



ANNUAL
BARBELLS FOR BOBS
REPORT

2017

INSPIRED *BY* FRIENDSHIP



*B*ARBELLS FOR BOOBS OWES ITS ORIGINS TO THE FRIENDSHIP BETWEEN FOUNDER ZIONNA HANSON AND CECY MORALES.

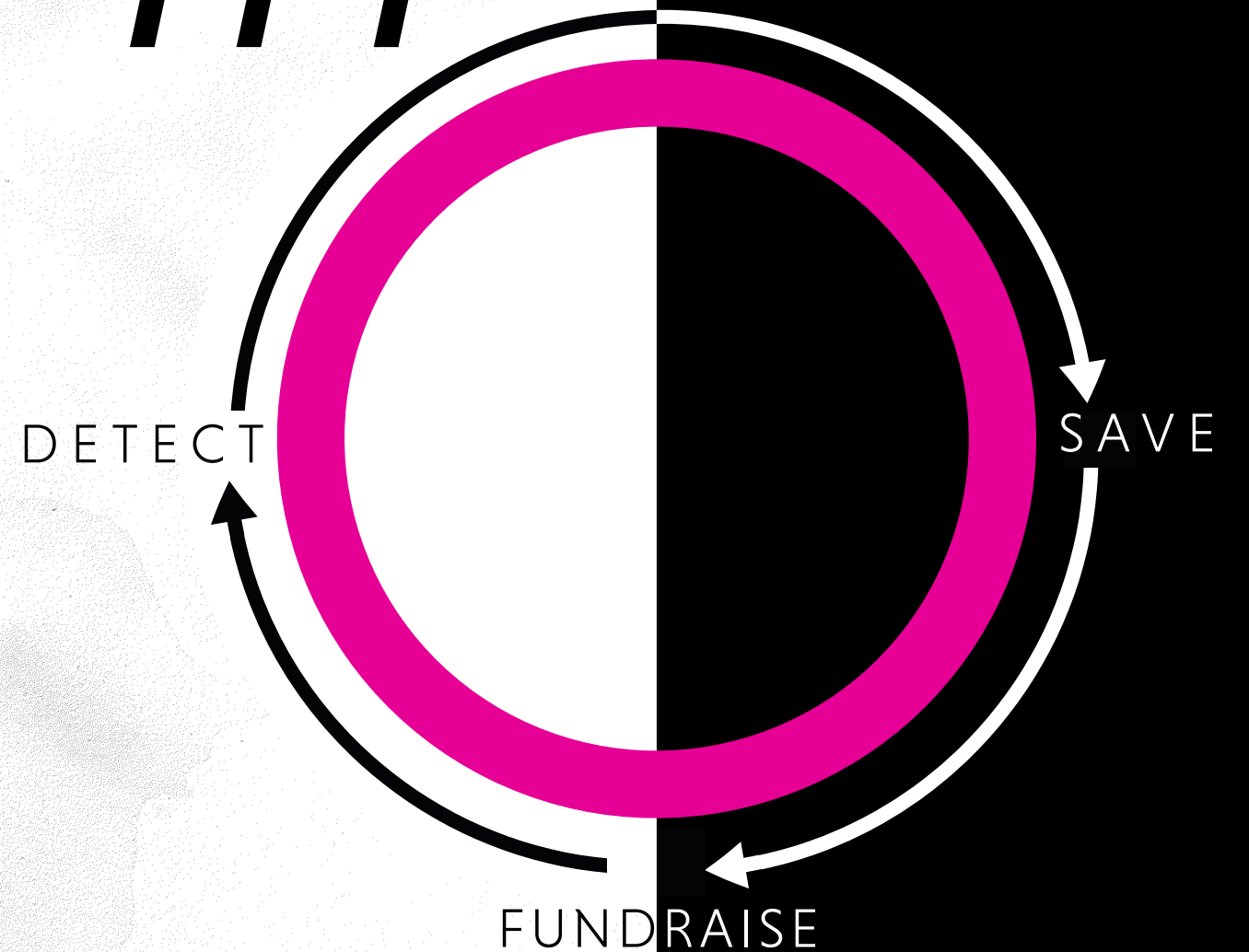
AT 26 YEARS OLD, CECY DISCOVERED A LUMP ON HER BREAST. SHE WAS DENIED BREAST SCREENING SERVICES BY MEDICAL PROFESSIONALS AND RECOMMENDED FOR A "MAMMOGRAPHY AT AGE 40". NOT SATISFIED, CECY ADVOCATED FOR HER OWN HEALTH. DUE TO HER PERSISTENCE, SHE DISCOVERED THAT SHE WAS LIVING WITH BREAST CANCER.

ZIONNA REALIZED THE HEALTHCARE SYSTEM FAILED HER FRIEND. FROM THE REALITY THAT NO ONE IS IMMUNE TO BREAST CANCER AND HER PASSION FOR HEALTH AND FITNESS, **BARBELLS FOR BOOBS WAS BORN.**



"I LOVE BARBELLS FOR BOOBS. THEY TAKE A PROACTIVE APPROACH TO BREAST CANCER WITH AN EMPHASIS OF SELF-ADVOCACY!"
- CECY MORALES

OUR PHILOSOPHY



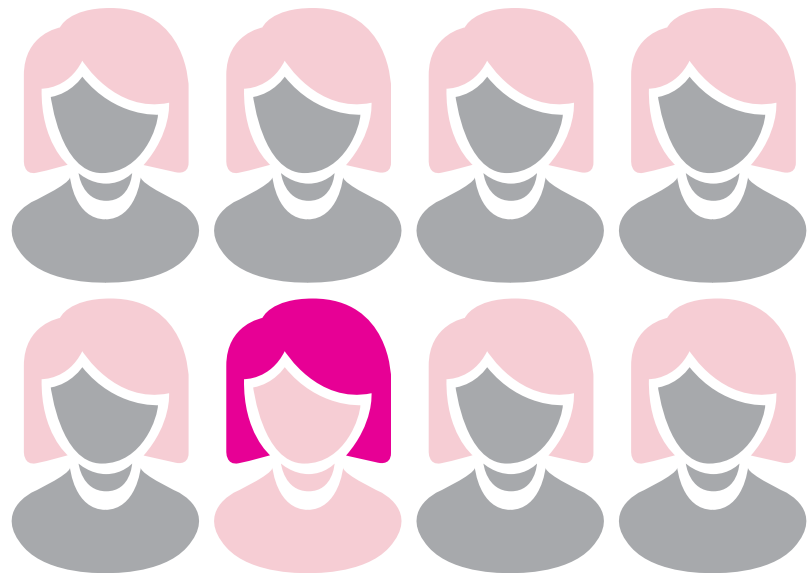
OUR WORK REPRESENTS A CIRCLE.
IT'S A CONSTANT EVOLUTION OF PROACTIVE
LIVING AND SURVIVORSHIP THROUGH ADVOCACY,
HEALTH AND FITNESS.



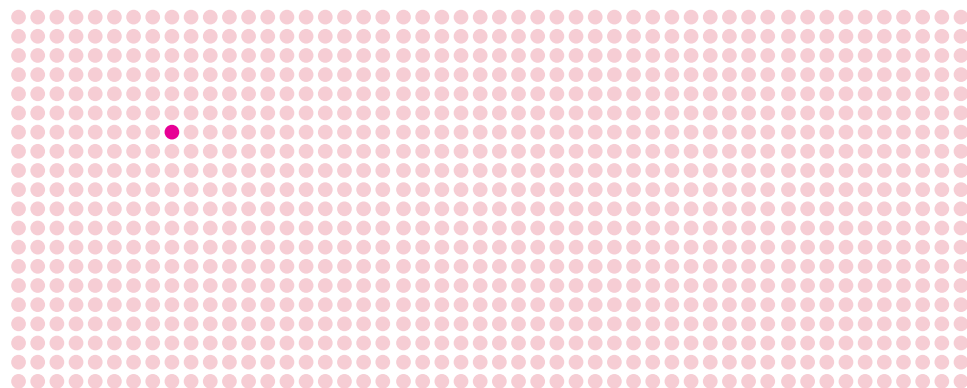
THE PROBLEM



THE FACTS



*WOMEN IN THE U.S. HAVE A "1 IN 8" LIFETIME RISK OF GETTING BREAST CANCER AND **7% OF THEM BEING UNDER THE AGE OF 40.**

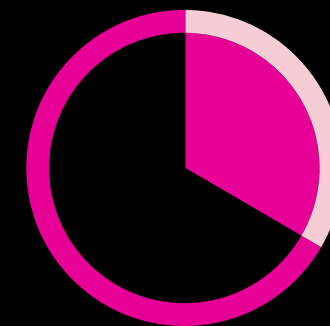


***1 IN 1,000 MEN** WILL BE DIAGNOSED WITH BREAST CANCER IN THEIR LIFETIME.

*NIH NATIONAL CANCER INSTITUTE
*ACS AMERICAN CANCER SOCIETY



*INACTIVITY IS A PRIMARY CAUSE OF MOST CHRONIC DISEASES.



*33% OF ALL BREAST CANCER CASES IN THE U.S. COULD BE PREVENTED WITH HEALTHY EVERYDAY CHANGES TO OUR DIET AND HOW MUCH WE MOVE.

