



LIVING BEYOND
BREAST CANCER®

2020 Impact Report



WHAT DOES SUPPORT LOOK LIKE?

Every week, thousands of women and their family members look to Living Beyond Breast Cancer for trusted information and a community of support. The year 2020 brought even more urgency as newly diagnosed women and those in treatment faced extra anxiety due to so many health, racial, and economic challenges, and personal heartbreak.

Because of you, we were able to meet the moment. In fact, you helped us grow even stronger than ever. Here's how:

WISDOM

We created more digital content including video interviews, ask-the-expert zoom sessions, and practical blogs written by our community to provide answers about changes in breast cancer care during the pandemic. Over 265,000 video views – up over 394% from the previous year.

SUPPORT

We created safe spaces for women to connect during our virtual conferences, and we ensured that they could reach out and personally connect 24/7 through our closed Facebook groups. We amplified our Breast Cancer Helpline and connected trained volunteers to newly diagnosed women, for those who prefer to talk on the phone. Because of a targeted outreach campaign, we saw a 39% increase in use of this valuable resource.

TRUTH

In the fall of 2020, we launched a new program to address healthcare disparities, Knowledge is power: Understanding Black breast cancer. Nearly 450 people participated in the month-long series designed to provide Black women and men with information and support to get the breast cancer treatment they deserve.

HOPE

The pandemic has caused a financial crisis as well as a health crisis for so many in our community. Because of our generous supporters, we were able to give \$300,000 directly to families in need through our Living Beyond Breast Cancer Fund.

We are so grateful for the support and hard work of our staff, our Board of Directors, our leadership volunteers, and our individual and corporate donors. Thank you for helping us meet 2020 with resilience, gratitude, and hope.



JEAN A. SACHS, MSS, MSLP
Chief Executive Officer



TERESA C. KOHL
Chair, Board of Directors



WATCH VIDEO *Community members share what gets them through the hard times*

Wisdom. Support. Truth. Hope.

More than
430,000
website sessions

“One can get lost in the vortex of no information and WAY TOO MUCH information. A friend shared your organization’s vision with me and it resonated as a safe place to land. Your site is chock full of information so one can explore as much or as little as comforts. That is a most welcome opportunity at an incredibly frightening time.”

— Marsha, diagnosed with early-stage breast cancer

Wisdom. Support. Truth. Hope.

LEARNING TO LIVE WITH BREAST CANCER STARTS WITH KNOWING MORE.

For nearly 30 years, we have offered emotional, practical, and evidence-based content that is meaningful to those newly diagnosed, in treatment, post-treatment, and living with metastatic breast cancer.

Due to the pandemic and the changes in breast cancer care, we worked harder to produce trusted information to help our community stay up to date. In 2020, we created **26 VIDEOS**, shared **42 BLOG STORIES**, authored over **65 NEWS ARTICLES**, presented **THREE POSTER SESSIONS** and published **TWO RESEARCH STUDIES**. We also hosted **TWO FUNDRAISING EVENTS**, **EIGHT EDUCATIONAL PROGRAMS**, and **10 COMMUNITY YOGA CLASSES**.



394%

**increase in
video views**

Wisdom. Support. Truth. Hope.

“Thank you for having your Helpline volunteer call me. It was the first time I have spoken to someone with a similar diagnosis who was so positive and supportive. She has been able to lift my spirits, and I was grateful to get her call. That’s the kind of support I needed when this started and that I still need now—having support like that can make a big difference in someone’s life.”

— Helpline caller, diagnosed 2018

39%

increase in calls to our
Breast Cancer Helpline



HELPING YOU FIND STRENGTH ON THE DAYS YOU CAN'T.

Living Beyond Breast Cancer knows that finding ways to support emotional health is just as important as getting the right cancer treatment. Whether through an educational program, a private Facebook group, or a call to our **Breast Cancer Helpline**, we work to ensure no one feels alone after a breast cancer diagnosis. We received over 725 calls to our Breast Cancer Helpline in 2020, a 39% increase. Our closed Facebook groups grew to over 3,200 members. There were approximately 40 posts or conversations each week, with an average participation rate over 58%.

Beyond emotional support, we also provide financial support via our **Living Beyond Breast Cancer Fund**. The COVID-19 health crisis has increased financial hardship for many people, including those with breast cancer. We expanded our grant program to serve our national breast cancer community so those in treatment with breast cancer could focus on their health and not their bills.

“This grant has given me peace of mind with bills piling up. I can’t tell you how grateful and appreciative I am for your help and support.”

— 2020 LBBC Fund recipient

\$300,000

in grants awarded from
LBBC Fund in 2020

2020 was a much-needed turning point in the awareness and actions to tackle racial injustice in our country and our healthcare system. The challenges of systemic and individual racism are deep-seated and real.

LBBC HAS COMMITTED TO:

- elevating and empowering our community to advocate for health equity
- identifying and addressing implicit and explicit bias
- sharing the stories and voices of Black women, as people with breast cancer and as professionals
- working harder and smarter to diversify LBBC at every level of our organization

Black women and white women get breast cancer at about the same rate; however

Black women are
40%
more likely to die
from the disease.*

THERE'S MORE THAN ONE WAY TO HAVE BREAST CANCER.

