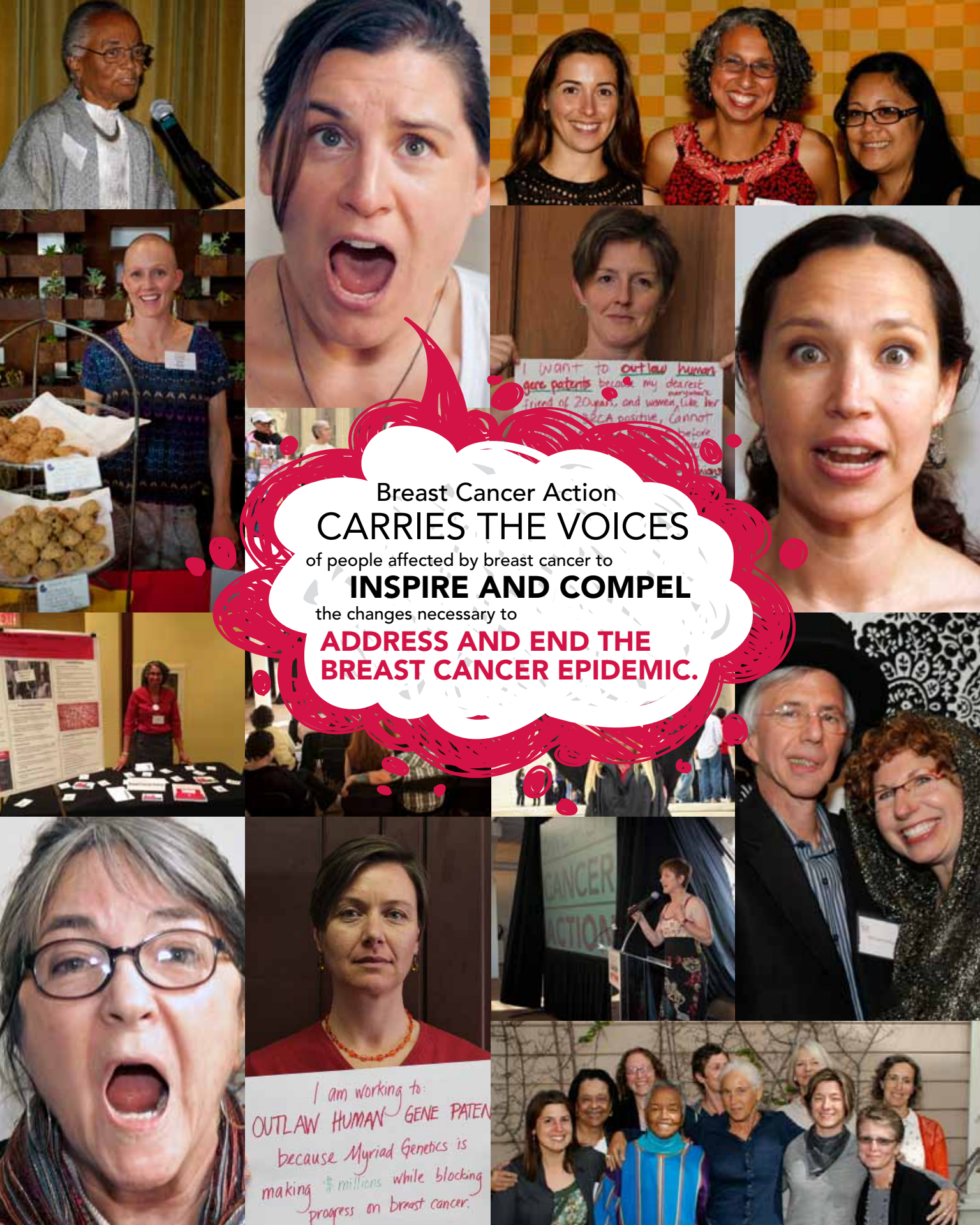


# BREASTCANCERACTION

## ANNUAL REPORT 2012 - 13

It's really encouraging to know the fights you are taking up on behalf of all of us. It is also for the future generations. • I applaud every day that your organization is doing so much for the greater good of the world and providing important awards. • The work being done by BCA is unmatched in the halls for the demise of breast cancer. Keep it up and eventually the results will surface of your work, in getting many of the toxic chemicals out of the food, drink, and cosmetics all of us consume in one form or another. • I respect you, Barbara, and everyone at BCAction for your work, concern and eventual results. I recently viewed *Pink Ribbons, Inc.* and I applaud your organization. I found that it validated my previous thinking on the corporate exploitation of breast cancer. • The movie was fantastic and there was some good discussion after the screening. • Thank you all so much for the knowledge you all passed down. It was a great and mind expanding experience. • This film has really lit my fire. • I want to organize monthly screenings of the film in my community. • We had 17 women watch the movie and it was a profound experience for them all. • It was my first time seeing the film and I am even more pissed off than ever before. • Huge community response to the film. The crowd seemed really engaged and the dialogue that took place after the movie was incredible. • The women (and men and children) were networking, exchanging hugs and wanted to learn more about the misuse of pink ribbon marketing. They were truly fired up. • Everyone left very enlightened and understanding it's important to ask questions when we open our wallets. • They really enjoyed the film and we had a lively discussion that covered a range of issues. • Just saw your new factsheet on BCA on a really good and important publically solid connection between #upstream and #BCAction 4 proactive know respect to @BCAction 4 proactive know in #Breastcancer control. • Thank you for organizing this. It looks very impressive and is an important work! Very clear and a good summary of my students. • Really enjoying your webinar and becoming more critical consumers of news coverage. Thank you. • This has been an awesome opportunity to get the word out about how backwards and even counter-productive our pink culture has become. • I joined because I believe that we can do more together than we can do alone and I want to be part of a bigger effort. I know I can learn from BCAction and the other speakers, and I hope I can bring something of value to the group as well. • I feel good about being associated with a group that is so aligned with my values and core concerns; I think BCAction is hitting on some of the most important topics in the cancer arena. I want to be part of disseminating the great information and messages developed by BCAction, and I also want to have BCAction expertise behind me to support me in my own thinking and work. • I joined because I want