

Terri Brodeur Breast Cancer Foundation 2015 Annual Report

Logan's Promise – Our Commitment

Logan's Promise honors our Founder, Norma Logan.



Norma's promise in establishing this organization was to direct 100 percent of gross fundraising dollars to breast cancer research and for the foundation to be financially transparent so that everyone, from sponsors and donors to volunteers and walk participants, could plainly see that the organization was meeting its target.

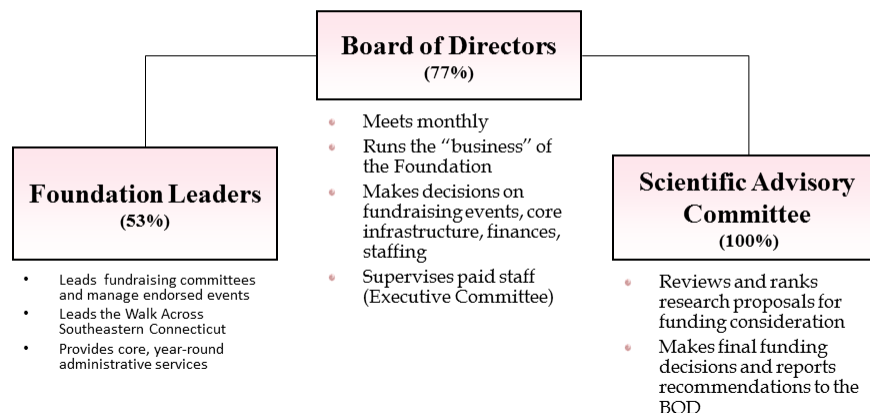
That promise is especially meaningful as we plan to celebrate Our 11th Walk Across Southeastern Connecticut on October 1, 2016.

The TBBCF Vision is to realize effective treatment options to eradicate all types of breast cancer!

Our Mission is 1) to provide critical funding to researchers; 2) to pledge 100 percent of gross fundraising dollars directly to breast cancer research, and, 3) to cover administrative costs with either sponsor dollars or volunteer services.

Our Operating Model was developed in 2006. It has been tried and tested and has stood the test of time.

Operating Model



Foundation Leaders manage events and provide core year-round administrative services. They are the Walk Chairs, Walk Team Captains, Event Chairs, the Matching Gift Administrator and the Accounts Administrator. The **Board of Directors** (BOD) runs the

business of the foundation with the Executive Committee holding responsibility for paid staff. The **Scientific Advisory Committee** (SAC) reviews and ranks research proposals for funding consideration and reports its recommendations to the BOD.

Remarkably, 53 percent of the foundation leaders/volunteers are founding members. Even more remarkable, 77 percent of the BOD are founding members and 100 percent of the SAC are founding members.

2016 TBBCF Leadership

The TBBCF Board of Directors

- **John LaMattina, PhD**, President
- **Howard Brensilver, MD**, Vice President
- **Patti Burmahl**, Secretary
- **Stacey Gualtieri**, CPA, Treasurer
- **Patricia Newborg**, Director of Operations
- **Sandy Maniscalco**, Co-Founder and Director of Development/Outreach
- Betty Baillargeon, Director
- Lisa Carroll, Director
- Michele Sotille-Hoyt, Director
- Max Logan, Director
- Stephen Sheehan, Esquire, Director
- Laureen Sullivan, Director
- Pam Morris Watt, Director
- Donna Yother, Director

The TBBCF Scientific Advisory Committee

- **Nicholas Saccomano, PhD** - Chair - Chief Scientific Officer, Array Bio-Pharma, Inc.
- **John LaMattina, PhD** -Co-Chair - Former President, Pfizer Global Research and Development
- **Michael Garabedian, PhD** - Professor and Course Director, New York University Medical Center
- **Susan Logan, PhD** - Associate Professor, New York University Medical Center
- **Mike Morin, PhD** – Chief Scientific Officer, Onkaido Therapeutics

Walk Across SECT Leadership

- **Pat Newborg – Walk Chair**
- Barbara Garry – Massage
- Patti Burmahl – Spirit
- Ellie Corey – Lunch
- Kate Didier – Quarter and Half
- Shelley Halligan – Medical
- Doug Hoyt and Richard Dakin – Opening/Closing Ceremonies
- Jean Logan – Walker Registration
- Max Logan and Phil Maniscalco Hydration
- Sandy Maniscalco and Lisa Vaudreuil – Pit Stops
- Stephen Sheehan – Cyclists
- Ann Sullivan – Traffic and Safety
- Laureen Sullivan – Procurement
- Anne Rochette – Walker Training
- Marcie Brensilver – Walker Recruitment
- Julie Pendleton – Pasta Dinner
- Lisa Vaudreuil - Caboose

