

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

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Pat Halpin-Murphy*

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*Director of Patient Advocacy and
Conference Development*

Jennifer Pensinger
Program Director

Kevin Smith
Communications Director

*By the **numbers:***

129 Grassroots Partners events
were held across PA in 2011.

497 newly diagnosed women received
Friends Like Me care packages
completely free of charge.

330,050 people learned about early
detection from the traveling photo exhibit.

359 people volunteered at PBCC events

*1,040 copies of **Breast Cancer:
Covered or Not?** were distributed.*

316 became a driving force in the fight
against breast cancer by ordering a
Pink Ribbon License Plate

60 women received the help they needed from
our on-staff Patient Advocate

Welcome



Message from Pat Halpin-Murphy

President & Founder, PA Breast Cancer Coalition



The PA Breast Cancer Coalition knows that the only way to end the breast cancer epidemic is to find a cure. Since 1993, when we founded the PBCC we have dedicated our lives to this mission. The PBCC is the only statewide grassroots breast cancer organization, and we represent patients, survivors, families, medical professionals, government, labor, and industry leaders.

Our highly acclaimed statewide outreach efforts include **Friends Like Me™**; our traveling photo exhibit, **67 Women - 67 Counties: Facing Breast Cancer in Pennsylvania**; the **Refunds for Breast Cancer Research**, and the PA Breast Cancer Coalition Annual **Conference**. These vital life-saving programs raise thousands of dollars for research, create awareness, provide free care packages to new survivors, and educate the public.

My battle with breast cancer ignites my resolve to make certain that our generation is the last to ever fear breast cancer. As a grandmother, I thank you for joining the PBCC's efforts "to find a cure now... so our daughters and granddaughters won't have to."

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Programs



FREE Treatment for Breast Cancer Online Course

When the PBCC learned that women who would qualify for **FREE TREATMENT** for breast cancer were not being told about the program, we sprang into action. Uninsured and underinsured women were bankrupting their families to pay for medical care, or, worse, were going without treatment. This is unacceptable. Our first response was to blanket the state with fliers, newsletters, and billboards. Then we hosted training seminars bringing together PA Department of Health, PA Department of Public Welfare, and PA Health Law Project to present the information to medical professionals and women's groups.

Now we are working on the ultimate educational formula. A **FREE** online course will be available any time to anyone interested in learning about who qualifies for free treatment and how to apply. Nurses and social workers will receive **FREE** continuing education credits for completing the two-hour course, but the course will be open to anyone with internet access.



Friends Like Me™

PA Breast Cancer Coalition

A woman newly diagnosed with breast cancer needs timely information about treatment options, what to expect next and what questions to ask her doctor. The PBCC wants her to find all the answers in one place and our **Friends Like Me** care package delivers them right to her front door. Each package is sent at no charge to the woman or the friend or family member ordering it on her behalf.

Friends Like Me care packages are filled with clinical resources, inspiration and support. Whenever possible, the package is customized to fit the woman's personal situation. She is offered the option to receive a follow-up call from the PBCC patient advocate to be sure that all her needs are being met. An overwhelming percentage of **Friends Like Me** care package recipients tell us, "Now I know I'm not alone."

Programs



Patient Advocacy

PBCC's patient advocate guides each patient who calls through barriers standing between her and her medical care. The PBCC patient advocate finds free mammograms for uninsured women, navigates them through the maze of insurance regulations and employment issues, directs appeals to insurers and intervenes on the patients' behalf.

Every patient's personal situation is unique and finding the right course to follow for her can be a challenge. We want the patient to concentrate on healing; we take care of the rest. The patient advocate walks uninsured women through the process of applying for FREE TREATMENT, advises on issues of fair employment practices, Family Medical Leave, and how to appeal denials for insurance coverage.



REFUNDS FOR BREAST CANCER RESEARCH



Molly

**Your state tax refund
TODAY can ensure
her *tomorrows*.**



**PA
BREAST
CANCER
COALITION**

**Help find a cure for breast cancer now...
so our daughters won't have to.**

Pennsylvania taxpayers who donate all or part of their state income tax refund to research are helping to find a cure! The average donation to the PBCC's **Refunds for Research** campaign is \$8.00 and those taxpayer donations add up dramatically. Since the program kicked off in 1997, Refunds for Research has put almost \$2.7 million directly into the hands of Pennsylvania's most promising researchers across the state. As of 2011, the PBCC has awarded 68 grants.