to promote debate and conversation about breast cancer, based on my own experience. I want those I speak with to question the status quo and be brave in the decision making process. • It just 'made sense' to join in because the organization's mission is parallel to my own mission in life. I know and really value the importance of people joining forces to make a bigger, stronger, global impact toward true change. • I would tell someone if they were thinking about becoming a speaker for BCAction, that they would immediately feel that they were empowering themselves and others. I believe the change needed change to end the breast cancer epidemic and feel like you are a part of a group of incredibly brilliant women! • I might actually be able to focus my energy and share information with groups of interested people. • It was such a pleasure to meet you, hear your story and its positive outcome, and have your engaging presence to jolt these end of semester beleaguered students into advocacy and consciousness. • I cannot believe how incredible it is! You have succeeded in presenting a resource that is beyond dispute. I am a stage breast cancer survivor, and now my twin sister is going through it---and as you can imagine, I for one am beyond sick of the pink monthlies, I mostly want to say a huge THANK YOU to you for all of your extremely hard work! • Thanks for all that you guys do. Having lost my sister at a very young age, and then having been sucked into the whole pink circus, I'm glad to have found your organization. • You give me all hope. Thank you for the transparency. It means more than you know. • I just wanted to tell you all what an amazing bunch of humans you are! Your work in spreading the truth and protecting women is inspiring and amazing. It is only through the work of amazing individuals such as yourselves that will bring an end to corporate hypocrisy and greed. It seems that more and more people are catching on to the idea that big business is not interested in anything but the bottom line. The fact that you all have chosen to fight this war speaks volumes about your character. Women on planet earth are lucky to have you!!...and so am I. • I just wanted you to know that I wish I could support your organization. I know the work you do is invaluable and deserving. Unfortunately I am unemployed and have no income. I hope to be in a better position soon and able to help. I wanted you to know that I am not disregarding your messages. Thank you • Thank you for being the voice of reason in a sea of pinkification and misinformation. • I think the work that BCA does to dismantle and challenge corporate pink washing is fantastic. • You have done the best job both educating and doing real action that makes a difference with breast cancer. While we are here in the Southeast US, your momentum has a hell of a reach. • I have two daughters and 5 granddaughters and I will be passing on my love of activism to them. You are doing a great job of educating and empowering women. Thank you for all that you do.