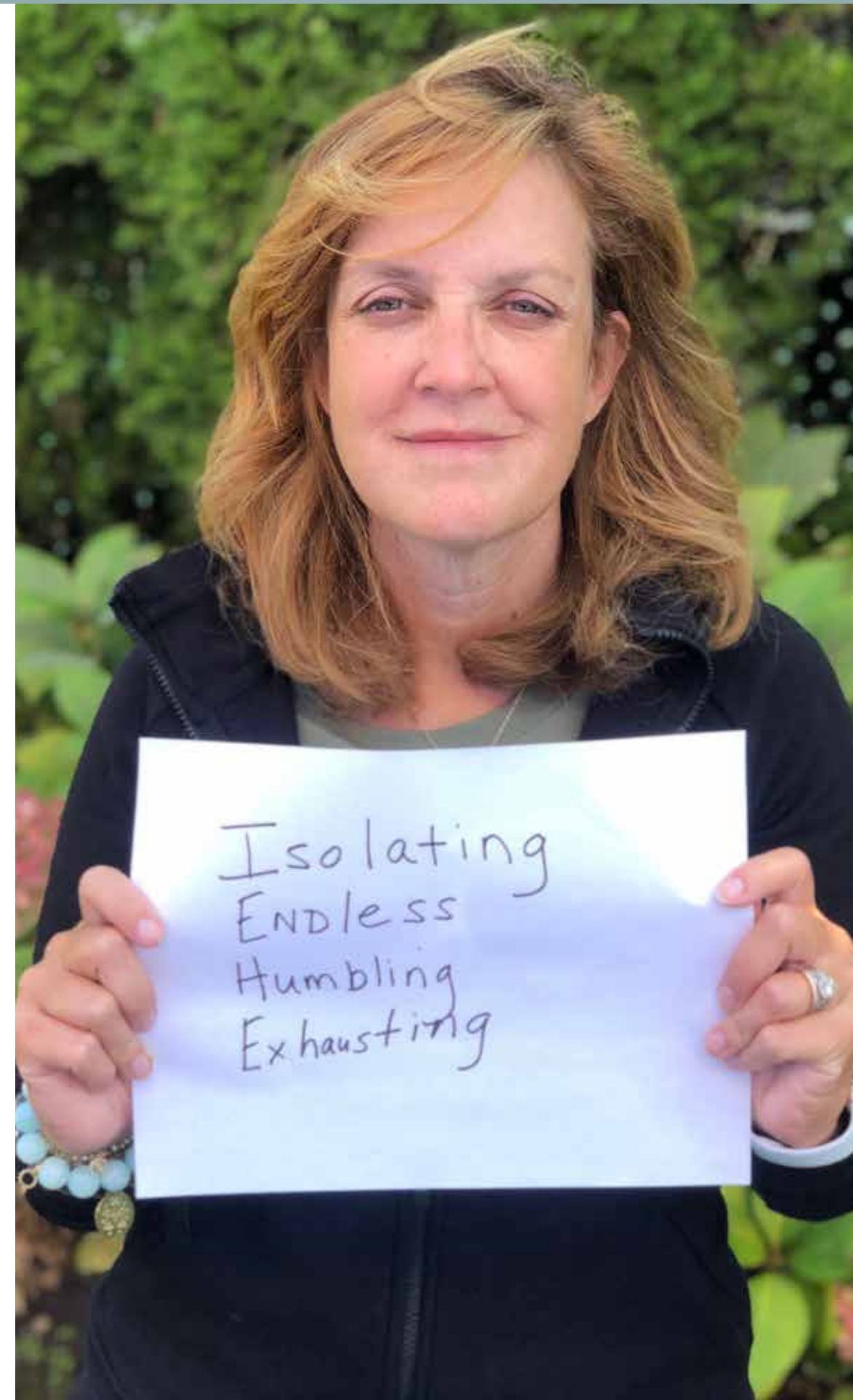
Breast cancer is more than one disease; there are different types and stages, and it affects each person differently. Living Beyond Breast Cancer recognizes this and is committed to being inclusive of and informative to all those impacted by breast cancer.

In the throes of the pandemic, we created a [new resource hub](#) for those newly diagnosed with metastatic breast cancer— informed by research we conducted in 2019 with people living with metastatic breast cancer and their healthcare providers.