Programs

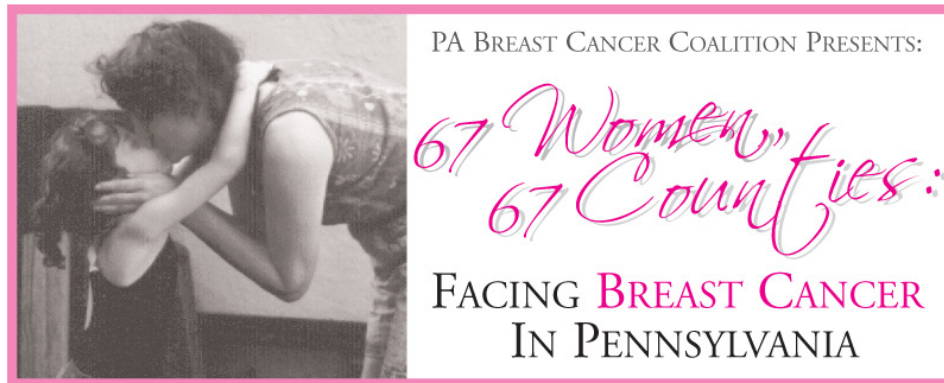


Every October, the PBCC hosts nearly 1,000 attendees to an inspiring educational **Conference**. Experts in the field of breast cancer present workshops on a wide range of topics. The Conference audience consists of breast cancer survivors, medical professionals, business and community leaders, and state legislators, providing unparalleled networking opportunities.



Awards presented at the **Conference** include the Potamkin grant of \$10,000 to an outstanding leader in the breast cancer research community; Pink Ribbon awards to individuals demonstrating outstanding leadership in breast cancer research, education, treatment and advocacy; and the Shining Light award for community grassroots leadership. Full and partial scholarships are offered with preference given to breast cancer survivors.

Programs



Funding for this project is provided by the PA Department of Health

The traveling photo exhibit was the PBCC's first program and its popularity has never wavered. The exhibit travels the state, celebrating the life, courage, hope and dignity of women who have battled breast cancer. **"67 Women, 67 Counties: Facing Breast Cancer in Pennsylvania"** has been hosted in nearly 100 communities with its message reaching millions of Pennsylvanians through the extensive media coverage generated. The exhibit replaces cold statistics with the faces and stories of women ... our neighbors, friends and family members.

Now in its 2nd edition, the **Breast Cancer: Covered or Not** guidebook explains what insurance companies are required to cover, clearly defines employment protection under the law, shows how to appeal claim denials, and helps reader understand what is covered and what is not. The book has been sent to hospitals, libraries, legislators, and community groups at no charge. Individuals download the book from the PBCC website or order free copies to be mailed.



Home Run Derby



2011 Ballparks:

Altoona
Erie
Harrisburg
Lancaster
Lehigh Valley
Reading
Scranton
State College
Washington
Williamsport
York



2011 Home Run Derby
Season raised over
\$47,400!



Social Media



facebook.com/PABreastCancer



twitter.com/pbcc



youtube.com/PABreastCancer



flickr.com/people/pbcc



PABreastCancer.org/blog

Sign up for PinkLink!

Get the latest info on breast cancer and the PBCC at your fingertips. If you don't already receive our PinkLink e-newsletter and email updates, sign up today at:

