30+ Years of Grassroots, Health Justice Work

ANNUAL REPORT
July 2022 – June 2023
Dear Friends and Supporters,

It is my distinct honor and privilege to welcome you to Breast Cancer Action’s (BCAction) 2022 – 2023 Annual Report. As we reflect on the accomplishments and milestones of the past year, we are filled with gratitude for your unwavering support and dedication to our mission.

Over the past year, our organization has made remarkable strides in advancing our goals, all thanks to the hard work of our dedicated team and board of directors, and the steadfast commitment of our donors, volunteers, partners, and community members.

This year demonstrates, without a doubt, that the work of breast cancer activism is year-round. This was made clear by two things: the depth and all-encompassing framework of our 2022 Think Before You Pink® campaign, “A (R)Evolution,” and by the breadth of education, advocacy, and activist work we were able to accomplish in addition to this comprehensive campaign.

2022 marked 20 years of Think Before You Pink®. And in this monumental moment, this year’s campaign said loud and clear: profit-over-people capitalism both causes breast cancer and enables profiteering off the disease.

Whatever you want to call it – rampant capitalism, out-of-control capitalism, or dis-regulated capitalism – the prioritization of profit above all else, including public health, fuels the flames of the breast cancer crisis and causes the commodification of the disease in the form of greenwashing, rainbow-washing, woke-washing, and the many other insidious ways in which capitalism turns social justice work into a practice of consumption. Buy a pink shirt – solve breast cancer!

If only this were the case.

Breast Cancer Action’s community of hundreds of breast cancer activists knows what it will really take to address and end this disease: large-scale, structural changes including interventions to undo decades of environmental racism and disenfranchise-ment, and policies to restructure our healthcare systems, so that ALL communities can be free of this disease.

This annual report will be a tour of the work we take part in year-round, outside the bounds of Breast Cancer Awareness Month (aka Breast Cancer Industry Month).

Whether in the form of our groundbreaking educational resources like our climate crisis and breast cancer materials, or the wide range of legislative work we back through the strength of our organizational endorsements and opportunities to take action, as you learn more about the work the Breast Cancer Action team embarked on this year, know that your support and your partnership make this work possible.

By coming together in collective action and to raise our collective voices, we lead the way in connecting health justice, environmental justice, and racial justice, bringing it all together in the vital work to address and end this disease.

As you read through the annual report, we invite you to take a moment to reflect on the impact you have made.

Thank you for sharing in the vision of a world without breast cancer, and for your tenacity in not letting up. Thank you for being an essential part of the BCAction community. Your dedication sparks our passion, and your support propels us forward. We look forward to continuing this journey with you and achieving even greater heights in the coming year.

In ACTION,

KR
Krystal Redman, DrPH, MHA
Executive Director
In a rapidly changing world, we must respond to events and occurrences as they arise, and then maintain the pressure.

We support our community members in staying current about breast cancer matters, galvanize and mobilize activists on opportunities to take action across a range of topics that impact the breast cancer community, and provide the online engagement tools to demand change from decision-makers and legislators.

Successes

Breast Cancer Action has been a longtime supporter and endorsing partner of the Lymphedema Treatment Act, and we are proud to share that this federal bill passed in December of 2022, and has since been signed into law. We educated our members and the general public via social media as to why this bill was so important, and consistently provided opportunities to take action. The bill requires a change in Medicare law that will cover doctor-prescribed compression supplies and other devices used to treat lymphedema, a painful and debilitating condition that often results from breast cancer treatments, setting a precedent for private insurance companies.

We’re thrilled to share another hard-won legislative achievement that became law in September of 2022. Alongside our partners in the Last Chance Alliance (LCA), we supported and offered members the opportunity to take action on California’s Senate Bill 1137, which will implement 3,200 ft. “setbacks,” or buffer zones, between oil drilling and sensitive sites like homes, schools, and playgrounds. We were active in supporting and promoting this bill for several years, and we see its passage as a testament to the power of grassroots environmental activism. Unfortunately, Big Oil has since used windfall profits to try to subvert democracy through deceptive signature-gathering techniques, resulting in California’s Oil and Gas Well Regulations Referendum, which paused the legislation from going into effect. This issue will go back to the voters on California’s 2024 ballot – and we’ll be working hard to educate and advocate as to why this legislation is so important, until it becomes law.
Actions

This year, we took collective action through our online advocacy platform on the following issues:

- **The Safer Beauty Bill Package.** We continue to support this historic suite of bills that will make beauty and personal care products safer for everyone by getting toxic chemicals out, reducing unsafe chemical exposures and making ingredient transparency the new industry standard. We backed this federal legislation in 2022, and continued to do so in the 2023 legislative session.

