

BREAST CANCER DIDN'T STOP

WITH COVID-19.

Neither did ABCD.

— 2020 —
Annual Report



After
Breast
Cancer
Diagnosis



In 2020 – more than ever – breast cancer patients, survivors, thrivers and caregivers needed support as they dealt with feelings, concerns, and questions that come with a breast cancer diagnosis. For those coping with a new diagnosis, the global COVID pandemic created extra challenges. Patients went to treatment alone, faced delayed surgeries, and stayed in the hospital without any visitors.

Throughout the pandemic, ABCD stayed open and available to support anyone who needed hope, compassion, and guidance after a diagnosis. Staff and Mentors answered every call and donors continued making contributions to advance our mission and ensure we were here to provide emotional support.

As shelter-at-home regulations began easing in the summer, people started getting mammograms again. This led to a 25% increase in requests for our support. **Ultimately, in 2020, we made the most one-to-one matches ever.** In some ways, this was a bittersweet milestone as it reinforced what we all know to be true: Breast cancer didn't stop for COVID. But it also confirmed that COVID didn't stop ABCD.

The pandemic took away so much from people. But the one thing breast cancer patients, families, and caregivers never lost in 2020 was access to free, customized, emotional support from ABCD.

ABCD BY THE NUMBERS IN 2020:



455

TOTAL
MATCHES



34

NEW MENTORS
TRAINED



2000+

PEOPLE
SERVED



2500

VIRTUAL DATE WITH
A PLATE GUESTS

MORE DONORS THAN EVER SUPPORTED ABCD

While 2020 was challenging from a fundraising perspective, we are beyond grateful to our donors who continued supporting us. Many sustained or increased their contributions. We can also report that in 2020, **we had the greatest number of total donors, including the most number of new donors, in our organization's history!** We hope to continue this momentum in the years ahead.

"No one should have to take this critical journey alone. That is why ABCD is here – to hold your hand and raise your spirit – and why we are proud to support ABCD's services."

–Susie & Cary Silverstein

VIRTUAL DATE WITH A PLATE

Like so many other organizations, ABCD pivoted our annual fundraiser, Date with a Plate, from an in-person ticketed gala to a one-hour free virtual fundraiser. The new format made it possible for ABCD to reach a much larger audience than previous years. More than **2,500** people from **36** states and **6** countries tuned in, as we shared stories of people who use and deliver our services. We also celebrated **Elizabeth "Betsy" Brenner** (Power of One-to-One Award recipient) and **Carol Cameron** (Melodie Wilson Oldenburg Visionary Award recipient) for their outstanding impact on ABCD and the breast cancer community.



2020 HONOREES





THE POWER OF
ONE-TO-ONE

ONLINE NEW MENTOR TRAINING

Working virtually has its advantages. Without any distance barriers, ABCD successfully trained **37** new Mentors in 2020 from around the country. Even though classes were conducted via Zoom, trainees still felt strong camaraderie with their peers and ABCD staff, received the same high-quality training, and reported how excited they were to join ABCD's Mentor corps.

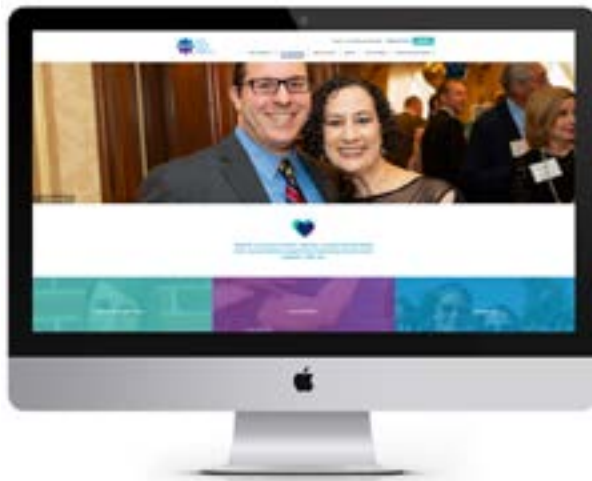
MENTOR MEET-UPS

With the pandemic leaving many feeling isolated, we knew ABCD Mentors were feeling disconnected. To help build a community of support, we launched Mentor Meet Up Zooms, and enhanced our virtual Continuing Education program. Each month, ABCD hosted either an open discussion for Mentors or a topic-driven presentation.

The response from our family of Mentors was very positive. Open discussions addressed different topics, from general mentoring tips to the specific challenges of mentoring during COVID. Attendees also heard presentations about a variety of post-breast cancer wellness practices. ABCD looks forward to not only continuing these program sessions but also further enhancing them so that we build an even stronger connection with all of our **275+** active Mentors across the United States.