pbcc.me/PL



Grassroots Partners

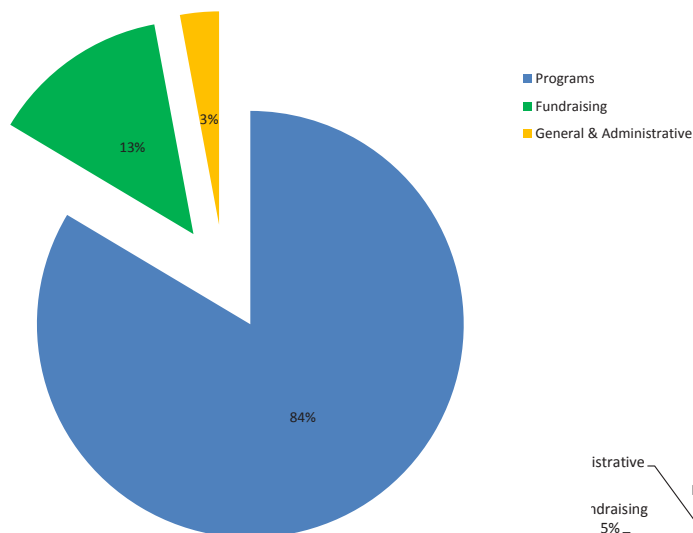




In 2011, the PBCC's **Grassroots Partners** raised over **\$442,000!**

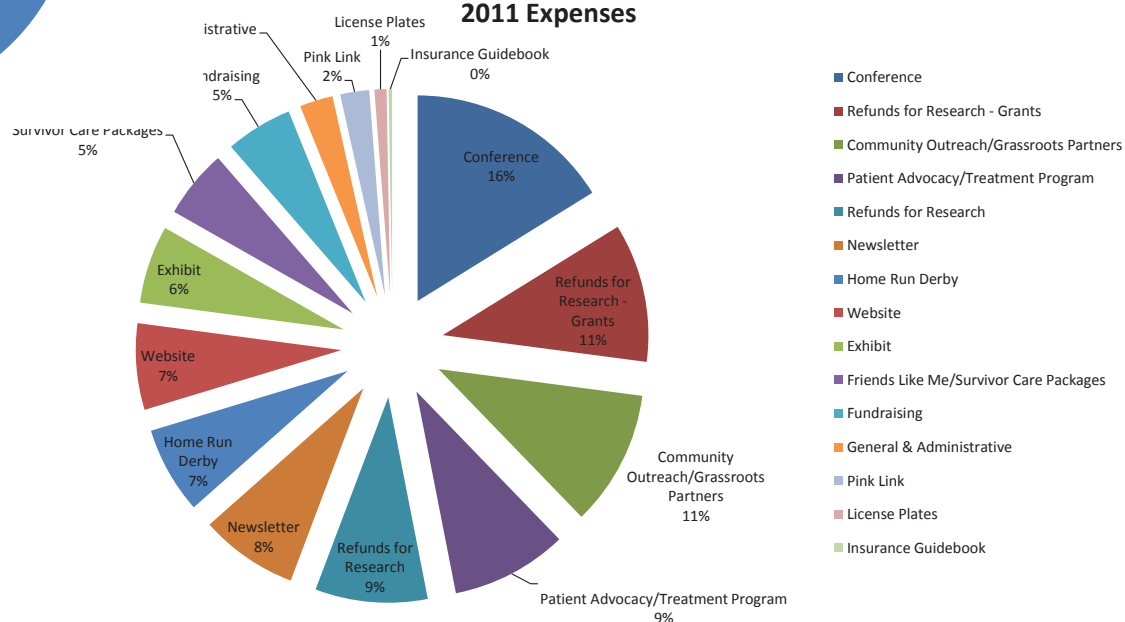
2011 Financials

2011 Expenses

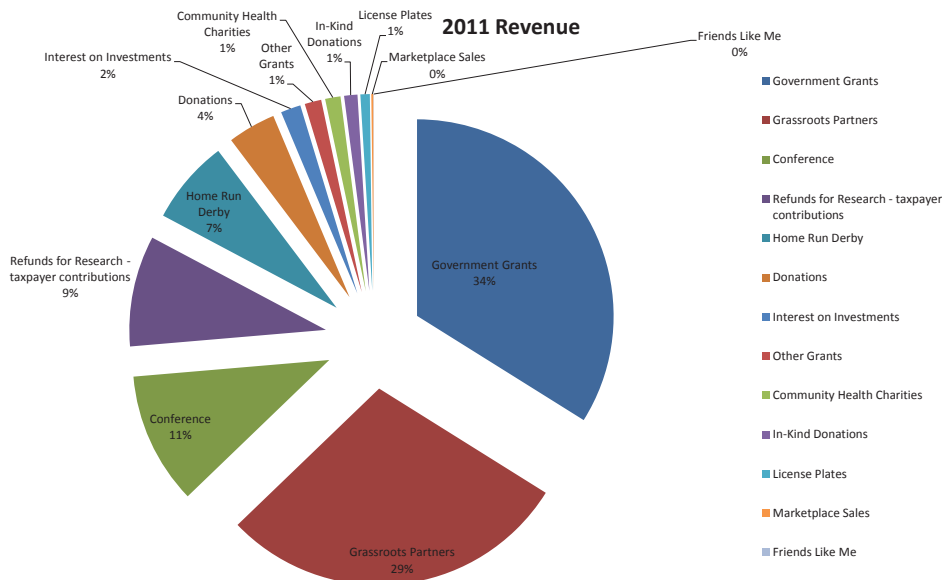


Pie Charts

2011 Expenses



2011 Revenue





Statement of Financial Position

	DECEMBER 31,	
	2011	2010
Assets		
Current Assets		
Cash and cash equivalents	\$ 566,967	\$ 801,368
Money market accounts	661,356	612,075
Accounts receivable	25,589	11,842
Grants receivable	372,299	190,006
Prepaid expenses	3,696	3,612
Total Current Assets	1,629,907	1,618,903
Investments	1,233,131	1,108,392
Furniture and Equipment, net	37,501	39,007
Total Assets	\$ 2,900,539	\$ 2,766,302
Liabilities and Net Assets		
Current Liabilities		
Current portion of obligations under capital lease	\$ 2,381	\$ 5,459
Accounts payable	23,994	33,830
Payroll taxes withheld and accrued	1,061	989
Accrued payroll and vacation	30,463	28,222
Total Current Liabilities	57,899	68,500
Obligations under Capital Lease	1,925	1,660
Total Liabilities	59,824	70,160
Net Assets		
Unrestricted	1,774,596	1,928,269
Temporarily restricted	1,066,119	767,873
Total Net Assets	2,840,715	2,696,142
Total Liabilities and Net Assets	\$ 2,900,539	\$ 2,766,302

2011 Financials

Statement of Activities

	YEAR ENDED DECEMBER 31, 2011		
	Unrestricted	Temporarily Restricted	Totals
Support and revenue:			
Contributions	\$ 672,223	\$ 132,599	\$ 804,822
Grants	28,490	387,210	415,700
Fundraising	106,824	-	106,824
Interest and dividend income	15,704	8,462	24,166
In-kind contributions	15,963	-	15,963
Sales	2,512	-	2,512
Miscellaneous	2,353	-	2,353
Net assets released from restrictions	260,538	(260,538)	-
Gain (loss) on sale of investments	(12)	-	(12)
Total Support and Revenue	1,104,595	267,733	1,372,328
Expenses:			
Program and related services	1,051,887	-	1,051,887
Supporting services:			
Management and general	37,044	-	37,044
Fundraising	169,831	-	169,831
Total Supporting Services	206,875	-	206,875
Total Expenses	1,258,762	-	1,258,762
Excess (Deficiency) of Support and Revenue over Expenses	(154,167)	267,733	113,566
Unrealized Holding Gains on Investments	494	30,513	31,007
Changes in Net Assets	\$ (153,673)	\$ 298,246	\$ 144,573