# BREAST CANCER ACTION

January 30, 2014

Dear Friends,

I am deeply honored to lead Breast Cancer Action, an organization that is so much bigger than any one of us. I am honored to carry the voices of women across this country in our work to address and end the breast cancer epidemic. We are building a movement and together we have achieved historic wins for people everywhere.

In June the U.S. Supreme Court ruled in our favor to outlaw corporate patents on the human BRCA 1&2 genes. As I sat in the courtroom listening to the Justices debate and challenge the legality of human gene patents, our community of activists was rallying on the Supreme Court steps, with women traveling from across the U.S. to join us in person and so many others joining us in spirit.

From our work to build a national anti-fracking movement, to our unparalleled evidence-based information on treatments and screening, to our role leading a feminist, social justice approach to public health problems, to demanding systemic solutions that address the needs of diverse communities because breast cancer is a public health crisis and a social justice issue, this has been a momentous year.

In May, we mourned the death of former executive director Barbara Brenner. Under her leadership, BCAction grew into a national organization, known for always putting patients before profit, both in treatment and prevention, and for unapologetically speaking truth to power. Since our founding in 1990 by a group of breast cancer patients, through 15 years of Barbara's leadership, to our work looking forward as we carry these women's legacy into the future, we remain a leading voice in the breast cancer movement.

We are a grassroots organization and none of our work could happen without you. Whether you are taking action with us, joining us in protest or celebration, funding our work, or sharing our voice on social media, we cannot do this work without you, our members, donors, allies and supporters.

I am honored to highlight here our achievements together from this last year. Thank you for joining us in shifting the balance of power to put women's health first.

Breast Cancer Action  
**CARRIES THE VOICES**  
of people affected by breast cancer to  
**INSPIRE AND COMPEL**  
the changes necessary to  
**ADDRESS AND END THE  
BREAST CANCER EPIDEMIC.**

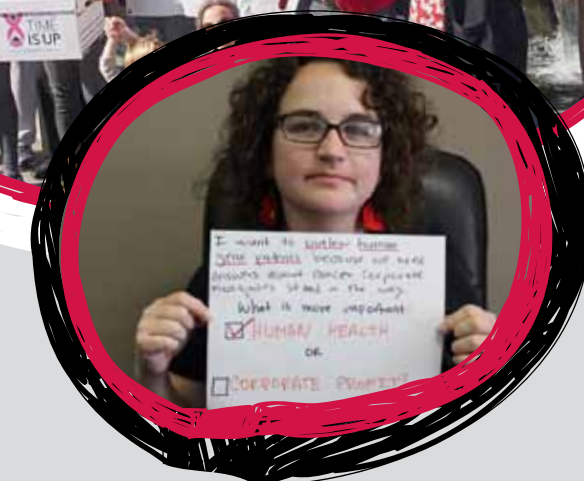
I WANT TO OUTLAW HUMAN  
gene patents because my dearest  
friend of 20 years, and women like her  
#BCA positive. Cannot

I am working to:  
**OUTLAW HUMAN GENE PATENTS**  
because Myriad Genetics is  
making \$millions while blocking  
progress on breast cancer.



**KARUNA JAGGAR** EXECUTIVE DIRECTOR

**EDUCATE  
MOBILIZE  
TAKE ACTION  
CHANGE**



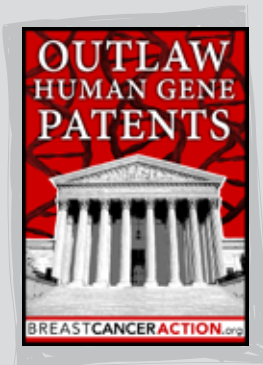
**"I feel good about being associated with a group that is so aligned with my values and core concerns; I think BCAction is hitting on some of the most important topics in the cancer arena."** BCAction Member

