

# Find Your Voice

## Pennsylvania Breast Cancer Coalition Annual Report 2007



Pat Halpin-Murphy, President & Founder

# Find Your Voice

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*L-R: Speaker of the PA House, Dennis O'Brien, PBCC President & Founder Pat Halpin-Murphy, PBCC Board Member Debbie Freer, and PBCC Honorary Chair, Leslie Stiles at the 2007 PBCC Annual Conference.*



[www.pabreastcancer.org](http://www.pabreastcancer.org)  
1-800-377-8828

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# Find Your Voice



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Ephrata, PA 17522  
717-738-9567 phone  
717-738-9535 fax  
[www.pabreastcancer.org](http://www.pabreastcancer.org)

## We're Moving

Effective January 9, 2008

Trout Run Business Center  
344 North Reading Road  
Ephrata, PA 17522  
717-721-2580 phone  
717-721-2585 fax  
[www.pabreastcancer.org](http://www.pabreastcancer.org)

## Mission Statement

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.

## Staff

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Executive Director

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Database & Web Administrator

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Administration

**Sarah Lightman**  
Program & Public Relations Assistant

**Dolores Magro**  
Director of Patient Advocacy &  
Conference Development

# Find Your Voice

Dear Friends,

In 2007, the PBCC was on a mission to Find Our Voice and make it heard throughout Pennsylvania. We logged more than 21,000 miles as we traveled the state educating medical facilities about the Breast and Cervical Cancer Prevention and Treatment Program, spreading the life-saving message of early detection through our traveling photo exhibit *67 Women – 67 Counties: Facing Breast Cancer in Pennsylvania*, and reconnecting with old friends and making new ones through the efforts of our Grassroots Partners.



The PBCC firmly believes that no woman should have to choose between feeding her family and breast cancer treatment and in Pennsylvania she doesn't have to. Thanks to the Breast and Cervical Cancer Prevention and Treatment Program any woman who meets income guidelines (family income of less than 250% of poverty level) and has no credible insurance can receive full coverage for the duration of her breast or cervical cancer treatment. Unfortunately, in 2007 the PBCC learned that not every treatment facility is aware that this coverage is available and some have actually turned women away because of an inability to pay. When the PBCC learned this was happening, we Found Our Voice once again and began a series of educational seminars across the state to make facilities aware this program exists and to help them understand how it works so they can in turn help those who need it the most.

One of the many exciting things that happened to the PBCC in 2007 was a grant from the Lance Armstrong Foundation. Thanks to their generosity, the PBCC was able to expand the reach of our highly successful Friends Like Me Program by assembling and distributing 350 Survivor Care Packages. These packages included carefully selected reading material geared toward the survivor as well as personal "soft touches". The demand for the packages was overwhelming and all 350 packages were distributed within 3-weeks of announcing their availability. We thank the Lance Armstrong Foundation for their support.

Have you found your voice? There are lots of ways to do it. You can purchase a PBCC pink ribbon license plate to spread the message of the importance of early detection as you hit the highways. You can donate your state income tax refund to breast cancer research. You can let a newly-diagnosed woman know about the PBCC and that we have resources to help her through her diagnosis and recovery. You can volunteer at one of the many events we have throughout the year. You can attend the PA Breast Cancer Coalition Annual Conference and discuss the latest developments in breast cancer diagnosis and treatment.

In 2008, we will continue our efforts to be sure every woman receives the treatment she needs if she is faced with a breast cancer diagnosis by continuing our educational seminars across the Commonwealth and by spreading the word as we log another 20,000 plus miles.

I urge you to Find Your Voice. And when you do, the PBCC wants to hear it. Thank you for your support in 2007. I look forward to working with you as we continue our battle to find a cure for breast cancer now so our daughters won't have to.

Best Regards,  
Pat Halpin-Murphy  
President & Founder

The logo for the PA Breast Cancer Coalition features a pink ribbon on the left. To its right, the text "PA BREAST CANCER COALITION" is stacked in a bold, sans-serif font. Below this, the tagline "Finding a cure now... so our daughters won't have to." is written in a smaller font, followed by a copyright symbol.

PA  
BREAST  
CANCER  
COALITION  
Finding a cure now...  
so our daughters won't have to. ©

# Find Your Voice

## Free Treatment

Today in Pennsylvania, because of the efforts of the PA Breast Cancer Coalition and our grassroots advocates, uninsured women of low or moderate income who are diagnosed with breast cancer can get FREE TREATMENT through the Breast and Cervical Cancer Prevention and Treatment Program (BCCPT).



