



**THE POWER OF
ONE-TO-ONE**

Annual Report | 2021



After
Breast
Cancer
Diagnosis

Being diagnosed with breast cancer is never easy — and being diagnosed during a pandemic is even more difficult. It often meant seeing your doctor alone, going to treatment alone, or finding that your family, friends and loved ones couldn't be by your side when you needed them most.

Despite the myriad of challenges faced in 2020 and 2021, ABCD volunteer Mentors and generous donors ensured that ABCD's free emotional support services were always available to anyone — patients, families and friends — at any stage, at anytime.

In fact, in 2020, ABCD created a record number of customized one-to-one matches, and in 2021, with a 47% increase in demand, **we created the most number of matches ever for our organization, nearly 50% more than previous years.**

This tremendous growth in services also aligned with exceeding our 2021 fundraising goal by more than \$200,000. Thank you to every person, corporation and grantmaking organization that contributed to ABCD in 2021.



Whether you have used our services, are a volunteer ABCD Mentor who provides emotional support, a donor who helps keep our services available, a healthcare professional, a community partner, or volunteer, **your ongoing support continues to make all the difference.**

We are looking forward to continuing this tremendous momentum in 2022 and beyond, with you at our side.

Sincerely,

Billie Jean Smith,
ABCD Board President

Ellen Friebert Schupper,
ABCD Executive Director

Jessica Barolsky: Healing Through Faith and Community

2016 was an exciting but hectic time for 34-year-old Jessica Barolsky and her husband Michael. They had just welcomed Noah, their new baby boy, into the world to join his big sister, 3-year-old Yael. The former rabbi at Congregation Emanu-El B'ne Jeshurun in River Hills, Wisconsin had also just accepted a new job and was preparing to move her young family across the country to lead a new congregation.

Then, one day, while nursing Noah, she discovered a lump in her breast, which led to a breast cancer diagnosis.

"It definitely changed my path," said Jessica, who turned down her new job, halted the move, and began treatment.

Thanks to her amazing team at Froedtert Hospital, along with the great support she received from her family, friends and the community at-large, today, Jessica is not only cancer-free but thriving.

Given her pre-diagnosis role as a spiritual leader, Jessica understood the power of community and was more attuned to others' needs than most; however, she says that this experience has amplified those attributes, given her a new perspective, brought her closer to a lot of people and put a new lens on her faith.

Although Jessica knew about ABCD during her treatment and recovery, she says she did not reach out to the organization during that time because she felt so well-



supported. However, a couple of years later, she was encouraged to go through ABCD's Mentor training program.

"I did the Mentor training and I remember sitting in training thinking, **'I can't believe I didn't do this as a Participant.' I should have.**"

"I made friends in Mentor training with some of the other Mentors who are my age which has been amazing. As wonderful support as I got from my friends, which was incredible, they haven't been through it," she continued. "Forming those relationships with others who have been through this nightmare has been just so good for me and so healing in a lot of ways."

"I love this organization. I think it's incredible. ABCD really does bring together so many different types of people in the community."

Mentor Training: The Foundation of All of Our Services

Since ABCD was founded in 1999, almost 800 breast cancer survivors and caregivers from across the United States have completed ABCD's Mentor Training Program in order to provide our signature service: *delivering customized, one-to-one emotional support to breast cancer patients, caregivers, survivors, and people living with metastatic disease.*

Many of ABCD's Mentors have experienced ABCD's services firsthand as past Participants in the program who want to give back. Some wish they had known about ABCD when going through their own treatment and are eager to provide emotional support to those in need.

All Mentors go through ABCD's 10-hour virtual Mentor Training Program to learn how to support another person. They attend sessions on Mentor responsibilities, communication and listening skills, applied communications, having difficult conversations, and more.

After training is completed, Mentors are ready to be matched with a Participant as soon as their diagnosis, treatment, and life experiences align.

In 2021, we trained 27 volunteers to become ABCD Mentors. The hope, understanding and kindness that ABCD Mentors provide is unparalleled and is truly at the heart of ABCD.