### Breast Cancer Treatment

We continue to shift the balance of power at the Food and Drug Administration (FDA) away from the pharmaceutical industry and toward public interests. This year we submitted comments for the public record to the United States Preventive Services Task Force regarding their Draft Recommendations on Medications for Risk Reduction of Primary Breast Cancer pointing out that: the recommendations promote disease substitution; put too much reliance on flawed risk assessment models; lack data for women of color; and are not reflective of actual consumer behavior. We also drew the FDA's attention to our concerns about the lack of transparency during the approval process for the drug pertuzumab, and reported on various studies and drug approvals that occurred during the year. We remain one of the few breast cancer organizations that doesn't take industry or pharmaceutical company funding that testifies in front of the FDA on new drugs and device approval.

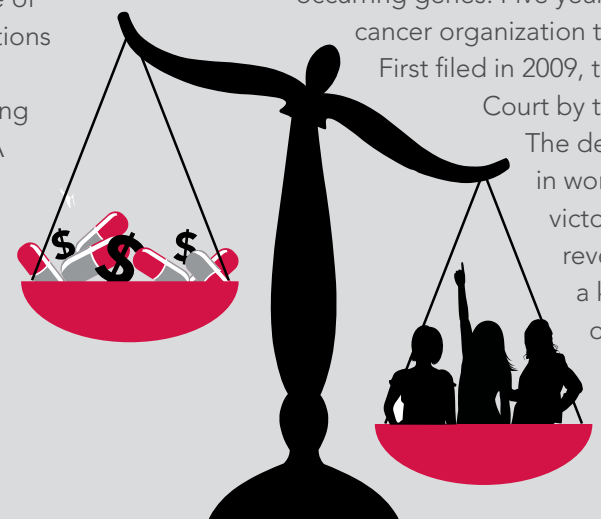
### Outlaw Human Gene Patents

Breast Cancer Action will always put patients before profits and will never shy away from corporate giants in the process. On June 13, 2013, the U.S. Supreme Court struck down Myriad Genetics' patents on the human "breast cancer genes," BRCA1&2—and not just Myriad's patents, but patents on all naturally occurring genes. Five years ago, we were the only breast cancer organization to join as a plaintiff in the suit.



First filed in 2009, this case was argued before the Court by the American Civil Liberties Union.

The decision is a watershed moment in women's health and a tremendous victory, the impact of which will reverberate well beyond women with a known or suspected inherited risk of breast cancer.



### SHIFTING THE BALANCE OF POWER



### Think Before You Pink

Our Think Before you Pink® campaign It's An Epidemic, Stupid took advantage of the 2012 election, demanding legislators step up to address and end the breast cancer epidemic by supporting Breast Cancer Action's 2012 Mandate for Government Action. Thousands of activists from all 50 U.S. states, D.C. and Puerto Rico called on their congressional representatives to stop pinkwashing and support real action to address and end this public health crisis. And we distributed over 10,000 Think Before You Pink® Toolkits to provide grassroots activists with the tools they need to address and end pinkwashing.



### Grassroots Activism

Our campaigns to protect women's health go straight to the source. Breast Cancer Action is a leader in building a national anti-fracking movement because hydraulic fracturing (fracking) is an inherently toxic process of energy extraction that seriously threatens public health. BCAction is a founding member of the Americans Against Fracking coalition and is currently the only women's health advocacy organization actively involved in the national steering committee. In addition, we are active partners in two new anti-fracking coalitions, the nation-wide Stop the Frack Attack Coalition, as well as the state-wide Californians Against Fracking Coalition.

### BARBARA BRENNER: 1951-2013

**Breast Cancer Action Executive Director 1995-2010**

Barbara Brenner was in no way afraid of controversy and she changed the world for the better in important and tangible ways for women living with and at risk of breast cancer. She was a hell-raiser and social justice activist of the first order and a deeply compassionate ear to the hundreds of women who called the Breast Cancer Action offices. Barbara, the founding executive director of Breast Cancer Action, died from complications of ALS (amyotrophic lateral sclerosis, a progressive neurodegenerative disease) on May 10, 2013 at age 61 at her home in San Francisco that she shared with her beloved partner



of 38 years, Suzanne Lampert. We mourn this loss deeply while we celebrate the light in Barbara that shined so brightly and the woman who accomplished so much. At the request of Barbara's family, donations in her honor may be made to the Barbara Brenner Rapid Response Fund at [www.bcaction.org/barbara-brenner-rapid-response-fund](http://www.bcaction.org/barbara-brenner-rapid-response-fund).