- **California’s Senate Bill 252 - Fossil Fuel Divestment.** We have signed on to SB 252 and provided the opportunity to take collective action to advance this bill because it will require CalPERS and CalSTRS — the two largest public pension funds in the country — to divest over $14 billion from fossil fuel companies.
Calling out Big Oil Windfall Profits. We produced a petition that our community members can sign urging their legislators to support California Governor Gavin Newsom in standing up to Big Oil. Big Oil has price-gouged Californians, who pay significantly more for gas than drivers anywhere else in the country.

Advocacy

Through our broad network of partnerships, we are able to leverage our role in coalitions and uplift a breast cancer perspective on values-aligned work at the federal and state levels.

At the federal level:

- We submitted numerous letters in opposition to fossil fuel projects and expansion as a member of the LCA and alongside partners like the Center for Biological Diversity (CBD). This included a letter to policymakers in opposition to the Carbon Capture Utilization Parity Act which would only further entrench the polluting sources that create carbon dioxide pollution; a letter to the Senate Appropriations Committee to end funding to federal bureaus for fossil fuel extraction on federal land; and a letter to the Biden Administration to phase out fossil fuel extraction on federal land.

- BCAction submitted a letter to the Biden Administration with partners at WeAct4Change in opposition to Senator Manchin’s “dirty deal,” which would have weakened environmental safeguards and fast-tracked permits to expand toxic fossil fuel infrastructure.

- We submitted public comments to the Environmental Protection Agency with partners at Earthjustice to oppose a new use of toxic PFAS through plastic fluorination.

- And with the CBD team, we submitted a letter to lawmakers regarding the United States Geological Survey (USGS) urging the USGS to continue to maintain the National Pesticide Use Map, used by scientists and advocates to track potentially harmful exposures.

At the state level:

- Throughout the year, we pressured state lawmakers to end dependence on fossil fuels by signing on to letters addressing orphan well remediation, carbon capture and storage, greenhouse gas emissions reduction, and the devastating methane gas leaks.

- We continued our work to phase out fossil fuel use by supporting pension fund divestment, the Fossil Fuel Divestment Act, and the Fossil Fuel Non-Proliferation Treaty.

- BCAction opposed funding of fossil fuel projects, including Kern County’s “blue hydrogen” project.

- We urged policymakers to delay solar panel cost increases, which would stall the transition away from fossil fuels.

- We used our organizational power to pressure state representatives to ban PFAS and other hazardous chemicals in personal care products, packaging, clothing, and drinking water.

- We pushed for increased transparency for ingredient lists.

- We demanded better pesticide regulation to protect farmworkers as well as consumers.

- And we supported accelerated greenhouse gas emissions targets.

We’re experts on the politics of breast cancer, which means we’re able to vet seemingly unrelated policy and legislation for the impacts they will have on the breast cancer community. We supported California’s Senate Bill 57, which would delay utility shutoffs during extreme temperatures in an effort to protect vulnerable communities, because we know how shutoffs can uniquely impact those going through breast cancer treatment. We backed changes to California’s referendum process through Assembly Bill 421, which will restore power to the voters rather than wealthy corporations, because we’re all too familiar with how Big Oil has exploited the referendum process to overturn public health progress.

We’re joined by hundreds of breast cancer activists throughout the year, who come together to call out state legislators, federal policymakers, and regulatory agencies alike, toward the goal of addressing and ending this devastating disease through ACTION over awareness.
We publish easy-to-understand thought pieces on relevant and trending discussions that we know our community will benefit from. BCAction team members are critical consumers of science, and we translate news and research to create inclusive and patient-centered takes on the latest developments in breast cancer.

