



BREM

2019 ANNUAL REPORT



LETTER FROM THE EXECUTIVE TEAM

Dear Friends,

Because of you, 2019 was the best year the Brem Foundation ever had. You helped Brem make bigger strides and save more lives than ever before. For that, we are eternally grateful. More importantly, more women are beating breast cancer because it's being detected early - when it's more treatable and survival rates are the highest.

But our fight is not over. Breast cancer continues to kill over 40,000 women a year in the U.S. You are working hand in hand with us to change that. In 2019 the Brem Foundation reached 1,891 people through its education and access programs - 1,261 more than ever before. Brem was able to reach even more people digitally with the Push Back video, which now has over one million views. You helped us do things that no breast cancer organization had ever done before. From starting the country's first cost-free ridesharing program dedicated exclusively to breast care to creating an award-winning, educational video that reached over 1 million people in the span of a few short weeks - you opened doors for the Brem Foundation to help those most in need. You helped us innovate and pave paths to earlier detection in pioneering ways. The Brem Foundation saved lives in communities of color and in immigrant communities; we worked with women in poverty and with those who are under-resourced but did not know where to turn. Because of your support we partnered with mission-driven companies and nonprofits to expand our reach and align with those fighting valiantly against breast cancer.

You are the reason we celebrate. Your vital support has enabled us to expand our impact, reaching more women than ever before. We are proud to be a leader in the movement towards a world where fewer women die from breast cancer. Thank you for continuing to march with us towards a more equitable future - a future where everyone has access to risk-based screening, where everyone knows her risk factors, gets screened on time, every time and a world where breast cancer no longer claims the lives of so many women we love.


Andrea Wolf
CEO


Cheryl Skillin
Co-Founder and Board Chair



BOARD OF DIRECTORS



Dr. Rachel Brem
Chief Medical Officer



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Co-Founder
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Andrea Wolf
Chief Executive Officer

OUR MISSION:

The Brem Foundation maximizes women's chances of finding curable breast cancer through expert education about early detection, access to diagnostic tests for women in need, and physician training.

OUR VISION:

Women are screened properly, on time, every time so more breast cancers are caught earlier and at more curable stages.

WHAT WE BELIEVE:

Women should not die from breast cancer. Teaching women about personal risk factors, individualized screening options, and self-advocacy saves lives. Funding breast diagnostic tests and offering free transportation to and from breast-health appointments opens doors for women to get the care they deserve. Arming breast-imaging radiologists with the most advanced techniques in screening and diagnostics, and modeling public outreach increases the odds of survival for thousands of women diagnosed with breast cancer.



TAKE ACTION TODAY.



Learn Your Risk Factors



Get a Mammogram Every Year Starting at 40



Ask Your Doctor About Personalized Screening

2019 PROGRAM ACCOMPLISHMENTS

DC Breast Density Notification Act

Brem drafted and lobbied for DC's first-ever breast density bill. This legislation was unanimously passed on April 1, 2019. Notably, the law also requires insurance coverage for all necessary adjuvant tests for women with dense breast tissue.

Wheels for Women

Brem launched Wheels for Women, the first and only ridesharing program in the country providing free transportation exclusively for breast screening and diagnostics. In May, Brem partnered with Lyft, the ridesharing service, to provide no-cost rides for women in need, Brem offered 250 rides in the first six months of this program's operation.

B-Fund

Brem funded diagnostic tests for over 270 women in need. Community partners such as Federally Qualified Health Centers, nonprofits, and major hospitals identify eligible patients. African American and Latina women comprised the majority of B-Fund beneficiaries.

We are so grateful for our incredible community partners.





Push Back Campaign

Brem created a nationally renowned education video called "Pushback." Pushback was a Webby Award Honoree of Distinction and a recipient of a Communicator Award. Pushback reached over 1.2 million viewers in the four weeks after its release. Thousands more people viewed Pushback through the 30 corporate and community partners who shared the video with employees, customers, stakeholders, and followers in their networks. Pushback continues to play in both English and Spanish in communities across the United States." <https://youtu.be/LAvAXH4iExA>



Re-Bra Initiative

Brem donated over 1,750 bras to women in need across the DC region. Each donated bra was dry cleaned and included breast health information in English and Spanish, as well as information about community resources for getting breast care. These tags include top questions to ask your doctor, screening reminders, and risk factor checklists.