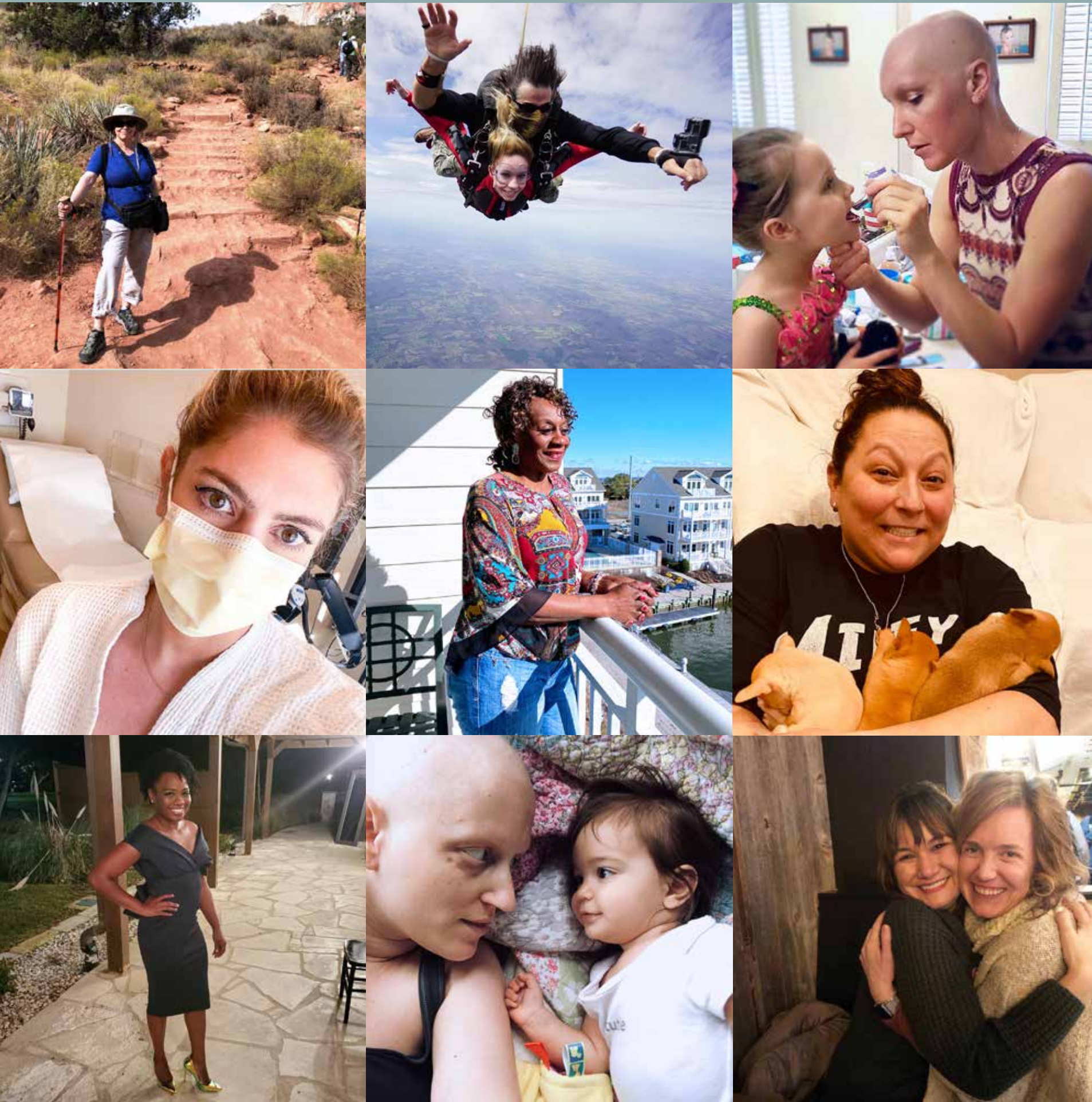
In September, the 2020 class of **Hear My Voice** metastatic advocates launched their **#4forStageIV** social media campaign to share their reality of living with metastatic breast cancer. There were over 580 submissions, with 941 engagements and almost 27,000 impressions, making it one of our best performing outreach campaigns.

In October, we held **Knowledge is power: Understanding Black breast cancer**, a four-part series that was co-created with an advisory committee of Black healthcare professionals and women diagnosed with breast cancer. Over 430 people registered for this inaugural series.

“My leadership experience gave me hope. When I first applied to be a volunteer I was angry, sad, and confused. However, volunteerism empowered me. It was something I could control.” — **2020 Hear My Voice metastatic advocate**



Wisdom. Support. Truth. Hope.



Good days, hard days,
day by day.

Our community shared how they [#LiveBeyondBC](#) by sharing the moments of their everyday life. Follow us on social media to see more photos and to share your experiences.

[@livingbeyondbc](#)



A COMMUNITY MADE STRONGER BY EVERY STORY.

Often people come to us after they have heard the terrifying news of a breast cancer diagnosis. They are overwhelmed with complex medical information, the fear of the unknown, and needing to make many decisions quickly—all while trying to figure out how to balance breast cancer alongside an already busy and full life.

Despite this fear, we are witness to many moments of support, resilience, and hope. We see the community that rallies around their friend or family member; the healthcare heroes who work tirelessly; the individuals who volunteer, fundraise, and donate to give back to those who helped them.

This inspires us and so do you. Thank you for joining us to help over half a million people with trusted information and a community of support in 2020.



