

Educate to Activate.

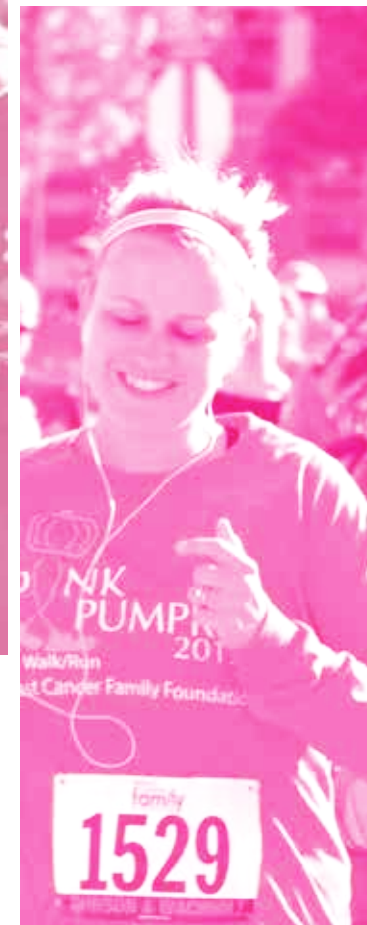
What would a world without cancer look like? Freedom from the fear of a diagnosis – for someone you know, someone you love, maybe yourself. The Breast Cancer Family Foundation shapes a more educated and active community, in which kids and adults have the knowledge and the drive to outsmart the risks. By coming together, we can absolutely be more cunning than cancer.



Erin DeGroot
Executive Director

STRATEGIC FOCUS 2015

What you don't know *can* hurt you. 2015 was all about expanding our reach to give more students the education and motivation needed to champion restless, cancer-free living from an early age.





GROWTH AND EXPANSION INTO CENTRAL WI.

In 2015, we visited 12 counties in Northeast and Central Wisconsin. We focused on maintaining our 200% growth from last year while increasing access to programming in Central WI.



330
PRESENTATIONS GIVEN



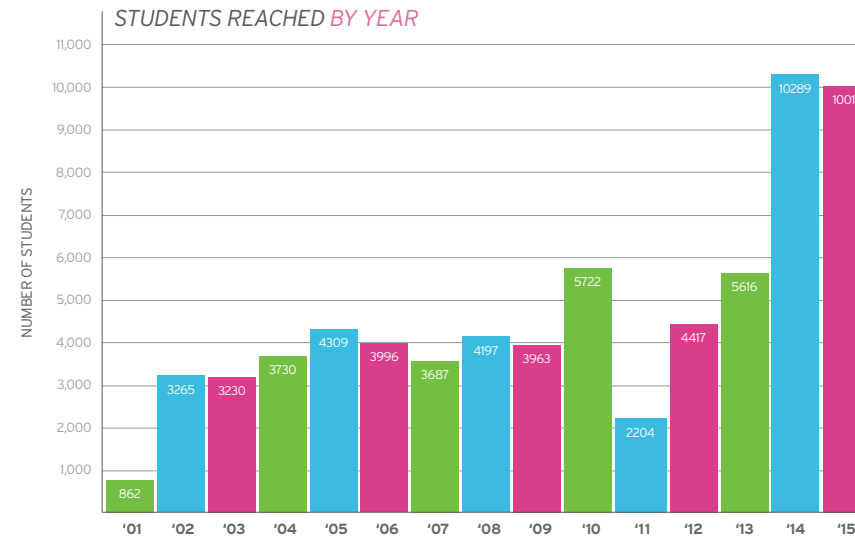
46
TOTAL SCHOOLS



10,018
STUDENTS TAUGHT



TEAM
OF 2.17 FULL-TIME EQUIVALENTS FOR A TOTAL OF 5 PEOPLE



SCHOOLS VISITED

APPLETON CENTRAL APPLETON EAST
 APPLETON NORTH APPLETON WEST
 ASHWAUBENON BAY PORT BEN
 FRANKLIN BONDUCL CLINTONVILLE
 DC EVEREST DENMARK DE PERE EDISON
 FRANKLIN GREEN BAY EAST GREEN BAY
 WEST HORTONVILLE KAUKAUNA KIMBERLY
 LITTLE CHUTE LOMBARDI LUXEMBURG CASCO
 MARINETTE MARSHFIELD MEDFORD MENOMINEE, MI
 MOSINEE NEENAH OSHKOSH NORTH OSHKOSH WEST
 PESHTIGO PJ JACOBS PREBLE PULASKI REEDSVILLE
 SEYMOUR SHAWANO SHEBOYGAN SOUTH SOUTHWEST UWGB
 WAUSAU EAST WAUSAU WEST WEST DEPERE WISCONSIN
 RAPIDS 3-0 DAY WISCONSIN RAPIDS WRIGHTSTOWN

