



A NATIONAL PHILANTHROPIC TRUST PROJECT

## Together, We're Making a Difference

### The Breast Cancer 3-Day Report Card: Our Commitment in Action

The Breast Cancer 3-Day is a series of three day, 60-mile walks that raise millions of dollars for breast cancer research, education and community health programs. *The Breast Cancer 3-Day goals are to:*

- ✓ Raise funds to support breast cancer **research, education and community health programs**
- ✓ **Raise awareness** regarding the health threat of breast cancer and its impact on individuals, families and society, **helping more people survive** this deadly disease
- ✓ Create a **strong, positive community consisting of breast cancer survivors**, co-survivors, persons currently undergoing treatment and others impacted by the disease that promotes and nurtures **peer support, learning, and sensitivity to issues** surrounding breast cancer, both prior to, and on the events
- ✓ **Provide education** to a broad constituency regarding **breast cancer-related issues** including the critical importance of **early detection**

### The Breast Cancer 3-Day Return to Charity: Your Dollars at Work

The money you raise for the Breast Cancer 3-Day goes directly where it's needed the most: toward breast cancer research, education and community health programs. We strive to keep expenses at a minimum so more funds impact the breast cancer movement.

- ✓ The 2008 Breast Cancer 3-Day Series, which took place in 14 cities nationwide, raised more than \$110 million through donations, contributions and sponsorships.
- ✓ Of that, more than \$79 million, representing 72% of funds raised, was invested in breast cancer research, education and community health programs. Financial highlights:

Revenue	\$ 110,845,202	
<i>Donations, sponsorships, contributed goods</i>		
Less Expenses:		
▪ Management and general	3,015,329	3%
▪ Fundraising	<u>27,992,778</u>	25%
Investment in mission programs and services	\$ 79,837,095	72%

- ✓ The 72% return to charity exceeds the Better Business Bureau Wise Giving Standards for Charity Accountability. [www.give.org](http://www.give.org).
- ✓ Eighty-five percent of the net proceeds from the Breast Cancer 3-Day benefit Susan G. Komen for the Cure®, and 15 percent benefit the National Philanthropic Trust Breast Cancer Fund for breast cancer research, education and community health programs.
- ✓ Since its inception in 2003, more than \$400 million has been raised through Breast Cancer 3-Day donations, contributions and sponsorships.
- ✓ For more information on the beneficiaries or grants made from Breast Cancer 3-Day funds, please visit the Grants Program section at [www.komen.org](http://www.komen.org) and About NPT/Special Projects at [www.nptrust.org](http://www.nptrust.org)

The Breast Cancer 3-Day is a project of National Philanthropic Trust and adheres to all industry accepted accounting standards including, but not limited to, the **Better Business Bureau Wise Giving Alliance Standards for Charitable Accountability, AICPA SOP 98-2 for joint cost allocation and FAS 117**. The above unaudited information is a compilation of data from the NPT Breast Cancer 3-Day audited financial statements.



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**The money you raise makes a real difference in the lives of those affected by breast cancer today, and provides hope for tomorrow.**

## **The Breast Cancer 3-Day Report Card: Funding the Mission**

### **Primary Beneficiary: Susan G. Komen for the Cure®**

The majority of the Breast Cancer 3-Day net proceeds Susan G. Komen for the Cure receives are invested in the Susan G. Komen for the Cure Research Program, which funds innovative breast cancer research. Every major advance in the fight against breast cancer in the last 25 years has been impacted by a Susan G. Komen for the Cure grant. A few highlights include:

- A major focus and commitment of Komen's 2008 research funding is targeted at inflammatory breast cancer (IBC). It is a rare but very aggressive type of breast cancer, often diagnosed at a late stage of disease and often in younger women. Komen funded a large multi-project \$7.5 million Promise Grant to fund ways to identify IBC at an earlier stage and to fund more effective treatments. Within just its first 6 months, this research has demonstrated the effectiveness of an FDA-approved drug that targets inflammatory breast cancer stem cells and makes them more responsive to existing therapies.
- The Susan G. Komen for the Cure® Tissue Bank at the IU Simon Cancer Center was created in response to a need articulated by scientists doing breast cancer research. In order to discover what is abnormal, it is first necessary to know what is normal. The Komen Tissue Bank's goal is to provide researchers across the globe with the highest quality normal breast tissue, blood samples, and biomolecules. The Komen Tissue Bank was established and is being funded to accelerate scientific understanding of normal breast tissue for the purpose of preventing and curing breast cancer. This one-of-a-kind resource is possible because of a major grant awarded to the Komen Tissue Bank by Komen for the Cure.
- Susan G. Komen for the Cure remains steadfastly determined to find the best, most reliable and most affordable methods of detecting breast cancer as early as possible. That's why it's investing research funding into molecular breast imaging – a method that has already shown promise in detecting three times as many cancers in women whose mammograms show dense breast patterns and are at increased risk for breast cancer. MBI is not designed to replace mammography, but could be used for higher risk women and a far lower cost than MRI.

### **Event Manager and Beneficiary: National Philanthropic Trust**

The remaining Breast Cancer 3-Day net proceeds benefit the National Philanthropic Trust Breast Cancer Fund, a special field of interest fund that provides long-term support for breast cancer initiatives including research, treatment, prevention and education. By providing a lasting source of support for the cause, the Fund is a perfect complement to the immediate granting practices of Susan G. Komen for the Cure and its grassroots Affiliate Network.

Current NPT Breast Cancer Fund grants include programs in the areas of education and grassroots advocacy. A few highlights from these programs include:

- Black Women's Health Imperative will utilize resources from the NPT Breast Cancer Fund to engage African-American women in addressing disparities in breast cancer and breast healthcare and treatment. This pilot initiative will begin to identify, train, and support a new generation of African-American women in becoming breast health leaders and advocates.
- Through a challenge grant from the Breast Cancer Fund, The Wellness Community will create the Breast Cancer Survivor Survey, Registry and Index. The Registry is the inaugural project of the National Cancer Survivorship Research and Training Institute. It will serve as the basis for: 1) creating an annual index of issues faced by breast cancer survivors, 2) increasing public awareness about the needs of breast cancer survivors and 3) developing effective programs to address previously-unmet needs.
- With the support of NPT's Breast Cancer Fund, SHARE is launching an initiative to design and publish *LatinaSHARE: Novellas for Cancer Survivorship in New York City*, an illustrated, educational novella in Spanish that is culturally-sensitive and medically-accurate. The novella seeks to raise awareness about early detection of breast cancer, diagnosis, treatment, and survival.