WATCH VIDEO

Jessica shares her story during 2020 Reach & Raise

\$5 million
in contributed revenue



Received the highest fiscal rating from Charity Navigator for the 15th year in a row

Increased website sessions by **15%** and average session time by 13%

Held two virtual conferences with over 1,500 participants from 35 countries



Launched our refreshed brand and advertising campaign

Hosted our annual Reach & Raise fundraiser virtually, an emotional and empowering event that raised over \$350,000 and reached 1,000 people



Named one of the Best Breast Cancer Blogs by Healthline for the 8th year in a row

10



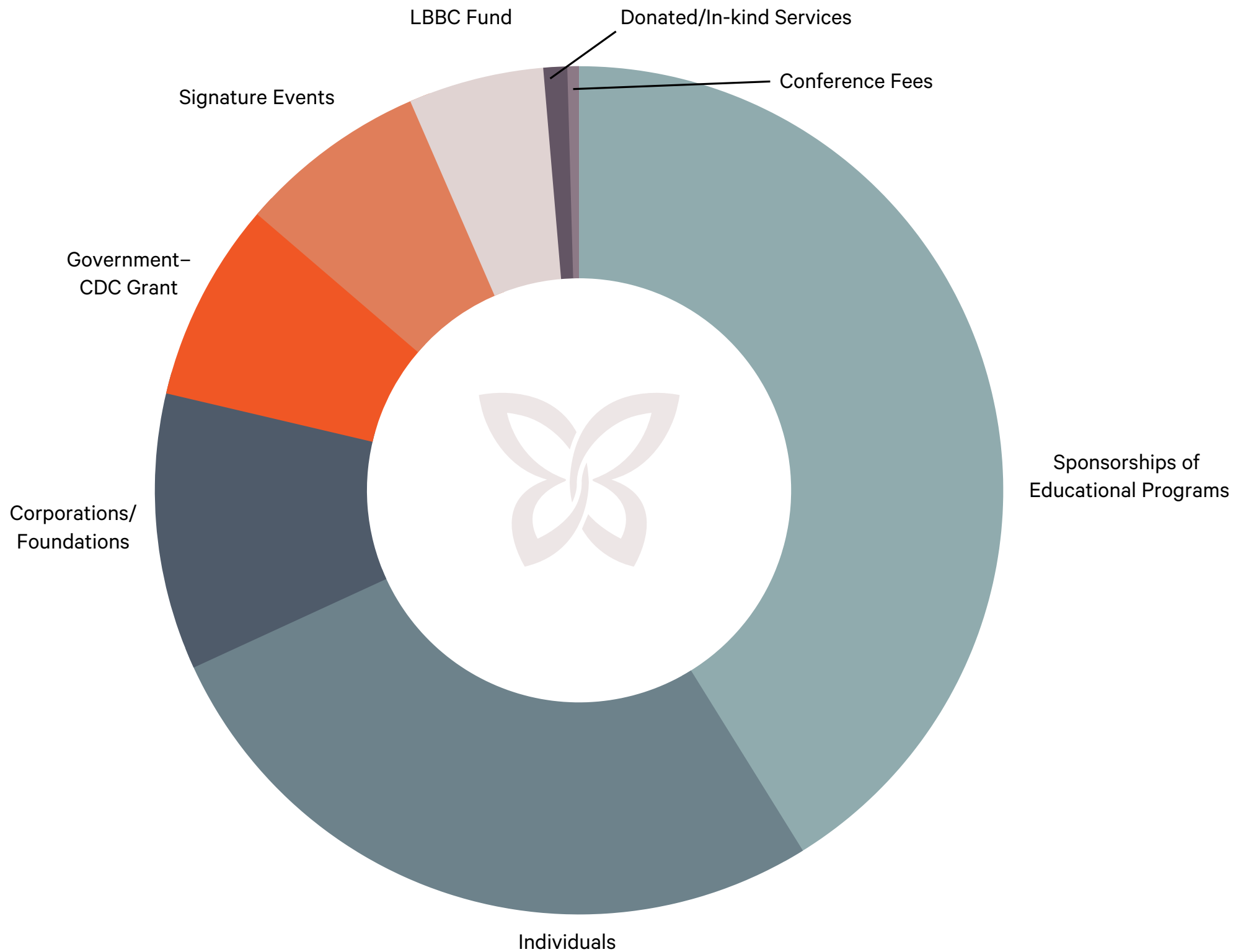
virtual yoga classes held to help breathe together during the early days of the pandemic

1 million

impressions on social media for Breast Cancer Awareness Month

2020 Highlights

2020 REVENUE SOURCES



Living Beyond Breast Cancer is one of the highest ranked breast cancer charities in the United States. For 16 straight years, Living Beyond Breast Cancer has earned a 4-star rating from Charity Navigator, the highest possible ranking for financial health and accountability. 84% of our revenue supports programs.

Through rigorous financial management, we earned the Platinum Seal of Transparency from Guidestar and USA Today recommends us as one of the top breast cancer charities to give to for support services and education.

[VIEW OUR FINANCIALS](#)

[2020 Audit](#)

[2020 990](#)





At the heart of the matter

Silpada launched the **Think Pink Collection**, which features exclusive designs created by four women from the LBBC community for Breast Cancer Awareness Month. Through their designs and storytelling, these brave women shared their strength, sincerity, and unique spirit with the Silpada community, creating a greater sense of unity, of hope, and of sisterhood.

The Think Pink Collection raised over \$30,000 for LBBC in 2020. According to Silpada Vice President Kayla Sirkin, “The Think Pink Collection is one of the company’s highest selling jewelry collections as it uses the personal stories to inspire consumer purchases.”

