

A woman with curly hair is holding an orange book in front of her face, looking over the top edge. The book cover has the text 'EARLY DETECTION 101' and '2021-2022 ANNUAL REPORT'. The background is a blurred green outdoor setting. On the right side of the image, there are three diagonal stripes in shades of pink and orange. At the bottom, there is a dark purple curved banner containing the logo and text for the Brem Foundation.

EARLY DETECTION 101

2021-2022 ANNUAL REPORT



**BREM FOUNDATION
TO DEFEAT BREAST CANCER**

DETECT EARLY. SAVE LIVES.

OUR MISSION

Brem Foundation to Defeat Breast Cancer maximizes every woman's chance of finding early breast cancer through education, access programs, and advocacy.

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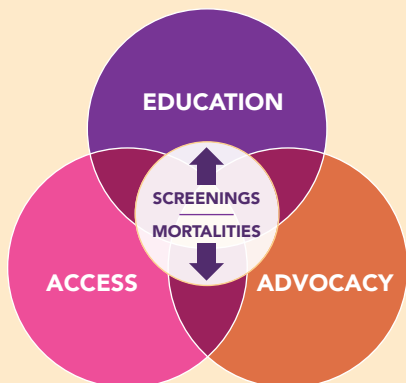
OUR APPROACH

Brem Foundation works to increase breast screening and diagnostics for all, improving women's health, cancer reduction efforts, and reducing mortality.

EDUCATION about risk factors, screening options, and how to self-advocate

ACCESS to costly breast screenings and diagnostics, and transportation to breast care through B-Fund and Wheels for Women

ADVOCACY at the state and national level to remove systemic obstacles to early detection



FRIENDS,

Every day Brem Foundation to Defeat Breast Cancer uses a unique combination of education, access programs, and advocacy to ensure that breast cancer is detected as early as possible, when treatment outcomes are more favorable.

Our work today empowers women to advocate for their breast health, and removes barriers to breast screening and diagnostic services, which are often out of reach for underserved communities. To date, Brem Foundation has directly educated over **13,165 people**, paid for more than **2,958 diagnostic tests**, provided **1,836 free rides** to and from breast care appointments, trained **31 breast imaging radiologists**, and produced four engaging educational videos with over **48 million views**.

In 2021, COVID-19 continued to take a toll on women's breast health. Fear of the virus kept many out of the doctor's office, leading to widespread postponement of screenings, and routine care. Brem Foundation stepped up to meet this challenge with robust digital educational programming, including production of three video PSAs. We grew our lifesaving Wheels for Women partnership with Lyft, removing transportation as a barrier to screening access. We continued to work hand-in-hand with community health providers, identifying women unable to pay for the costly tests to diagnose their breast cancer and filling those gaps.

2022 brought new and exciting challenges and opportunities. Brem Foundation increased the impact of Wheels for Women, adding six new partners and expanded further into Baltimore. We partnered with WebMD, greatly expanding the reach for our groundbreaking video content. Finally, we launched a federal advocacy agenda, striving to impact millions of women across the country through policy change that removes systemic barriers to early detection, and saves lives.

We are extremely grateful for your support. We hope you are proud of this report. Without you, Brem Foundation's work would not be possible.

With gratitude,

Cheryl Skillin

Cheryl Skillin
Co-Founder and
Board Chair



Clare Dougherty

Clare Dougherty
Chief Executive
Officer



2021-2022

BY THE NUMBERS



2,787

people educated about early detection, risk factors, personalized screening, and self-advocacy through in-person and live webinar events.



45,200

PSA YouTube views of our three videos: *What Are Dense Breasts?*, *Breast Cancer Questions to Ask Your Doctor*, and *Ways to Fight Breast Cancer as a Young Woman*.

48
million



patient impressions of Brem Foundation's vital breast health education videos through partnerships with Mesmerize and WebMD, who ran Brem Foundation PSAs in over 250,000 doctor's waiting rooms, community health centers, pharmacies, and hospital television channels.



645

diagnostic tests covered for women in need through Brem Foundation's B-Fund.



963

rides to breast care provided through Wheels for Women.



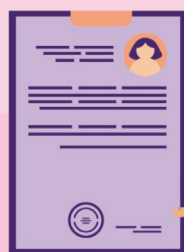
6

physicians trained in community outreach and education through Brem Foundation's fellowship program.



