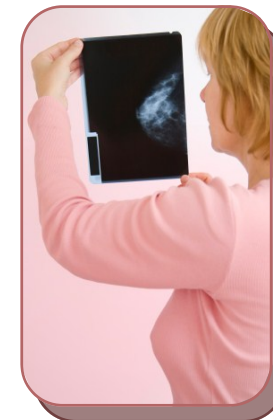


2010 ANNUAL REPORT

Empower One



“I will be forever indebted to your society and look forward to the day when I can "pay it forward" to someone else in need. I hope that "my story"



may help others find strength should they find themselves in a similar situation.”

Dana —Breast Cancer Survivor

Your generous support provides much needed services for qualifying breast cancer patients.

2010 BOARD MEMBERS

Board Chairman, Eric Fransen / Secretary, Kristine Strohschein / Treasurer, Maria Mas / Trustee, Sarah Allen / President, James T. Reynolds II / Trustee, Justin Walker



2010 Program Services

Your Donation Made A Difference

- ◇ **Hope Supply Program** Provided breast cancer patients items such as: bedding, personal care items, hygiene and clothing
- ◇ **Financial Assistance** Monthly grants used by breast cancer patients while in active treatment
- ◇ **Monthly Support Groups** Support groups provided emotional support, education and resources for breast cancer patients and their loved ones
- ◇ **International Aid** Distribution of medicines and medical supplies for patients in under-developed and impoverished areas.



The Breast Cancer Society, Inc.

Headquarters
6859 E. Rembrandt Ave Ste 128
Mesa , AZ 85212

Phone: 888.470.7909
Fax: 480.659.9807

Public: info@breastcancersociety.org
Patients: support@breastcancersociety.org
Breastcancersociety.org

Providing Help, Creating Hope, Improving Survival

Mission Statement

The guiding mission of The Breast Cancer Society, Inc. (TBCS) is to provide relief to those who suffer from the effects of breast cancer now, as well as to work cooperatively with and give support to other personnel, individuals and organizations that share in the goal of helping cancer patients, the critically ill, and the impoverished. This is done through such means as education, direct assistance, financial aid, and the providing of supplies and care-giving products, and referral services. Additionally, TBCS assists in the eradication of breast cancer through education and the support of breast cancer research.



2011 Program Services

- ◇ In Home Care Program
- ◇ Hope Supply Program (Arizona, Pennsylvania)
- ◇ Financial Assistance
- ◇ Monthly Support Group
- ◇ Online Support Community
- ◇ International Aid



The Breast Cancer Society, Inc. (TBCS) was established and received its tax exempt ruling from the Department of Treasury in 2007. The first full year of operation for the organization was 2008.

In order to maintain a high standard of accountability and transparency, each year TBCS receives a comprehensive end-of-year audit. Based on our independently audited financial statements (for 2010), The Breast Cancer Society, Inc. recorded \$48,661,266 in total revenue and incurred \$47,985,521 in total expenses in the following manner:

Program Services:

\$33,514,183 (70.0%)

Fundraising:

\$14,105,647 (29.3%)

General Administration:

\$365,691 (0.7%)

As of December 31, 2010, total net assets were: \$2,963,073

501 © (3) Tax Exempt Organization

Presidents Message

Approximately 200,000 women and 2,000 men are diagnosed with breast cancer in the U.S. alone on an annual basis. With most of these new cases of breast cancer, the individual is either the sole breadwinner or the primary nurturer in the household. Many of the cases I come across are instances of women being the head of a single-parent home with small children under their care, and who have (with the occurrence of breast cancer) been placed in a terrible situation of no longer being able to work or in some cases, fully care for their children due to the rigors of breast cancer treatment.



There are several national breast cancer charities in the U.S. performing a wonderful amount of good in regard to research and public education, among other things. While these missions are vital to the public good, I believe that we, as citizens in our prosperous and free society, have a great opportunity of providing help to those individuals for whom research and preventative education is not as imperative as simply acquiring immediate and direct help. If this assistance was not available, many breast cancer fighters would have no where else to turn. For many of those we help, you (our supporters) stand as their last line of hope!

Sincerely,

James T. Reynolds II