[Read the designer stories](#)

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Theresa Dougherty
Peter Eastman
Marylynn & Paul Ellis
Michele Engel
Ari Etheridge
Sharon Ezersky
Kim Falcone
Venessa Fanning
Karen & Jack Faubion
Ann G. Fedorisin
Thomas S. Fee
Susan Fetcho
Rose Ann & Nick Finazzo
Phyllis Fink
Sandra First

Bari Fisher
Shani Fisher
Virginia & Neil Fitzpatrick
Keri Flanagan
Alexandra S. Floyd
Doris Floyd
Sara Fortunato
Karen Foster
Stephanie Franklin-Suber
Donna Freyman
Janet Friary
David Fuhrman
Kathryn & Christopher Gaffney
Marisa & Jonathan Gefen
Mary Small Gershman & Robert Gershman
Heather Giampapa
Gary Gilman
Nancy R. Glace
Jackie Goldstein
Meghan Gorczynski
Beth & Ken Gordon
Karen & Liran Gordon
Meryl & Jeffrey Gordon
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Deena Greenspon
Elaine & Anthony Grillo
Sandra L. Grimes
Melissa Grodzianek
Christy Groskreutz
Marilyn & Ronald Gross
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Therine A. Gudknecht
Pablo Guerrero
Susan Haggstrom & Deborah Cressler
Gloria J. Hall
Arlene Halpern
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Stephanie Harmelin
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Nancy Kelly
Kerri Kennedy
Wendy & Daniel Kennedy
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Amanda & Lewis Levine
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Sally Levine
Rochelle F. Levy
Debbie Lewis
Catherine & Francis Light
Jennifer Lindstrom
Julia & Dmitry Litvak
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Annette Luetzow
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Megan Lynch
Nadine Maag
Pamela MacElree
Michelle Mahmood
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Lorina L. Marshall-Blake
Raine Martin
Christine Martire & Steve Moss
Diane M. Martyn
Lynne & Burt Mass
Louie Mauran
Diane & Peter Mayer

**Deceased*

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Ken Mayer
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Elaine & Michael McIntosh
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Michele McMahan
Jacqueline H. Meador
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Elisa Miller
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Rosanne Mistretta
Mary Moody
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Pauline Morgan
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Lorraine B. Morrill
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Terri Mullings
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Jennifer Neuenhoff
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Rochelle & Michael Newman
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Beth & Erik Ohline
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Susan & Neil Sukonik
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Amanda Szatala
Francine Tafflin
Meg & David Taft
Carol & Joseph Tallone

**Deceased*

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Paige J. Terry
Kristi Thomas
Catherine M. Thompson
Carolyn & Paul Thompson
Ashley S. Tobin
Richard Townsend
Barbara & Jerry Turner
Fred Turoff
Susan Varisco & Robert Levy
Janet & Alan Vaskas
Sunita V. Venkatraman
Jaimie Vennell
Kristine Vennell
J. Scott Victor
Chris Villa
Judy & Ted Villa
Marlyn & Robert Vogel
Jodi & Mark Voyles
Barbara Wagner & David Stern
Donna B. Waldt
Lisa & Webster Walker/Ruth Camp Campbell Foundation
Linda & Leonard Walmsley
Deane Wardlaw
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Jolly & Joseph Waterman
Rachel J. Waxman
James Weil
Jonathan Weiner
Judy & Ken Weinstein

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Paula & Steven Weisman
Lauri Weiss
Norman B. Weiss
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Elizabeth & John Willis
Kimberly A. Winnick
Kymberly Witherspoon
Julie Wittmann
Susan & Michael Wolf
Barbara & Stuart Wolfe
Julie Wolfe
Carolyn Wollman
Kathryn & Branson Wood
Diane Wormser
Wanda F. Wright
Sheila & Darin Yamasaki
Nebrate Yitayew
Jeannie & Thomas Yorke
Violet & Richard Zeitlin
Suzanne Zimmer
Ninette & Frank Zuccarelli

†*Deceased*

Rimini Street

Creating a win-win for employees and LBBC

Rimini Street, the global third-party market leader in software support, organized Team Pink — an affinity group for employees directly impacted by breast cancer. This group selected LBBC as their charity to support for Breast Cancer Awareness month due to its high financial ratings.

“We are so grateful for you and the Living Beyond team for all you do, day in and day out, providing hope and bespoke care.”

—Janet Ravin, President of Rimini Street Foundation

Team Pink also hosts lunch and learn sessions where they watch LBBC content together to stay on top of the latest medical information, and share stories and tips with each other. Team Pink donated \$5,000 to the LBBC Fund to help award grants during COVID-19 pandemic.

“DO IT YOURSELF” FUNDRAISERS

\$20,000 and above

Cis B. Golder Quality of Life Fundraiser/Ellyn Golder Saft
Tufts University Play For Pink/Lilly Bolen

\$10,000 to \$15,000

Brenda Levin Facebook Fundraiser
Family and Friends of Ann N. McDonald/Kristin and John McDonald

\$4,000 to \$9,999

Barre3 Newtown Fundraiser/Lauren Ziel
Move for a Cure/Marrisa Garavito/ Lesley Glenn
Grand Girls Gone Pink
Jordan Pierce Fundraiser
Meadow Glenn Walk To Remember/Judith Ott
Protiviti Staff Breast Cancer Awareness Fundraiser
Walk With Me Fundraiser/Susan Swanson