## PA Breast Cancer Coalition Annual Conference

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



## Income Tax Check-Off

Raising \$2 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.



## 67 Women - 67 Counties:

### Facing Breast Cancer in Pennsylvania

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



A photo exhibit celebrating: Life, Courage, Hope & Dignity

## License Plate

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



## Friends Like Me

The PBCC's Friends Like Me program helps breast cancer survivors across the Commonwealth - one woman at a time. This program includes: Friends Like Me care packages for newly-diagnosed women, the "Reading with Friends Like Me" resource list, a statewide list of support groups, free e-cards and *Breast Cancer: Covered or Not? A Guide on Insurance*. This guidebook explains what insurance companies are required to cover, shows women how to appeal insurance denials, clearly defines employment protection under the law, and much more.



## Paint Pennsylvania Pink

The newest initiative by the PBCC is challenging you to Paint Pennsylvania Pink. Make a donation today. Each dollar raised will help put information into the hands of breast cancer survivors and women right here in Pennsylvania.



# Find Your Voice

## Patient Advocacy

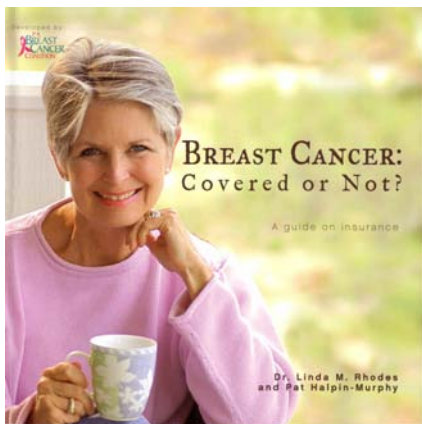
*When a woman is in need of medical testing and doesn't have insurance - the PBCC is there.  
When a woman doesn't know where to go to get the type of treatment she needs - the PBCC is there.  
When a woman can't get through the red tape - the PBCC is there.*

A breast cancer diagnosis is scary and stressful enough without having to weave your way through the maze of insurance and government red tape. Through the work of our experienced Patient Advocate, the PBCC is there to help.

### Frontline

You can depend on the PBCC's quarterly print newsletter to keep you up to date on the latest in breast cancer research, community education activities, and grassroots partner events around the state. Each issue also features a "Survivor Spotlight" to help women understand they are not alone.

**FRONTLINE™**



fighting for their lives, many of these women are faced with the daunting task of maneuvering through the complex maze of insurance issues. Questions about insurance coverage during breast cancer treatment are among the most frequently asked of the PBCC and those questions come from healthcare providers as well as patients.

Through the PBCC's award-winning publication *Breast Cancer: Covered or Not?* the PBCC has transformed a vast amount of complicated information into an easily readable, user-friendly guide that explains: what insurance companies are required to cover, how to appeal insurance denials, employment protection under the law and includes sample letters to employers and insurance companies.

### Pink Link

Delivered monthly right to your inbox, you can count on the PBCC's e-newsletter to keep you informed. Each month you can find out what's happening in the breast cancer community with just a click of the mouse.



### [www.pabreastcancer.org](http://www.pabreastcancer.org)

Stay connected to the PBCC anytime at our website: [www.pabreastcancer.org](http://www.pabreastcancer.org). Find the latest information on breast cancer research, find out about the PBCC's programs and events, search for a support group in your area, learn how you can become involved with the PBCC and much more.

### Breast Cancer: Covered or Not?

Each year more than 11,000 women in Pennsylvania are diagnosed with breast cancer. At the same time that they are

# Find Your Voice

## 2007 Highlights and Accomplishments



### GlaxoSmithKline IMPACT Award

*Recognizing Excellence in Community Healthcare*

The GlaxoSmithKline IMPACT Awards are designed to recognize and promote the work of nonprofit organizations with a proven track record in the challenging and demanding area of community healthcare.

Awards are given for existing work rather than new programs and applicants are assessed based on:

Innovation, Management, Partnership, Achievement, Community focus and Targeting needs.

The PBCC is proud to be a 2007 IMPACT award recipient.

### Lance Armstrong Foundation

*Community Program Grant*

*Friends Like Me Survivor Care Packages*

Thanks to the generosity of the Lance Armstrong Foundation, the PBCC was able to provide 350 breast cancer survivors in Pennsylvania with a *Friends Like Me Survivor Care Package*.



These care packages were tailored to meet the needs of women who have moved beyond diagnosis, treatment and recovery from cancer and are now onto survivorship.



