Top-of-Mind Community Partners

During Breast Cancer Awareness season in Fall 2019, ABCD was selected as the lead breast cancer organization in 46 public or company-based events in Southeastern Wisconsin, with 14,000+ people in attendance across all events.

Honored Among Our Peers

Out of 40 nominees, Milwaukee’s BizTimes selected ABCD as the 2019 Small Nonprofit of the Year in recognition of our organizational turn-around and growth in the past two years. We are sincerely honored and recognize that this award belongs to all our donors and Mentors too.

Nuestra Conexion and African American Liaison Program Continue to Grow

ABCD is committed to delivering culturally sensitive emotional support programming to Latina and African American women and men impacted by a breast cancer diagnosis. In partnership with more than 35 organizations in and around Milwaukee and Waukesha Counties, we provided customized emotional support and breast health education to more than 1,500 people in these communities, many of whom were underserved or uninsured.

I put my faith in ABCD to give me the resources and support I need, when I need it.

Bonnie Anderson

I was guided to ABCD to help others through their experience.

Maria Nieves

About ABCD

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 “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.

Melodie’s founding vision was clear: No one needs to feel alone after hearing the words “you have breast cancer.” Today, support like ABCD’s is recognized by the National Cancer Institute as integral to survivorship care.
And for 20 years, ABCD has given the invaluable gift of emotional support. Our team of Mentors stand ready to offer comfort, empathy and most importantly, HOPE. Your donation helped us reach and serve more people than ever before who needed support after hearing, “You have breast cancer.”

With a significant investment made by Keith Mardak and his wife, Mary Vandenberg, ABCD executed Year Two of the Mardak 2020 Breast Cancer Initiative. This comprehensive outreach program focused on increasing services and building our donor base. Here are highlights from 2019, a high impact year for ABCD.

**Significant Service Growth**

By strengthening existing and creating new strategic partnerships in Southeastern WI and beyond, we connected with almost 7,000 people at outreach events, created 410 customized matches, and delivered more than 600 short-term support services.

**Increased Referrals by Healthcare Providers**

Oncologists, radiologists, surgeons, nurses, physical therapists and other healthcare providers count on ABCD to support their breast cancer patients. In fact, 58% of 2019 matches were a direct result of a referral by a healthcare professional.

**New Mentors Available for Participants**

We trained and welcomed 33 new Mentors to our team in 2019. New Mentors ensure that we have a diverse pool of volunteers who are willing and able to talk with someone about their specific diagnosis, treatment and experience with breast cancer.

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**ABCD’s 20-Year Milestone**

100,000+ People Served in 48 States & 7 Countries
5,134 Total One-to-One Matches
695 Mentors Trained Over 20 Years
7,000+ People served in 2019
410 One-to-One Matches in 2019
33 New Mentors trained in 2019
## Thank You 2019 ABCD Supporters

<table>
<thead>
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<th>$250,000+</th>
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<td><strong>Keith Mardak &amp; Mary Vandenberg</strong></td>
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| **Oldenburg Group**
**Genentech**
An A Member of the Roche Group |

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Chase Family Foundation, Inc |

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| Joan and Richard Abdoo
Joyce Garbaciak Bobber and Bernard Bobber
CliftonLarsonAllen LLP
Deloitte
First Business Bank
Kathy and Jim Fuchs
GE Healthcare
Kathleen and Lawrence Gentine
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Susan and Tom Quadracci
Billie Jean Smith
Dayna Weber and Joseph Weber MD
Diane and Edward Zore |

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| Stacie and Rick Andritsch
Jane and James Bell
Mo and Bill Carollo
Jolinda and Danny Cunningham
Mary Jo Dempsey and Robert Dempsey Jr
Gretchen Schuldt Doige and David Umhoefer
EmPower HR
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Dianna Higgins
Ellen Iriion
Darlene Janes
Ruth Kallio-Mielke and Steve Mielke
Linda Kinney and Thomas Kinney PhD
Becky and Bill Komisar
Kuehl Family Foundation
Laura Lindner |

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| American Health Holding
ANON Charitable Trust
Aurora Health Care
Baird Foundation, Inc
Elizabeth Brenner and Steve Ostrofsky
Jacque and John Busby
Margaret Crowley
Mary and John Dowell
Foley & Lardner LLC
Froedtert & the Medical College of Wisconsin
Liz and Rick Gebhardt |