\$1,000 to \$3,999

AIG Pat Chase Memorial Tea Event
AS Resident Association Fundraiser
Barbara Cutler’s Annual Brownie Sale in memory of Sandy Brandt
Barbara Fedoras Family Holiday Donation
Ardmore Toyota Fundraiser/Susie Pesin
Breaded Villians Fundraiser/Fred Ramirez
Ciello McClain Facebook Birthday Fundraiser
Cycle Bar Studio Fundraiser/Saima Haroon
Delaney Watkins Fundraiser
East Brandywine 14 Blue Team Fundraiser/Stefanie Feinstein
Elipda Argenziano Fundraiser
Exodus Day Spa Fundraiser/Jeff Denim
Jennifer Lee Facebook Birthday Fundraiser
Virtual Celebrate Life Event/Terry Frangiosa and Joy Rubeo
Lisa Hawkins-Lee Fundraiser
Mindy Miller Fundraiser
Red Alder Fiber Arts Retreat/Rebecca Edwards
Sandra Spivey Generic Facebook Fundraiser
STOWIC-NJ 5 K Virtual Run Fundraiser/Meghann Riordan
Taylor Porter Fundraiser

Up to \$999

Accenture Relay Challenge
Alexandria Flores Facebook Birthday Fundraiser
Ali Horton Facebook Birthday Fundraiser
Alison Theriot See Facebook Birthday Fundraiser
Alissa Alisa Facebook Birthday Fundraiser
Amanda Hofbaur Facebook Birthday Fundraiser
Amy Ellen Facebook Birthday Fundraiser
Andi Drucker Fundraiser
Angela Fisher Facebook Birthday Fundraiser
Ardmore Toyota Fundraiser/Susie Pesin
AssuredPartners Northeast BCAM Fundraiser
Austin Hawthorne Facebook Birthday Fundraiser
Barbara Ingram Facebook Birthday Fundraiser
Barleys Beads
Barton Douglas Band Fundraiser
Blair Woolfenden Facebook Birthday Fundraiser
Broward County Sheriff’s Office Fundraiser/Marie Coyne
California Breast Cancer Support & Research Facebook Fundraiser
Cassandra Haily-Washington Facebook Birthday Fundraiser
Chenelle Tibbs GT Facebook Fund Birthday Fundraiser
Chester County Intermediate Unit
Chris Fox Facebook Birthday Fundraiser
Color and Image Insight Fundraiser
Daphne Hanford Generic Facebook Fundraiser
Darchell Jordan Facebook Birthday Fundraiser
David Smith Facebook Birthday Fundraiser
Dawn Pedro Facebook Birthday Fundraiser
Delonda JC Facebook Birthday Fundraiser
Denise Hood-Smith Facebook Birthday Fundraiser
Denise Pinto Facebook Birthday Fundraiser
Destiny Feggins Facebook Birthday Fundraiser
Donna Fritz Facebook Birthday Fundraiser
Duane Baum Facebook Fundraiser
Ed Wilkes Facebook Birthday Fundraiser
Emanuel Meli Facebook Birthday Fundraiser
Emily Harker Facebook Birthday Fundraiser
Emily Tanner Facebook Birthday Fundraiser
Emma Bratton Facebook Birthday Fundraiser

Erica Sikorski Facebook Birthday Fundraiser
FHG NJ Fundraiser
Fiery Joker Productions Fundraiser
Galentine’s Day Fundraiser/Malita Gardner
Grace Lina Facebook Birthday Fundraiser
Gwynedd Mercy Academy Elementary Fundraiser/Lily Garwood
Hatboro-Horsham High School Girls Field Hockey/Megan Locke
Insomnia Cookies Fundraiser/Ordendael Miller
It’s Just Peachy Designs Fundraiser/Amanda Schneider
Ivan Francis L. Orozco Facebook Birthday Fundraiser
Jackie DeCicco Fundraiser
Jacqueline Hatcher Facebook Birthday Fundraiser
Janice Cowden Facebook Birthday Fundraiser
For the Breast of Us T-Shirt Fundraiser
Jazzercise Fundraiser
Jeanette Redmond Facebook Birthday Fundraiser
Jefferson Fame Fundraising Event
Jen Ruberto Facebook Birthday Fundraiser
Jenet Lee Facebook Birthday Fundraiser
Jessica Korpa Facebook Birthday Fundraiser
Joanie Daly Facebook Birthday Fundraiser
Joanne Braun Lewis Generic Facebook Fundraiser
Jodi Silverman Dare-On T-shirts Fundraiser
Joel Leonart’s Facebook Birthday Fundraiser
Jolene Newhouse Generic Facebook Fundraiser
Jory Dale Facebook Birthday Fundraiser
Judy Ahlgrum Facebook Birthday Fundraiser
Julia K. Miller Facebook Birthday Fundraiser
Julie Bell-Spencer Facebook Birthday Fundraiser
Karen Gagnier Fundraiser
Karma Cat + Zen Dog Rescue Fundraiser/Krystal Hasard
Kate Jackson Facebook Birthday Fundraiser
Kathy Arocho Facebook Fundraiser
Katie Budris Bryan Facebook Fundraiser
Katy Walter Facebook Birthday Fundraiser
Kay Sams Facebook Birthday Fundraiser
Kelly Mensman Facebook Birthday Fundraiser
Kelly Richard Facebook Birthday Fundraiser
Kenna Ducey-Clark Facebook Birthday Fundraiser