4,770

bras donated through Re-Bra.



479

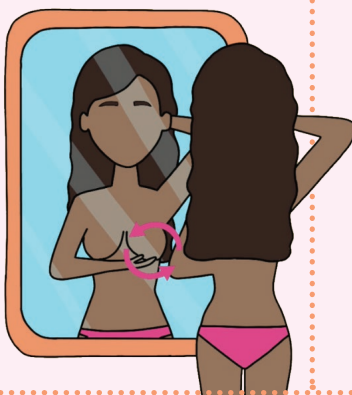
downloads of Brem Foundation's educational resources.

PROGRAM ACCOMPLISHMENTS

EDUCATION

Check Out My Rack

Launched in 2021, Check Out My Rack is an annual online breast health education event geared toward younger women and pre-screeners. This dynamic event provides participants with compelling education and personal perspectives about risk factors, the importance of family history and genetics, breast self-exams, and how to take charge of your breast health as a younger woman.



“Thank you for tonight’s session! I am a breast cancer warrior, and because of Check Out My Rack, I would like to get involved in helping newly diagnosed women.”

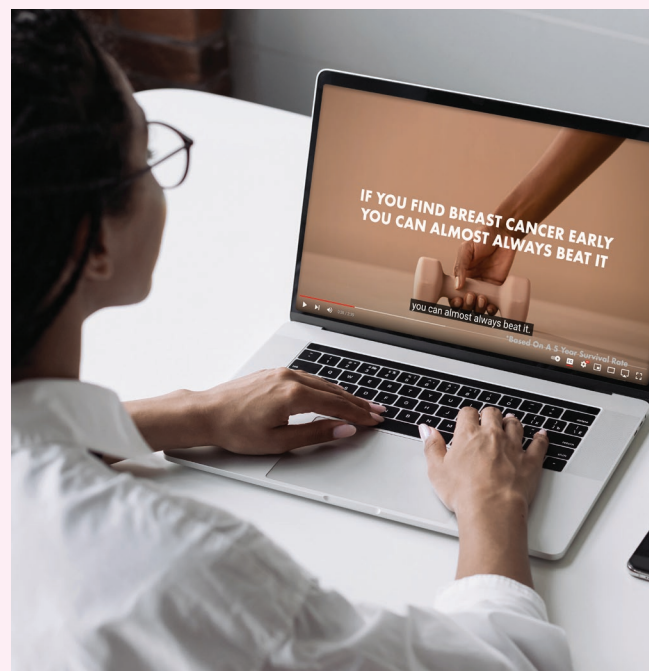
— Natascha Vega,
Group Business
Director,
adam&eveDDB



Breast Health PSAs: Expansion of Resources Library & Reach

In 2021, Brem Foundation developed and released three new education PSAs on breast health, including **Am I Too Young?** (for younger women and pre-screeners), **Let’s Talk About Breasts Baby!** (Breast Health Questions for Your Doctor), and **What are Dense Breasts?** These videos reached over 600,000 people through social media and community partner distributions. Through innovative partnerships in health tech, Brem Foundation has grown the reach of our PSAs exponentially in recent years, with over 48 million patient impressions through multi-partner distribution.

In 2021, Brem Foundation’s videos were broadcasted by Mesmerize, a company running medical content in 3,425 doctors’ offices, pharmacies, and community medical centers across the country. In 2022, WebMD TV selected two Brem Foundation PSAs to run on over 250,000 hospital televisions, twelve times a day, dramatically increasing the reach of this video content.



PROGRAM ACCOMPLISHMENTS

ACCESS

Wheels for Women

Brem Foundation works each day to remove the barriers that impede patient access to screening and diagnostic services. In collaboration with Lyft, our Wheels for Women program builds upon community partnerships to identify patients in need and arrange rides to screening appointments. Wheels has experienced significant growth, adding six new partners and four in 2022, with a total of 14 partners to date in the DMV and Baltimore. Most Wheels recipients face various barriers to care besides transportation, including childcare, time off from work, and lack of insurance. Language was the top barrier identified, in addition to cost and financial hardship.