2015 COMMUNITY EVENTS

TITLETOWN BIKE TOUR

730 PEOPLE RODE
OVER 28,900 MILES
TO RAISE **\$56,000**

PINK PUMPKIN

973 PEOPLE RAN/
WALKED 2,613 MILES
TO RAISE OVER **\$58,000**

FINANCIAL REPORTING

JANUARY – DECEMBER 2015

	2015	2014
INCOME		
Annual Campaign	13,504.91	11,793.37
Community Events	21,221.71	27,096.52
Donations - General	250.00	1,951.82
Education Program - Central	-	15,000.00
Firefighters Benefit	2,204.63	2,226.57
Grants	12,000.00	9,500.00
Merchandise	4,806.06	3,367.74
Social Media (Donations/Sponsorships)	-	4,313.40
Pink Pumpkin Walk	66,271.04	47,500.10
Titletown Bike Tour	75,508.52	62,009.58
TOTAL INCOME	196,116.87	184,904.10
EXPENSE		
Community Awareness	23,058.32	25,516.62
Community Events	5,993.39	5,298.05
Education Program - NEW	30,067.43	38,614.76
Education Program - Central	7,662.20	3,946.70
General and Administrative	43,265.81	47,107.35
Pink Pumpkin Walk	36,729.68	29,736.13
Social Media	4,576.85	3,645.30
Thanks for Giving	1,624.82	1,375.35
Titletown Bike Tour	39,456.20	35,423.31
TOTAL EXPENSE	192,434.70	190,663.57
NET ORDINARY INCOME	3,682.17	-5,759.47
OTHER INCOME		
Bank Savings Interest	10.13	99.92
GGBCF Investment Activity	-7,107.77	10,034.49
TOTAL OTHER INCOME	-7,097.64	10,134.41
OTHER EXPENSE		
GGBCF Administrative Fees	2,734.77	2,437.34
TOTAL OTHER INCOME	2,734.77	2,437.34
NET OTHER INCOME	9,832.41	7,697.07
NET INCOME	-6,150.24	1,937.60
CURRENT ASSETS		
Cash	249,815.66	249,060.15
Greater Green Bay	136,393.17	143,250.55
TOTAL CURRENT ASSETS	386,208.83	392,310.70

2015 TEAM

Stacie Hackl	<i>Executive Director (Thru 7/1)</i>
Erin DeGroot	<i>Executive Director (Starting 8/24)</i>
Amy Martinez	<i>Office Coordinator</i>
Ashley White	<i>Social Media Coordinator</i>
Kristen Beaudet	<i>NEW Community Educator</i>
Pierson Kohrell	<i>NEW Community Educator</i>
Dean Raasch	<i>NEW Community Educator</i>
Susan Katner	<i>Central WI Community Educator</i>



2015 BOARD OF DIRECTORS

Susan Van Asten	President	Janet Mashl
Dr. Ed Lin	Vice President	Barb Mueller
Tony Krance	Secretary/Treasurer	Mary Nemec
Dr. Jill Carter		Dean Raasch
Cheri Feser		Dave Suemnick
Stacie Hackl		

2015 TITLETOWN SPONSORS

401K Plan Advisors
 Bay Industries, Inc.
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 Green Bay Packaging
 Green Bay Packers
 Heyrman Printing
 Hilliard Family Foundation
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 KC Stock Foundation
 KI
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 Morning Glory Dairy
 Paper Converting
 Machine Company
 Prevea Health
 Primadata
 Schenck SC
 Shopko Foundation
 Stadium Bike
 Team Schierl Companies
 Tower Clock Eye Center
 United HealthCare
 Weyers Family Foundation
 WLUK Fox 11
 WOGB 103.1 - Cumulus Broadcasting
 Zuehlke Karcz Financial Group

2015 PARTNERS

Catherine E. and Myrl S. Apple Family Foundation
 Batting for the Battle - Hesse Softball
 DePere High School students & families
 Philip Hendrickson
 Good Charity Inc.
 Green Bay Packers Foundation
 Green Bay Packers Tackle Cancer Game
 Humana
 Robert T. and Betty Rose-Meyer Foundation
 Neenah Boys Basketball Boosters Club
 Notre Dame Academy Girls VB Pink Game
 Parallel 44 Vineyard
 Schreiber Foods
 Smokey's on the Bay
 Sting Cancer Club of Ashwaubenon
 Sting Cancer Club of Bay Port High School
 Team Nancy
 Team Schierl Foundation
 Under the Lights of Lambeau
 Y100 WNCY

2015 PINK PUMPKIN 5K SPONSORS

Bayside Printing
 Cornerstone Foundation
 Johnson & Wachholz Financial Services
 Jones Sign Company
 The Karma Group
 NWTC
 Omnova Solutions
 Optum
 Primadata
 Schneider National Foundation
 Star 98.5 - Cumulus Broadcasting
 Team Schierl Companies
 United HealthCare
 Valley Cabinet