The following are thought pieces we released this year:

- **The Latest Train Derailment, Chevron, the EPA — and Breast Cancer.** In this article, Program Officer Zoë Christopher scrutinizes the Environmental Protection Agency’s (EPA) approval of fuels made from plastics, illuminates the harms from toxic chemicals released into the atmosphere following the East Palestine, Ohio train derailment, and demonstrates how these incidences could set us back years from addressing and ending the breast cancer crisis.

- **USPSTF’s Updated Mammography Screening Guidelines: Problems, Positives, and the Science.** In May 2023, the USPSTF revised their mammography screening recommendations, suggesting that people at average risk of breast cancer start routine mammography screening at age 40, rather than age 50. Whenever the United States Preventive Services Taskforce (USPSTF) revises their mammography screening recommendations, there is always public concern, and this is often accompanied by confusion.

   We released a nuanced take on the developments. We commended the Taskforce’s acknowledgement of the need for greater diversity in mammography studies and better data on screening and diagnosis for people of color, a first for the group. While we share in this goal, we differ in opinion as to the right tools to get us there, and we were firm in our stance that mammography screening is not an adequate tool to stop breast cancer before it starts, or to address breast cancer disparities.

In December of 2022, we attended the San Antonio Breast Cancer Symposium (SABCS) again. This is the largest breast cancer conference in the world, where we challenge researchers and industry from a patient perspective and engage with allies. Our Executive Director, Deputy Director, Program Manager, Program Officer, and Communications Manager provided real-time commentary and critical analysis of the breast cancer research presented to thousands of participants and observers.
We reported back by producing 13 blog posts from the symposium. Topics included:

- Digital health and patient-reported outcomes in breast cancer research and care
- Bringing clinical trials to BIPOC communities
- Low-dose tamoxifen for prevention of recurrence in high-risk patients
- Breast cancer treatment and financial toxicity
- Inequities in Big Data, privacy, and telemedicine
- Reproductive freedom and pregnancy-associated breast cancer

Sometimes in thought leadership, less is more. And this was the case for our team in March of 2023, when the FDA released new regulations requiring mammography providers to disclose when people were found to have dense breasts during screening.

Changes like these can stoke fear, uncertainty, and further stigmatize our bodies. Instead of adding to the noise of this hyped-up headline, we made the strategic choice to say less, and to normalize what it means to have dense breasts.

Instead of writing a thought piece, we reminded our community: having dense breasts is common and normal. 40% of us have dense breasts. We used social media to offer up four questions to ask your provider, so that we can do more than just worry.
Think Before You Pink® started in 2002 with a corporate accountability campaign targeting cause marketing campaigns by Eureka and American Express.

Throughout the years the campaign has grown, inspired, and triumphed. Expanding beyond corporate campaigns like KFC’s infamous pink ribbon “Buckets for the Cure” (2010), and having called out shocking stunts like Baker Hughes’ pink ribbon drill bits (2014), the campaign continued to push the boundaries of what falls within the realm of breast cancer activism.

The campaign is known for going big. In 2020, “We Can’t Be Pink’d” called out the then-President’s lack of leadership on the breast cancer crisis, as well as the EPA, the FDA, the National Cancer Institute (NCI), and the Department of Justice (DOJ) for policies impacting the breast cancer community.

During this year’s 20th anniversary campaign, we recognized two decades of industry-disrupting activism by saying the quiet part out loud: capitalism is the common culprit behind pinkwashing and pink ribbon marketing culture.
The campaign, “A (R)Evolution” laid bare how rampant, unregulated capitalism both exacerbates the breast cancer crisis and encourages profiteering from the disease using three tactics:

- The Manipulation of Media, Marketing, and Advertising
- Disinformation and the Suppression of Scientific Evidence
- Political Influence and Interference

Evolution

The campaign highlights how pink ribbon marketing has changed over the course of 20 years, and so have we. Pinkwashing has gone beyond pink Post-its®, pink ribbon perfume, and pink personal care products. Industry tactics have evolved. Pink ribbon marketing campaigns have become less blatant and their deceptive marketing strategies can be harder to spot. But we’ve evolved as well. A (R)Evolution doesn’t just call out one specific pink product. We’re calling out gross, profit-above-all-else capitalism as the common denominator throughout two decades of our Think Before You Pink® campaigns.

