



**The most  
important  
voice is  
yours.**

Pat Halpin-Murphy  
President & Founder

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finding a cure now . . .  
so our daughters won't have to



Pat Halpin-Murphy, President & Founder

# 2009 Annual Report



Dear Friends,

As we look back on the work of the PA Breast Cancer Coalition, we are so proud of our accomplishments: landmark legislation, successful programs and helping survivors and their families. The year 2009 is no exception. Here are some highlights I want to share with you.

Our very popular traveling photo exhibit, “67 Women – 67 Counties: Facing Breast Cancer in Pennsylvania”, has been touring the state for over 15 years and visited its 100<sup>th</sup> location this year.

When you fill out your state income tax form, you can designate all or part of your refund to the Breast and Cervical Cancer Research Fund to be used for cancer research grants. This year, the fund surpassed \$2.5 million dollars...an amazing milestone in breast cancer research funding in Pennsylvania.

Our award-winning insurance guidebook, “Breast Cancer: Covered or Not”, went into its second printing this year due to overwhelming demand and we continued to educate women and medical facilities about the FREE TREATMENT available for women diagnosed with breast cancer in Pennsylvania.

“Take a Swing Against Breast Cancer” entered its second season, continuing to raise funds and awareness at every minor league baseball stadium across PA. And *all* of our grassroots partners continue to amaze us by being successful, unique and a consistent source of revenue for the PBCC. Martin’s Potato Chips raised \$29,000 for the PBCC this year by creating a pink ribbon-themed bag for their popular kettle cooked chips. Penn State Lady Lions raised \$10,000 for the PBCC through their Pink Zone game. And the list goes on.

We have much to be proud of. These milestones drive us forward and define our mission. With your help, we will continue to do this good work and find a cure for breast cancer now . . . so our daughters won’t have to.

Best Regards.

Pat Halpin-Murphy  
President and Founder

### **Board of Directors**

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# Pennsylvania Breast Cancer Coalition

Finding a cure now. . . so our daughters won't have to.

The PA Breast Cancer Coalition represents, supports and serves breast cancer survivors and their families in Pennsylvania through educational programming, legislative advocacy and breast cancer research grants.

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Kim Eubanks

Tricia Grove

Heather Hibshman

Sarah Lightman

Dolores Magro

Jennifer Pensinger

Kevin Smith



# Pennsylvania Breast Cancer Coalition

## Programs and Initiatives



Today in Pennsylvania, because of the efforts of the PA Breast Cancer Coalition and our grassroots advocates, uninsured and underinsured women of low or moderate income who are diagnosed with breast cancer can get FREE TREATMENT through the

Commonwealth of PA's Breast and Cervical Cancer Prevention and Treatment Program (BCCPT). Thanks to direct access to the BCCPT program more women are able to receive the treatment they need through the FREE TREATMENT program. The PBCC holds seminars across the state to educate healthcare professionals and the public about this program.

Raising more than \$2.5 million for breast cancer research! Tens of thousands of Pennsylvanians donate their state tax refund to breast and cervical cancer research, with an average donation of \$8 per donor. One hundred percent of the money is distributed as grants to breast cancer researchers in Pennsylvania. Remember to check YES when you do your taxes and help Pennsylvania researchers find a cure for breast cancer now...so our daughters won't have to.



Held in Harrisburg every October, the PBCC hosts the premiere breast cancer conference in PA. This highly acclaimed event offers Grand Rounds for Physicians & Healthcare Professionals, educational workshops and the Pink Ribbon Awards Luncheon. This conference is designed for breast cancer survivors, caregivers, medical professionals, community and corporate leaders, legislators and advocates.

A traveling photo exhibit hosted by local communities, this educational work of art celebrates the life, courage, hope and dignity of women who have battled breast cancer.

This exhibit is funded by the PA Department of Health.



# Pennsylvania Breast Cancer Coalition

## Programs and Initiatives



Helping breast cancer survivors across the Commonwealth one woman at a time, Friends Like Me provides care packages for newly-diagnosed women as well as other resources including a statewide listing of support groups, free e-cards and a suggested reading list.

Whether you are facing a breast cancer diagnosis or need a mammogram, the PBCC's Patient Advocate is here to help. In 2009 our Patient Advocate directly served 86 women with everything from mammograms to prosthetics questions to insurance issues.

