



Breast Cancer Recovery  
2800 Royal Avenue  
Suite 210  
Madison, WI 53713  
[www.bcrecovery.org](http://www.bcrecovery.org)

## 2014 ANNUAL REPORT

**Mission Statement:** Breast Cancer Recovery provides environments for women breast cancer survivors to heal emotionally.

**Vision Statement:** Nurture a sustainable, nationally sought-after program, supported by the medical community and a strong team of volunteers.

### 2014 Programs

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#### 2014 Infinite Boundaries® Retreats

Infinite Boundaries® retreats offer opportunities for women that have been through a breast cancer diagnosis or are living with metastatic breast cancer to share, connect and bond. Our 4-day retreats are held in scenic locations that allow women to have an experience that offers a clear break from their everyday life. In this new, safe place, participants are able to focus on themselves and their breast cancer journey without the distractions of everyday life. Participants are encouraged to put their needs first and address the challenges that are part of their lives after their diagnosis. The Healing Curriculum used on retreat provides time to discuss difficult feelings, sensuality and sexuality and ways to cope with fears and stress after a breast cancer diagnosis. Participants also learn healing tools and techniques to implement in their lives after retreat.

Information on Infinite Boundaries retreats was shared with a variety of local and national organizations in 2014. Collaborations were established with several organizations in an effort to increase our program visibility and share useful resources with our program participants.

<b>Date</b>	<b>Retreat</b>	<b>Attendees</b>
March 10-13, 2014	Infinite Boundaries Retreat for Women Living with Metastatic Breast Cancer Wisconsin Dells, WI	4
May 12-15, 2014	Infinite Boundaries Retreat for Women Living with Metastatic Breast Cancer Wisconsin Dells, WI	10
June 5-8, 2014	Infinite Boundaries Retreat Bjorklunden, Door County, WI	7
July 17-20, 2014	Infinite Boundaries Retreat Madeline Island, WI	13
September 29 – October 2, 2014	Infinite Boundaries Retreat for Women Living with Metastatic Breast Cancer Wisconsin Dells, WI	8
October 16-19, 2014	Infinite Boundaries Retreat Birch Creek, Door County. WI	10
November 10-13, 2014	Infinite Boundaries Retreat for Women Living with Metastatic Breast Cancer Green Lake, WI	9

The actual cost per retreat per woman is \$1,500. In 2014 each woman received a scholarship at a minimum of \$1,100. Additional scholarships were available for women who displayed a financial need by using the same guidelines as the Wisconsin Well Woman Program. 26 women received additional scholarships.

### **15<sup>th</sup> Annual *Sharing the Knowledge* Conference, Resources for Recovery**

This conference took place on Saturday, November 1st in Madison, WI. Approximately 120 breast cancer survivors, friends and family members of survivors, caregivers and healthcare professionals attended. A conference attendee wrote, "Conference was great - one of the best STKs I've attended. A good mix of relevant, needed, and comprehensive topics. Donna - Excellent - so much good info. Jason - Awesome!!"

The morning keynote speaker was Donna L. Weihofen, RD, MS, "Fighting Cancer with Beans, Broccoli, and Chocolate Too". The afternoon keynote presenter was Jason Kotecki, Speaker, Author, Artist, "Curing Adultitis: Your Prescription for Less Stress and More Fun".

Generous funding for the conference was provided by the Dean Health Plan, UW Carbone Cancer Center, Meriter, WPS Health Insurance, Wisconsin Cancer Council, WebTPA and Ameriprise Financial/Sharon Brantmeier. The venue space was graciously donated by American Family Insurance.

Other workshop topics included:

- Jeffrey D. Larson, MD; Current Options for Breast Reconstruction
- Rhonda Siebecker, Bellydance Instructor and Author; Wiggle and Write
- Amye Tevaarwerk MD; Assistant Professor, University of Wisconsin; What Comes Next: What to know and follow after primary treatment for breast cancer following diagnosis.
- Amy Trentham-Dietz, PhD; Dawn Anderson, Executive Director, Wisconsin Breast Cancer Coalition; Kris Miller, RN; BCERP: Accomplishments Resulting from Collaboration between Researchers and Advocates (BCERP: Breast Cancer and the Environment Research Program)

## **2014 Collaborations**

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Breast Cancer Recovery maintains a strong presence in the community and has collaborative relationships with the following organizations:

- Center for Patient Partnerships
  - Wisconsin Well Woman Program
  - Wisconsin Cancer Council
  - Wisconsin Comprehensive Cancer Control and the Breast Cancer Task Force
  - Wisconsin Breast Cancer Coalition
  - Young Survival Coalition
  - Metastatic Breast Cancer Network
  - Gilda's Club
  - Metastatic Breast Cancer Network
  - MyBCTeam
  - Support Connection
  - Sharsheret
  - Pink Shawl – Share the Care Conference
  - Living Beyond Breast Cancer
  - Metavivor
  - AdvancedBC.org
  - Sue Baldwin Fund – Door County WI
  - Justice for a Cure
  - Bosom Buddies
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## BCR Year in Review

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- BCR staff collaborated with Professor Mary Sesto, Department of Orthopedics and Rehabilitation regarding a survey of women with metastatic breast cancer
- BCR staff and volunteers staffed a booth at the Well Expo at Monona Terrace, February 7 & 8.
- 25 Retreat volunteers attended training on February 1<sup>th</sup> at WPS in Madison
- Two editions of the Infinite Boundaries Alumni e-News were published, April and October.
- Staff shared the Infinite Boundaries experience at numerous Health Expos and Fairs; including WPS, The Gathering in Marshfield,
- The Community Health Charities membership was renewed.
- WI Better Business Bureau accreditation was obtained.
- BCR had a booth at the In Business Expo in October.
- Staff served as a resource for women with breast cancer who contact us and are in need of emotional support and/or resources.
- BCR Board meeting dates in 2014: January 20, March 24, May 19, July 21, September 15, November 17.
- The Special Events Coordinator position was vacant the entire year.
- The Program Director left in September for a full-time position.

## Funding

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Breast Cancer Recovery wishes to thank all of our generous sponsors and donors. Breast Cancer Recovery works hard to ensure our programs are affordable and accessible to all breast cancer survivors. Gifts allow us to continue our mission of helping more women find healing after breast cancer. Breast Cancer Recovery is a 501(c)(3), non-profit organization and gifts are tax-deductible. To find out more about supporting Breast Cancer Recovery visit our website at <http://www.bcrecovery.org/pages/Donate.php>

Each year Breast Cancer Recovery engages an outside audit firm to conduct a thorough review of our financial accountability. A copy of our audited financial statements is available by contacting our office. Breast Cancer Recovery is funded primarily by individual gifts and gifts through special events. Additional funding is received from grants. Revenue is generated from *Infinite Boundaries*® retreat fees and registration, exhibit fees, and sponsorships through the annual Sharing the Knowledge conference. The majority of revenue is devoted to program services. This includes lodging and meals for Infinite Boundaries, program personnel, travel, and office expenses. Management and fundraising expenses include personnel, insurance, and special event related expenses.

**BREAST CANCER RECOVERY FOUNDATION, INC.**  
**STATEMENT OF ACTIVITIES**  
Year Ended December 31, 2014

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<b>SUPPORT AND REVENUE</b>				
Contributions				
Gifts	\$ 247,732	\$ 7,900	\$ -	\$ 255,632
Infinite Boundaries® retreat fees - net	21,984	-	-	21,984
Sharing the Knowledge conference	9,381	-	-	9,381
Special events	6,165	-	-	6,165
Investment return	2,776	1,099	-	3,875
Other income	1,279	-	-	1,279
	<u>289,317</u>	<u>8,999</u>	<u>-</u>	<u>298,316</u>
Total support and revenue	289,317	8,999	-	298,316
<b>EXPENSES</b>				
Program services				
Retreat program	150,464	-	-	150,464
Sharing the Knowledge	27,830	-	-	27,830
	<u>178,294</u>	<u>-</u>	<u>-</u>	<u>178,294</u>
Total program services	178,294	-	-	178,294
Management and general	49,871	-	-	49,871
Fundraising	42,172	-	-	42,172
	<u>270,337</u>	<u>-</u>	<u>-</u>	<u>270,337</u>
Total expenses	270,337	-	-	270,337
Net assets released from restrictions	9,000	(9,000)	-	-
<b>Change in net assets</b>	27,980	(1)	-	27,979
Net assets - beginning of year	199,520	10,528	70,000	280,048
<b>Net assets - end of year</b>	<u>\$ 227,500</u>	<u>\$ 10,527</u>	<u>\$ 70,000</u>	<u>\$ 308,027</u>

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**2014 Board of Directors**

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Leanne Widen, Chair  
Marilyn Bauer, Secretary  
Beau Smithback, Treasurer  
Rick Duarte, Funding Development Chair  
Deb Kusmec Aguilar  
Kathryn Beals  
Dan Edge  
Jill Mack  
Lucinda Prue  
Lisa Tranberg  
Debbie Wiora

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**2014 Staff**

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Gail Riedasch- Executive Director  
Shelby Schoenherr – Program Director  
Helen Denson – Office Manger  
Renee Schloesser – Administrative Assistant