Revolution

We called for a revolution away from uncontrolled capitalism that drives breast cancer and encourages profiteering from the disease.

Dismantling the systems that enable profit-driven pinkwashing (or greenwashing, rainbow-washing, and the commodification of other social justice causes) calls for radical structural change, and it means working toward our organizational vision: a world in which people and communities thrive because they are healthy, liberated, and free from breast cancer.

Video Highlights

Alongside the campaign we released “Think Before You Pink® - A 20 Year Look Back,” showcasing what the campaign has accomplished over the last two decades.

We partnered with the vibrant Blair Imani and co-wrote an episode of their wildly popular Instagram reel series, Smarter in Seconds, on the work of Think Before You Pink® titled “Breast Cancer Action over Breast Cancer Awareness.”

Cross-posted by both Blair Imani and @Feminism, the content of the video was based on our Pinkwasher: (pink’-wah-sher) noun, coined by Breast Cancer Action in 2002. A company or organization that claims to care about breast cancer by promoting a pink ribbon product, but at the same time produces, manufactures and/or sells products containing chemicals that are linked to the disease.
resource “4 Critical Questions to ask Before You Buy Pink,” and encouraged viewers to ask these four questions of pink ribbon promotions:

- How much, if any, of the money goes towards breast cancer research programs?
- Which programs are getting the money?
- What do the programs do to stop breast cancer?
- Is there a limit on the amount that will be donated by purchasing a product? And has that donation limit already been met?

During the span of the campaign, the reel had over 500,000 views and 23,000 likes, reaching vast new audiences and demonstrating the hard-hitting message of our foundational Think Before You Pink® campaign.

**Successes**

Long overdue, in December of 2022, Corporate Giant 3M pledged to phase-out the use of toxic PFAS, which we called out in our 2019 Think Before You Pink® campaign “Say Never To Forever Chemicals.”

Breast Cancer Action was relentless when we took on 3M’s pink ribbon Post-its® with our 2019 campaign, and at that time we were on the cutting edge of connecting the dots between PFAS and breast cancer, which is now more commonly acknowledged. Over 3,500 people took action with us and demanded 3M stop producing toxic PFAS, and can now take pride in contributing to the corporation making this change. 3M cited “a thorough evaluation of the evolving external landscape,” as reason for their decision, i.e. public pressure!

This is a huge win for breast cancer advocates, and in the work to stop all-talk, no-action pink ribbon marketing.
The best way to address and end the breast cancer crisis is to prevent the disease from developing in the first place.

Our commitment to prevention and our foundational belief in the Precautionary Principle keeps us on the cutting edge of environmental and public health policies. As a leading voice in movement spaces, we continue to connect breast cancer, public health, and involuntary exposures to environmental toxins, and we continue to expand our anti-fossil fuel work, given the undeniable links between toxic exposures caused by the industry and breast cancer risk.

We are proud, active members of coalitions focused on prevention and ending fossil fuels.

The Cancer Free Economy Network (CFEN) is a coalition of over 60 nonprofits and experts on the environment, social justice, public health, science, policy, labor, business, and communications sectors, working together to prevent cancer and accelerate progress towards a healthy, regenerative, and equitable economy for all.

Precautionary Principle: The main components of the Precautionary Principle are:

- Acting now, even before definitive scientific proof of harm, to reduce and eliminate practices that we suspect do harm to human health or the environment because lack of evidence does not equal lack of harm.
- Seeking out alternatives to activities that pose a threat to human health or the environment.
- Shifting the burden of proof so that the companies that make and profit from products and activities must prove they are safe, rather than the current situation where the public is required to prove that something is harmful before it’s stopped.
- Using an open, informed, and democratic process that involves affected communities in decisions being made about their health and their environment.

The Precautionary Principle is the commonsense idea that “an ounce of prevention is worth a pound of cure.”

The Last Chance Alliance (LCA) is a California-based coalition that includes over 800 member groups and continues to pressure California Governor Newsom to end fracking and dangerous drilling. #BuildBackFossilFree is a national coalition working to stop fossil fuels by ensuring President Biden becomes the climate president he promised to be.