* NCBI - NIH NATIONAL INSTITUTE OF HEALTH
*AICR - AMERICAN INSTITUTE FOR CANCER RESEARCH

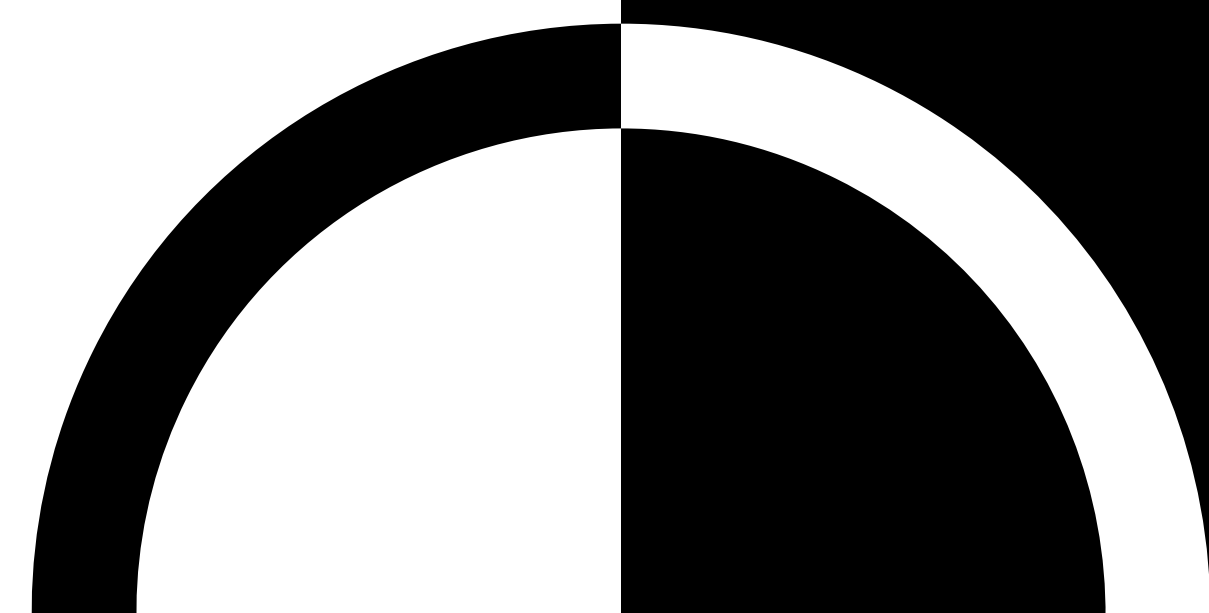
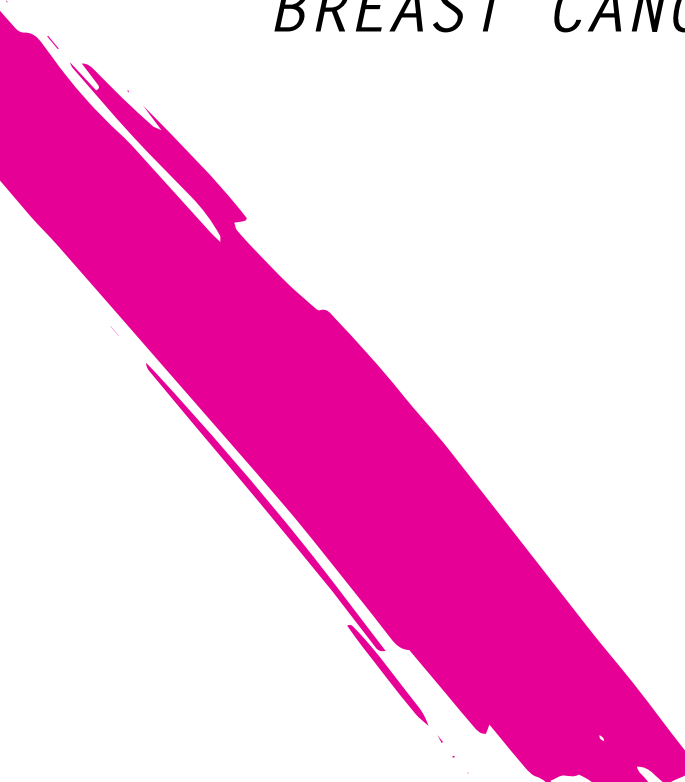
*NO ONE IS IMMUNE
TO BREAST CANCER*



*FITNESS SHOULD BE A
PART OF SURVIVORSHIP*

BREAST CANCER IS BLACK AND WHITE

YOU EITHER HAVE IT OR YOU DON'T.



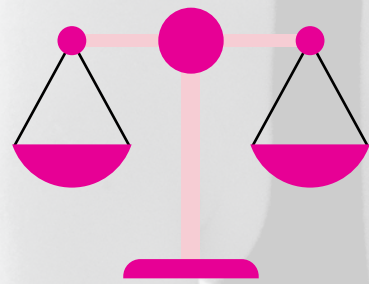


OUR MISSION

TO MOBILIZE AND EMPOWER PEOPLE TO TAKE ACTION IN BREAST CANCER.

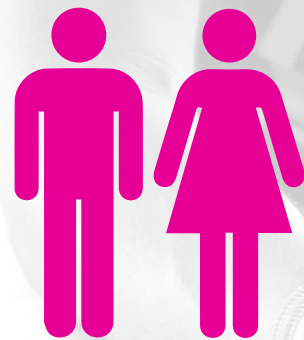
OPPORTUNITY FOR CHANGE

*THERE ARE 27.6 MILLION UNINSURED INDIVIDUALS IN OUR COUNTRY.



MOST STATE FUNDED BREAST PROGRAMS DO NOT FUND YOUNG WOMEN OR MEN.

THE U.S. PREVENTIVE SERVICES TASK FORCE RECOMMENDS BIENNIAL SCREENING MAMMOGRAPHY FOR WOMEN 50-74 YEARS.



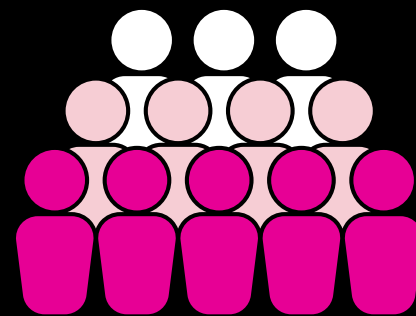
WE HAVE ACCEPTED AND BELIEVE THAT YOUNG WOMEN & MEN ARE IMMUNE TO BREAST CANCER.

* KAISER FAMILY FOUNDATION KFF.ORG



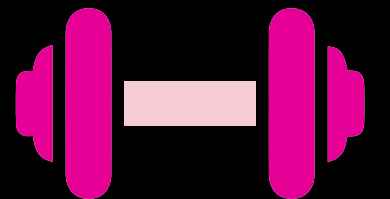
*THERE ARE 3.1 MILLION BREAST CANCER SURVIVORS IN THE U.S.

MOST PRIVATE AND STATE FUNDED INSURANCES DO NOT COVER GYM FEES OR ANY SORT OF FITNESS PROGRAMMING.



LACK OF RESOURCES TO THE GENERAL POPULATION OF BREAST CANCER SURVIVORS REGARDING FITNESS AND WELLNESS.

BREAST CANCER PATIENTS AND SURVIVORS ARE GENERALLY ADVISED AGAINST WEIGHT TRAINING AS A SAFE ALTERNATIVE TO EXERCISE.



*AMERICAN CANCER SOCIETY ACA.ORG

Reebok  CrossFit



FUNDRAISE
DETECT
SAVE





"I fundraise to be a part of the solution - because what you do speaks louder than what you say. I fundraise to make a difference. When you meet a fellow Barbells for Boobs fundraiser, there is an immediate bond, a shared passion, a kindred spirit."

-Vic Pepe

FUND RAISE

99%

OF OUR FUNDS ARE RAISED BY EVERYDAY PEOPLE IN FITNESS COMMUNITIES.
OUR FUNDRAISING EFFORTS STARTED WITH ONE PERSON PICKING UP A BARBELL.

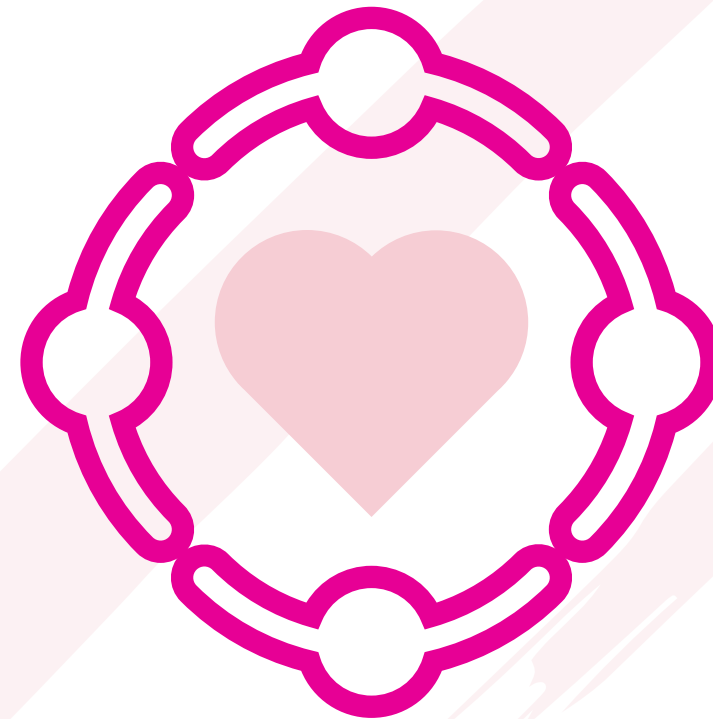
STEP 2:

SPREAD THE WORD TO YOUR FRIENDS AND FAMILY.



