



# BREM

2020 ANNUAL REPORT



The Brem Foundation maximizes women's chances of finding early, curable breast cancer through education, access and advocacy.

# Letter from the Executive Team

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Friends,

The Brem Foundation changes and saves lives. Despite a global pandemic, 2020 was no exception. This past year, education, advocacy, and access formed the bedrock of our tireless drive to personalize breast screening for all women, regardless of their ability to pay. We have the technology to screen and catch breast cancer early, when it is most curable. Now, women need to take action to get screened, on-time, every time, so they can lead long, healthy lives.

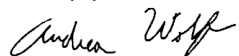
At its inception, Brem's founders created a safety net for at-risk women. Today, Brem has directly educated over **10,908 people**, paid for more than **2,319 diagnostic tests**, provided **627 free rides** to and from breast care appointments, helped train **20 breast imaging radiologists**, and produced **PSAs with over 1.2M views**.

In 2020, everyone faced challenges they never had before. The same was true for the women we serve. In April 2020, breast screenings plummeted by 89% - leading to later-stage diagnoses. In response, Brem created COVID-specific programs to prevent more fallout from breast cancer diagnoses in the pandemic's wake.

Brem shifted to an all-virtual model. We updated our educational content to reflect relevant challenges, and we expanded programs for those most devastated by the pandemic. In addition to the pandemic, 2020 also unearthed painful racial injustices in our country. Brem responded to those disparities by educating about and working to reduce the harsh realities of racial disparities in breast care and breast cancer outcomes.

You have been with us every step of the way. We are extremely grateful for your support now and throughout this past year. We hope you feel proud of this report because we could not have done it without you. Thank you.

In Appreciation,



Andrea Wolf

CEO



Cheryl Skillin

Co-Founder and Board Chair



## 2020 Fiscal Year Board of Directors

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**Dr. Rachel Brem**, *Chief Medical Officer*

**Cheryl Skillin**, *Co-Founder, Board Chair*

**Sue Apple**, *Co-Founder, President Emeritus*

**Jonathan Nicholas**, *Treasurer*

**Amanda Bergman**, *Director*

**Jamie Gorksi**, *Director*

**Jonathon Kay**, *Director*

**Andrea Wolf**, *Director*

*\*2021 New Members*

**Lisa Gaffney**, *Treasurer*

**The Honorable Anna Blackburne-Rigsby**, *Director*

**Mike Butchko**, *Director*

**Dr. Gina Kim**, *Director*

## Brem Staff

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**Andrea Wolf**, *Chief Executive Officer*

**Juliana Cochran**, *Director of Development*

**Natalie Diongue**, *Director of Operations*

**Julia Kepniss**, *Director of Strategy and Programs*

*\*2021 New Staff*

**Veronica Hughes**, *Office Coordinator*

# 2020 At-a-Glance

January



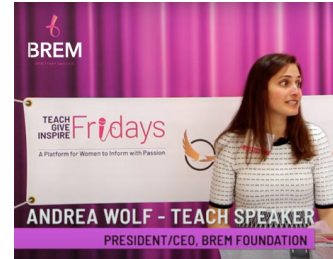
Fight into Fitness

February



Prince George's County Council Brunch

March



Teach Give Inspire Fridays

April



What To Do About Breast Health During COVID-19

August



Check Yourself! Breast Self-Exam video release

July



Brem COVID Emergency Initiative Funds Disbursed

June



Screenings Begin Again at Breast Centers

May



Empower Hour Speaker Series

September



Get Screened! Webinar  
Zeta Phi Beta, Incorporated  
Pi Zeta Zeta Chapter

October



Get Screened! in Spanish  
Educator: Dr. Cristina Quintero

November



Thelma D. Jones BC Fund  
Virtual Support Group:  
Allies and Advocacy

December



Don't Skip Your Screening  
Pledge

# Program Accomplishments

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## EDUCATION

Like so much of the world, in response to the pandemic, Brem made a sharp pivot to digital and virtual education in 2020. Redeveloping its education model, Brem expanded online offerings, created instructional early detection videos, hosted webinars on breast care and screening during COVID-19, and produced a significant increase in educational social content.

## ACCESS

To assist women hardest hit by COVID-19 in underserved communities, Brem expanded the B-Fund into the Brem COVID Emergency Initiative (BCEI) to ensure that fewer women fell through the cracks. The BCEI funded screenings, in addition to diagnostics, and provided rapid support when imaging centers reopened last July. Wheels for Women, a ride program in partnership with Lyft, added two new partners in 2020, in efforts to remove transportation as one of so many barriers that underserved women faced last year.