**PUTTING PATIENTS FIRST**  
**CREATING HEALTHY ENVIRONMENTS**  
**WORKING TO ADDRESS THE ROOT CAUSES OF HEALTH INEQUITIES**

**Free educational webinars**

Breast Cancer Action's webinars are nationally and internationally lauded by activists and academics alike. We bring experts and thought leaders together to create opportunities to learn, ask questions, and acquire the tools to take action. This year, our free webinars covered Health Inequities, Fracking, Screening and Detection, Media Literacy, Pinkwashing, Toxic Cosmetics, and Human Gene Patents, reaching nearly 2,000 people in 41 states and 18 countries. Thank you to our terrific partner organizations and guest presenters whose generosity contributes to the success of this program.

ABOUT THE WEBINARS:

**"Informative, engaging and polished."**

**"Presented a thorough overview of the issues, and the panel of speakers was well balanced and very informative."**

**Conferences**

Breast Cancer Action brings a unique, patient-centered perspective every time we present, attend, and table at conferences and events across the U.S. This year, we carried the voices of women living with and at risk of breast cancer at Cancer Prevention Institute of California's 12th Annual Allison Taylor Holbrooks/Barbara Jo Johnson Breast Cancer Conference, California Breast Cancer Research Program, the 2nd Annual Breast Cancer and African Americans Conference, Intercultural Cancer Council's Biennial Symposium on Minorities, the Medically Underserved & Health Equity conference, and the American Public Health Association. For the 13th consecutive year, BCAction attended and reported on the San Antonio Breast Cancer Symposium where our patient focus is a leading voice challenging the status quo and pushing researchers and clinicians to do better for women at risk of and living with breast cancer.

ABOUT THE FACT SHEETS:

**"Just saw your new fact sheet on DCIS and wanted to congratulate you and BCAction on a really good and important publication."**

**"This is wonderful work! Very clear and a good summary of important concepts and facts."**

**Independent and patient based information**

Breast Cancer Action delivers evidence-based information about breast cancer that is free of industry influence so women can make important health decisions that reflect their own values and priorities. Our Information & Resources phone line along with publications like Information & Resources for People Affected by Breast Cancer delivers education and critical analysis of important breast cancer issues to people around the U.S. and beyond. We're constantly updating and adding to our materials to keep pace with the fast-moving changes in breast cancer research. This year we updated: What You Should Know About Breast Cancer and the Environment, The Facts and Nothing but the Facts, Facts & Myths about Breast Cancer, What You Should Know About Mammography and added two new fact sheets on Ductal Carcinoma in Situ (DCIS) and Inequities in Breast Cancer: Health is Not Just Healthcare.

**Safer Chemical Regulation**

Breast Cancer Action works to stop cancer before it starts by demanding chemical reform that ensures that the air we breathe, the water we drink, the products we purchase and the places we live don't cause breast cancer or other health harms. This year, our chemical regulation work with our partners pushed for the strongest possible reform of the Toxic Substances Control Act (TSCA) of 1976 to protect public health as well as demanding a much stronger version of the Chemical Safety Improvement Act.

**Community Leaders for Change Program**

*(formerly the Speakers Bureau)*

Breast Cancer Action mobilizes women affected by breast cancer. We collaboratively educate and empower community leaders across the country to ignite grassroots advocacy to address and end the breast cancer epidemic. Last year, we mobilized and trained twenty-three community-based activists who successfully hosted educational events, led actions, and mobilized community members across the country.