*For a full listing of 2019 donors, please visit abcdbreastcancersupport.org. If we inadvertently missed your donation, we sincerely apologize.*
A SPECIAL THANK YOU TO OUR COMMUNITY PARTNERS WHO RAISED FUNDS AND AWARENESS FOR ABCD*

Altius Gymnastics  
Amy’s Candy Kitchen, Inc  
Athleta Bayshore  
Blue Mound Golf & Country Club  
EmPower HR  
Evereve Bayshore  
Fresh Thyme

Glam Squad  
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Indian Motorcycle of Metro Milwaukee  
Jack-Putt  
Mantel Orthodontics, LLC

Martin Luther High School Girls Volleyball Team  
Metro Milwaukee Indian Motorcycle Riders Group  
New Berlin Hills Ladies League  
North Shore Country Day School  
Port Washington High School Varsity Dance Team

River Hills Police Association  
RunFit MKE  
Seton Catholic Schools, Inc  
Shred 415  
Solful Fitness Warrior Workout  
St. Anthony High School  
Visa Lighting  
Wildcats Juniors Volleyball Team

THANK YOU TO OUR OUTSTANDING MEDIA PARTNERS FOR THEIR IN-KIND SUPPORT*

Black Women 50+  
Conley Publishing Group  
Marcus Promotions  
Milwaukee Business Journal  
Milwaukee Magazine  
Morning Blend - WTMJ  
Wisconsin Jewish Chronicle  
WISN Channel 12

Aunt Esther  
Debbie Carter Berkson  
Karen Dermond  
Ruth Chapman  
Kerry Claas  
Wayne Hader

Elaine Kotlarek  
Patrice Mahon  
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Juanita Moore  
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Bunny Zacher

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Auntie Rhonda  
Julie Blackmore  
Miriam Braun  
Elizabeth “Betsy” Brenner  
Jodie Chester  
Amy and Tony Coffaro  
Gael Garbarino Cullen  
Gloria Estevcz Diaz

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Linda Hansen  
Sara Heidenreiter  
Marianne “Mimi” Horowitz  
Christine Jensen  
Myra Krein  
Nichole Kutmas

Amanda Mindin  
Courtney Oldenburg  
Marcy and Wayne Oldenburg  
Morgan Oldenburg and Ryan Gonzales  
Rose and Ryan Oldenburg  
Susan Richheimer  
Brenda Schaaf  
Ellen Friebert Schupper  
Cary Silverstein

Taleen Wagie  
John Wakerly  
Kathryn Walker  
Alonzo Walker MD  
Leslie Waltke PT, DPT  
Rachel Weinberg  
Debbie Wright  
Andrea Zimmerman

More than 425 guests gathered at Date with a Plate to honor special guests, raise funds to support our mission and have a little fun too.
2019 Board members
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Oldenburg Group Incorporated
Billie Jean Smith
Vice President
Boyle Fredrickson S.C.
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Deloitte
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Waltke Cancer Rehabilitation Academy
and Aurora Cancer Care

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Judy Mindin
Director of Program Services
and Healthcare Partnerships
Leanne Mindin
Communication and
Digital Media Strategist
Chelsea Vasques
Bilingual Service Specialist
and Community Outreach Coordinator

Thank you
for making 20 years of hope,
confidence, support, perspective,
compassion, kindness, empathy, comfort,
encouragement, guidance, faith and
understanding a possibility.

2019 financial summary

REVENUE
- Individual Contributions ................. $617,450
- Fundraising Events ....................... $310,010
- Third Party Fundraising ................. $109,534
- Corporate Contributions &
  Foundations ............................................ $95,127
- In-Kind Donations &
  Other ........................................ $182,171
- Investments ...................................... $75,407
TOTAL REVENUE ............................... $1,389,699

EXPENSES
- Program Services ......................... $1,099,317
- Administration .......................... $138,561
- Development ............................ $106,628
TOTAL EXPENSES .................... $1,254,506

Liabilities ........................................... $79,529
Net Assets ........................................ $946,201
TOTAL LIABILITIES
AND NET ASSETS ......................... $1,025,730

Current Assets .......................... $264,492
Long Term Assets ...................... $761,238
TOTAL ASSETS ......................... $1,025,730