In 2023, we joined a new coalition, the Fossil Fuel Divestment Coalition, which is comprised of over 140 labor unions and organizations, with the goal of supporting California’s Senate Bill 252, which will divest California’s public pensions from fossil fuels. We joined to add a breast cancer perspective to the space and to contribute our unique expertise to the divestment movement.
In addition to coalition work, many of our research engagements are centered around prevention, and this year that included:

- **Breasts Matter - A Workshop to Improve Chemical Testing.** BCAction worked with the Silent Spring Institute to plan this workshop, which was funded by a California Breast Cancer Research Program (CBCRP) Community-Led Conference Award. The Breasts Matter workshop included presentations that highlighted both the science of the issue, and opportunities to shift policies at the EPA and the FDA, and other US and international agencies, to improve chemical testing rigor and protect breast health.

- **The Industry Documents Library (IDL) grant project.** Also funded by CBCRP and completed in the Fall of 2022, this project was in partnership with the University of California, San Francisco (UCSF). The project sought to establish whether the university’s digital Industry Documents Library, a rich source of research data, contained documents that revealed how industries have manipulated science and public opinion to cast doubt on, or suppress, information linking their products and breast cancer. This exploratory project, led by a transdisciplinary team of UCSF investigators in collaboration with BCAction, focused on two key questions:
  1. Is there research in the IDL that shows that the tobacco, chemical, drug, food, and fossil fuel industries had knowledge about the links between environmental exposures and breast cancer that was kept from the public; and
  2. Are there documents in the IDL that show that these industries tried to reverse public opinion that environmental exposures are causally linked to breast cancer? The project included a search for documents related to industry advertising and marketing practices specifically targeting marginalized communities.

Our organization led three focus groups to gather input from partner organizations on the best way to disseminate the findings of this study.

In May of 2023, we were also able to return to hosting in-person events for the first time in several years. The **19th Annual Billie Gardner Loulan Memorial Benefit** was hosted by BCAction supporter and former board member JoAnn Loulan, and attended by over 100 members of her local community. Held in Portola Valley, California, the focus of the evening was the climate crisis and breast cancer risk, with a specific focus on the issue of wildfires, a primary concern of those in attendance.

In creating the program for the event, we partnered with **Dr. Rainbow Rubin**, an environmental health scientist and the **Director of Science at Breast Cancer Prevention Partners**. Together, Dr. Rubin and our Executive Director spoke to the scientific evidence connecting the climate crisis, environmental toxicity, breast cancer, and public health, and the impacts on people living with or at risk of breast cancer.
For 30+ years, we’ve been a leading voice calling for compassionate, culturally competent, evidence-based, affordable breast cancer treatment for everyone. We persist in our work to address gaps in the healthcare system, and to bring attention to the inequities that burden marginalized and under-represented communities, particularly frontline communities and communities of color.

In addition to releasing educational materials, we create and participate in legislative activities and we serve as advisory, convener, and community partners in various relevant research engagements.

The following are research engagements we collaborated on with multiple partners across various areas of expertise:

- **California Initiative to Prevent Breast Cancer in Immigrants (CIPBCI).** This collaborative research was funded by CBCRP. For the first phase of this project, BCAction served as the convener and assembled three research teams and a scientific advisory panel that included researchers, educators, advocates, and clinicians with expertise in public health. One team focused on workplace and occupational risk factors, another on immigrants living in Latinx enclaves, and the third on immigrants living in Asian enclaves. Over a period that spanned December 2021 through April 2023, the teams met, interviews were conducted, and data was collected.

To put it all together, BCAction held a workshop with representatives from Chinese, Vietnamese, Latinx, Pacific Islanders, Mexican, and other Indigenous communities in California. The representatives and researchers sought to understand why immigrating from a country of low breast cancer incidence to the United States (and California in particular) increases a person’s risk for breast cancer, as well as the risk of the children and future generations of immigrants. Results from the research will be highlighted in an upcoming BCAction fact sheet, What We Learned About Breast Cancer from the California Immigrant Community.