## RE-BRA

As a volunteer intensive initiative, Re-Bra needed to shift and stay nimble in 2020. Brem rose to the challenge by increasing home-based tagging and contact-free collection/drop-offs. Donated bras included local screening information for free and low-cost mammograms, in addition to top questions to ask your doctor in English and Spanish.



# Program Accomplishments

## KEY HIGHLIGHTS IN 2020



**1,478**  
people  
educated



**281**  
screenings and  
diagnostics  
covered



**1,206**  
bras collected  
and donated



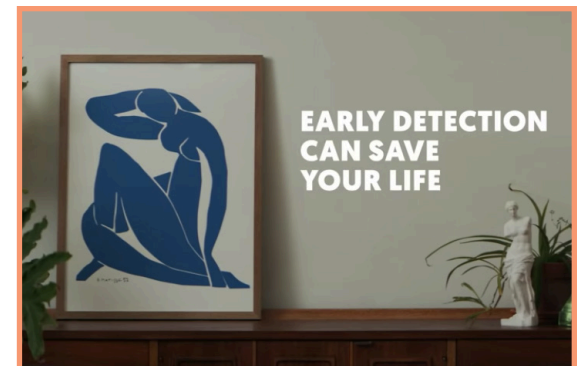
**3**  
breast-imaging  
radiologists  
trained



**256**  
rides to and  
from breast care  
provided

## DIGITAL LIBRARY

With quarantines and a significant increase in reliance on technology, Brem used 2020 to invest in reaching women where they are and where they consume information. Brem built out a digital library with expanded educational content that includes PSAs, self-exam tutorials, and education webinars on a variety of early detection topics.



## ADVOCACY

In 2020, Brem expanded its advocacy programming. In coordination with non-profit, corporate and community partners, Brem is working at the state and federal level to ensure dense breast notification laws are in place. And wherever possible, worked to include insurance mandates to cover essential screening beyond a mammogram, in efforts to make vital breast care accessible for all.

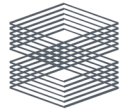


# Spotlight on Partnerships

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## THE MAX AND VICTORIA DREYFUS FOUNDATION

The Max and Victoria Dreyfus Foundation started supporting Brem in 2019 with an initial round of funding to drive Wheels for Women forward. Focused on small community-based organizations, the Dreyfus Foundation renewed their commitment to Wheels for Women in 2020 and enabled Brem to expand the service, adding new partners mid-pandemic. The Dreyfus Foundation's support provided approximately 175 direct one-way rides to essential breast care.



## TISHMAN SPEYER

Brem is grateful for the fantastic support and partnership with Tishman Speyer. Their generosity allows Brem to continue to provide lifesaving education and breast care for women in need. Tishman Speyer benefited from Brem's Get Screened! On-Time, Every Time program during Breast Cancer Awareness month. Over 30 employees gathered in the Zoom room to hear Dr. Brem speak about the state of breast care during COVID and learn how they can advocate for themselves to receive on-time screenings and the best possible breast care.



A partnership with the Prince George's County Council was instrumental in helping Brem reach more Prince George's residents through its education and access programs. With its first grant, the County Council enabled Brem to drive county residents to Brem for the Bust and provide ASL interpretation services so more people could access vital breast health content. Additionally, County Council support covered the cost of screenings and diagnostics for 38 residents, and 14 rides to women in the county.



The Greater Washington Community Foundation awarded Brem a VoicesDMV Community Action Award for Wheels for Women. The 2020 awardees included 50 activists, artists, and advocates leading neighborhood-based projects that are sparking change in the DMV.

# Spotlight on Partnerships



The Venable Foundation, one of Brem's first sources of Foundation support, continued its philanthropic commitment to provide essential services for the most vulnerable in the community. Venable's support provided 26 women in need with diagnostic mammograms - the most pressing patient need from B-Fund/BCEI collaborative partners.