Statement of Cash Flows

	YEARS ENDED DECEMBER 31,	
	2011	2010
Cash flows from operating activities:		
Changes in net assets	\$ 144,573	\$ 320,735
Adjustments to reconcile changes in net assets to net cash provided by (used in) operating activities:		
Depreciation and amortization	16,027	14,403
(Gain) loss on sale of investments	12	(292)
Unrealized holding gains on investments	(31,007)	(16,255)
Contributed furniture and equipment	(3,825)	-
(Increase) decrease in assets:		
Accounts receivable	(13,747)	(9,206)
Grants receivable	(182,293)	275,351
Prepaid expenses	(84)	(111)
Increase (decrease) in liabilities:		
Accounts payable	(12,302)	6,439
Payroll taxes withheld and accrued	72	(1,141)
Accrued payroll and vacation	2,241	3,971
Total adjustments	(224,906)	273,159
Net Cash Provided by (Used in) Operating Activities	(80,333)	593,894
Cash flows from investing activities:		
Capital expenditures	(5,178)	(17,323)
Purchase of investments	(246,535)	(252,930)
Proceeds from sale of investments	103,510	64,322
Net Cash Used in Investing Activities	(148,203)	(205,931)
Cash flows used in financing activities -		
Principal repayments of obligations under capital lease	(5,865)	(5,803)
Net Increase (Decrease) in Cash and Cash Equivalents	(234,401)	382,160
Cash and Cash Equivalents at Beginning	801,368	419,208
Cash and Cash Equivalents at Ending	\$ 566,967	\$ 801,368
Supplementary cash flows information -		
Interest paid	\$ 278	\$ 508

Supplementary schedule of noncash investing and financing activities -

In 2011:

Accounts payable includes \$2,466 of capital expenditures.

The Coalition incurred a capital lease obligation of \$3,052 when it entered into a lease for a new copier.

REFUNDS FOR BREAST CANCER RESEARCH



Your state
tax refund
TODAY can
ensure her
tomorrows.

This tax season **YOU** can help find a cure for breast cancer!

Look for the **PA Breast Cancer Coalition's Refunds for Research line**
(Line 35) on your state income tax form and donate your
refund for breast cancer research.

Help find a cure for breast cancer now...
so our daughters won't have to.



Pat Halpin-Murphy, President & Founder

For more information visit www.PABreastCancer.org/Tax or call 1-800-377-8828 x101.