*You are not alone.*



If you or a friend need help dealing with your insurance company as you battle breast cancer, contact the PBCC and we'll send you a copy of *Breast Cancer: Covered or Not? A Guide on Insurance*. The book is also available at [www.PABreastCancer.org/insurance\\_book](http://www.PABreastCancer.org/insurance_book)

[www.PABreastCancer.org](http://www.PABreastCancer.org)

For the latest breast cancer information or to find out when the PBCC is coming to your neighborhood, visit [www.PABreastCancer.org](http://www.PABreastCancer.org). You can also request a Friends Like Me Care Package for a newly diagnosed woman, find a support group in your area, read stories of survivorship in our "Survivor Spotlight" and show your support by ordering a pink ribbon pin or t-shirt.

# Pennsylvania Breast Cancer Coalition

## Programs and Initiatives



For the latest in breast cancer research, community education activities, advocacy updates, patient resources and mammogram screening opportunities be sure to subscribe to the PBCC's newsletters: PinkLink, a monthly e-newsletter and FrontLine, a quarterly print newsletter.

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activity while educating them about early while raising money for PBCC programs.

Step up to the plate and take a swing against breast cancer. The PBCC partners with the PA Association of Community Bankers to bring a Home Run Derby to each of Pennsylvania's 11 minor league baseball stadiums. These events engage people in a fun detection and available FREE TREATMENT

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## Grassroots Partners

*Making hope grow across the state.*

The PBCC is fortunate to have a network of grassroots partners across the state who continue to amaze us with their creativity and generosity! Each year people from all corners of the state and all walks of life host events in their communities to help spread the word about the PBCC and raise funds for PBCC programs. Our partners have done everything from Pink Tea Parties to Clay Pigeon Shoots and we welcome each opportunity to reach a new audience with the life-saving message of early detection.

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The official PA Breast Cancer Awareness license plate allows you to be a driving force in the fight against breast cancer.

Download your application today at:  
[www.PABreastCancer.org/license](http://www.PABreastCancer.org/license)

# Pennsylvania Breast Cancer Coalition

67 Women,  
67 Counties:

FACING **BREAST** **CANCER**  
IN PENNSYLVANIA

## 100 Stops and Still Going Strong

In June of 1994 the PBCC traveling photo exhibit, “67 Women, 67 Counties: Facing Breast Cancer in Pennsylvania”, made it’s debut at the PA State Capitol Rotund in Harrisburg.....

Fifteen years later, this educational work of art is still spreading the message of early detection. It has been displayed everywhere from shopping malls to colleges to county fairs.

In May of 2009, The Rhonda Brake Shreiner Women’s Center of Chambersburg Hospital became the 100th host of this tribute to life, courage, hope & dignity.

In 2010 the exhibit will be getting a face-lift so be sure to look for it in your community.



1st Display  
Capital Rotunda  
June, 1994



100th Display  
Chambersburg Hospital  
May, 2009

# Pennsylvania Breast Cancer Coalition

## Grassroots Partners

*Making hope grow across the state.*



# Pennsylvania Breast Cancer Coalition

Advocacy in Action

## 2009 - The Numbers

567

Friends Like Me  
Care Packages  
sent to newly  
diagnosed  
women

205,716

FrontLine  
Newsletters  
mailed

2,004

copies of  
*Breast Cancer:  
Covered or Not?*  
distributed

3

breast cancer  
research grants

5,500

people viewing  
*67 Women,  
67 Counties:  
Facing Breast  
Cancer in PA*

86

women directly  
helped by our  
patient advocate

23,000

miles on the  
PBCC van

11

Take a Swing  
Against Breast  
Cancer Home  
Run Derby  
Events

641

attendees at  
PA Breast  
Cancer Coalition  
Annual  
Conference

Finding a cure now . . .  
so our daughters won't have to.