Brem Fellowship

Brem facilitated a medical community outreach program for three breast-imaging radiologists at the GW Comprehensive Breast Center. Working closely with Dr. Rachel Brem, Drs. Barreto, Gafoor & Quintero provided vital early detection education to communities in need, in addition to being trained in the highest standards of care and compassion with patients.

2019 IMPACT



Hosted **20** events, reaching **700** people about early detection



Reached **1.2** million views through the Push Back Campaign



Funded **270** breast diagnostic exams for women in need



Provided **249** rides to and from breast care appointments for women in need



Trained **3** physicians, providing approximately **22,500** women with vital breast care



Donated **1,750** bras tagged with breast health information in English and Spanish

COMMUNITY OUTREACH AND EDUCATION

Interfaith Works

The Brem team distributed breast health information to over 60 women in need at Interfaith Works Clothing Distribution Center. Brem taught attendees about the importance of breast screening, annual mammograms, and how to schedule an appointment. Brem provided each attendee with local screening recommendations to access low or no-cost screenings. Brem's breast health information was drafted in three languages: English, French, and Spanish.

GE Healthcare

GE welcomed the Brem Foundation in its downtown DC offices for a wellness breakfast where Dr. Rachel Brem spoke about early detection to GE employees. Also that day, Dr. Brem, alongside the GE Healthcare practice, participated in a congressional briefing at the Capitol on best practices in breast health and the unique risks and considerations facing Servicewomen and Women Veterans. That afternoon, Andrea Wolf participated in a roundtable discussion with GE's Healthcare practice about Brem's mission and model to use early detection in the fight against breast cancer.

Tower Companies

During Breast Cancer Awareness (BCA) month Tower Companies invited the Brem Foundation to educate its employees and present Push Back for the first time. Push Back is the Brem Foundation's innovative educational video.



Protiviti

Protiviti celebrated BCA month by hosting the Brem Foundation to educate young professionals about the importance of early detection. Dr. Rachel Brem answered various questions about screening options and risk factors. Protiviti employees had the opportunity to do a COLOR genetic test on site at the event.

"In honor of BCAM, the Protiviti Metro DC office hosted an event with Brem. Participants received early detection education and were encouraged to bring gently used bras to donate for Re-bra as their "ticket" into the event, and were able to leave uplifting messages on tags for the women receiving the bras. The event was a great time and the entire team felt more educated about breast health. We are excited to partner again in 2020!"

Naomi Wolak

Managing Director, Protiviti Inc.



Siemens Healthineers

Dr. Rachel Brem and Andrea Wolf participated in a Siemens Healthineers Breast Cancer Awareness Event in New York City. As a part of this event, Siemens set up a mammovan in Times Square.

Ladies Night In

Breast Care for Washington and Community of Hope hosted the Brem Foundation to distribute over 300 bras tagged with breast health information for women in need. This free event included an evening of makeovers, massages, and mammograms for women in need.



FUNDRAISING EVENTS

Brem Brigade

Brem united an enthusiastic group of 45 supporters to join the Brem Brigade as part of the 5k Run/Walk for Global Health in Silver Spring, MD. This energized team included breast cancer survivors, breast health advocates, families, Brem friends and long-time supporters.

Empower Hour

Empower Hour, a locally-sourced luncheon at the iconic LINE Hotel in Washington, DC, featured an expert panel discussion moderated by Eun Yang of NBC4. Dr. Rachel Brem, Dr. Kaylan A. Baban, and Dr. Julia A. Beaver discussed promising new developments in breast cancer risk reduction. The inaugural Empower Hour raised nearly \$100,000 to support Brem's work.

Redskins THINK-PINK!

In honor of BCAMonth, the Redskins Charitable Foundation hosted the Brem Foundation for the 21st Anniversary of the Think Pink Campaign at the Redskins vs Patriots game at FedEx Field. As a part of the organization's long-standing commitment to increasing early detection awareness, volunteers sold limited-edition Burgundy, Gold and Pink T-shirts to fans. Proceeds supported Brem.