“DO IT YOURSELF” FUNDRAISERS

Kiana White Facebook Birthday Fundraiser
Kristie Lynn Facebook Birthday Fundraiser
La Keisha Facebook Birthday Fundraiser
Lauren Machos Facebook Birthday Fundraiser
Linda Mehler Facebook Birthday Fundraiser
Lisa Trekker Facebook Birthday Fundraiser
Livi Irwin Facebook Birthday Fundraiser
Lora Redswam Facebook Birthday Fundraiser
Lovely Browne Facebook Generic Fundraiser
Lumos Yoga & Barre Fitness Class Fundraiser/Jessica Benhaim
Lynne Hudson Facebook Birthday Fundraiser
Maria Gumina Fundraiser
Marianne Straus Sutin Facebook Birthday Fundraiser
Mark Tabak Facebook Birthday Fundraiser
Mary Jo Borrelli Generic Facebook Fundraiser
MaryKate Obiedzinski Facebook Birthday Fundraiser
Maxwell Card Facebook Birthday Fundraiser
Melissa Judy Facebook Birthday Fundraiser
Melissa Lopez Facebook Birthday Fundraiser
Melissa Marks Facebook Birthday Fundraiser
Michelle Levenson Facebook Birthday Fundraiser
Micky O'Brien Facebook Birthday Fundraiser
Myriam Joseph Facebook Birthday Fundraiser
Nancy Harris Facebook Birthday Fundraiser
Natalie Faith Pop Up Yoga Fundraiser
NCSU Fundraiser/Michael Shearer
Nicole Marie Facebook Birthday Fundraiser
Nicole Richards Facebook Birthday Fundraiser
Nina Mariey Facebook Birthday Fundraiser
Oli Lamb Facebook Birthday Fundraiser
Omega Psi Phi, Beta Chapter Fundraiser
OneHope
Patricia Flanagan Facebook Birthday Fundraiser
Rachael Kargas Fundraiser
Reb E Cca Facebook Birthday Fundraiser
Rebecca Powers Facebook Birthday Fundraiser
Rebecca Taft Gallagher Facebook Birthday Fundraiser
Regina Perkins Facebook Birthday Fundraiser
Rhonda L. Thomas Facebook Birthday Fundraiser

Roberta Picolo-Gould Facebook Birthday Fundraiser
Rockin Wellness Fundraiser
Romeoville Police Department Fundraiser/Brant Hromadka
Rosey O'Hanlon Generic Facebook Fundraiser
Rubber City Hash House Harriers
Sally Devlin Facebook Birthday Fundraiser
Samantha Willis Facebook Birthday Fundraiser
Sandi Amandola Facebook Birthday Fundraiser
Sara Shealy Facebook Fundraiser
Sarah Boots Facebook Birthday Fundraiser
Sarah Payne Facebook Birthday Fundraiser
Sharon McCue Facebook Birthday Fundraiser
Shelia Williams Facebook Birthday Fundraiser
Sherry Altschuler Facebook Birthday Fundraiser
Shirley Hawthorne-Archer Facebook Birthday Fundraiser
Springford School Fundraiser
Suzy Fernandez Facebook Birthday Fundraiser
Sweat for Smiles Fundraiser/Susan Flanagan
Tam Robsinson Facebook Birthday Fundraiser
Tammy Hutchens Facebook Birthday Fundraiser
Tammy Newton Facebook Birthday Fundraiser
Tara Ann Facebook Birthday Fundraiser
Thom Cody Facebook Birthday Fundraiser
Tifiny Lind Facebook Birthday Fundraiser
Tirza Winn Facebook Birthday Fundraiser
Tracey L. Miller Generic Facebook Fundraiser
Tracy Colligan Facebook Birthday Fundraiser
Tressa Allen Facebook Birthday Fundraiser
Trinity Partners Fundraiser/Michelle Adams
Valerie Philippe Facebook Birthday Fundraiser
Valerie Simpson Facebook Birthday Fundraiser
Viriva Community Credit Union Bake Sale/Suphaphone Sounkongsee
Wayne Turnmire Facebook Birthday Fundraiser
Whitpain Recreation Girls Soccer
William Meredith Elementary School Fundraiser/Jayselle Amponin
William Penn Corp Fundraiser/Carley Razzi-Mack
Winnie Cheug Fundraiser
Women in Business Event at Villanova



Photo: McDonald family

ORGANIZATIONS

\$200,000 and above

Centers for
Disease Control
and Prevention



Genentech
A Member of the Roche Group

Lilly
ONCOLOGY

\$100,000 to \$199,999

 Bristol Myers Squibb™



NOVARTIS



\$50,000 to \$99,999

The Allergan Foundation
The AmerisourceBergen Foundation
AstraZeneca
Athenex
Color Street Foundation
Eisai
Forward4Tobi Foundation
Merck & Co.
Natrell
PHL-Covid—United Way of Southeastern PA
and The Philadelphia Foundation
Seagen, Inc
Triple Negative Breast Cancer Foundation
The Tutu Project of The Carey Foundation

Claire's Boutiques, Inc.
Coventry First, LLC
Eisai USA Foundation Inc.
L'Occitane, Inc. en Provence
Mentor Worldwide LLC
Meyer Capital Group
Oceanfront Properties LLC, The Grand Hotel Cape May
Paxman USA
Puma Biotechnology
QBioMed
Royal Wine Corp.
Syndax Pharmaceuticals, Inc.
Traveling Vineyard
Univest Bank and Trust Co.