- **GRAton PEsticides (GRAPE) Research Study.** BCAction served as the community partner on the GRAPE Study, which focused on the potential exposure to harmful chemicals in the ground water and air in California’s wine country, and was also funded by CBCRP. The research team analyzed the impact of pesticide exposure and air contamination in Graton, which disproportionately affects people of color working in agricultural communities. The pilot study ended in March of 2023.

BCAction is a member of the Health Equity and Accountability Act (HEAA) Community Working Group, a coalition of organizations working to support the HEAA, a unique and comprehensive piece of legislation which aims to address health inequities and eliminate health disparities.

As we continue to advocate for protection of the public from toxic environmental exposures, we draw special attention to the disparate impacts faced by communities of color, due to the consequences of historic and ongoing forms of environmental racism.
In our resources like *The Climate Crisis and Breast Cancer* [see more in the next section, Patient-Centered Resources], we directly named how extreme weather events like hurricanes, tsunamis, heatwaves, drought, and wildfires, each caused by the climate crisis, uniquely impact communities of color, due to racially-biased urban planning practices including redlining and segregation.

Across different resources and formats, we are unabashed in naming how Black, Brown, and Indigenous communities are systematically harmed by fossil fuel industry operations. This harm arises from historic and ongoing planning, zoning, and lending practices that lead to communities of color being disproportionately exposed to high levels of air, water, and soil pollution from fossil fuel projects.

By centering the voices, lived experiences, and policy priorities of people with the furthest relationships to power, we work to create a world in which all people and all communities can thrive, because they are healthy, liberated, and free from breast cancer.
Breast Cancer Action is and always has been an important, evidence-based resource for people living with and at risk of breast cancer.

We create and disseminate rigorous and unbiased fact sheets and toolkits about the science and politics of breast cancer, and we connect issues of environmental justice, racial justice, and the breast cancer crisis like no one else.

This year we revamped our foundational **Think Before You Pink® Toolkit**. Originally released in 2012, and newly-released in 2022, this toolkit provides a practical guide for calling for transparency and accountability from companies that take part in breast cancer campaigns and fundraisers.

Released in August of 2022, our fact sheet **The Climate Crisis and Breast Cancer** is both ground-breaking and powerfully straightforward, drawing connections that nobody else has made. We start with two well-established premises:

- Toxic exposures caused by fossil fuel production have been linked to increased breast cancer risks.
- Extreme weather caused by the climate crisis events like hurricanes, tsunamis, heat-waves, drought, and wildfire, make toxic exposures more frequent, and more pervasive.
Putting the two together, we arrive at a disturbing truth. The climate crisis makes the breast cancer crisis worse.

We coined and explained “The Breast Cancer Double Burden,” referring to how both fossil fuels and the climate crisis intensify the breast cancer crisis.

To accompany the fact sheet, we produced a full-page infographic that illustrates the science of each type of weather event and its impacts, along with four sets of infographic images to be shared on social media, extending the reach of these new and hard-hitting resources.

We’re responsive to changing science, and update our library of resources as needed. This year added up-to-date statistics and science to three of our core resources:

- Ductal Carcinoma in Situ (DCIS) Fact Sheet
- Health is Not Just Healthcare
- The Facts and Nothing but the Facts

We also provide one-on-one Information and Resources available to everyone at no charge, and this will never change. We don’t provide medical advice. Instead, our experienced and compassionate staff fields many calls and emails each year from people who’ve received a breast cancer diagnosis, or their caregivers, and are looking for information, without industry influence, about screening, diagnosis, and possible treatment options.

A breast cancer diagnosis means countless, deeply personal, and life-changing decisions, and we believe that everyone deserves straight-forward, understandable, patient-centered information to decide what is best for them.
The Double Burden of Fossil Fuels and Climate Change on Breast Cancer

The climate crisis and breast cancer are interconnected. As our unchecked climate crisis worsens, we witness the predictable increase in frequency and severity of extreme weather events. The devastation caused by these events means that we are all exposed to an increasing amount of toxic chemicals used throughout the fossil fuel continuum, from extraction to processing to resultant byproducts. When we add this to other sources of toxic exposure, the accumulated contamination of our air, water and soil significantly increases our risk of breast cancer.