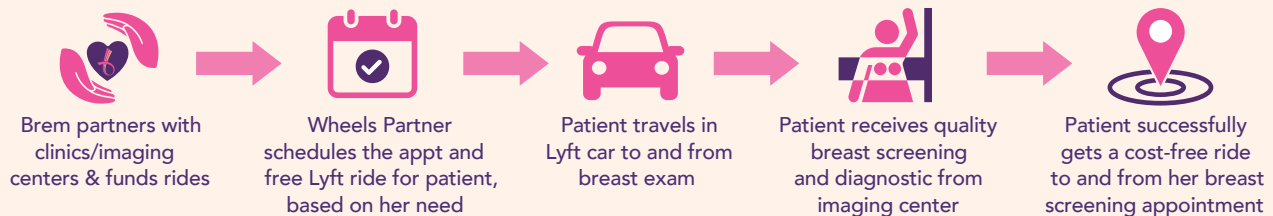


“I feel relieved and happy to know that I am okay. I was very worried about going out, but the fact that I had a private vehicle to go to my appointment made me feel that it was okay to go. I didn’t want to take public transportation with many other people, not now with the virus.”

— Maya, Wheels for Women recipient



HOW WE HELP SOLVE THIS



OUR PARTNERS



PROGRAM ACCOMPLISHMENTS

ACCESS

B-Fund

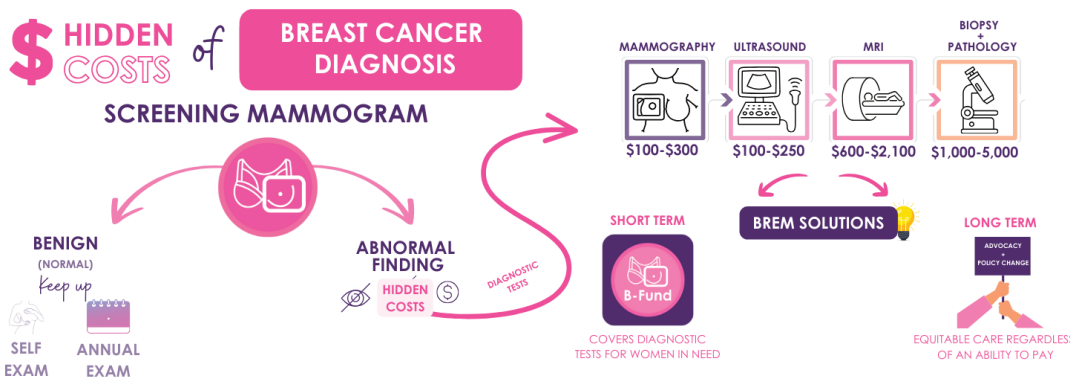
Brem Foundation’s B-Fund covers the significant out-of-pocket costs of breast diagnostic and screening exams beyond mammography for medically underserved patients. Brem Foundation partners with local breast imaging centers and non-profit medical providers who identify patients who are most in need. Most patients who benefit from the B-Fund are uninsured and face many other barriers to care. Brem Foundation asks that B-Fund covered diagnostic tests be performed within two weeks of a woman’s abnormal mammogram, providing essential care in days or weeks rather than months — and, if needed, to start a treatment plan that maximizes her chance of living a healthy life after breast cancer.

Jesika went for her breast ultrasound and was told she needed a biopsy. Jesika said, “At that moment, I felt very concerned about my lack of insurance and worried about my health.” Jesika applied for state insurance but was denied. She explained her situation to her breast care specialist at Adventist Hospital and was told there was a way they could help. Adventist told Jesika that they would be able to cover the cost of her biopsy through the Brem Foundation’s B-Fund.



“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.”

— Jesika, B-Fund Recipient



OUR PARTNERS



PROGRAM ACCOMPLISHMENTS

ADVOCACY

2021 Federal Advocacy Priorities

In 2021, Brem Foundation continued to advance policy efforts that increase patient access to early detection services.

Brem Foundation participated in a state-level advocacy campaign to increase insurance coverage for essential screenings beyond mammograms in Ohio, Wisconsin, and Arizona. We also became

an official sponsor of the **Protecting Access to Lifesaving Screenings (PALS) Act** through Rep. Debbie Wasserman-Schultz's office, which ensures free mammograms for all women at average risk for breast cancer starting at age 40.