NEW LOOK AND RE-IMAGINED WEBSITE

Our updated brand incorporates a beautiful “kaleidoscope” logo, which reflects the diversity of our services and the personalized one-to-one support we provide. The redesigned website is easy to navigate and focuses on the work that we do, while celebrating the extraordinary people involved in our organization.



2020 FINANCIAL SUMMARY

Support & Revenue

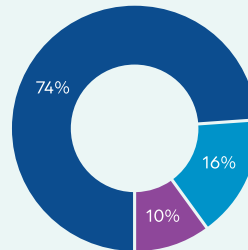
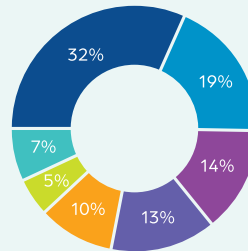
■ Fundraising Event.....	\$273,126
■ Individual Contributions.....	\$160,621
■ In-kind contributions.....	\$120,094
■ Foundation & Corporate Grants.....	\$118,969
■ Paycheck Protection Assistance.....	\$87,607
■ Third Party Fundraising.....	\$44,696
■ Investments.....	\$61,573

TOTAL REVENUE.....\$866,686

Expenses

■ Program services.....	\$707,496
■ Administration.....	\$150,636
■ Development.....	\$94,041

TOTAL EXPENSES.....\$952,173



Liabilities.....	\$43,383
Net Assets.....	\$860,714

TOTAL LIABILITIES & NET ASSETS.....\$904,097

Current Assets.....	\$146,130
Long Term Assets.....	\$757,967

TOTAL ASSETS.....\$904,097

DONOR LIST

ABCD made it through 2020 because **YOU** were here for us.
We are deeply grateful to our community for believing in our mission and services.

\$20,000+

**Carita B Urban Fund II
of the Greater Milwaukee
Foundation**

Genentech
A Member of the Roche Group

Susie and Cary Silverstein

 **VISA LIGHTING**
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Wakerly Family Foundation

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Harri Hoffmann Foundation

Jeffrey C. Kasch Foundation, Inc.

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\$7,500+

Joan and Richard Abdo

**Elizabeth Brenner and
Steve Ostrofsky**



\$5,000+

2-Story
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Kesslers Diamond Center
Madeleine and David Lubar

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Candy and Bruce Pindyck

Lisa Stenkiewicz MD and John LoGiudice MD
Frank Vondrak
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\$2,500+

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A SPECIAL THANK YOU TO OUR FRIENDS AND COMMUNITY PARTNERS WHO RAISED FUNDS AND AWARENESS FOR ABCD



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Puppy World

**Kristin Ann Sobczyk's
American Saucer Fundraiser**

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Amy's Candy Kitchen, Inc.
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Mila's European Bakery

Milwaukee Burger Company
New Berlin Hills 18 Hole Women's Golf League
Ox & Cat's Sports Bar & Grill

THANK YOU TO OUR GENEROUS PARTNERS FOR THEIR IN-KIND DONATIONS OF GOODS & SERVICES



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Nonprofit Consulting**



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*Facebook Birthday Fundraiser

For a full listing of 2020 donors, please visit abcdbreastcancersupport.org. If we inadvertently missed listing your donation, we sincerely apologize.

FOUNDING VISION

In 1999, anchorwoman, television reporter, and Emmy award-winning journalist Melodie Wilson Oldenburg founded ABCD: After Breast Cancer Diagnosis. When diagnosed with breast cancer in 1992, Melodie quickly found the “avenues for non-clinical support” lacking and realized if she felt this way, many other people must have felt the same way. Melodie established ABCD which has been providing customized, emotional support to people across the country and abroad.

To this day, Melodie's founding vision remains clear: "No one should go through breast cancer alone." Today, support like ABCD's is recognized by the National Cancer Institute as integral to survivorship care.



Melodie Wilson Oldenburg
1950–2009

A SPECIAL MESSAGE TO OUR HEALTH CARE PARTNERS

Our healthcare partners were top of mind in 2020 as the world grappled with the many challenges that came with the pandemic. Our partners' compassion and personal sacrifices were second to none as they adjusted treatments and surgeries to adhere to ever-changing COVID safety protocols while also ensuring patients received the care they needed.

We thank all health care professionals for their perseverance and unwavering commitment to patient care – despite COVID – in 2020 and beyond.

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5775 N. Glen Park Road | Suite 201 | Milwaukee, WI 53209
414-977-1780 | 800-977-4121 | info@abcdmentor.org
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