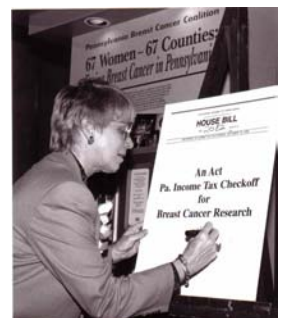
All 350 packages were distributed within 3 weeks of launching the program.



### PBCC Victory Extends Breast Cancer Research

Thanks to the PBCC and the state legislature, Pennsylvania taxpayers will continue to have the opportunity to donate all or part of their state tax return to fund breast cancer research! The Income Tax Check-Off was set to expire in December, but the PBCC asked the leaders of the House and Senate to support legislation extending the check-off. Speaker of the House, Dennis O'Brien introduced legislation and Representative Katie True, sponsor of the original law, introduced the amendment to extend the Income Tax Check-Off indefinitely.

Since its inception, the Income Tax Check-Off for breast cancer research has raised over \$2 million for research right here in Pennsylvania. "We are thankful to our legislators and our governor for their attention to this issue," said Pat Halpin-Murphy, PBCC President & Founder. "Our gratitude goes to those who worked to ensure that time wouldn't run out on this opportunity to raise money for breast cancer research."



# Find Your Voice

## Grassroots Partners

In 2007, the PBCC's grassroots efforts hit an all-time high. We logged more than 21,000 miles as we traveled the state reconnecting with old friends and making many new friends along the way.

We've done everything from educating healthcare facilities about Free Treatment available for breast cancer patients to Country Line Dancing for a Cure and we can't wait to see where our travels will take us in 2008.

Below is just a sampling of the places we've been and the people we met in 2007.





# Find Your Voice

## How We've Helped in 2007



In 2007 more than 700 newly diagnosed women received our Friends Like Me Care Packages filled with timely information and “soft touches” to help them through this difficult time.



Over 100 women reached out to the PBCC in their time of need and our Patient Advocate was there to help with information, guidance and support.



Too many Pennsylvania women have needlessly lost their battle against breast cancer because they didn't have the money to pay for treatment and their healthcare facility didn't know about the Free Treatment available through the Breast and Cervical Cancer Prevention and Treatment Program. In 2007, the PBCC began a series of seminars to make healthcare facilities aware of the program and how it works.



We recognize that breast cancer survivors still need our support and thanks to a grant from the Lance Armstrong Foundation, 350 of them received Friends Like Me Survivor Care Packages.



67 Women - 67 Counties continued to tour Pennsylvania bringing the life saving message of early detection to 6 more communities and reaching nearly 50,000 people.



The Pennsylvania Breast Cancer Coalition Annual Conference welcomed nearly 700 breast cancer survivors, advocates and medical professionals to discuss the latest developments in breast cancer treatment as well as the practical aspects of living as a survivor.



*Breast Cancer: Covered or Not? A Guide on Insurance* was distributed to over 975 women and families to help them through the insurance maze.



The PBCC staff and volunteers hit the road this year with over 100 Grassroots Partners outreach events and fundraisers.



More than 2,100 Pennsylvanians have chosen to become a “Driving Force” in the fight against breast cancer by purchasing a Pink Ribbon License Plate.



# Find Your Voice

## Statement of Financial Position

	<u>2007</u>	<u>2006</u>
<b>Assets</b>		
<b>Current Assets</b>		
Cash	\$1,083,411	\$ 713,342
Money market accounts	80,769	241,675
Accounts receivable	5,616	5,325
Grants receivable	194,175	139,995
Prepaid expenses	8,178	-
<b>Total Current Assets</b>	<u>1,372,149</u>	<u>1,100,337</u>
<b>Investments</b>	471,933	355,075
<b>Furniture and Equipment, Net</b>	<u>21,115</u>	<u>13,806</u>
<b>Total Assets</b>	<u>\$1,865,197</u>	<u>\$1,469,218</u>
<b>Liabilities and Net Assets</b>		
<b>Current Liabilities</b>		
Current portion of obligation under capital lease	\$ 989	\$ -
Accounts payable	17,389	18,570
Payroll taxes withheld and accrued	7,758	6,085
Accrued payroll and vacation	13,308	8,668
<b>Total Current Liabilities</b>	<u>39,444</u>	<u>33,323</u>
<b>Obligation under Capital Lease</b>	<u>2,909</u>	<u>-</u>
<b>Total Liabilities</b>	<u>42,353</u>	<u>33,323</u>
<b>Net Assets</b>		
Unrestricted	1,358,616	1,070,283
Temporarily restricted	464,228	365,612
<b>Total Net Assets</b>	<u>1,822,844</u>	<u>1,435,895</u>
<b>Total Liabilities and Net Assets</b>	<u>\$1,865,197</u>	<u>\$1,469,218</u>