STEP 1:

BUILD A TEAM, JOIN A TEAM, OR DO YOUR OWN THING!



STEP 3:

CELEBRATE YOUR FUNDRAISING EFFORTS WITH YOUR COMMUNITY!

STEP 4:

WE LIKE TO THANK OUR FUNDRAISERS
WITH REWARDS FROM OUR PARTNERS!



Reebok  QALO



REWARDS

THE SUPPORT TEAM REWARDS PROGRAM IS THE UNIQUE WAY WE CONNECT FUNDRAISING INDIVIDUALS AND TEAMS TO OUR MISSION.

3,826 Individuals

EARNED THESE SWEET REWARDS THROUGH THEIR PEER-TO-PEER FUNDRAISING PAGE.

\$80 2,603 FUNDRAISERS EARNED THIS REEBOK TEE. EVERY \$80 HELPS 1 PERSON.

\$200 1,592 FUNDRAISERS EARNED THESE WRAPS. EARNING THESE WRAPS HELP OVER 2 PEOPLE.

\$400 1,088 FUNDRAISERS EARNED THIS HOODIE. THIS HOODIE HELPS 5 PEOPLE.

\$800 546 FUNDRAISERS EARNED THIS BAG. THIS BAG HELPS US SERVE 10 PEOPLE.

\$1200 356 FUNDRAISERS EARNED THESE REEBOK LEGACY LIFTERS. \$1,200 RAISED HELPS 15 PEOPLE.



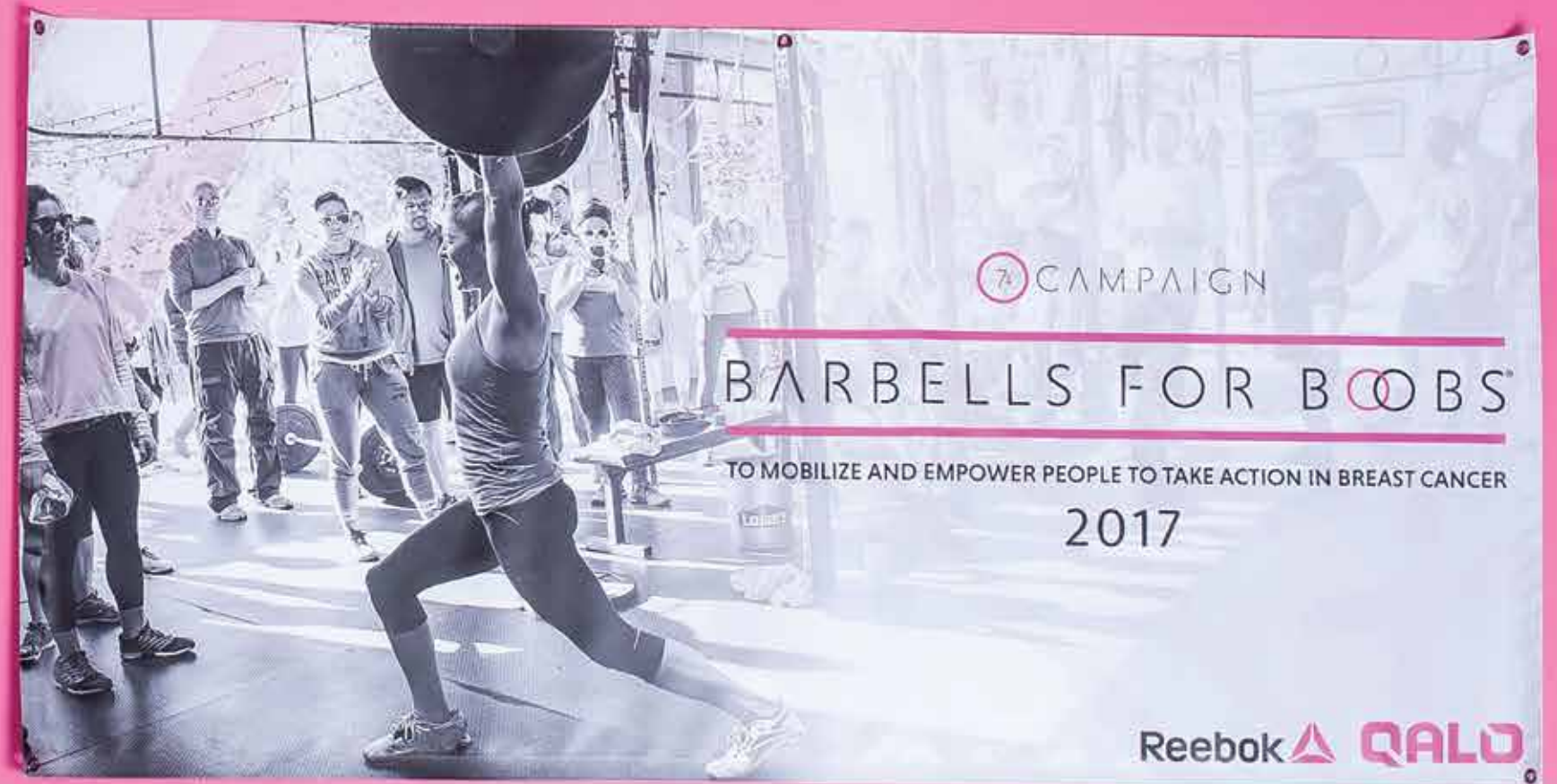
655 Teams

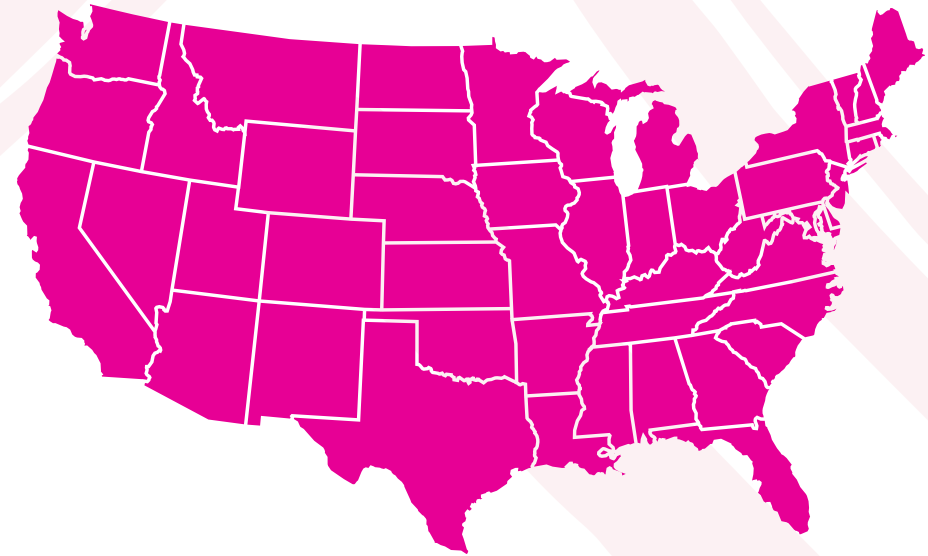
COMPRISED OF INDIVIDUAL FUNDRAISERS AND DONORS EARNED THESE REWARDS WHICH REPRESENT THE DEDICATION OF THEIR COMMUNITY.

\$1,600 260 TEAMS EARNED THIS BANNER. THIS BANNER HELPS US SERVE 20 PEOPLE.

