A BRIGHT APPROACH TO BREAST AND OVARIAN HEALTH

2016 ANNUAL REPORT
LINDSAY AVNER

With love and gratitude,

It took a lot of hard work and support from the entire Bright Pink family—donors, board members, partners, Ambassadors, volunteers and staff. Each of you played an important role in our success in 2016 and the year to come. For that, I sincerely thank you.

On a personal note, I will always look back on 2016 with such pride and joy as the year I became a mother. My family was proud to bring Lucy in to a much brighter world than generations before—a world in which every woman has the ability to know her risk for breast and ovarian cancer, and the opportunity to do something about it. It’s a gift made possible through your continued support of Bright Pink, given to her generation and generations of strong women to come.

With love and gratitude,

LINDSAY AVNER
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OUR MISSION

We’re saving women’s lives from breast and ovarian cancer by empowering them to live proactively at a young age. We target the 52 million women between the ages of 18-45, as well as the people who love and influence them.
OUR STRATEGY

We focus on health, not cancer, to inspire women to practice prevention. Our innovative programs, strategic initiatives and powerful partnerships directly reach women in their daily lives and healthcare providers in their daily practice.
OUR APPROACH
IN ACTION

WE TAKE a two-pronged approach to breast and ovarian health education. By educating young women as well as their healthcare providers, we're fostering a supportive healthcare relationship where informed women have proactive conversations with trusted providers on a regular basis. Our unique mix of digital and in-person tactics drives exponential health behavior change.

EDUCATING YOUNG WOMEN

Digital and In-Person Educational Programs enable us to deliver actionable information to young women where they are, and when they need it. As a result, they are better able to advocate for their health, know the signs and symptoms of breast and ovarian cancer and take action to reduce their risk.

COLLEGIANS learned the breast & ovarian health basics through in-person Brighten Up Educational Workshops.

WOMEN visited ExploreYourGenetics.org to consider breast and ovarian cancer genetic testing.

WOMEN assessed their risk for breast and ovarian cancer at AssessYourRisk.org

“It’s been one year since I had my prophylactic double mastectomy. And in that time, I have educated 615 young women on the importance of being proactive about their health. Thank you Bright Pink for helping me through a crazy year and empowering me to support others as they face similar challenges!”

- Courtney M.
EDUCATING HEALTHCARE PROVIDERS

Our Women’s Health Provider Education Initiative takes a unique and innovative approach to educating the next generation of women’s healthcare providers on how best to stratify and manage breast and ovarian cancer risk among their patients. The initiative enables exponential impact—one educated provider has the potential to give better, more comprehensive care to an average 3,600 patients annually. The program is centered on a proprietary, research-based lecture developed by a multidisciplinary team of medical experts led by Bright Pink’s Chief Medical Officer, Dr. Deborah Lindner.

159
LECTURES given at medical institutions across the country

6,900
HEALTHCARE PROVIDERS trained to deliver better breast and ovarian care

24.8M
WOMEN primed to receive better breast and ovarian care

“As a medical student I appreciate learning these screening guidelines and patient counseling techniques to incorporate early in my training. This education gives me confidence to discuss this with my patients since I did not get training in my coursework.”

-Anonymous, North Memorial Hospital Lecture

REACHING MORE HEALTH PROVIDERS

<table>
<thead>
<tr>
<th>Year</th>
<th>Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>1,016</td>
</tr>
<tr>
<td>2015</td>
<td>4,081</td>
</tr>
<tr>
<td>2016</td>
<td>6,900</td>
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</table>
AssessYourRisk.org empowers hundreds of thousands of women annually to know their risk for breast and ovarian cancer and manage their risk proactively. In 2016, the digital tool was updated to deliver even more personalized breast and ovarian cancer risk results. AssessYourRisk.org informs a powerful conversation between women and healthcare providers about personalized breast and ovarian health management.

**SPOTLIGHT ON DIGITAL TOOLS**

AssessYourRisk.org

- Dynamic, user-friendly quiz collects personal and familial health history and lifestyle factors
- Results include a personalized breast and ovarian cancer risk assessment and risk reduction recommendations
- Easily download and/or email results to your healthcare provider to finalize your breast and ovarian health management plan

**FEATURES**

- **69%** of users indicated they are likely to talk to their healthcare provider about their results
- **70%** of users indicated they are likely to follow through with at least one risk-reducing recommendation provided in their results

**336,000**

Women assessed their risk in 2016

- **2016 Peoples Voice Webby Award Winner for** Best User Interface
- **2016 Best Social Media Campaign of the Year**, by Advertising Age & Modern Healthcare
ExploreYourGenetics.org is a one-stop digital resource designed for any woman considering genetic testing for her breast and ovarian health. In today’s rapidly evolving healthcare landscape, genetics plays a greater role in enabling a personalized approach to breast and ovarian health than ever before. ExploreYourGenetics.org demystifies the genetic testing process to enable more women to know their genetic predisposition for breast and ovarian cancer as informed and empowered advocates for their breast and ovarian health.