Development/Outreach Team

- **Sandy Maniscalco - Director**
- Ellen Swercewski – Social Media Coordinator
- Barbara Garry – Sponsor Campaign
- Pat Meringolo – Sponsor Campaign
- Deb Gillig – Events Coordinator
- Pat Mandell – Social Media Communications
- Marilyn Dayton - Marketing
- Claudia Marks – Marketing

Operations Team

- **Pat Newborg – Director**
- **Stacey Gualtieri, CPA, Foundation Accountant**
- Pamela Morris Watt – Matching Gift Administrator
- Ellen Swercewski – Walker Fundraising Administrator
- Barbara Garry – Accounts Receivable
- Pat Meringolo – Accounts Receivable
- Laci Dessaulles – Accounts Receivable

2015 TBBCF Research Grants Program

For more than a decade, the TBBCF has raised funds to support cutting-edge research into the causes and potential cures for breast cancer. Too many of us have experienced sorrow and loss caused by this disease that continues to plague our friends and loved ones.

Thanks to hundreds of volunteers, sponsors and walkers, the foundation has been able to raise more than \$3.4 million, every penny of which has been used to fund research. Due to these efforts, outstanding young scientists in some of the world's leading research institutions have been able to explore exciting new ideas for attacking this disease

TBBCF research grants are highly sought. This year was another great year in terms of both the quantity and quality of the proposals that TBBCF received. The foundation received 45 applications from scientists at such distinguished institutions as the Dana-Farber Cancer Institute, Memorial Sloan Kettering Cancer Center, New York University, Yale, Mt. Sinai, Cold Spring Harbor

Laboratories, Duke, Stanford, Harvard Medical School, Roswell Park, Dartmouth College, and Yeshiva. For the first time, we even attracted proposals from outside the United States. This is up from 25 proposals from last year.

Collectively, these were the best research proposals that the Scientific Advisory Committee has ever had the pleasure to review. SAC had a hard time narrowing the proposals down to four winners. We could have easily funded another five or six. The proposals were truly outstanding.

After reviewing dozens of 2015 grant proposals, our TBBCF Scientific Advisory Committee awarded fellowships to the following top 2015 researchers.



Jean Albregues, PhD
Cold Spring
Harbor Laboratory



Mihriban Karaayvaz, PhD
Mass General Hospital
Cancer Center



Daniel Stover, MD,
Dana Farber
Cancer Institute



Eneda Toska, PhD
Memorial Sloan Kettering
Cancer Center

Click [here](#) to read the project summaries and biographies for the 2016 grant recipients.

2015 Fundraising

TBBCF Treasurer Stacey Gualtieri reiterated her message from previous years that “we’ve found our niche.” That is running a one-day signature walking marathon and raising \$300,000 doing it. In 2015 TBBCF did it again, raising \$318,446 through the walk and the other fundraising activities of our volunteers, and was able to use monies from our reserves to award four research grants this year.

The image shows a screenshot of the TBBCF fundraising website. On the right, a blue progress bar displays a total of \$318,546 raised out of a \$300,000 goal, with 106% of the goal reached. It also shows 2818 supporters and 0 days left. Below this is a 'GIVE NOW' button. On the left, there is a 'Create a Page' section with a 'Find Page' input field and 'Share', 'Tweet', and 'Email' buttons. Below the main content, there is an 'About This Campaign' section featuring a photo of two women and a 'Find a Walker' form with instructions to scroll to the bottom right of the page to locate the 'Find Page' box and type the name of the walker.

Our Events and Promotions supporters raised more than \$90,000. They host wine tastings, hair-cutting services, discounts, golf tournaments, and town-wide breast cancer awareness campaigns to name just a few.

What is most important is that they give their time and focused energy to support our cause. And in doing so, they not only raise research dollars but spread the word about the foundation. Our supporters are our best source of advertising and recruiting. Some come back year after year and this year we welcomed new groups to this elite club.

2015 Financials

We've reviewed the operating expenses for the upcoming year and have returned to our old model of being run predominantly by a strong volunteer base.