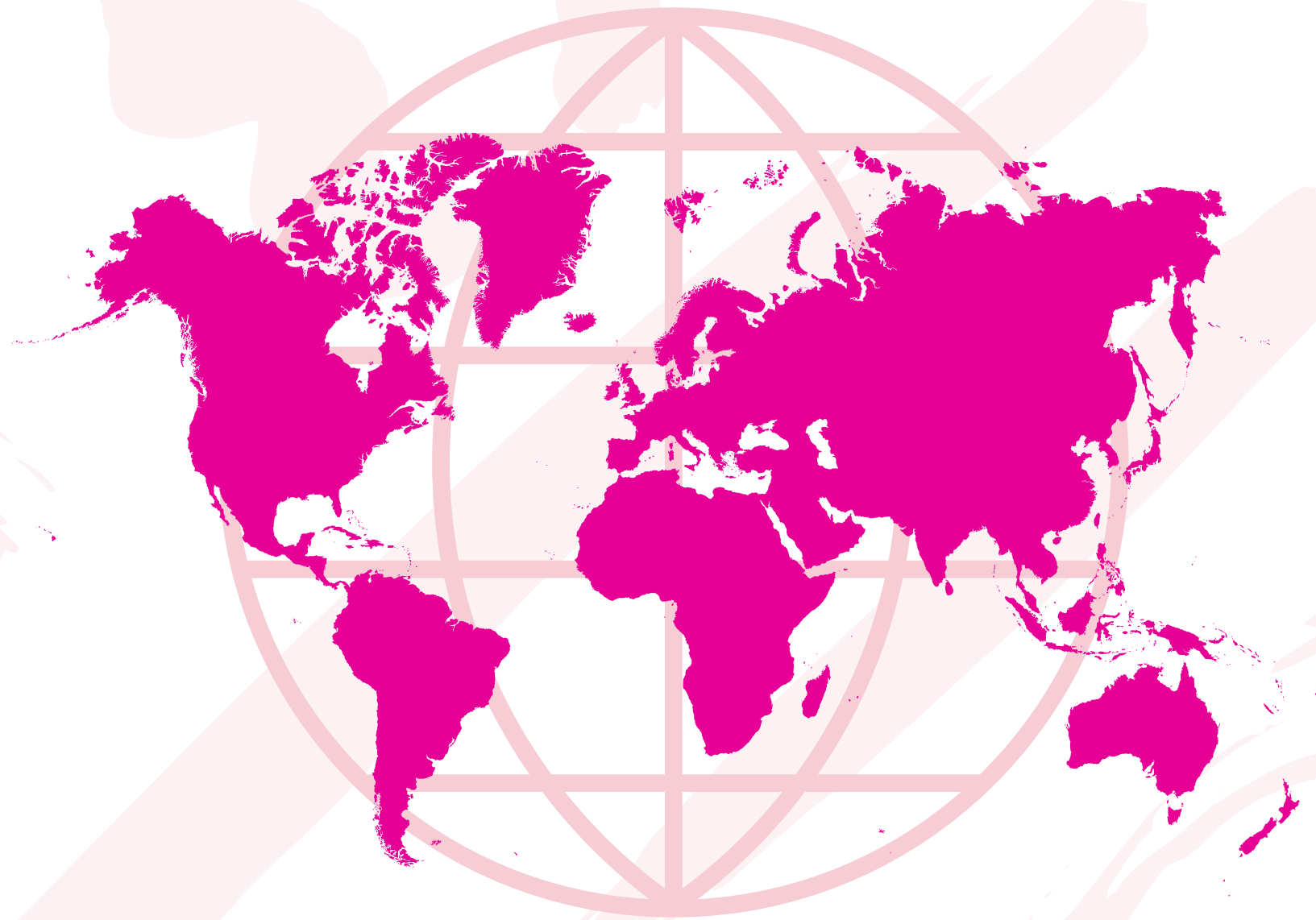
\$5,000 95 TEAMS EARNED THIS PEG BOARD FROM OUR PARTNERS AT THE NATURAL GRIP. EARNING THIS PEG BOARD, TEAMS HELP SERVE 62 PEOPLE.

\$10,000 41 TEAMS EARNED THIS BARBELL FROM OUR PARTNERS AT ELEIKO SPORT. \$10K RAISED HELPS US SERVE 125 PEOPLE.





Our teams and individuals gathered 23,313 donations in 50 States throughout 5 countries to raise \$1.89M globally.





"I don't believe that I would have been aware of breast cancer, had it not been for the Barbells for Boobs event in 2012. I call it my day of awakening, the day that saved my life."

- Nicole Kepler

DETECT

RIGHT TO KNOW

EVERYONE HAS A RIGHT TO KNOW IF THEY ARE LIVING WITH BREAST CANCER

ADVOCATE

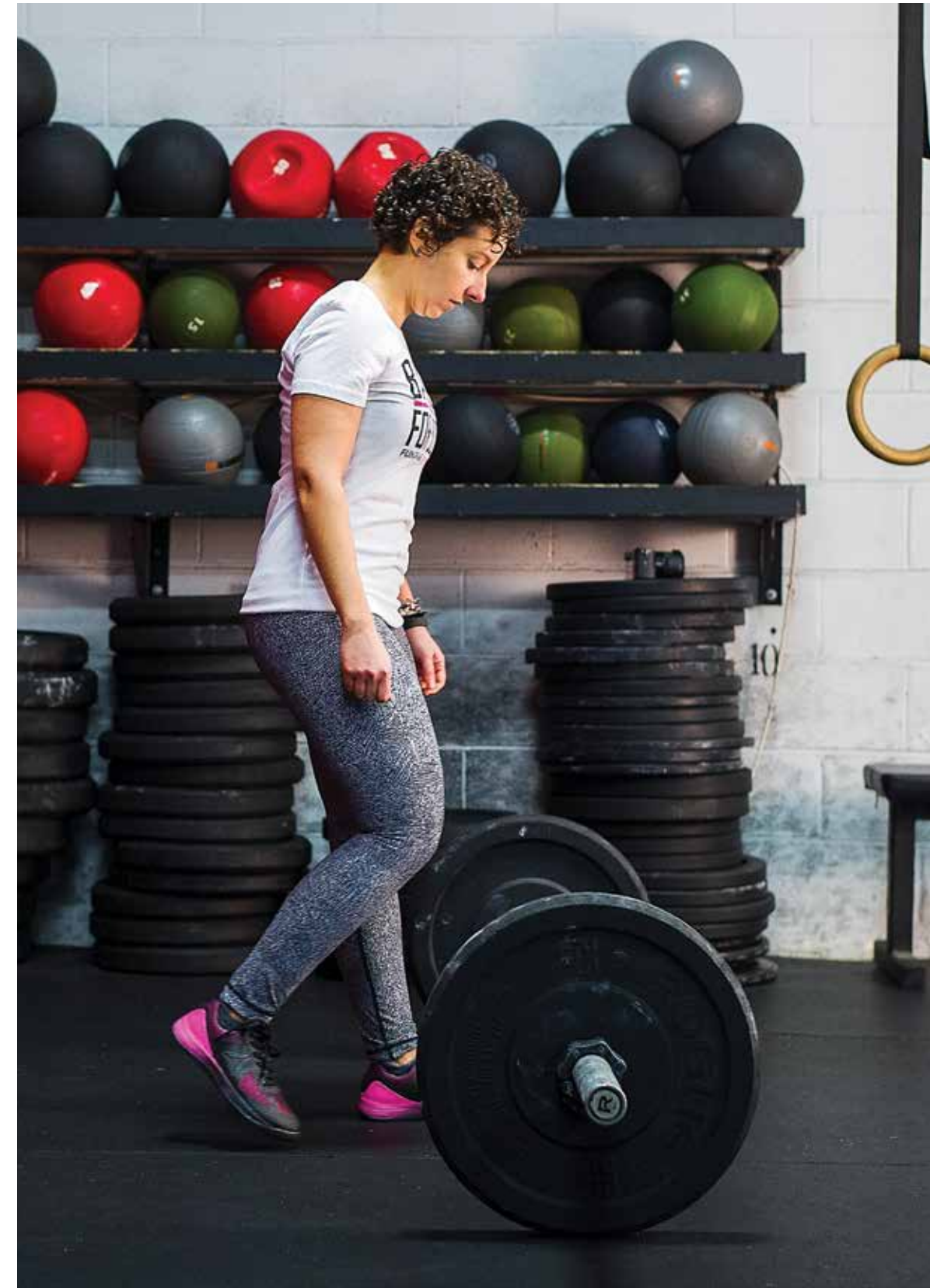
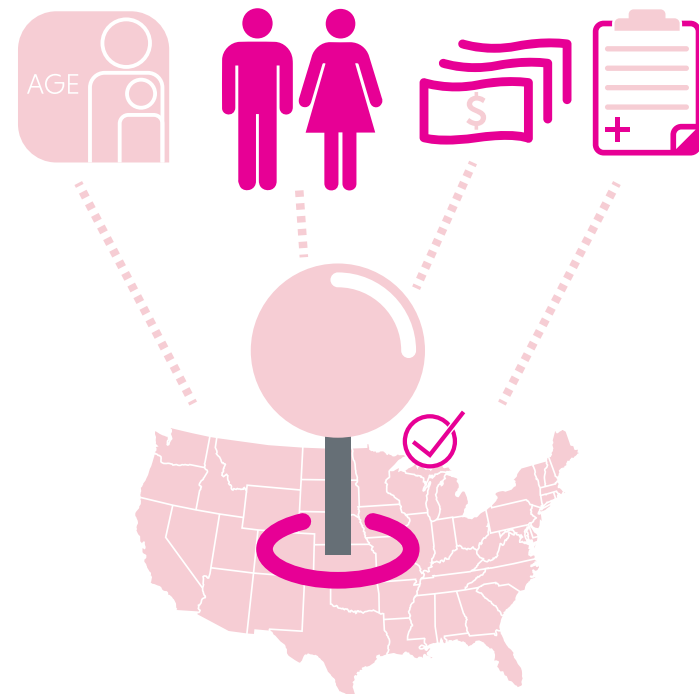
INFORM INDIVIDUALS ON BREAST HEALTHCARE RIGHTS.