35,000 of users are likely to talk to a genetic counselor as a result

66% of users are likely to undergo genetic testing as a result

35,000 have used the site for support during their genetic testing decision in 2016

FEATURES

- **Overview** of genetic basics, an explanation of which genetic mutations are linked to which cancers, and a comparison of genetic testing labs.

- **Easy-to-consume** content addressing common concerns including cost, legalities, access to testing, and insurance in’s and out’s.

- **Access** to Bright Pink’s support programs and other life-saving resources.
2016 INSPIRING MOMENTS

JANUARY

“Everything about this organization is amazing. They have changed my life more times than I can count. They have a special place in my heart.”

- Ashley S.

MARCH

AssessYourRisk.org 2.0 is released to give women more personalized results and is featured in Bustle

FEBRUARY

Annual Tickled Pink benefit draws 400+ supporters

“With information that I learned through Bright Pink, I decided I should get my genetics tested. So I finally took the jump, did the test and will get my results today. Thank you for all that you do!”

- Jennifer S

APRIL

The Center for Disease Control selected Lindsay Avner to lecture on hereditary cancer at a Grand Rounds

MAY

Dept. of Health and Human Services chooses Bright Pink as an official National Women’s Health Week Partner

JUNE

Kate Upton joins Bright Pink at the Kentucky Oaks to help educate 120,000 race-goers

Call Your Doctor Day Launches to drive women to schedule their Annual Well-Woman Exam
“I wanted to drop by and say thank you for providing accurate and evidence-based information on cancer risk. I am blown away by how effective Bright Pink has been in raising the visibility of genetic links to cancer.”

- Katie H

Lindsay Avner speaks at the White House’s first-ever United State of Women Summit

“I wanted to drop by and say thank you for providing accurate and evidence-based information on cancer risk. I am blown away by how effective Bright Pink has been in raising the visibility of genetic links to cancer.”

- Katie H

ExploreYourGenetics.org launches with 3-part series on WomensHealth.com

Partnership with the WNBA for Annual Breast Health Week

137 Team Bright Pink Fundraisers run the Chicago Marathon

New Bright Pink ads on display at O’Hare and Midway Airports

1st ChangeMakers: a Bright Pink benefit raises $150k and inspires the Chicago community

1,800 collegians educated on breast & ovarian health in one workshop

#NotDoneYet campaign for Breast Cancer Awareness Month

Holiday season giving raises $40,000 from 232 donors and has the power to educate 400 healthcare providers

“Thank you for sharing such valuable information on women’s risks. I appreciate it!”

- Kristen L.
Our supporters help us reach exponentially more women with life-saving education.

OUR SPONSORS

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*New to our family in 2016!

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A NATIONAL COMMUNITY

FROM MEDICAL SCHOOLS TO MARATHON COURSES, we find meaningful opportunities to engage men and women nationwide, creating unparalleled impact.
FINANCIALS

REVENUE AND EXPENSES

Total Revenue & Support (in thousands)
2014 $2,753
2015 $3,488
2016 $3,816

Revenue & Support Distribution (in thousands)
- Corporations: 43% ($1,630)
- Third Parties: 29% ($1,120)
- In-Kind and Other: 10% ($1,464)
- Individuals: 8% ($3,200)
- Foundations: 6% ($2,454)
- Events: 4% ($1,555)

Expense Distribution (in thousands)
- Total Programs: 82% ($2,714)
- Management and General: 6% ($187)
- Fundraising: 12% ($404)

TOTAL ASSETS = $3.8 Million

We thank all the individuals who have generously donated to our mission this year. Because of you, we’ve taken greater strides in empowering women to prevent breast and ovarian cancer or detect it early.

To make a donation, visit BrightPink.org/donate
WITH A BRIGHT APPROACH, TOGETHER WE CAN CREATE A HEALTHIER FUTURE FOR WOMEN.
Join the movement. Visit BrightPink.org