

BREAST
CANCER
RECOVERY

2017 Annual Report



Executive Summary

Many exciting changes in 2017 for Breast Cancer Recovery: retirements, new staff, technology upgrades and more!

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2017 Retreats

In 2017 Infinite Boundaries® retreats were offered in four different locations for women at all stages of breast cancer. Our 4-day retreats, held in scenic locations, 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.



24 women attended the retreats for all stages at the following locations:

- Bjorklunden, Door County, WI
- Madeline Island, WI
- Green Lake Conference Center, Green Lake, WI

In addition, 12 women who are Stage 4 Metastatic joined us at the Sundara Inn & Spa, Wisconsin Dells.

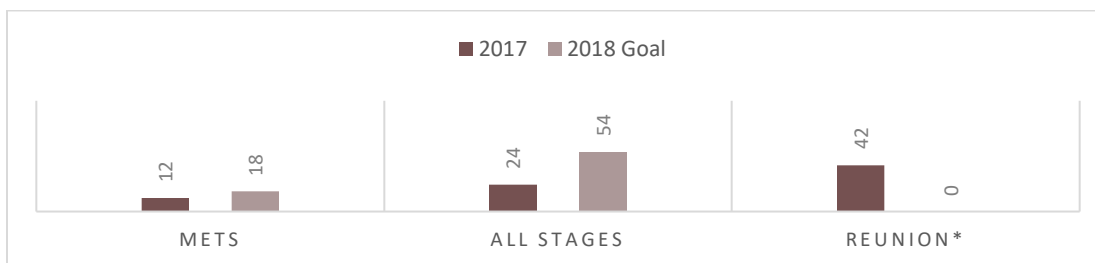
Reunion Retreat

43 past retreatants met at the Heidel House Resort in Green Lake to celebrate February 23 – 25, 2017. The weekend included discussions and speakers about having self-compassion, mindfulness, meditation and living a fulfilling life.

Financial Retreat Information

The actual retreat costs averages \$1,500 per woman. In 2017, each woman received a scholarship at a minimum of \$1,100. Additional scholarships were available for women who displayed a financial need, using the same guidelines as the Wisconsin Well Woman Program. 19 women received additional financial assistance through Breast Cancer Recovery.

2017 Retreat Attendees and 2018 Goals



*No Reunion Retreat in 2018.

Sharing the Knowledge 2017

In 2017, the Sharing the Knowledge conference became a series of “Lunch and Learns” around the state.

Sharing the Knowledge "Lunch and Learn" goals are to provide breast cancer survivors, spouses, family, friends, health care professionals and students with the latest advancements in the medical care for breast cancer. All of the "Lunch and Learns" were free to attend, pre-registration was required.

This year's "Lunch and Learns" series included:

- August: La Crosse
 - Topic: Breast Cancer and the Environment
 - Speaker: Dawn Anderson from WI Breast Cancer Coalition
 - Host: Mayo Clinic Health System Center
- September: Green Bay
 - Topic: Breast Cancer and Movement
 - Speaker: Julie Lombardo of Capital Physical Therapists.
 - Host: Lambeau Field
- October: Milwaukee
 - Topic: THRIVING: Working together to vigorously grow in mind, body, and spirit
 - Speaker: Sahnja Thom, Ninja Your Life With Sahnja.
 - Host: Ascension Columbia St Marys
- November: Madison
 - Topic: Coping with Difficult Emotions: Acceptance and Mindfulness
 - Speaker: Erin S. Costanzo, PhD, Dept of Psychiatry, University of WI School of Medicine and Public Health
 - Host: Gilda's Club of Madison

Thank You to our sponsors and grants: Carbone Cancer Center, Green Bay Packers Foundation, La Crosse Big Blue Dragon Boat Festival, WPS Health Solutions Foundation

BCR Year in Review

February we hosted the 2nd Celebration of Survivorship, with 43 alumni attendees. The reunion was held at the Heidel House with Wisconsin's winter living up its name with an ice storm. Everyone enjoyed the beautiful lake and hospitality.

Our new and improved website, www.bcrecovery.org went live in March of 2017, and offers updated information about our events, retreats, fundraisers and more. The improved site features online registration for events, retreat information and registration, requests for brochures, and resources for breast cancer survivors.

In June BCR hosted the annual fundraiser, Party on the Pier: Celebrating 20 years, once again at the Edgewater Hotel. 200 Attendees celebrated the evening with over \$27,000 raised for BCR.

We moved in October from our Royal Avenue office, to the Wisconsin Bank & Trust building in Fitchburg. Our thanks and appreciation to Wisconsin Bank & Trust for the donation of our new office space, and Plato Commercial Real Estate for assisting in our move.

Collaborations and Partnerships

2017 celebrated our 20th year for Breast Cancer Recovery, along with our partners Komen Wisconsin (South Central) and the Wisconsin Women's Health Foundation. Events and recognition for the three groups to celebrate this accomplishment. Our founder Ann Haney, was a founding board member of Komen along with Sue Ann Thompson.

- Recognition at each of our Annual Events
- City of Madison Recognition
- 20th Year Raffle
- 3rd Annual Fire & Police Association Ball

Discussions with other breast cancer organization include grassroots advocacy, educational programs for 2018, and continued co-hosting of events are planned.

Funding

Breast Cancer Recovery funding is possible because of the generous sponsors and donors throughout the year. Breast Cancer Recovery is committed to ensuring our programs are affordable and accessible to all breast cancer survivors.

Financial contributions 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 www.bcrecovery.org.

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 primary funding is donations by individual, corporate, sponsorships, grants, and through special events.

Revenue is generated from Infinite Boundaries® retreat fees and registration, exhibit fees, and for 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.

2017 Financial Overview

| Total Net Assets | Total Liabilities | Total Liabilities & Net Assets |
|------------------|-------------------|--------------------------------|
| \$277,055 | \$17,929 | \$294,984 |

| Support & Revenue | Expenses | Net Assets – Year End |
|-------------------|-----------|-----------------------|
| \$257,785 | \$280,164 | \$299,434 |

2017 Board of Directors

Anita Bublik-Anderson M.D., Aspirus Health

Jeff A. Goldman, DeWitt Ross, Secretary*

Marilyn Haroldson, MK Planning

Kari Jensen, Smith & Gesteland, Treasurer*

Tifani Jones, Wisconsin Dells Visitor & Convention Bureau

Moira Klos, WPS Health Solutions

Julie Lombardo, Capitol Physical Therapy

Jill Mack, Wisconsin Bank & Trust, Chair*

Nancy Pautsch, Envision IT

Julie Rupert, American Family

2017 Staff:

Megan Purtell, Executive Director

Klara Hartfiel, Program Director

Sarah Milestone, Development

Gale Otterson, Outreach

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