NAVIGATE

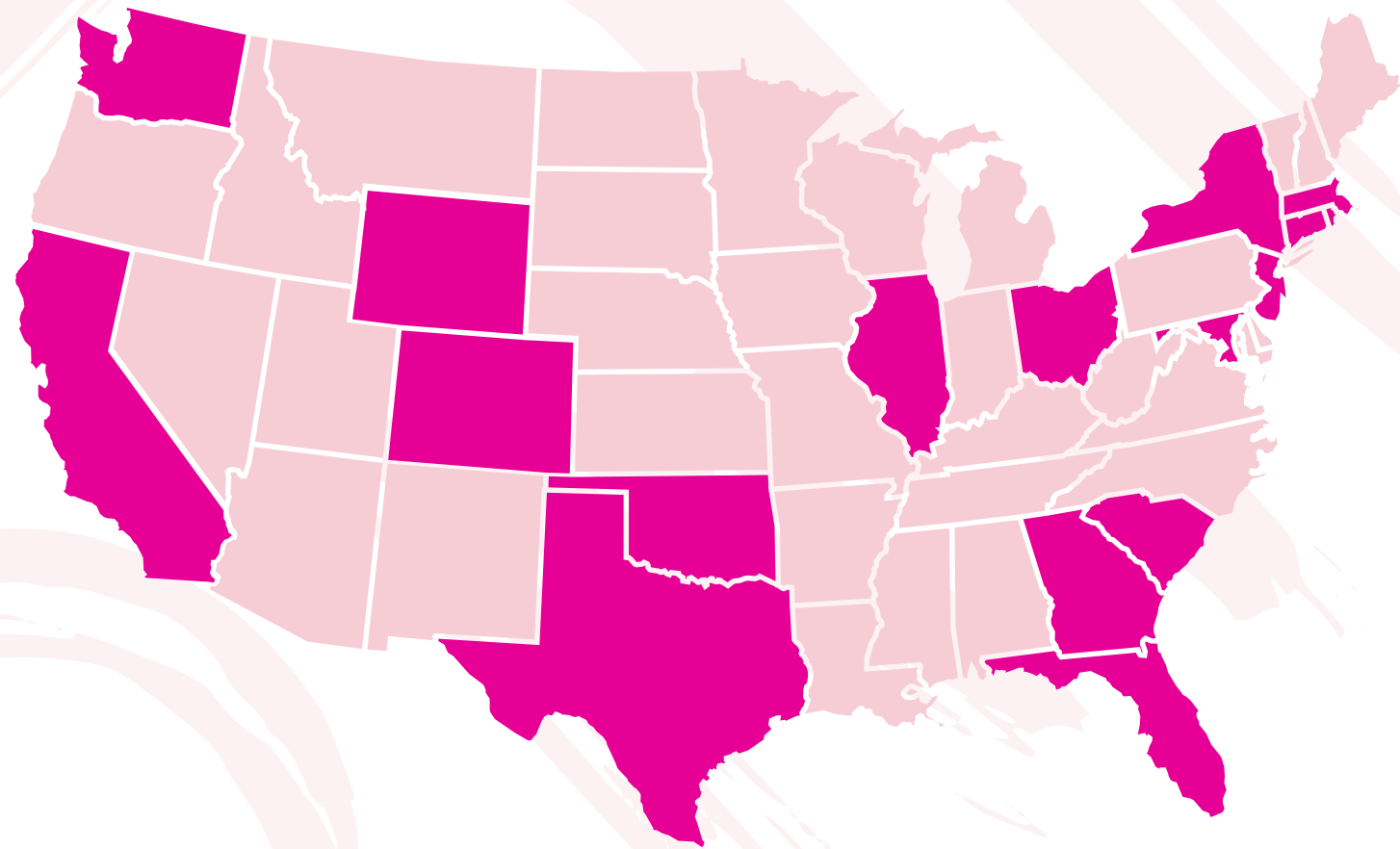
DIRECT INDIVIDUALS TO LOCAL BREAST HEALTHCARE RESOURCES
NATIONWIDE, WITH IMMEDIATE RESPONSE TIME.

FUND

SOLVE THE BREAST SCREENING PROBLEM FOR UNDERSERVED POPULATIONS
THROUGH OUR GRANT PROGRAM WITH LOCAL BREAST HEALTHCARE PARTNERS.



OUR FUNDS AT WORK



FUNDED GRANTS

WE ENSURE THAT 100% OF OUR GRANTS FUNDS GO TOWARDS DIRECT SERVICE PROCEDURES. OUR GRANT RESULTS ARE MEASURED QUANTITATIVELY BY OUR GRANTEE PARTNERS WHO REPORT USE OF FUNDS FOR THE INDIVIDUALS SERVED, PROCEDURES PROVIDED AND CASES OF BREAST CANCER DETECTED.

CALIFORNIA
SUSAN G. KOMEN OC
HEALTH QUALITY PARTNERS SAN DIEGO
SAMARITAN HOUSE - AVON

COLORADO
SUSAN G. KOMEN COLORADO

CONNECTICUT
SUSAN G. KOMEN NEW ENGLAND

FLORIDA
LIBBY'S LEGACY
H. LEE MOFFITT CANCER CENTER & RESEARCH

GEORGIA
SUSAN G. KOMEN ATLANTA GEORGIA

ILLINOIS
CHICAGO - A SILVER LINING

MASSACHUSETTS
YWCA MALDEN - AVON

NORTH CAROLINA
RURAL HEALTH CLINIC GROUP- AVON

NEW JERSEY
ST. MICHAELS - AVON

NEW YORK
CANCER SERVICES ERIE COUNTY BREAST TREATMENT TASK FORCE
PROJECT RENEWAL

OHIO
UNIVERSITY HOSPITAL OHIO

OKLAHOMA
OU BREAST INSTITUTE

SOUTH CAROLINA
MUSC HOLLINGS

TEXAS
PARKLAND HOSPITAL - NBCF
HOPE CLINIC ASIAN AMERICAN HEALTH COUNCIL - AVON

WASHINGTON
FRED HUTCHINSON CANCER RESEARCH CENTER
- NBCF

WASHINGTON DC
GEORGETOWN LOMBARDI

WYOMING
YELLOWSTONE CITY - COUNTY OF HEALTH DEPT MONTANA

Our Funded Grants At Work

18 States
160 Counties

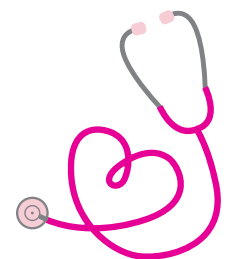
OUR IMPACT

INDIVIDUALS SERVED



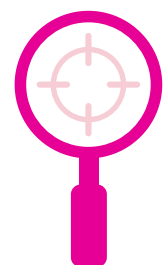
23,647

PROCEDURES PROVIDED



45,225

BREAST CANCER CASES DETECTED

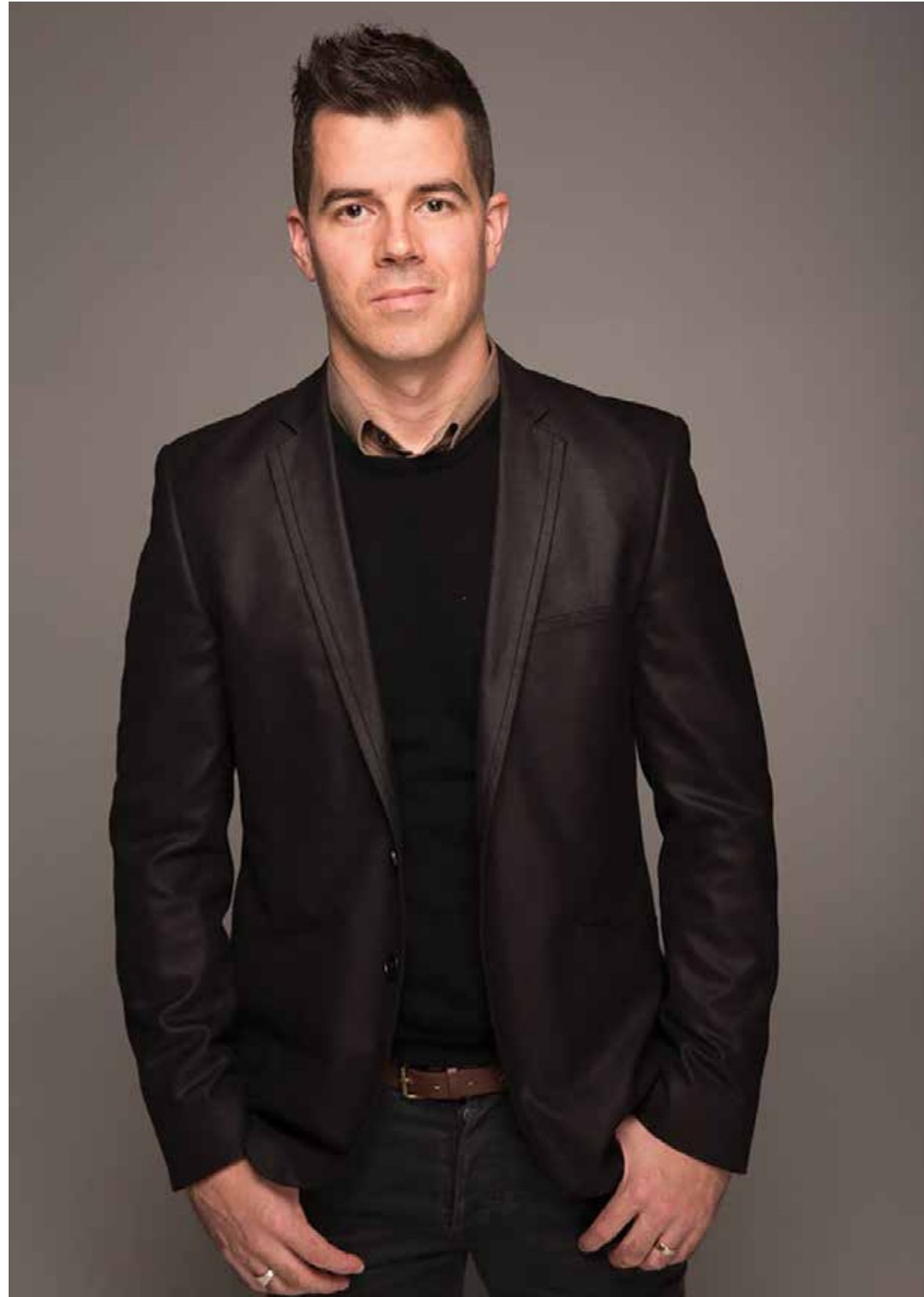


351

DIRECT SERVICE PROCEDURES INCLUDE BUT ARE NOT LIMITED TO THE FOLLOWING:
CLINICAL BREAST EXAMS, MAMMOGRAPHY, MRI, ULTRASOUND, BIOPSIES