Macy's Positively Pink

Brem's inaugural digital education event connected East and West coasts, by bringing 40 Macys.com San Francisco employees together to learn more about early detection. Andrea led the discussion about risk factors, screening options, and self-advocacy, and answered questions from an enthusiastic audience

"Thank you so much for all of your help with our Positively Pink campaign! The Brem Foundation's presentation was amazing. I loved how engaged people were especially during the Q&A session. We received really positive feedback and people definitely learned a lot and multiple women approached me afterwards saying they scheduled their mammograms! I hope that this is an event we can continue annually!"

Jessica Anderson

Manager, FP&A, Macy's, Inc.

Brunch & Brem

Devotees, volunteers, supporters, and Brem advocates gathered for the 14th and final Brunch & Brem, one of Brem's inaugural education programs. Dr. Rachel Brem spoke with 175 attendees about the importance of early detection, and Andrea spoke about Brem's programs and recent accomplishments. Brem Fellows Dr. David Baretto and Dr. Cristina Quintero, helped with on-site genetic testing. Brunch & Brem gathered old friends and new faces, sponsors, and hostesses to raise over \$10,000 to continue Brem's mission to save lives.



PRESS HIGHLIGHTS AND PODCASTS

BRCA: A Jewish Legacy

tinyurl.com/y3h33mb1

Dr. Brem and Andrea Wolf spoke in a podcast series Can We Talk? Dr. Rachel Brem shared her experience being diagnosed with breast cancer at a young age, as well as the BRCA gene and what it means to the Jewish identity. They were also joined with a woman who spoke about her family's experience with the BRCA gene and their cancer journeys. They educated listeners on the importance of early detection and better understanding genetics as a risk factor.

GW Hospital Health Cast

<https://tinyurl.com/y5nx8tfw>

Dr. Rachel Brem spoke about breast health and screening options on the GW Hospital HealthCast. Dr. Brem highlighted the importance of a risk-based approach for breast cancer screening and the value of screening annually.

NBC4 NEWS

tinyurl.com/y2k78xf5

NBC4 profiled Wheels for Women, Brem's partnership with Lyft and the country's first and only no-cost ridesharing program dedicated to providing transportation to and from breast health appointments. The story discusses transportation as a barrier to screening and highlights DC's high death rate from breast cancer, explaining that programs like these are critical to saving lives.

Full Service Radio

<https://tinyurl.com/y5krbu7c>

Dr. Rachel Brem and Andrea Wolf discussed confusion about mammography guidelines, the importance of early detection, and the state of breast density notification laws in this special interview at the LINE DC.



BREM'S WORK MATTERS

Dr. Cristina Quintero

Brem Fellow Alumni, Maimonides Breast Center



"I chose this fellowship because of the unique community outreach component. As part of the fellowship, we actively serve as advocates and educators on issues of women's health and empowerment, as well as women's access to comprehensive healthcare. These issues are important to me as a physician, a woman, and most importantly as a human."

Carmen Lezama

Clinic Outreach Coordinator, Adventist HealthCare Imaging



"Not knowing if you have breast cancer can be very stressful. Patients are physically, mentally and emotionally drained trying to find ways to pay for their health services. Thanks to the Brem Foundation, the Community Clinics, and Adventist HealthCare, many patients in need have had the opportunity to get the cost of their diagnostic tests covered. It has been a rewarding journey to work with Brem and ever more rewarding to see the relief that patients feel when help is available. My patients and I cannot thank you enough."

