

abcd[®]
after
breast cancer
diagnosis
the power of one-to-one



2018

nurturing
HOPE
restoring
CONFIDENCE
with the power of
ONE-TO-ONE

ABOUT ABCD

Launched in 1999 by Emmy award-winning Milwaukee journalist Melodie Wilson Oldenburg ABCD: After Breast Cancer Diagnosis nurtures hope and restores confidence in all those affected by breast cancer, from the newly diagnosed to those in treatment and beyond. We understand that breast cancer is so much more than appointments, biopsies, surgeries and treatments. It is about the whole person and requires support from people who know what it is really like after a breast cancer diagnosis.

Our signature service is matching breast cancer patients, families and friends (Participants) who need emotional support with professionally trained volunteer breast cancer survivors (Mentors). These highly customized matches connect people with the same diagnosis and treatment plan who also have common interests, personal traits, and family dynamics. Mentors provide hope, compassion, understanding and empathy when people need it the most. All services are FREE and can be conducted over the phone or via email, in English or Spanish.



Melodie Wilson Oldenburg
1950-2009

Melodie's founding vision was clear: No one needs to feel alone after hearing the words "you have breast cancer." Today, support like ABCD's is recognized by the National Cancer Institute as integral to survivorship care.

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abcdbreastcancersupport.org



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2018: A transformational year for ABCD

ABCD SUPPORTS TWICE AS MANY PEOPLE NATIONWIDE IN 2018
Earns \$250,000 in the first year of Keith Mardak's matching donation challenge

Dear friends,

On behalf of our Mentors, Participants, Volunteers, Board of Directors, and Staff, thank you for supporting ABCD: After Breast Cancer Diagnosis.

Without a doubt, 2018 was a year of tremendous growth allowing us to reach these milestones:

- Served more people in Wisconsin and around the country
- Deepened partnerships with healthcare organizations
- Launched new outreach and awareness campaigns with community and corporate partners
- Overhauled technology software to better serve Participants and donors

Most notably in January 2018, we launched the Mardak 2020 Breast Cancer Initiative, a comprehensive outreach program focused on increasing services and building our donor base. This special initiative is the cornerstone of a \$2 million, four-year challenge grant presented to ABCD by Keith Mardak and Mary Vandenberg, long-time donors and friends of our organization. To ensure receipt of the full match, ABCD needed to meet performance metrics, including raising an additional \$250,000 by the end of 2018, to be considered for additional funding in 2019.

Thanks to the generosity of many ongoing and new individual donors, corporate sponsors, community partners and foundations, ABCD met the Mardak 2020 Challenge for Year One! In fact, we raised more funds in 2018 than ever before, ending the year with a surplus. More importantly, we supported more than 5,000 people in 2018, compared to an estimated 2,500 in 2017, and experienced a 29% increase in matches in 2018 compared to 2017.

Our vision is that every woman or man who is diagnosed or living with breast cancer knows about ABCD and has access to our critical services. No one else – not a helpline, a website, or even a medical professional – provides the personalized connection that we do at ABCD.

Thank you for your generosity, commitment and support!

Wayne C. Oldenburg
Board President

Ellen Friebert Schupper
Executive Director

2018 By the Numbers

290
Number of Mentors

5,000+
People Served

30 to 90
Years Old
Mentor Age Range

410
One-to-One Matches



Reaching & Supporting Breast Cancer Patients & Their Families Worldwide

Sustaining ABCD

"My wife, Mary Vandenberg and I had a long-time friendship with and respect for Melodie Wilson Oldenburg, founder of ABCD. We believe in the mission and purpose of this organization and are committed to ABCD's long-term growth and sustainability. We are very pleased that the organization is serving more people."

Keith received the 2018 Power of One-to-One Award in recognition of his significant help expanding ABCD's services.



Keith Mardak, Chairman & CEO
Hal Leonard Corporation

Recognizing visionaries



Judy Tjoe, MD
Breast Cancer Surgeon
Aurora Health Care

Dr. Judy Tjoe received the 2018 inaugural Melodie Wilson Oldenburg Visionary Award recognizing her novel work with Team Phoenix.