WHY MEMBERS JOINED THE COMMUNITY LEADERS FOR CHANGE PROGRAM (FORMERLY THE SPEAKERS BUREAU\*):

**"I joined the BCAction Speakers Bureau\* because I believe that we can all do more together than we can do alone. I want to be part of a bigger effort."**

**"I know I can learn from BCAction and the other community leaders, and I hope I can bring something of value to the group as well."**



**IN THE MEDIA**

**USA Today:** Justices rule human genes cannot be patented JUNE 13, 2013

**MSNBC:** Organizations cash in on commercial potential of cancer MAY 19, 2013

**Al Jazeera:** Should human genes be patented? MAY 17, 2013

**Reuters:** Learning from breast cancer APRIL 30, 2013

**NPR:** Scientists Parse Genes Of Breast Cancer's Four Major Types SEPTEMBER 24, 2012

**The Guardian:** Pinkification: how breast cancer awareness got commodified for profit OCTOBER 3, 2012



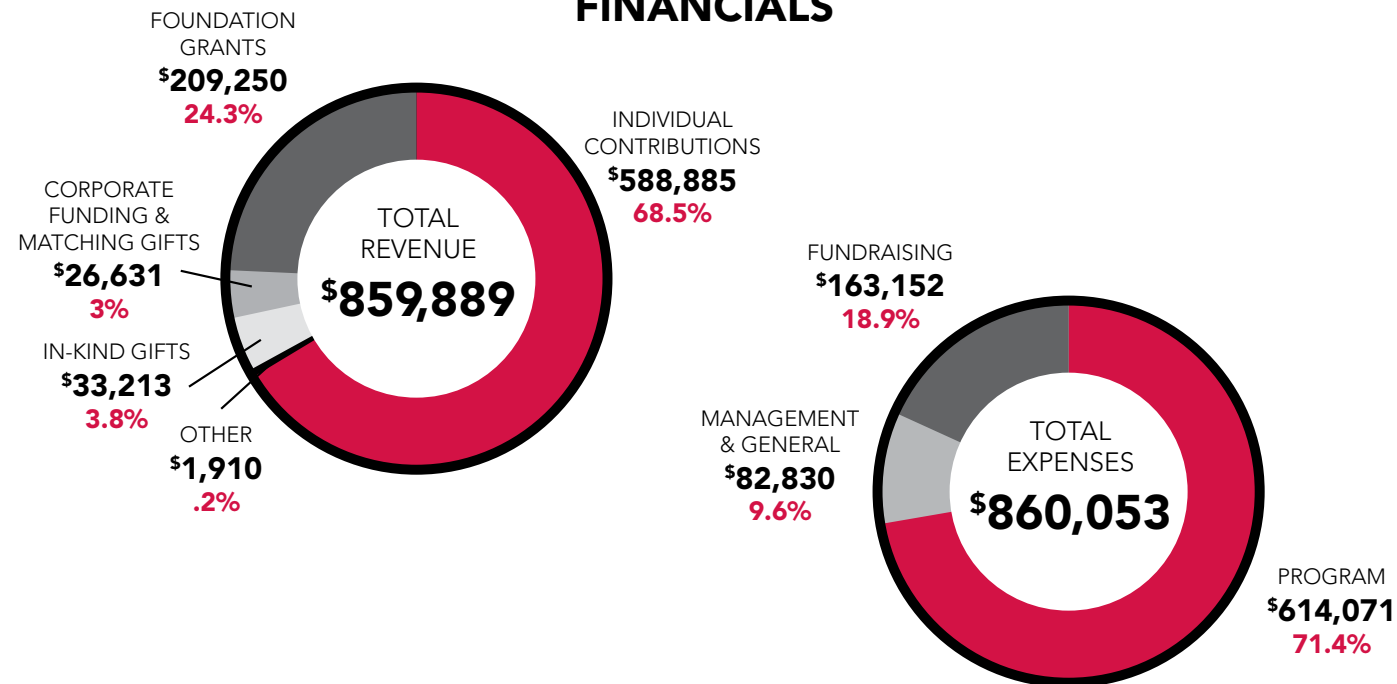
# BREAST CANCER ACTION

## MEMBERSHIP GROWTH

JULY 1, 2012 TO JUNE 30, 2013



## FINANCIALS



FROM BREAST CANCER ACTION BOARD CHAIR

**Tracy Weitz**

Breast cancer gets a lot of attention in the U.S., and not all of it is helpful. Many corporations sell toxic products and hide cancer-causing activities by cloaking them in pink ribbons. Time and again, we are told that prevention is an individual responsibility and that we don't know enough about the role of environmental exposures to pass much needed regulations to protect our health. To truly put patients before profits requires taking a stand to expose pinkwashing, demand systemic and meaningful chemical safety reform, and address the social injustices that lead to health inequities. That is what Breast Cancer Action did in 2013. And this is what we will continue to do in 2014. We have been and always will be a leading watchdog of the breast cancer movement and this is just one reason I joined the Board of Directors and why I am proud to serve as its chair.

## Get Involved With Breast Cancer Action

**TAKE ACTION:** Breast Cancer Action works on a range of issues, including toxic chemical reform, corporate pinkwashing, better breast cancer treatments, and more. Our power is in our members. Take action on our campaigns at [www.bcaction.org](http://www.bcaction.org)

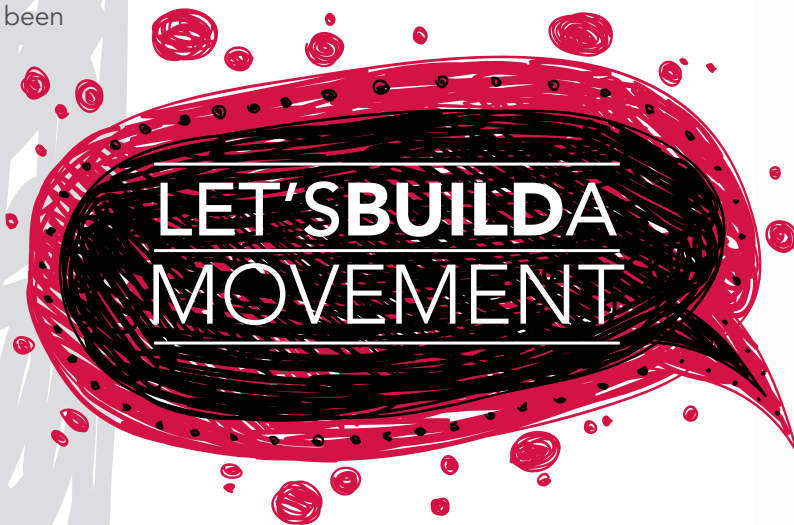