Molly's Story

St. Luke's University Health Network

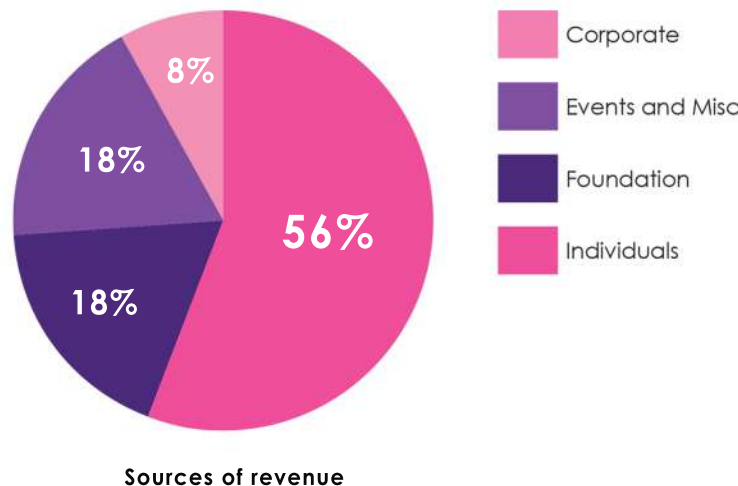
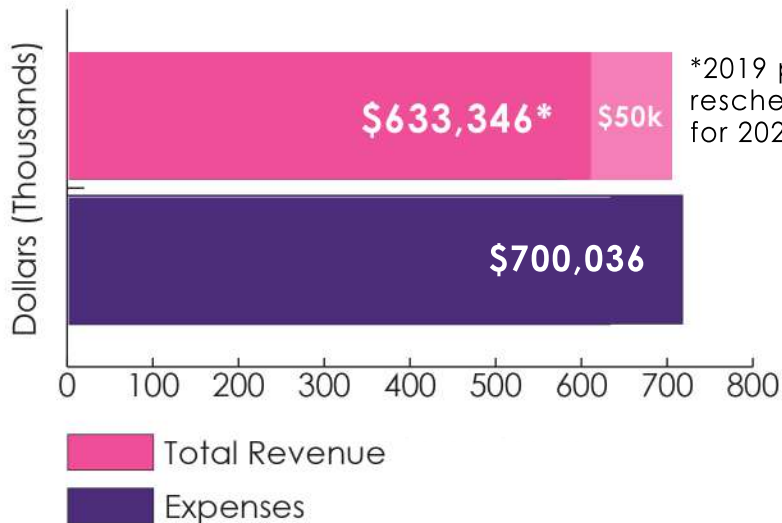
Molly had diagnostic imaging which resulted in the need for a biopsy. After returning from her biopsy, she found out that she was terminated from her job. When registration ran her insurance, it came up as non-active. Molly is a single mom with two school aged children at home and was devastated that she might not be able to receive a biopsy because she was no longer insured. She was so mentally and emotionally prepared for her biopsy, that the thought of NOT being able to have it performed had completely drained her. Molly met Brem's eligibility requirements to benefit from the B-Fund, and the procedure was covered. The biopsy provided more good news as pathology revealed the suspicious mass was benign. Molly shared, "Even though I don't have a job right now, I feel as though I have everything. I'm not even worried about finding work. If God could provide for me to get my biopsy, I know everything else I need will be provided as well. For the first time in a very long time, I have hope and believe things can change and my children and my life will get better."

FINANCIALS AT A GLANCE



The Brem Foundation is a 501 (C)(3) charitable organization that is bound by a commitment to maintain financial and programmatic transparency, by engaging in partnerships within the community and by being faithful stewards of donors' investments.

We rely on donations from individuals, foundations, small businesses and corporate partners, and do not receive government funding.



Full financials available: <http://www.bremfoundation.org/financials-giving>

100% Board of Directors Giving

Our Funders

The Brem Foundation is grateful to community partners, foundations and corporate sponsors for aligning their missions and brands with Brem to support early detection.

Below is a list of partners who contributed over \$2,500 in 2019.



The Gary and Pennie Abramson Charitable Foundation

The Max and Victoria Dreyfus Foundation

Granados Tire & Auto Service

Siemens Healthineers

Judy and Peter Blum Kovler Foundation

Venable Foundation

Red Bull Records

BREM FOUNDATION TO DEFEAT BREAST CANCER THANK YOU

8720 Georgia Avenue Suite 302
Silver Spring, MD 20910
bremfoundation.org
202.505.1104 | info@ bremfoundation.org



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