereman, MS, MPH
Ted Schettler, MD, MPH
Vicki Landes

Zero Breast Cancer TEAM Members 2017 & 2018

Rose Barlow, BSocSc (Hons)
Lianna Hartmour, MA
Anne Hartwig, Deputy Director
Mark Powell, MD, MPH
Catherine Thomsen, MPH
Cailen Wright, MSW