2015 Fundraising		
Raised from the Walk		\$ 221,808
Other fundraising events		96,738
Total raised for research		\$ 318, 546
2015 Walk Support		
Sponsorships, walk registration fees, etc.		\$ 80,216
Foundation Overhead		
Walk		\$ 22,663
Salaries and related expenses		10,072
Marketing		3,723
Website		4,259
General Administration		24,531
Total Foundation Overhead		\$ 65,248

We have looked to our 10th anniversary year as a time to celebrate our past successes and to raise more money for research. Our longer term goal is to raise enough funds to support five research proposals per year.

2017 Goals - February 1, 2016 through January 31, 2017

Terri Brodeur Breast Cancer Foundation: 2016 Goals - Business Year Ten

The purpose of the Terri Brodeur Breast Cancer Foundation (TBBCF) is to raise funds for cutting edge research to eradicate all types of breast cancer. Over the past nine years, TBBCF has had the honor of funding 34 promising researchers in cutting edge breast cancer research. More than \$3.5 million has been directed to breast cancer research, and we are making encouraging progress in clinics such as Cold Spring Harbor Laboratories, the Dana Farber Cancer Institute, Massachusetts General Hospital, Memorial Sloan-Kettering Cancer Center and Smilow Cancer Center at Yale New Haven.

Goal #1: Ensure Sponsorships and Grants cover 2016 Requirements (30%)

Secure sponsor or grant dollars at \$80,000 to \$90,000 to cover projected 2016 business year cash expenses

- Goal to launch the first stage of the sponsor campaign by end of April to middle of June.
- Planned sponsorship drive
 - personalized letters to 2015 sponsors (90 mailings)
 - Separate custom letter to 2006 sponsors who have not sponsored in the past few years (50-100 mailings)

- Organizing mailing to our chamber listings (Eastern Connecticut, Old Saybrook and Westerly) (600 mailings)
- Recognize nine year sponsors at 2016 at TBBCF public events and on the website

Goal #2: Promote TBBCF Research Grants Program (15%)

Execute Communications Plan to highlight past and present accomplishments within the TBBCF grants administration program

- Maintain/post TBBCF-Funded Research Grant Publications and list on TBBCF Website
- Feature grant recipients at public meetings, via social media and on website
- Plan TBBCF Board and Scientific Advisory Committee member visits with grant recipients
 - Cold Spring Harbor Laboratories
 - Dana Farber Cancer Institute
 - Massachusetts General Hospital Cancer Center
 - Memorial Sloan Kettering Cancer Center
- Personalize present and past grant recipients' presence on TBBCF website and in the local media
 - Provide photos and enhanced research abstracts on website
 - Issue Press releases on 2015 grant awardees, September Research Symposium
 - TBBCF, BOD and SAC site visits

Goal #3: Increase and Engage the Foundation Volunteer Base (25%)

Leverage 10th Anniversary to re-engage past core volunteers and BOD members and to recruit new volunteers to cover events and office work to lessen the workload of year-round core volunteers

- Institute working committees at the BOD level
- Partner with past core volunteers to find volunteers for lead roles on committees such as Marketing and Events
- Recruit/Organize office and event volunteers to provide support through October
- Recruit Walk Team Captains for vacant positions

Goal #4: Promote the Walk Across Southeastern Connecticut and Other Fundraising (30%)

Increase our walkers in the Walk Across SECT by 20% from 385 in 2015 to **460** in 2016

Increase the total funds raised of \$318,546 in 2015 to \$400,000 in 2016 to enable us to fund four research grants

Walker Fundraising = \$ 300,000

General & Fundraising Events= \$ 100,000

Goal #5: Broaden TBBCF reach through aggressive social media campaign (website, Facebook, Twitter, Constant Contact email, and LinkedIn), and through press releases and news stories

Social Media Campaigns

10th Birthday Party Celebration

Logan's Heroes stories (testimony from walkers, volunteers, donors, sponsors)

Build Walk through team and corporate challenges

Increase reach on Facebook, Twitter, etc.

