

## *2001 Annual Report Letter*

Year five is very meaningful in the world of breast cancer, indicating a strong chance of survival. Indeed for the Breast Cancer Recovery Foundation, year five has been a year of triumph! Although we had the normal struggles of any non-profit charitable organization, in 2001 our organization found new hope, inspiration and guidance in the words of Albert Camus, “*In the midst of winter, we finally learned that there was in us an invincible summer.*” Our organization realized a year of uncertainty, successes and growth. And, through these experiences, we now know that the Foundation and its mission are invincible.

Oddly, bad luck and adversity often strengthen a charitable foundation. Early in the year, my own reoccurrence of breast cancer sent a shiver of fear throughout the organization. The uncertainty of my recovery ignited the sparks of support among our many generous donors. Thanks to the efforts of the Friends of BCRF, a fundraiser in May 2001 became the largest fundraising event in the history of the Foundation!

In June of 2001, our Retreat Director retired, and I found myself back at work in the mind/body healing world. It was a phenomenal healing experience for me to have the honor of directing the 2001 *Infinite Boundaries* retreat season.

July on Madeline Island was truly an “invincible summer”, as those gathered experienced the healing powers of an *Infinite Boundaries* retreat.

Then came September 11<sup>th</sup>. We embraced the victims and their families in our thoughts and prayers. We knew that in the midst of our country’s bleakest winter, we needed to continue helping women with breast cancer recovery body, mind and spirit.

In October, we captured four days of invincible summer at the Cedar Valley Retreat Center with women from Wisconsin, Iowa, Michigan and Minnesota in attendance. *Infinite Boundaries* – Texas-style – took place in mid-November, as breast cancer survivors joined us for our first trip into the Lone Star State. Supported by funds from MD Anderson, we are planning a second retreat in Texas in November 2002.

Our momentum continued and over 400 people registered for our second annual *Sharing the Knowledge* conference in November, at the Monona Terrace in Madison, WI. The registrants, composed of providers and survivors, quickly related to the format as each researcher/provider was introduced by a breast cancer survivor who had personally benefited from the research being presented.

Plans for our third annual *Sharing the Knowledge* conference are well underway and it promises to top all previous conferences. The goal of our research conferences is simple: to get emerging research about breast cancer quickly and effectively into the hands of women who face the battles of breast cancer every day.

As we neared the end of the year, other charitable foundations around the country lamented that year-end solicitation revenues were down. Yet invincibly, we doubled our projected year-end

donations! While it may not sound like much to larger organizations, we ended our fifth year with nearly \$100,000 in the bank.

*Infinite Boundaries* mind/body healing retreats for women who have had breast cancer work. Why? Because the women who attend are finally giving themselves the time to share with one another the ongoing challenges of breast cancer. At retreat, they have the opportunity to care for themselves physically, emotionally, and spiritually in beautiful and healing natural settings. *So simple*. To quote Louise Nevelson, "True strength is delicate." The women find their own true strength at *Infinite Boundaries*.

What's next? That is up to you. If you are a donor, we ask for your continued support of our tradition of quality retreats and an annual research program. We'll continue offering our programs in Wisconsin as we proceed with expansion to other states as the necessary funds develop.

If you are a prospective donor, please be assured that your gift will pave the way for women to help themselves. Ongoing research with the University of Wisconsin Medical School, Department of Psychiatry shows incredible results for breast cancer survivors attending our "four-day intervention." According to Dr. Teresa Woods of the Health Emotions Research Institute at the University, women participating in *Infinite Boundaries* Retreats show a significant decrease in depression, an improved body image and a significant increase in positive affect, i.e. hope, joy and a positive attitude and an invincible spirit.

Most women who attend *Infinite Boundaries* need your help in the form of a donation to the Foundation. Over 80 percent of retreat participants have received full or partial scholarships to attend. As one of our major donors says, "Our Company gives to the Breast Cancer Recovery Foundation because we know where the money goes...we see the pictures and we receive the handwritten thank you notes. This organization is for real!"

Finally and most importantly, the way you can help the most is to let a woman you know, know about us! We need your help in spreading the word and encouraging women to give themselves permission to attend *Infinite Boundaries*. Please help her and help us by sharing our brochure with her and encouraging her to join us. She will never forget you for that small favor and we will be forever grateful for your help.

The Breast Cancer Recovery Foundation is a strong, vibrant - invincible - organization that, in a delicate and extraordinary way, changes the lives of women living with breast cancer. Please consider supporting us by a referral or a donation.

Infinitely yours,

Ann J. Haney  
President and Founder