



## EXECUTIVE SUMMARY

*Breast cancer is so much more than chemo, radiation, and surgeries. Getting through it requires reliable, consistent support from someone who knows what it's like to hear, "you have breast cancer."*

### Mission

ABCD: After Breast Cancer Diagnosis nurtures hope and restores confidence in anyone affected by breast cancer.

### What we do

ABCD provides free, customized, one-to-one emotional support to anyone impacted by a breast cancer diagnosis – patients, family and friends. While we are founded and grounded in Milwaukee, WI, our services are delivered over the phone or online, making them available anywhere in the world.

Working as a complement to the medical team, and drawing from a pool of more than 275 professionally-trained Mentors/breast cancer survivors, ABCD pairs people who not only share a similar diagnosis and treatment plan but also have common interests, personal traits and family dynamics. Our services are free, confidential and delivered at time of diagnosis, during treatment and on into survivorship.

ABCD also connects people with trusted, reliable resources to help answer questions about diagnoses, appearance products like wigs, survivorship care, and work and life issues.

### Why we do it

We do this important work because decades of research indicate that patients who take advantage of non-clinical support like ABCD's customized, one-to-one support:

- Are more likely to
  - >> Finish treatment
  - >> Have improved survival rates
  - >> Show a reduced risk of recurrence

- Report experiencing
  - >> Less distress
  - >> Healthier social relationships
  - >> Improved quality of life<sup>1</sup>

### ABCD impact

Every day, people receive the life-altering diagnosis of breast cancer. No one else – not a helpline, website or even caring family and friends – can provide customized emotional support like ABCD can.

#### Statistics as of 2020



**100K +**

People served in 48 states & 7 countries



**5,589**

Total one-to-one matches



**729**

Mentors trained

**"You have breast cancer. My world stopped when I heard those words. And then I called ABCD."**

**~ Karie**

<sup>1</sup>National Cancer Institute, Office of Cancer Survivorship and National Coalition for Cancer Survivorship

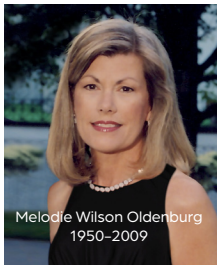
## COVID-19 pandemic

Breast cancer did not stop with COVID-19; neither did ABCD. Now more than ever, breast cancer patients, survivors, thrivers and caregivers need support as they deal with feelings, concerns and questions that come with a breast cancer diagnosis. For those coping with a new diagnosis, the COVID pandemic has created extra challenges, like going to treatment alone, facing delayed surgeries, and staying in the hospital without any visitors. As shelter-at-home regulations started to ease in June 2020, people started getting mammograms again. This led to a 25% increase in requests for support, and ultimately, in 2020, ABCD matched more individuals with Mentors than ever before.

## Funding support

Every day, people are diagnosed with breast cancer. And for more than 21 years, ABCD has given the invaluable gift of emotional support as a **free** service to anyone who needs it. ABCD relies 100% on the generosity of donors to do this important work. Thank you to Board member, Wayne Oldenburg, who donates office space to ABCD allowing us to direct 80% of donated funds to our service delivery. To sustain ABCD, we seek support through:

- >> Corporate sponsorships
- >> Foundation grants
- >> Individual gifts
- >> Gifts in memory/honor of
- >> Workplace giving
- >> In-kind contributions
- >> Planned giving
- >> Fundraising events



## Founding vision

In 1992, Melodie Wilson Oldenburg, an Emmy award-winning Milwaukee journalist, announced on live television that she was diagnosed with breast cancer. Being in the public eye, she continued talking about her disease. As she talked, calls came in from people Melodie had never met, asking simply...what do I do? They, too, had been diagnosed with breast cancer, but felt overwhelmed and alone. Melodie brought together physicians, clinicians, survivors, patients and caregivers and launched ABCD in 1999. To this day, her founding vision remains clear: "No one should go through breast cancer alone" after hearing the words, "you have breast cancer."

**"There's nothing more powerful than talking to somebody who has walked those steps and is on the other side." ~ Leslie**

**"ABCD was my 'go to' when I just needed to talk to another support person, other than family and friends." ~ Lisa**

**"I support ABCD for the simple fact that you are a tremendous resource for anyone going through breast cancer." ~ Debbie**

**"My Mentor helped me through the toughest part of my life. I am now an ABCD Mentor because I know the process works." ~ Angela**

## Meet Hope

ABCD's Leaping Lady, *Hope*, by award-winning conceptual illustrator, Dave Cutler, represents a breast cancer patient's journey from fear and darkness to hope and light.



**The Power of One-to-One**

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