\$2,500 to \$9,999

Abramson Cancer Center
Accenture
Anthropologie
Aon
The Barra Foundation
The Basser Center at the Abramson Cancer Center
Bible Family Fund of The Denver Foundation
Built Bar
Chamounix Ventures, LLC
Coffee Over Cardio
Digitas Health
Einstein Healthcare Network
Fox Chase Cancer Center
Grand View Hospital
The Haverford Trust Company
Independence Blue Cross
Infinite Strength
JadeYoga
Jeff Denim

\$25,000 to \$49,999

Amgen
California Exotic Novelties
Foundation Medicine
ghd North America
Immunomedics, Inc
MacroGenics
Oscar H. and E. Ida Iucker Memorial Fund
of The Philadelphia Foundation
Pfizer Foundation
Richline Group Inc. / Silpada Designs
Robert and Shirley Harris Foundation
W. W. Smith Charitable Trust

\$10,000 to \$24,999

AmeriHealth Caritas Services LLC
Ananda Health
AnaOno Intimates
Bigo Live

Lotasi Jewels
MD Anderson Cancer Center at
Cooper University Hospital
M&T Charitable Foundation
MicroAire Surgical Instruments, LLC
Pfizer Pennsylvania Community Grants Program
Philadelphia Eagles
Philly Burbs Barre LLC
PixieLane
Protiviti
Rand Engineering & Architecture
Rimini Street
Sigma Phi Epsilon New Jersey Alpha
SwissJust
TerraVida Holistic Centers
That Guy Services, Inc.
Theresa's Research Foundation
Virtua Center for Health and Wellness
Wealth Advisory Group
World Cafe Live

\$1,000 to \$2,499

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Bandelettes
Beth J. Rappaport Memorial Fund
The Cashmere Sale
Dion, Solomon & Shapiro, LLC
East Brandywine Youth Athletics, Inc.
Glenolden Fire Co No. 1
Holy Redeemer Health System
Houlihan's Restaurants
Kistler Tiffany, a OneDigital Company
Liz Dendariarena
Lola Ervien Douglass Fund of
The Philadelphia Foundation

Love4Leggings
LymphedIVAs
Merj Event LLC
NAAAP Philadelphia
PJM Interconnection
Sweet Jane's Wish Fund, a fund of the
Chester County Community Foundation
TechGuides Inc.

\$500 to \$999

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Bath Fitter
CoffeeAM
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Delaware Ship Supply Company
Elastique Athletics Emeline Stout
FHG NJ INC
Gwynedd Mercy Academy Elementary
Ibusa Association USA Inc.
Jacquette's Bakery
JoelNolan.com
Lularoe
NUELE
PowerBeads by Jen
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Sunshine Farm Trust Fund
Penns Wood Winery
WizeHive

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Kari Skin
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Kendra Scott LLC Ardmore
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donated by Southwest Airlines
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WearLively
Yoga Gardens
Yvette Om



Giving back to move forward

“Our work with LBBC was rewarding for the Accenture team on multiple levels. First, it reminds us that the work we do must fulfill our mission to improve people’s lives. Second, it gives our team a chance to give back to the communities we live in.”

—Kevin Julian, Global Managing Director, Accelerated R & D Services

Over the course of a three-month pro-bono engagement, a team of Accenture consultants helped LBBC:

- shape innovative pitch concepts with differentiated value
- define the value LBBC can add to sponsorships
- use stories to set sponsor expectations and show compelling benefits

The Accenture team audited LBBC fundraising plans, performance, and potential; facilitated workshops and interviews to better understand the operations, ambitions, and goals; and devised a plan to help the organization develop a new strategic approach to partnerships.

Revising our approach resulted in more than \$150,000 of increased funding from existing corporate donors to support non-event initiatives. This is an 8% increase over corporate sponsorship projections for the year.

2021 STAFF AND DEPARTMENT LIST

Jean A. Sachs, MSS, MLSP

Chief Executive Officer

STRATEGY & MISSION

Cathy Ormerod

Executive Vice President,
Strategy and Mission

Janine Guglielmino

Vice President, Mission Delivery

Arin Ahlum Hanson

Director, Outreach

Kendra Lawton-Ajuba

Director, Marketing

Amy Grillo

Associate Director, Educational Programs

Zoe Goldberg

Manager, Digital Marketing

Lynn Folkman Auspitz

Manager, Community Engagement

Sharon Sood

Manager, Educational Programs

Stefanie Washburn

Manager, Healthcare Provider Outreach

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Support Services Coordinator

Jade Leonart

Community Engagement Coordinator

Leksey Maltzman

Marketing Coordinator

Anika Price

Program Coordinator

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Shehzin Tietjen

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Manager, Special Events

Vicki Klopp

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Database Coordinator

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Vice President, Administration

Christine Ware

Associate Director, Database Management

Catherine Cutuli

Administrative Coordinator

Anne Dicker

Database Assistant

As of July, 2021

Thank you!



2021 Reach & Raise: Yoga for a Reason



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