Thank You 2015 Sponsors

TBBCF's operating expenses are covered by sponsorships and/or grants. Sponsorship monies are used to run the foundation or to cover the costs of a fundraising event. Our success is based on sponsor generosity. It is what makes that 100 percent promise possible. The foundation uses many ways to acknowledge company and individual sponsors publicly, including coverage at events, press releases, mentions in our newsletters and correspondence in our annual newspaper "Thank You" ad, and extensively at our signature fundraising event, the Walk Across Southeastern CT. Amazingly, the sponsors listed below have sponsored TBBCF for the past ten years. Our full sponsorship listing for 2015 can be found on our website at [Thank You 2015 Sponsors](#)



The Logan Family



Thank You 2015 Top Fundraisers

There are individuals who go above and beyond and give more than 100 percent in fundraising efforts: they host events, they walk as individuals and they establish teams. We would like to take a moment to acknowledge these very special people.

Events & Promotions over \$90K



27 events, 13 promotions, five walk team fundraisers: Breast Friends, Pam's Pink Posse, Sava Sole Sister, Team Leesa and Zen & Now, and individual walker-hosted events and promotions, one yielding more than \$11,000. Mystic and Westerly run month-long promotions and events on our behalf.

Topping the list for this year are Grand Wine and Spirits and Kozlowski Orthodontics for month- long promotions, and Old Lyme Country Club, Great Neck Country Club, Westerly's Pink Ladies at the Twisted Vine and Mystic Pirate Invasion for events.

Top Individual Walkers

These five dynamic individuals not only walk great distances to support TBBCF, they produce dynamic results: Marcie Brensilver, \$13,854; Jeremy Han, \$11,414; Shelley Gregory, \$10,904; Eric Bauman, \$6,870, and Jean Barrasso, \$5,745.



Jeremy Han



Marcie Brensilver



Shelley Gregory



Eric Bauman



Jean Barrasso

All in all, these walkers raised almost \$50,000. What is even more amazing is that they have been walking for many years and always rank at the top of our fundraisers list.

Marcie is the overall top fundraiser for the past ten years, having raised more than \$100,000. She also celebrated her 25th anniversary of breast cancer diagnosis on June 7.

Top Teams



HER332



Pam's Pink Posse



TONORMA



Cancer Crushers



SAVA Sole Sisters

We also honor and give our thanks to those who use the power of persuasion and engage in a team effort.

Our Top Five Walk Team Fundraisers are: HER332 (Pfizer), \$20,648.64 – most raised to date; Cancer Crushers, \$14,232 – overall top team fundraisers since 2006; Pam's Pink Posse, \$11,409.99; TONORMA, \$6392.50 – new team; and SAVA Sole Sisters,

\$5940. All in all, these teams raised almost \$60,000. Most of these teams have also been walking for many years and always ranked high on the list.

2016 27th Mile Club Recipients

For many TBBCF supporters, their efforts over the years have required greater sacrifice than for others who easily passed the minimum. Those individuals are our lifeblood. Ultimately, they give 100 percent. Yet, what we discovered early on was a group of individuals who consistently exceeded their own personal goals and raised the bar for the rest of us. Using a marathon analogy, they went the extra mile, becoming members of the 27th Mile Club.

From 2009-2011, TBBCF recognized a number of individuals with the largest numbers at the 2011 annual meeting. It was TBBCF's five-year milestone and seemed appropriate at the time. The club was subsequently retired in 2011.

Our 10th anniversary inspired us to reconsider and to reinstate the club. The criteria have been narrowed and the plan is to identify no more than two inductees per year. These individuals were recognized at the 11th TBBCF annual meeting.

As we embark on our next ten years, we are concentrating on broadening our reach through more effective use of social media. At this stage, outreach is critical to our survival. We have met with some exciting results to date.

With our focus on expanding this reach, we have come to recognize the significant contributions of two news personalities and one newsletter that have helped to significantly broaden our social reach. They are Ann Baldelli of The Day (along with The Day Editorial Board) and WFSB Channel 3 Eyewitness News anchor, Eric Parker.



Ann Baldelli, The Day



Eric Parker, WFSB

Ann Baldelli, a native of New London, has been a reporter with The Day for more than 35 years. Over the years Ann has received impressive recognition for her reporting. Ann was the first to write about TBBCF when it was founded by Norma Logan in 2005 and has continued to cover the walk and the research that it funds over the years.

Eric Parker, a native of East Lyme, has been with WFSB since 2004, and is the chief Investigative reporter for the Channel 3 team. WFSB has partnered with TBBCF since 2014 on the Walk Across Southeastern Connecticut. Eric was our keynote speaker for the walk's closing ceremonies in 2014 and 2015. In 2016, Eric featured 2012 TBBCF research grant recipient Dr. Priscilla Brastianos, in a special medical report.