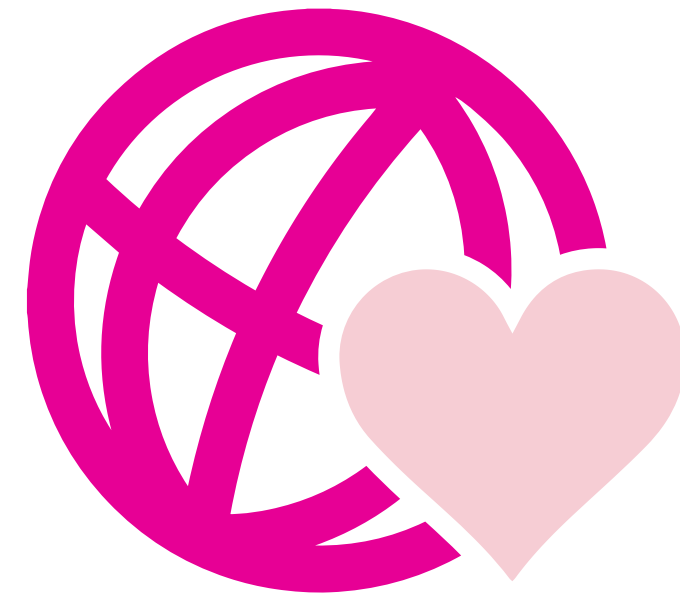


FOR CURRENT RIGHT TO KNOW PROGRAM IMPACT VISIT WWW.BARBELLSFORBOOBS.ORG



“The hallmark of a great charitable organization is the ability to identify a need and then take steps to fulfill it. Barbells for Boobs has done this with generous funding that has allowed NBCF to expand its programs to include coverage for breast biopsies. This expense can be extremely prohibitive for uninsured or underinsured women and often prevents them from receiving a timely diagnosis. We are grateful to partner with Barbells for Boobs to ensure that women everywhere have access to the healthcare they need and deserve.”

*- Douglas Feil
VP of Programs National Breast Cancer Foundation*



AUSTRALIA
RIGHT TO KNOW

IN 2016 WE EXPANDED OUR RIGHT TO KNOW REACH GLOBALLY AND PARTNERED WITH PINK HOPE IN AUSTRALIA. THE RIGHT TO KNOW PROGRAM IN AUSTRALIA PROVIDES RESOURCES AND ACCESS TO EARLY DETECTION OF BREAST CANCER BY BEING PROACTIVE IN AN INDIVIDUAL'S HEREDITARY HEALTH.

2017
INDIVIDUALS SERVED:
26
GENETIC TESTING KITS:
26
8 NEGATIVE RESULTS

*GENETIC TESTING IS A LENGTHY AND COMPLEX PROCESS RESULTS CAN TAKE UP TO 2-4 WEEKS

"I come from a family with a significant history of breast and ovarian cancer. I am pleased to say that my testing came back showing no issues in any of the 30 genes tested. It gives me, my husband and three grown children relief to know that I do not carry any of these mutations. Thank you and your organization for giving me the opportunity to access this testing at an affordable cost."

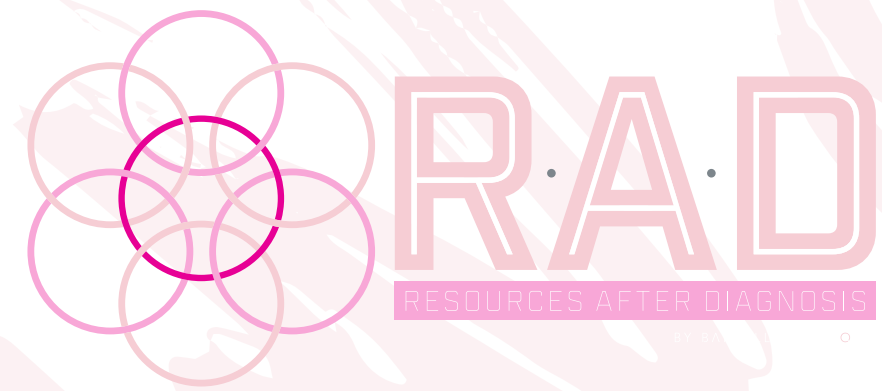
- Deborah



“Sharing information is how we have evolved as human beings. When we stop sharing our experiences we stop learning and we can’t help other people.”

-Mylee Cardenas (survivor)

SAVE



FITNESS SHOULD BE A PART OF SURVIVORSHIP.

OVER THE PAST 7 YEARS BARBELLS FOR BOOBS HAS BECOME A TRUSTED RESOURCE IN THE FITNESS AND BREAST CANCER COMMUNITIES FOR BREAST HEALTH. WITH AN INCREASE IN POST DIAGNOSIS SUPPORT REQUESTS, OUR PROGRAMS HAVE GROWN.

IN 2017 WE LAUNCHED RESOURCES AFTER DIAGNOSIS (RAD) WITH THE GOAL OF PROVIDING QUALITY FITNESS PROGRAMS FOR BREAST CANCER SURVIVORS.

OUR IMPACT: WE HAVE SERVED 91 BREAST CANCER SURVIVORS TO DATE.

RADTM COLLECTIVE

THE RAD COLLECTIVE PROVIDES A SAFE PLACE AND RESOURCES FOR THOSE LOOKING TO PURSUE FITNESS TO IMPROVE QUALITY OF LIFE AFTER DIAGNOSIS.

IN NOVEMBER 2017 WE INVITED SURVIVORS, MEDICAL PROFESSIONALS AND FITNESS EXPERTS TO BETA TEST THE FOUNDATION OF THE RAD PROGRAM THROUGH A COLLECTIVE. WE CREATED AN ENVIRONMENT FOR BREAST CANCER SURVIVORS TO LEARN, GROW AND THRIVE IN SURVIVORSHIP THROUGH FITNESS AND SUPPORT.

WE ARE COMMITTED TO BUILDING A BRIDGE BETWEEN THE MEDICAL AND FITNESS COMMUNITIES. NEED TO GET RAD? LEARN MORE AT WWW.BARBELLSFORBOOBS.ORG

THE RAD PROGRAM IS SUPPORTED BY: THE CROSSFIT FOUNDATION AND ELEIKO SPORT





SURVIVORS IN THE CrossFit OPEN



EAMON SYLVESTER:

"AS A CO-SURVIVOR, WHEN I MEET PEOPLE WHO HAVE GONE THROUGH THE SAME EXPERIENCE, THERE IS A PART OF ME THAT IS ALIVE WITH THEM. BECAUSE I KNOW WHAT IT'S LIKE TO BE A FAMILY MEMBER THAT IS AFFECTED BY BREAST CANCER."

- MOTHER WAS DIAGNOSED WITH BREAST CANCER IN HER LATE 30'S



LEORA HAFRI:

"ALL OF THE DOCTORS THAT I SAW TOLD ME IT'S PROBABLY NOTHING BECAUSE YOU ARE SO YOUNG. BUT IT TURNED OUT THAT IT WAS SOMETHING, IT WAS BREAST CANCER."

- DIAGNOSED AT THE AGE OF 30



STEVE ESMERIO:

"IT CAME DOWN TO A HARSH DECISION AS A FAMILY, TO LET HER LIVE OUT WHATEVER DAYS SHE HAD LEFT. IT WASN'T MUCH LONGER AFTER WE MADE THAT DECISION, 13 HOURS, THAT WE LOST MY SISTER."

- SISTER DIAGNOSED AT THE AGE OF 40



RONDA HENRY:

"WHEN I WAS 39, I HAD A SECOND MAMMOGRAM AND THAT'S WHEN IT WAS DISCOVERED THAT I HAD BREAST CANCER."


- DIAGNOSED AT THE AGE OF 39



MEGAN ADAMS:

"I DON'T FEEL ALONE AND I DON'T FEEL AFRAID TO SAY, 'I'VE BEEN THERE TOO.' BECAUSE HEARING STORIES FROM OTHER WOMEN HAS BROUGHT ME SO MUCH COMFORT AND VALIDATION."

- DIAGNOSED AT THE AGE OF 26



OUR VOICE



THIS IS THE GRASSROOTS APPROACH TO OUR GROWTH. THE FIRST EVENT WAS HELD IN A PARKING LOT WITH A SMALL GROUP OF PEOPLE AND SPREAD BY WORD OF MOUTH. WE NOW HAVE A VIBRANT FOLLOWING AND COMMUNITY THROUGH OUR VIRTUAL PRESENCE AND FACE-TO-FACE CONNECTIONS. IF WE ARE EVER IN YOUR AREA, WE MAY JUST PAY YOU A VISIT AND GIVE HUGS!