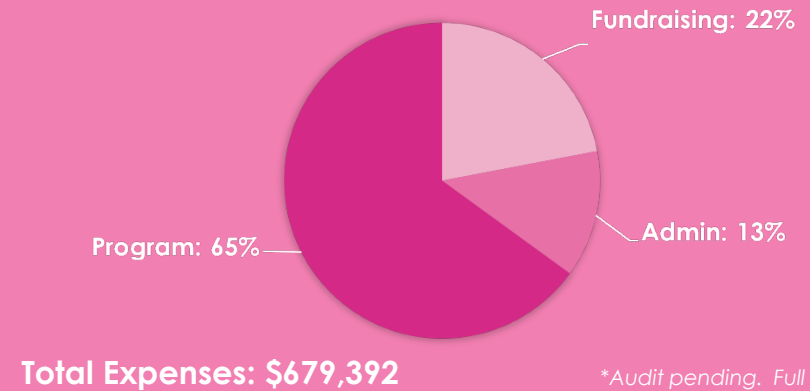
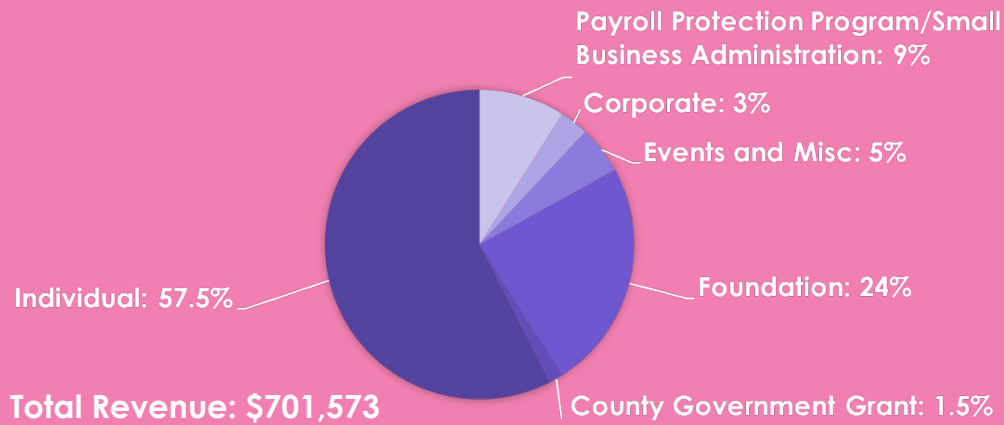
To respond to the great need caused by the pandemic, the World Bank Group tripled all employee, consultant and retiree gifts made to Brem through their Community Connections initiative. In October, Brem also brought critical breast health information directly to World Bank staff through an education session with the Caribbean Association and IMF.



The Washington Football team selected Brem again in 2020 to be a beneficiary of their Think Pink! Campaign. Through various online initiatives, the team's pink awareness t-shirts were a hit for fans and Brem supporters. Four key players, Montez Sweat, Steven Sims Jr., Danny Johnson and Ronald Darby, took their passion for Brem and early detection beyond the game through the NFL's My Cause My Cleats campaign. These super star players auctioned off their custom designed Brem cleats to raise funds and highlight Brem's important work.



# 2020 Financials



\*Audit pending. Full financials available Fall 2021



## Brem is Now Accepting Gifts of Stock!

Appreciated stock is one of the easiest ways to support Brem!

Shares can be donated from a public company, a private company, or a mutual fund.

## Fast Facts

### Wheels for Women



- ★ 256 rides were provided for women in need to breast care appointments
- ★ Average cost of a one way ride was \$29.83 with an average distance of 14 miles

### B-Fund/BCEI



- ★ Mammogram was the #1 needed procedure
- ★ 89.3% of patients that benefited from the B-Fund were uninsured

### Education



- ★ 1,478 people educated (in-person and online)
- ★ Participated in and hosted 17 digital events



# 2020 Event Highlights

## Brem for the Bust



Long-time Brunch and Brem aficionados, Brem supporters, advocates, volunteers, and friends came together virtually to kick off Breast Cancer Awareness month for the inaugural Brem for the Bust on October 1. Moderated by NBC4's Shawn Yancy, Dr. Rachel Brem shared how to navigate annual breast screenings during COVID-19 and Dr. Angela Marshall addressed racial disparities in healthcare, how we can find solutions for more equitable treatment in breast care, and top things women can do to take care of themselves and loved ones. Guest speaker Rochelle Wilson, shared her inspiring personal story.

## Empower Hour



For its first ever online fundraising event, Brem hosted a digital speaker series featuring inspiring thought leaders Carly Fiorina, Jean Case, and Valerie Jarrett. All of these women have played a role in paving the path for better health outcomes for women. Each speaker focused on what it takes to lead in times of crisis. All funds raised from this event benefited the Brem COVID-19 Emergency Initiative (BCEI), which provided medical emergency funding to underserved women and women financially insecure as a result of the COVID-19 pandemic.