"As a breast cancer surgeon and co-founder of a cancer survivorship program, I see tremendous value in the breast cancer support services Melodie Wilson Oldenburg sought to provide when founding ABCD. I am honored to continue that work as the first recipient of this award."

Strengthening partnerships

Nothing Stops a Sista on a Mission

ABCD and 600+ walkers participated in the 2018 Sista Strut event in Milwaukee. This annual event raises awareness about breast cancer and early detection primarily among women of color.



Expanding supporters

A sold-out crowd attended ABCD's annual fundraiser, Date with a Plate. Almost half of the guests were new to ABCD and joined in celebrating and supporting our mission.



Delivering services

"My Mentor had a profound effect on me. When I connected with her, I really felt like my mental health was being taken care of. It's amazing how well matched the Mentors and patients are. Having someone who understands where the fear and other emotions are coming from following a diagnosis – it's huge."

- Dara Kumbara, Participant & Mentor



Celebrating the heart of ABCD



We honored the ABCD family of Mentors at a special Mentor Appreciation event. Through the years, these special people have helped thousands of women during one of the most difficult times in their lives. They have listened, cared, guided, comforted and shed tears as well as shared laughter with those they have mentored.

Longtime partner Kesslers Diamonds surprised each Mentor with a pendant specially designed for them.

2018 Board members

Wayne C. Oldenburg
President
Oldenburg Group Incorporated

Elizabeth (Betsy) Brenner
Vice President
Community Volunteer

Ruth Kallio-Mielke
Secretary
Deloitte Tax LLP

Billie Jean Smith
Treasurer
Boyle Fredrickson S.C.

Audrey J. Warner
Immediate Past President
Baird Foundation

Bonnie Anderson
Milwaukee Catholic Home

Therese Burkhart
Northwestern Mutual (ret)

Rohini Desai, CPA
Milwaukee Catholic Home

Mary J. Dowell
MJ Dowell & Associates

Linda E.B. Hansen
Foley & Lardner LLP (ret)

John LoGiudice, MD
Froedtert & Medical College of Wisconsin

Cindy Moon-Mogush
Bethesda Lutheran Communities

Gina Rich
Writer/Community Volunteer

Sandra Underwood, RN, PhD
UWM College of Nursing

Leslie J. Waltke, PT, DPT
Waltke Cancer Rehabilitation Academy and Aurora Cancer Care

Staff

Ellen Friebert Schupper
Executive Director

Judy Mindin
Director of Program Services and Healthcare Partnerships

Julie Frinzi
Director of Marketing and Community Engagement

Betsey Bryant
Senior Match Specialist and Support Center Manager

Debbie Hayes
Volunteer Engagement Coordinator

Leanne Mindin
Data Manager and Communications Associate

Chelsea Vasques
Outreach and Match Specialist

2018 financial summary

REVENUE

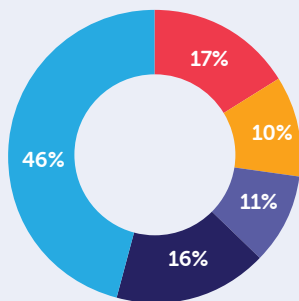
Individual Contributions.....	\$624,815
Corporate Contributions & Foundations.....	\$224,550
Fundraising Events	\$137,740
Third Party Fundraising.....	\$150,660
In-Kind Donations & Other.....	\$221,027
TOTAL REVENUE.....	\$1,358,792

EXPENSES

Program Services	\$724,808
Administration.....	\$127,785
Development	\$176,367
TOTAL EXPENSES.....	\$1,028,960
Current Assets	\$768,591
Long Term Assets.....	\$85,989
TOTAL ASSETS.....	\$854,580
Liabilities.....	\$43,573
Net Assets	\$811,007
TOTAL LIABILITIES AND NET ASSETS	\$854,580