HURRICANES & TSUNAMIS & Breast Cancer

**Hurricanes and Tsunamis**
As the ocean warms, these weather events occur more frequently and damage water supplies and infrastructure, resulting in:

- **Contaminated Water Supplies**
The damage caused to water supplies and infrastructure results in increased rates of harmful chemicals like PFAS, benzene, and lead in our water.

- **Environmental Racism**
The chemical spills and accidents that take place near fossil fuel facilities increase toxic exposures most directly for frontline communities. Due to redlining, segregation, and racist zoning practices, this is most likely to impact communities of color.

- **Breast Cancer Risk**
Increased toxic chemicals found in the water we drink and the water we use to irrigate our agricultural land can increase the risk for breast cancer.

HEATWAVES & DROUGHT & Breast Cancer

**Heatwaves and Drought**
Heat intensifies existing air pollution that includes PAHS, fine particulate matter (PM2.5), and ground-level ozone exposure that interacts with air to create NO2.

- **Wildfires**
Heatwaves create drought conditions, making wildfires more common and further increasing air pollution sources.

- **Environmental Racism**
Extreme heat takes a disproportionate toll on people of color and lower-income communities because racially biased urban planning has resulted in these communities being in places where they are at higher risk of heat-related illness and death.

- **Breast Cancer Risk**
In addition to the increased rate of exposure from air pollution, higher temperatures can make it harder for bodies to break down and expel toxic chemicals.

WILDFIRES & Breast Cancer

**Air Pollution**
Wildfires increase air pollution that includes polyaromatic hydrocarbons and fine particulate matter (PM2.5), negatively impacting air quality.

- **Toxic & Persistent Chemicals**
Chemicals used to control and manage fires, including flame retardants and PFAS in firefighting foam, have been shown to influence the risk of developing health problems, including cancer.

- **Environmental Racism**
People living in densely populated urban areas, including frontline communities of color and low-income communities are shown to be hit the hardest by pollution from wildfires, and endure smoke for longer periods of time.

- **Breast Cancer Risk**
Increased air pollution and exposure to chemicals that can affect the endocrine, immune, and reproductive systems results in increased breast cancer risk.
Includes gifts $250 and above between July 1, 2022 - June 30, 2023. Please contact Development Manager Heather Stone at hstone@bcaction.org for errors or omissions.

§ Matching Gifts and Workplace Giving  * Susan Stone Monthly Giving Circle
* Barbara Brenner Rapid Response Fund

**$25,000 and up**  The 11th Hour Project: A Program of The Schmidt Family Foundation
California Breast Cancer Research Program
Lesbians for Good

**$10,000 to $24,999**  Microsoft Matching Gifts Program §
Angela and Samuel Schillace
Barbra Wiener
Watson Trust -- East Bay Community Foundation
Laure Woods
1 Anonymous Donor
### $5,000 to $9,999

- The Coleman Family Foundation
- Priya Mathew
- Paulette Meyer and David Friedman
- Keith Patti and Susan Haas
- Peleh Fund
- Valerie and Michael Russell
- William and Jennifer Youstra
- 1 Anonymous Donor

### $2,500 to $4,999

- Apple Matching Gifts Program §
  - Dr. Elissa Arons
- Chevron Corporation Matching Gifts Program §
  - Susan M. Cohen Estate
  - Marie Fan
  - Peggy Huston °
  - Craig Mahonchak
  - Rachel Morello-Frosch and David Eifler
  - Dorothy Polash and Kevin Edwards
  - Tracy Tamasi

### $1,000 to $2,499

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$500 to $999

7-D Ranch Company
Amazon Smile
Betsy Aubrey and Steve Lichtenberg
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Jennifer Belloni
Rachel Berg and Andy Hewett
Judy Bloom
Barbara and Joseph Blumenthal
Beverly Canin
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Nancy and John Cassidy
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Charity Gift Certificates
Nancy Davis and Donna Hitchens
Emily Doskow and Luan Stauss
Leslie Doyle
Laurie Drabble and Chase Pearce
Yvette and John Dubinsky
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Deborah Gordon
Victoria Gray
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Carl and Gay Grunfeld
Sayre Hodgson
Benjamin and Katie Horne
Linda and Jerome Hosken
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Intel Foundation
Delmonte Jefferson
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June Kailes
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Marylin Kelley
Lauren and Brad Koenig

Tracy Kolian
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Erin Lander
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STATEMENT ON TRANSPARENCY IN FINANCIALS

We acknowledge that far-reaching effects of both the COVID pandemic and other external factors have significantly influenced our lives. These circumstances have also brought about economic ramifications that have directly affected our organization. Consequently, we have witnessed a decline in both individual donations and overall financial contributions. Our 2022-2023 operating deficit is a direct reflection of the overall economic trend. BCAction was able to close this year’s budgetary gap using our reserves, and our reserves remain within the accounting best-practice range.