ABCD BY THE NUMBERS IN 2021:



47%

INCREASE IN DEMAND FOR SERVICES OVER 2020



670

NEW ONE-TO-ONE MATCHES, AN ALL-TIME HIGH AND ALMOST 50% INCREASE OVER 2020



2500+

PEOPLE SERVED ACROSS THE COUNTRY



3500+

MENTOR VOLUNTEER HOURS

VIRTUAL FUNDRAISER EXCEEDS GOALS

More than **1500** people from around the country and beyond joined ABCD for our first-ever virtual fundraiser, *A Night In with ABCD*.

Breast cancer survivor and *Hamilton* star **Mandy Gonzalez** lifted our spirits while magnificently singing *Defying Gravity*, *The Rose*, *New York State of Mind*, *Fearless*, *Satisfied*, and more.

As our major fundraising initiative for 2021, we exceeded our goal and raised over **\$258,000** from sponsors and individual donors and plan to host this event annually moving forward.



"I'm so glad ABCD was created, so they can connect people going through breast cancer. It's important for women and men to know they are not alone."

— Mandy Gonzalez



Harpreet Grewal shared how ABCD supported him and his family and offered a **\$10,000** night-of matching donation challenge.



Grace Bobber had the unique opportunity to sing a duet of *For Good* (from *Wicked*) with Mandy and shared her family's connection to ABCD.



After the event, more than 45 guests attended the VIP party with Mandy. Some lucky Broadway lovers had the opportunity to talk to Mandy and even have their virtual photo taken with the star.

Keeshia Jones: ABCD is a Hidden Gem

Following her own breast cancer experience, Keeshia Jones was inspired to look for ways to help others facing their own diagnoses. She became an ABCD Mentor in December 2020 and has mentored several women since then.

"I liked the idea of the one-to-one mentoring," she says. She also appreciates the way ABCD offers support not only to patients, but also to their loved ones.

What makes ABCD special, she says, is how personalized the matches are and how quickly those matches are made, enabling Participants to access critical support when they need it most.

For Keeshia, ABCD is a "hidden gem" that stands out among other support organizations because its Mentor matches are so specific and customized. With every match, "you're basically putting two strangers together, but we have this instant connection." **That connection is vital because it enables Participants to feel comfortable**



with their Mentors right away, leading to authentic conversations.

"From the minute we start talking," Keeshia says, "we feel like we're in this network, this sisterhood."

Keeshia believes that faith and family have helped her tremendously in facing cancer and she encourages others to find joy in their journeys.

2021 FINANCIAL SUMMARY

Support & Revenue

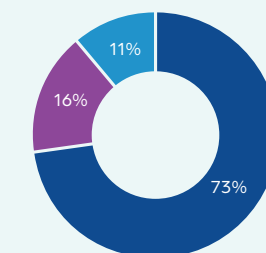
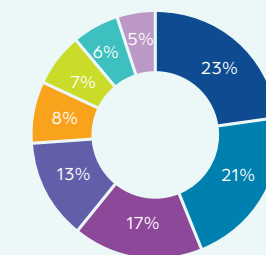
Foundation & Corporate Grants	\$264,288
Fundraising Event	\$228,590
Individual Contributions	\$189,513
In-kind contributions	\$145,623
Paycheck Protection Assistance	\$87,607
Third Party Fundraising	\$84,620
Investments	\$70,803
Families First Coronavirus Response Act Assistance	\$61,716

TOTAL REVENUE **\$1,132,760**

Expenses

Program services	\$696,175
Development	\$151,609
Administration	\$106,167

TOTAL EXPENSES **\$953,951**



Liabilities	\$43,831
Net Assets	\$1,039,523

TOTAL LIABILITIES AND NET ASSETS **\$1,083,354**

Current Assets	\$263,384
Long Term Assets	\$819,970

TOTAL ASSETS **\$1,083,354**

DONOR LIST

ABCD made it through 2021 because **YOU** were here for us.
We are deeply grateful to our community for believing in our mission and services.

\$50,000+

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*Facebook Birthday Fundraiser

For a full listing of 2021 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 soon 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



The beautiful cover photo of Milwaukee's Hoan Bridge was taken on October 13, 2021 – Metastatic Breast Cancer (MBC) Awareness Day – as part of an international virtual event called #LightUpMBC. This annual campaign shines a light on the importance of critical funding for metastatic breast cancer research. ABCD was honored to be part of this inspiring event during which ABCD Board Vice President Linda Hansen shared her story of living with MBC for more than 12 years.

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