## 2020 Event Highlights

### Prince George's County Breakfast at Woodmore Country Club



At the start of the new year, Brem was hosted by Council Chair Calvin S. Hawkins, II in Prince George's County at the Woodmore Country Club for a VIP Breakfast education event. Key leaders of the health community were in attendance and shared information on the state of health and breast care in the county. Dr. Rachel Brem engaged the crowd with Brem's early detection curriculum - risk factors, personalized screening options, and questions to ask your doctor. She also spoke about racial disparities in healthcare, particularly related to its impact in the county.

### Junior League of Annapolis



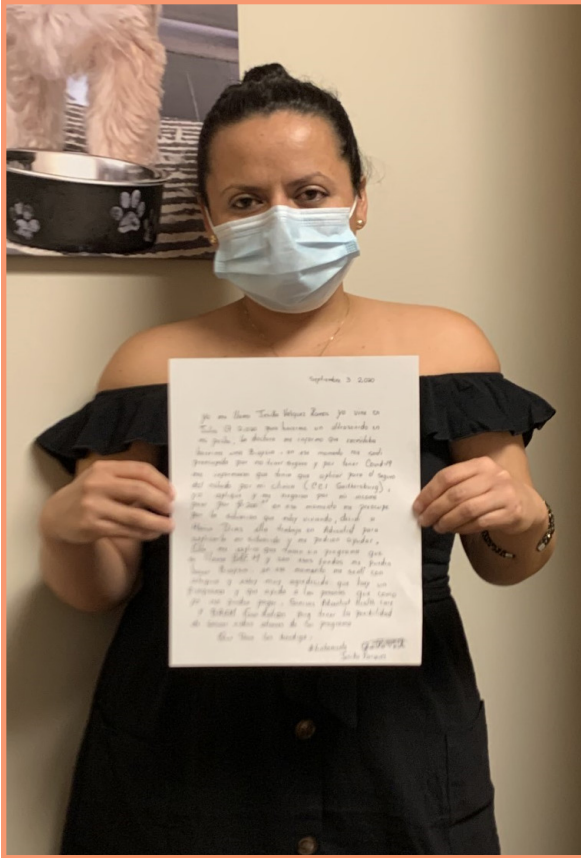
During Breast Cancer Awareness month, the Brem Foundation was invited to speak at the Junior League of Annapolis' Women's Health Virtual Conversation Series. Dr. Rachel Brem joined the conversation to empower JLA women to take charge of their breast health, and addressed how to approach breast care during the pandemic. The virtual conversation meeting format gave the opportunity to JLA participants to ask Dr. Brem questions about how to safely screen during COVID, screening guidelines, and what to know before going to their mammogram appointment.

# Jesika's Story

September 3, 2020

My name is Jesika Vasquez Ramos and I went for my breast ultrasound on July 17, 2020. My doctor told me I needed a biopsy. At that moment, I felt very concerned with my lack of insurance and the risks of getting COVID-19 by seeking medical care. I was told I needed to apply for state insurance at my clinic. I applied, and I was denied insurance because my income went over the cutoff by \$20. I was worried about my health and decided to get help from Maria Diaz at Adventist. I explained my situation and Maria told me she could help. Maria told me about an organization called Brem that could give me the funds to have a biopsy. At that moment, I was filled with joy and I was so thankful because a program that could help people like me, who could not pay otherwise, existed. Thank you Adventist HealthCare and the Brem Foundation for having a program that has the possibility to save lives.

God bless you,  
Jesika Vasquez



**THERE IS NO ONE SIZE FITS ALL FOR BREAST CANCER SCREENING**

**FIND OUT WHAT'S RIGHT FOR YOU**

Based on **YOUR** Risk Factors

MAMMOGRAM + SELF EXAM    MAMMOGRAM    MAMMOGRAM + ULTRASOUND    MAMMOGRAM + MRI    MAMMOGRAM + ULTRASOUND + MRI

# Breast Health Bill of Rights

Women should not die from breast cancer. Over 95% of women diagnosed with early stage, localized breast cancer can survive and thrive.\* Knowing your breast-health rights could save your life. Learn your rights and demand them.

\*based on a 5-year survival rate

## YOU HAVE THE RIGHT TO...

- Get an annual mammogram at age 40, sometimes earlier.
- Have your mammogram read by doctors who spend the majority of their time reading mammograms.
- Seek additional screenings for dense breast tissue (like an ultrasound or MRI).
- See a physician within two days of detecting a mass.
- Have a non-surgical needle breast biopsy.
- Receive fast biopsy results, usually within two days.
- Get an MRI if you are newly diagnosed with breast cancer.
- Advocate for yourself! No one knows you like you do!



### **Brem Foundation to Defeat Breast Cancer**

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