#BARBELLSFORBOOBS #BFB #RIGHTTOKNOW
#RESOURCESAFTERDIAGNOSIS #SUPPORTTHECIRCLE

INSTAGRAM
40K FOLLOWERS

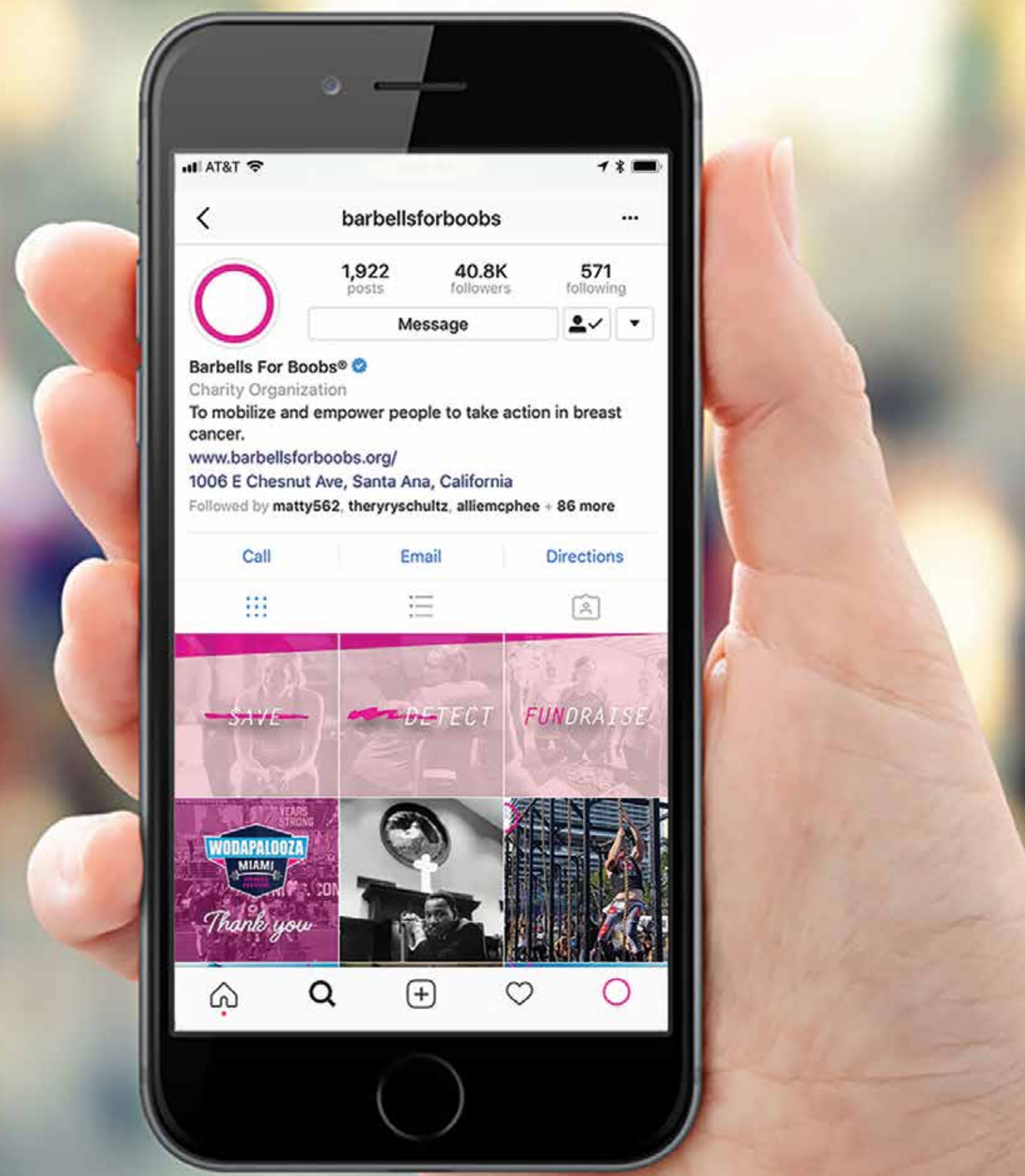
FACEBOOK
84K LIKES
82K FOLLOWERS
397 REVIEWS

EMAIL
70K DIRECT
CONNECTIONS TO
OUR SUPPORTERS

BOX DROPS
195 VISITS MADE TO
CROSSFIT AFFILIATES

ADVOCATES
16 ATHLETIC
INFLUENCERS

STREET TEAM
NATIONWIDE VOLUNTEERS
WHO MOBILIZE OUR MISSION IN
THEIR COMMUNITIES.



THE HIGHLIGHTS

A GLIMPSE OF 2017 COMMUNITY EVENTS AND PROGRAM OUTREACH.

JANUARY

IHEART RADIO

104.3MYFM VAL'S PALS CHARITY OF THE YEAR

CHARITY THINK TANK AT WODAPALOOZA MIAMI

"COLLABORATIVE THAT BRINGS LEADERS OF SOCIAL INNOVATION IN THE CROSSFIT SPACE TOGETHER IN ONE ROOM"

-ZIONNA HANSON

FEBRUARY

OPEN TOUR

THANKED THE TOP 10 FUNDRAISING TEAMS FROM 2016 WITH A VISIT DURING THE CROSSFIT GAMES OPEN.

SURVIVORS IN THE OPEN

SHARED THE STORIES OF SURVIVORS AND CO-SURVIVORS DURING THE CROSSFIT GAMES OPEN.

89TH ACADEMY AWARDS

SELECTED CHARITY FOR THE OSCAR'S PRE-PARTY.

MARCH

MY BIG FAT FABULOUS LIFE

AMERICAN TELEVISION PERSONALITY WHITNEY THORE ATTENDS HER VERY FIRST BFB FUNDRAISING EVENT IN

NORTH CAROLINA FEATURED ON TLC SHOW

APRIL

NBA PHOENIX SUNS

FEATURED CHARITY FOR HEALTH AWARENESS DAY

7% CAMPAIGN

HONORED THE STORIES OF THE 7% SURVIVORS FOR OUR 7 YEAR ANNIVERSARY.



MAY

CROSSFIT PACIFIC REGIONAL AUSTRALIA

TRAVELED TO AUSTRALIA TO INTRODUCE OUR GENETIC TESTING COLLABORATION WITH PINK HOPE.

CROSSFIT REGIONALS

ANY FUNDRAISER THAT QUALIFIED FOR CROSSFIT REGIONALS WORE OUR EXCLUSIVE SHIRT FOR COMPETITION.

JUNE

SUPPORT TEAM REWARDS PROGRAM

OUR OFFICIAL SUPPORT TEAM REWARDS LAUNCHED AND SHIPPING BEGAN.

JULY

41ST NEVADA POLICE & FIRE GAMES

SUPPORTED A NON-PROFIT ORG THAT PROMOTES POLICE AND FIRE PROFESSIONALS TO COME TOGETHER FROM AROUND THE WORLD TO COMPETE IN VARIOUS SPORTS.

AUGUST

THE CROSSFIT GAMES

ACTIVATED WITH OUR GLOBAL COMMUNITY AT THE WORLD'S LARGEST CROSSFIT COMPETITION OF THE YEAR IN MADISON, WI.

OGAR: WILL OF STEEL MOVIE

ADVOCATE, KEVIN OGAR'S DOCUMENTARY PREMIERED AT THE CROSSFIT GAMES ALONGSIDE A SPECIAL CALIFORNIA VIEWING.

SEPTEMBER

WE BUILT A NEW HOME!

RELOCATED OUR HEADQUARTERS AND OFFICIALLY LAUNCHED OUR USAW WEIGHTLIFTING TEAM.



OCTOBER

OPEN ROAD TOUR

DROVE 8,674 MILES ACROSS THE COUNTRY TO MEET FACE-TO-FACE WITH 30 CHARITABLE GYMS IN 30 DAYS.

HARRY CONNICK JR

FOUNDER & CEO, ZIONNA HANSON, WAS SELECTED TO GUEST AS A #LEADINGLADY AND HERO IN THE BREAST CANCER SPACE.

NOVEMBER

RAD COLLECTIVE

INVITED BREAST CANCER SURVIVORS, MEDICAL PROFESSIONALS AND FITNESS EXPERTS TO CREATE AN ENVIRONMENT TO LEARN, GROW AND THRIVE IN SURVIVORSHIP THROUGH FITNESS AND SUPPORT.

DECEMBER

AMERICAN OPEN FINALS

INTRODUCED OUR MISSION AND PROGRAMS IN THE WEIGHTLIFTING COMMUNITY.

NHL COLUMBUS BLUEJACKETS

BFB WAS CHOSEN AS THE FEATURED CHARITY FOR HOCKEY FIGHTS CANCER NIGHT.