We are dedicated to leveraging this challenge as an opportunity for growth and innovation. Our commitment to achieving our mission remains unwavering, and we are actively exploring alternative funding sources, cost-effective strategies, and partnerships to ensure that our essential work continues.

We value your continued support and understanding during this period of adjustment. We remain committed to transparent communication and will keep our community updated on any developments.

**REVENUE**
- Individual: $278,666
- Foundation: $107,200
- Corporate: $30,715
- Events + Other: $105,302
- **TOTAL REVENUE:** $521,883

**EXPENSES**
- Program: $572,914
- Fundraising: $130,502
- Management and General: $90,511
- **TOTAL EXPENSES:** $793,927

**TOTAL REVENUE**

**521,883**
INVEST IN BREAST CANCER ACTION

To remain aligned with our values, we continue to refuse corporate funding from any company that profits from or contributes to breast cancer. Your gift is essential to supporting our work to achieve health justice for all people at risk of and living with breast cancer. Thank you!

MAKE A DONATION:

Online: Go to bcaction.org/donate to make a secure online donation

By mail: Breast Cancer Action 548 Market St PMB 17179 San Francisco, California 94104

By phone: Please call us at 415-243-9301

OTHER WAYS TO SUPPORT OUR WORK bcaction.org/ways-to-give

Monthly Giving: Join the Susan Stone Circle of monthly donors to sustain our work over the long haul.

Legacy Planned Giving: Invest in BCAction’s activism by including us in your estate plans through the Elenore Pred Legacy Circle.

Barbara Brenner Rapid Response Fund: Support BCAction’s ability to quickly respond to emerging issues in breast cancer.

Start a “Don’t Pink for Me” Page: Tell your friends and family “Don’t Pink for Me” and ask them to make a donation to BCAction in your honor instead.

Stock Donation: Transfer a gift of stock or other securities to BCAction.

Susan Claymon Advocacy Fund: Support BCAction’s ability to advocate for systemic change.

TAKE ACTION

Breast Cancer Action works on a range of issues, including advocating for less toxic, more effective, more affordable treatments for people living with and dying from breast cancer; ending our exposures to toxic chemicals linked to breast cancer; and taking a stand against corporate pinkwashing. We work to see that everyone has access to evidence-based, affordable, culturally competent healthcare and we work to eliminate the social inequities in breast cancer outcomes. Our power is in our members. Take action at bcaction.org.

GET UPDATES

Make sure you don’t miss any of our action alerts on important campaigns to help address and end the breast cancer crisis. Sign up for updates at bcaction.org/signup.

FOLLOW US ON FACEBOOK AND INSTAGRAM

Get your daily dose of truth-telling news and analysis about the latest issues in breast cancer. Follow us @bcaction.
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Cover Photos:
Upper Right: Executive Director Krystal Redman (KR, left-center), pictured with board members Kim Nelson (left), Alicia D. Justice (right-center), and Channte’ Keith (right).

Lower Right: Program Manager Haleemah Atobiloye (far left) pictured at a meeting with research partners in April 2023. The group met as part of the research project “California Initiative to Prevent Breast Cancer in Immigrants,” funded by the California Breast Cancer Research Program (CBCRP).

Left: BCAction Development Manager Heather Stone (left), BCAction Program Officer and Operations Manager Zoë Christopher (right-center), and BCAction Executive Director Krystal Redman (KR, right), pictured with Breast Cancer Prevention Partners’ Director of Science Rainbow Rubin (left-center), at BCAction’s 19th Annual Billie Gardner Loulan Memorial Benefit, hosted by JoAnn Loulan.