# Pennsylvania Breast Cancer Coalition

## Statement of Financial Position

DRAFT

	2009	2008
<b>Assets</b>		
<b>Current Assets</b>		
Cash and cash equivalents	\$1,165,181	\$ 871,341
Money market accounts	421,274	241,446
Accounts receivable	2,636	10,375
Grants receivable	465,357	444,398
Prepaid expenses	3,501	4,828
<b>Total Current Assets</b>	2,057,949	1,572,388
<b>Investments</b>	348,065	429,406
<b>Furniture and Equipment, Net</b>	36,087	27,028
<b>Total Assets</b>	\$2,442,101	\$2,028,822
<b>Liabilities and Net Assets</b>		
<b>Current Liabilities</b>		
Current portion of obligation under capital lease	\$ 5,810	\$ 1,084
Accounts payable	27,391	17,439
Payroll taxes withheld and accrued	2,130	2,472
Accrued payroll and vacation	24,251	18,764
<b>Total Current Liabilities</b>	59,582	39,759
<b>Obligation under Capital Lease</b>	7,112	1,825
<b>Total Liabilities</b>	66,694	41,584
<b>Net Assets</b>		
Unrestricted	1,557,194	1,392,107
Temporarily restricted	818,213	595,131
<b>Total Net Assets</b>	2,375,407	1,987,238
<b>Total Liabilities and Net Assets</b>	\$2,442,101	\$2,028,822

# Pennsylvania Breast Cancer Coalition

## Statement of Activities

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	2009		
	Unrestricted	Temporarily Restricted	Totals
<b>Support and Revenue</b>			
Contributions	\$ 498,323	\$230,087	\$ 728,410
Grants	73,482	465,362	538,844
Fundraising	222,976	-	222,976
Interest and dividend income	19,642	5,751	25,393
In-kind contributions	17,071	-	17,071
Miscellaneous	3,094	-	3,094
Sales	2,537	-	2,537
Gain on sale of investments	590	-	590
Net assets released from restrictions	454,400	(454,400)	-
<b>Total Support and Revenue</b>	<b>1,292,115</b>	<b>246,800</b>	<b>1,538,915</b>
<b>Expenses</b>			
Program and related services	875,138	-	875,138
Supporting services:			
Management and general	32,271	-	32,271
Fundraising	247,267	-	247,267
<b>Total Supporting Services</b>	<b>279,538</b>	<b>-</b>	<b>279,538</b>
<b>Total Expenses</b>	<b>1,154,676</b>	<b>-</b>	<b>1,154,676</b>
<b>Excess of Support and Revenue over Expenses</b>	<b>137,439</b>	<b>246,800</b>	<b>384,239</b>
<b>Unrealized Holding Gains (Losses) on Investments</b>	<b>27,648</b>	<b>(23,718)</b>	<b>3,930</b>
<b>Changes in Net Assets</b>	<b>\$ 165,087</b>	<b>\$223,082</b>	<b>\$ 388,169</b>

# Pennsylvania Breast Cancer Coalition

## Statement of Functional Expenses

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	2009			
	Program and Related Services	Supporting Services		Totals
		Management and General	Fundraising	
Salaries and wages	\$285,558	\$17,933	\$98,014	\$ 401,505
Printing and publications	109,946	359	11,840	122,145
Supplies	74,375	635	21,289	96,299
Occupancy expense	42,955	2,065	49,896	94,916
Travel and meals	57,165	761	7,597	65,523
Postage	57,398	175	4,557	62,130
Contract services	55,776	178	1,449	57,403
Advertising	42,400	85	7,450	49,935
Payroll taxes	22,881	1,427	7,694	32,002
Insurance	21,116	1,322	8,627	31,065
Professional fees	12,112	658	5,365	18,135
Automobile expense	11,211	651	3,751	15,613
Database maintenance and training	10,720	418	2,798	13,936
Telephone	8,820	513	2,980	12,313
Retirement expense	7,994	477	2,754	11,225
Dues and subscriptions	8,629	374	2,051	11,054
Depreciation and amortization	7,790	489	2,674	10,953
Awards	10,233	74	-	10,307
Registration and meeting expense	5,599	381	2,331	8,311
Audio video rental	5,280	-	835	6,115
Video and photo expense	5,568	-	-	5,568
Bank service charges	3,623	209	1,169	5,001
Banners and signs	4,413	-	348	4,761
Bad debts	-	3,000	-	3,000
Miscellaneous expense	2,057	46	602	2,705
Cost of sales	-	-	885	885
Donations	700	-	-	700
Licenses, taxes, and permits	440	20	175	635
Interest expense	379	21	136	536
	<u>\$875,138</u>	<u>\$32,271</u>	<u>\$247,267</u>	<u>\$1,154,676</u>