**SIGN UP FOR UPDATES:** Make sure you don't miss any of our action alerts on important campaigns to help address and end the breast cancer epidemic. Sign up for our email list here: [www.bcaction.org/signup](http://www.bcaction.org/signup)

**BECOME A COMMUNITY LEADER FOR CHANGE:** Our members are our strength and we value the involvement of grassroots activists throughout the country and around the world to further our mission. Learn more about our Community Leaders for Change program at <http://bcaction.org/resources/speakers-bureau/>

**WEBINARS:** We offer free bi-monthly webinars that provide independent, unbiased information on important breast cancer issues, including mammography screening, health inequities, toxic cosmetics, and human gene patents. Register for our free webinars at: <http://bcaction.org/resources/webinars/>

**FOLLOW US** on Facebook and Twitter: Get your daily dose of truth-telling news and analysis about the latest issues in breast cancer. Follow us on Facebook at [www.facebook.com/BCAction](http://www.facebook.com/BCAction) and Twitter at [www.twitter.com/bcaction](http://www.twitter.com/bcaction)

**MAKE A DONATION:** We don't take any corporate funding from companies that profit from or contribute to breast cancer. We rely on individuals like you to fund our work. Make a donation at [www.bcaction.org/donate](http://www.bcaction.org/donate)



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**"It's really encouraging to know the fights you are taking up on behalf of all of us. It is also for the future generations."** BCAction Donor

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**"I think the work that BCAction does to dismantle and challenge corporate pinkwashing is fantastic. You have done the best job both educating and doing real action that makes a difference with breast cancer. While we are here in the Southeast US, your momentum has a hell of a reach."** BCAction Donor

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