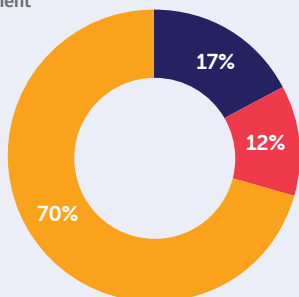
2018 REVENUE

- Individual Contributions
- Corporate Contributions & Foundations
- Fundraising Events
- Third Party Fundraising
- In-Kind Donations & Other



2018 EXPENSES

- Program Services
- Administration
- Development



Thank you 2018 ABCD supporters!*

\$250,000+

Keith Mardak & Mary Vandenberg

\$100,000+



Majerus Family Foundation



\$25,000+

Donna & Donald Baumgartner



Cary & Susie Silverstein



Wakerly Family Foundation

\$10,000+

88Nine Radio Milwaukee
 BizTimes Milwaukee
 Brady Corporation
 CliftonLarsonAllen LLP
 Community Health Charities of WI
 Genentech, Inc
 Kathleen and Lawrence Gentine
 Harley-Davidson Motor Company
 Sarah and Jeff Joerres
 Liza Longhini and Mark Young
 Michael Best & Friedrich LLP
 Lauren and David Mooney
 Northwestern Mutual Foundation
 Courtney Oldenburg and James Holacka
 Marcy and Wayne Oldenburg
 Morgan Oldenburg and Ryan Gonzales
 Rose and Ryan Oldenburg
 OnMilwaukee
 Topline Results Corporation

\$5,000+

Joan and Richard Abdo
 Baird Foundation, Inc.
 Billie Jean Smith
 BMO Charitable Fund Program
 Elizabeth Brenner and Steve Ostrofsky
 Brewers Community Foundation, Inc.
 Chase Family Foundation
 Chiuminatto Consulting
 Susan Frieber and Andrew Catanzano
 Michele and Louis Gentine
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 Marian and William Nasgovitz
 Mary Ellen and Bruce Pindyck

Rite-Hite Foundation
 Audrey and Robert Warner
 WISN Channel 12
 WUWM 89.7 Milwaukee Public Radio
 Diane and Edward Zore

\$2,500+

Aurora Health Care
 Joyce Garbaciak Bobber and Bernard Bobber
 Chase
 Michael Cleary and Lisa Handler
 Kathy and Jim Fuchs
 GE Healthcare
 Godfrey & Kahn, S.C.
 Alex and Rick Graber
 Ann and Jon Hammes
 Janet and Ken Howenstine
 Johnson Financial Group
 Mary and Ted Kellner
 Koss Corporation Foundation
 Medical College of Wisconsin
 MGIC - Mortgage Guaranty Insurance Corporation
 Jan Pirozzolo-Mellowes and John Mellowes
 Gina and Kevin Rich
 Andrea and James Schloemer
 Suzanne and Bud Selig
 Service Club of Milwaukee
 Mary Ellen and Scott Stanek
 Stefans Soccer
 Anna and R.F. Teerlink
 We Energies Foundation
 Wilde Productions

\$1,000+

Altius Gymnastics and Jane Schrimpf
 Dr. Patricia Alvara and Joseph Wouters
 Susan and Bruce Arensmeier
 Bayshore Town Center
 Jane and James Bell
 Benevity - Community Impact Fund
 Catherine M. and Joseph F. Bennett

Blue Mound Country Club Women's Division
 Bodner Property Management, LLC DEV
 Babette and Jeff Butler
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 Cancer Treatment Centers of America
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 Sarah and Dan Cohen
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 Sharon and Jim DeGuzman
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 Ginny Finn and Evan Lenhardt
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 Jan and Vince Martin
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 Northern Trust
 Northwest Minnesota Foundation
 Park Bank Foundation
 Peck Foundation
 Susan and Tom Quadracci
 Marsha Renner
 Ronald Wilson Reagan College Preparatory High School
 Anne and Mark Train
 Sandra Underwood, RN, PhD
 Karen van Driess
 Wage Works
 Leslie Waltke and Peggy Nealon

* For a full listing of 2018 donors, please visit abcdbreastcancersupport.org. If we inadvertently missed your donation, we sincerely apologize.