# Find Your Voice

## Statement of Activities

	2007		
	Unrestricted	Temporarily Restricted	Totals
<b>Support and Revenue</b>			
Grants	\$ 259,078	\$310,933	\$ 570,011
Fundraising	395,341	-	395,341
Contributions	233,515	-	233,515
Interest and dividend income	41,654	5,763	47,417
In-kind contributions	47,338	-	47,338
Sales	5,687	-	5,687
Miscellaneous	851	-	851
Net assets released from restrictions	223,283	(223,283)	-
<b>Total Support and Revenue</b>	<u>1,206,747</u>	<u>93,413</u>	<u>1,300,160</u>
<b>Expenses</b>			
Program and related services	758,721	-	758,721
Supporting services:			
Management and general	51,814	-	51,814
Fundraising	97,692	-	97,692
<b>Total Supporting Services</b>	<u>149,506</u>	<u>-</u>	<u>149,506</u>
<b>Total Expenses</b>	<u>908,227</u>	<u>-</u>	<u>908,227</u>
<b>Excess of Support and Revenue over Expenses</b>	298,520	93,413	391,933
<b>Unrealized Holding Gains (Losses) on Investments</b>	(10,187)	5,203	(4,984)
<b>Changes in Net Assets</b>	<u>\$ 288,333</u>	<u>\$ 98,616</u>	<u>\$ 386,949</u>



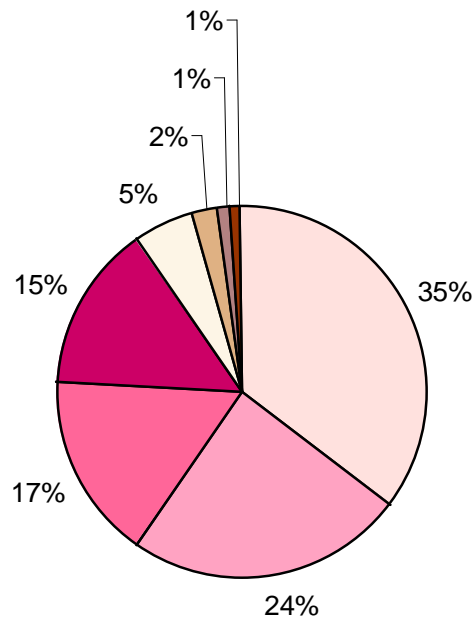
# Find Your Voice

## Statement of Functional Expenses

	2007			Totals
	Program and Related Services	Supporting Services		
		Management and General	Fundraising	
Salaries and wages	\$257,769	\$32,133	\$15,525	\$325,427
Supplies	83,705	1,964	8,605	94,274
Printing and publications	85,602	512	6,516	92,690
Travel and meals	54,319	1,849	20,388	76,556
Postage	62,049	559	4,581	67,192
Advertising	47,282	581	1,627	49,490
Occupancy expense	76,576	1,809	2,256	30,641
Payroll taxes	20,994	2,596	2,738	26,328
Insurance	15,322	1,951	4,327	21,600
Contract services	13,638	355	187	14,180
Automobile expense	10,722	1,274	1,262	13,258
Audio video rental	11,720	-	55	11,775
Database maintenance and training	7,980	1,016	2,247	11,243
Telephone	8,958	1,056	1,119	11,133
Retirement expense	7,075	841	887	8,803
Professional fees	7,066	799	420	8,285
Awards	7,831	3	1	7,835
Depreciation and amortization	5,822	397	750	6,969
Dues and subscriptions	5,408	181	605	6,497
Miscellaneous expense	4,342	383	1,015	5,740
Bank service charges	3,996	187	730	5,213
Banners and signs	4,643	69	70	4,782
Registration and meeting expense	3,782	439	514	4,765
Video and photo expense	1,669	-	250	1,919
Cost of sales	-	-	785	785
Licenses, taxes, and permits	451	34	169	654
Interest expense	-	193	-	193
	<u>\$758,721</u>	<u>\$51,814</u>	<u>\$97,692</u>	<u>\$908,227</u>

# Find Your Voice

## 2007 PBCC Income



## 2007 PBCC Expenses