Additionally, Brem Foundation collaborated with Facing Hereditary Cancer EMPOWERED (FORCE) to support the **Reducing Hereditary Cancer Act of 2021**, which was sponsored by Rep. Debbie Wasserman-Schultz and seeks to require Medicare to cover the costs of genetic testing for those with a family history of cancer.



PROGRAM ACCOMPLISHMENTS

ADVOCACY

2022 Launch of Federal Advocacy Agenda

In 2022, Brem Foundation launched its first official Federal Advocacy Agenda to support legislation and policy change that advances our mission to increase early detection of breast cancer. This new platform has given Brem Foundation the opportunity to champion federal legislation focused on screening and early detection, carving out a leadership role while working in coalition with like-minded organizations and communicating our messages to a wider policy audience.

Top 2022 Legislative Priorities

Access to Breast Cancer Diagnostics (ABCD) Act

Protects patients from exorbitant, unexpected costs and empowers them to seek treatment earlier, increasing their chances of survival. Requires private insurers to cover the cost of diagnostic and supplemental breast exams with no cost-sharing.

Screening for Communities to Receive Early and Equitable Needed Services (SCREENS)

Ensures millions of women from underserved communities will not lose access to preventive screenings and treatments through the National Breast and Cervical Cancer Early Detection Program (NBCCEDP).



Thought Leadership

“This prioritization of screening at the federal level is indeed an encouraging step. We’ve learned over the last twenty years that early detection of breast cancer, particularly when it’s small and has not spread, saves lives. It is much easier to treat successfully. Screening could substantially reduce cancer incidence and mortality rates in patients.”

— Clare Dougherty

THE BALTIMORE SUN

The ‘COVID Cancer Effect’ Calls for Creative and Collaborative Solutions

The New York Times

Letter to the Editor: Katie Couric’s Breast Cancer Diagnosis

“Bravo to Katie Couric not only for sharing her breast cancer diagnosis but also for raising awareness about breast density, which is an independent risk factor for developing breast cancer.”

— Clare Dougherty

RE-BRA

The Re-Bra donation program originated as a way to offer breast surgery patients the opportunity to transform their pre-surgery bras that no longer fit, into a vehicle for good. Re-Bra has grown into an expansive bra collection program, providing communities with the opportunity to donate gently used bras to women in need.

Every bra donated through Re-Bra includes Brem Foundation's breast health information in English and Spanish, and local resources where women can get screened. Re-Bra provides women in need with the right bra, as well as access to breast health information and free low-cost screening resources. In 2021 and 2022, we donated 4,770 bras to women in need.



THANK YOU TO OUR PARTNERS

for championing some of our biggest bra collections yet!

L'ORÉAL



2021 + 2022 FELLOWS

Brem Fellows are trained to be community educators to reach exponentially more people with essential breast health content.

2021 FELLOWS



Dr. David Barreto



Dr. Mark Hanna



Dr. Anam Salman

2022 FELLOWS



Dr. Dunya Imad



Dr. Serena Jen



Dr. Millet Yang

EMPOWER HOUR

2021

In May 2021, Brem Foundation celebrated 15 years of defeating breast cancer. Together, we recognized this milestone online during the pandemic and raised a glass from our living rooms to commemorate this notable anniversary.

Moderated by Eun Yang of NBC4, bipartisan leaders, Senator Shelley Moore Capito (R-WV) and Congresswoman Debbie Wasserman-Schultz (D-FL) discussed advancements in screening and how to amplify advocacy efforts to increase early detection. Dr. Jay Katzen was honored with the 2021 Brem Foundation Impact Award for his lifelong commitment to eliminating cancer, supporting cancer care, and his incredible contributions to Brem Foundation's work.

“*Congratulations to the Brem Foundation on 15 years of real impact! Empower Hour is such an uplifting and inspiring event that illustrates the importance of our collective power when we come together for the greater good of our communities.*”

— Chintimini M. Keith,
Vice President, Corporate
Communications and
Marketing, Bozzuto



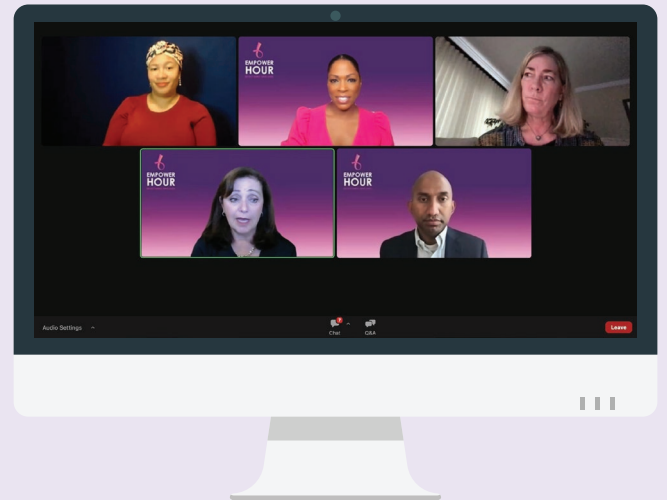
EMPOWER HOUR

2022

Brem Foundation brought Empower Hour directly into supporter's homes once again in May 2022, highlighting innovators in the field who are leading the way with groundbreaking achievements in cancer care.

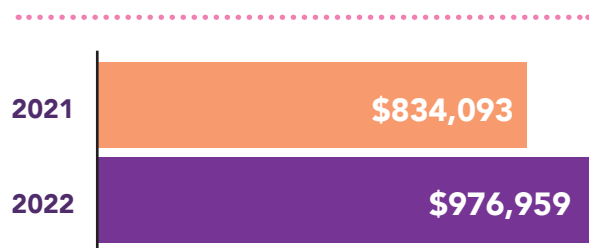
The event was moderated by Shawn Yancy, NBC4 Anchor. Dr. Chetan Bettegowda, the Jennison and Novak Families Professor of Neurosurgery and Oncology, and Vice Chair for Research in the Department of Neurosurgery at the Johns Hopkins University School of Medicine spoke about the promise of liquid biopsies to advance early detection, and Dr. Leisha Emens, Professor of Medicine at the UPMC Hillman Cancer Center, Co-Leader of the Hillman Cancer Immunology and Immunotherapy Program, and Director of Translational Immunotherapy for the Magee Women's Cancer Research Center discussed innovation in immunology and breast cancer vaccines.

The Brem Impact Award was presented to Andrew Bridge of the EagleBank Foundation, whose commitment to early detection and leadership in the community has and will continue to have a lasting impact on screening rates and lives saved from breast cancer.

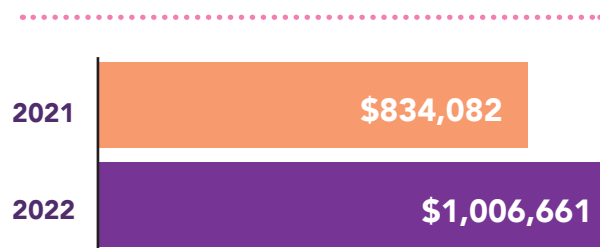


FINANCIALS

REVENUE



EXPENSES



2022 was a leadership transition year for Brem, which resulted in additional expenses. The team worked hard to fill the funding gap through a combination of growing and diversifying our funding base, targeting select major and mid-level donors, and engaging with interested corporations. Brem Foundation made significant strides to improve its financial reporting, improve classifications, allocations, and financial reports. This more granular tracking effort resulted in an 11% increase in allocation for programming, for a total of 72% in program expenses overall.



CURRENT BREM FOUNDATION BOARD OF DIRECTORS

Cheryl Skillin, Co-Founder, Board Chair, Secretary
GSN Office Furniture
Owner

Dr. Rachel Brem, Chief Medical Officer
Professor and Vice-Chair
Director, Breast Imaging and Interventional Center
The George Washington University Medical Center

Dr. Gina Kim-Ahn, Director
MedStar Health
Breast Imager

Mike Butchko, Director
Orion Health Advisors
Founder and CEO

Jamie Gorski, Director
GID - Windsor Communities
Chief Experience Officer

Melanie Marcus, Director
Surescripts
Chief Marketing Officer

Kathy Ingber, Director
K&L Gates
Partner

Rachel Jones, Director
Maryland Department of Agriculture
Director of Government Relations

Andrew Bridge, Director
Senior Business Consultant

Cathy Pagliaro, Director
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Colson Medical

Dr. Elise Berman, Director
Medical Director
Fairfax Radiology Centers

Clare Dougherty, Director
Brem Foundation to Defeat Breast Cancer
Chief Executive Officer



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STAY CONNECTED