FINANCIALS

TOTAL

\$1.89M

PROGRAM

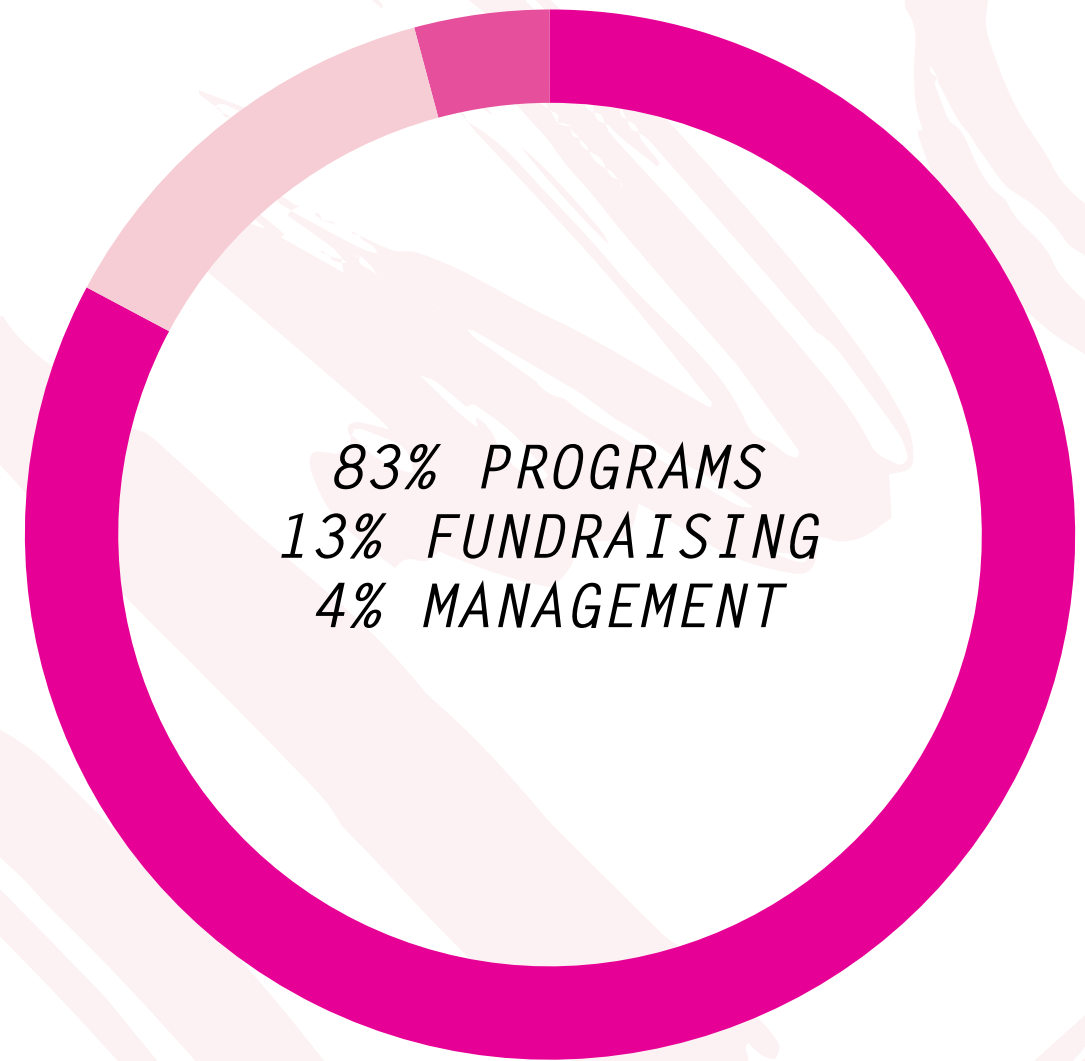
\$1.4M

FUNDRAISING

\$250,000

MANAGEMENT

\$81,000



WE ARE PROUD TO BE RATED GUIDESTAR GOLD AND ARE CURRENTLY WORKING TO BE GUIDESTAR PLATINUM.



WE HAVE RECENTLY BECOME ELIGIBLE TO BE RATED BY CHARITY NAVIGATOR. PLEASE HELP US BY CREATING AN ACCOUNT AT [CHARITYNAVIGATOR.ORG](https://charitynavigator.org) AND VOTE FOR US TO GET RATED!

* BASED ON 2017 CALENDAR YEAR ESTIMATE

BOARD OF DIRECTORS



VIC PEPE
CHAIRMAN OF THE BOARD | CO-SURVIVOR
2 YEARS



TRACY MULLER
DIRECTOR | TREASURER | CO-SURVIVOR
6 YEARS



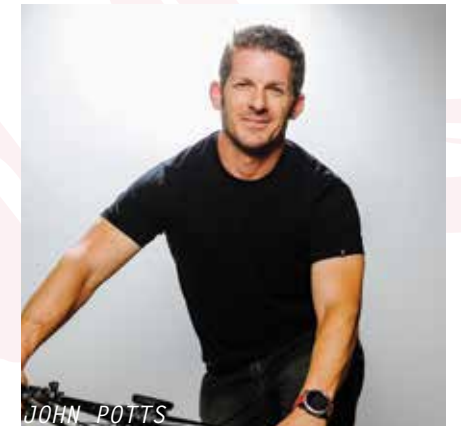
DANIEL GUTENPLAN
DIRECTOR | SECRETARY
2 YEARS



ALEC HANSON
DIRECTOR | CO-SURVIVOR
5 YEARS



ZIONNA HANSON
DIRECTOR | CO-SURVIVOR
7 YEARS



JOHN POTTS
DIRECTOR | SURVIVOR
2 YEARS



JAMIE CANSLER
DIRECTOR
2 YEARS



CHRISTINA BALLARD
DIRECTOR | SURVIVOR
1 YEAR



TRACY MULLER
CHAIRWOMAN OF THE BOARD |
AUSTRALIA

ZIONNA HANSON
DIRECTOR | AUSTRALIA

LYNNE FITZHARRIS
DIRECTOR | AUSTRALIA

TODD LIUBINSKAS
DIRECTOR | AUSTRALIA

AMANDA ALLEN
DIRECTOR | AUSTRALIA



COMPANIES WITH HEART

A BIG THANKS TO THE COMPANIES WHO HAVE HELPED MAKE OUR WORK POSSIBLE AND OUR MISSION ATTAINABLE

PARTNERS



SUPPORTERS

ADP Inc.
 AETNA FOUNDATION INC.
 ALLIANCE BERNSTEIN LP
 ALLSTATE FOUNDATION
 ALTRIA
 AMERICAN CENTURY INVESTMENTS FOUNDATION
 AMERICAN FAMILY INSURANCE
 AMERICAN VANGUARD CORP
 AMERIPRISE FINANCIAL INC.
 AMUNDI PIONEER
 AON FOUNDATION
 APPLE INC.
 APPLIED INFORMATION SCIENCES
 ARAMARK
 ARCELORMITTAL
 ARTHUR GALLAGHER FOUNDATION
 ASTRAZENeca PHARMACEUTICALS LP
 AXA FOUNDATION
 BAE SYSTEMS
 BANK OF AMERICA MATCHING GIFT PROGRAM
 BD WORLDWIDE
 BERKADIA COMMERCIAL MTG LLC
 BIG CITY COFFEE
 BOEING
 BOSTON SCIENTIFIC
 BOX BASICS
 BRISTOL-MYERS SQUIBB
 BRUNCH x BURN
 CALIFORNIA COMMUNITY FOUNDATION
 CARDINAL HEALTH FOUNDATION INC.
 CIGNA FOUNDATION
 CITRIX
 CLEVER DEVICES LTD

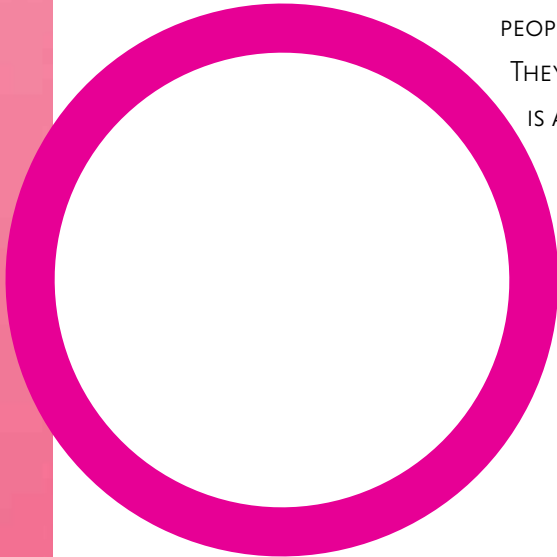
COACH INC
 COLUMBUS BLUEJACKETS
 CONSTANT CONTACT
 CORNING INC.
 CRUM & FOSTER
 DARIGOLD
 DELL INC.
 DEUTSCHE BANK
 DISCOVER FINANCIAL SERVICES
 DISNEY CITIZENSHIP
 DISNEY WORLDWIDE SERVICES INC.
 DOLBY MATCH PROGRAM
 DOMINION ENERGY
 DST SYSTEMS INC
 DUN & BRADSTREET
 DYNAMAX INC
 EXELON
 EXPERIAN INFORMATION SOLUTIONS, INC.
 FC BELTON YOUTH SOCCER
 FIDELITY CHARITABLE
 FIERROS KITCHEN
 GAP INC.
 GARTNER INC.
 GE FOUNDATION
 GENERAL REINSURANCE CORP
 GIA MIA PIZZA BAR
 GIVE WITH LIBERTY
 GOLDMAN, SACHS & Co.
 GOOGLE INC.
 GRUB BURGER
 GSK
 GUGGENHEIM
 HARRY TV
 HCA FOUNDATION

HENNESSEY'S
 HEWLETT PACKARD ENTERPRISE
 HONDA OF AMERICA
 HOSPITAL CORP OF AMERICA
 HP INC
 HSBC
 HULU, LLC
 IHEART OC
 INCYTE CORPORATION
 INTUIT
 ITOCHU INTERNATIONAL INC
 ITW FOUNDATION
 JOHN WILEY & SONS INC.
 JOHNSON & JOHNSON
 JP MORGAN CHASE
 JUNK BRANDS
 KAWASAKI MOTORS CORP
 KENT & COMPANY PRIVATE JEWELERS
 KINGDON CAPITAL MGMT
 LA PAROLACCIA
 LEXIS NEXIS
 LIBERTY MUTUAL FOUNDATION MATCH
 LIVE UNITED
 LLR INC
 LORD, ABBETT & Co. LLC
 LULULEMON
 MASSMUTUAL
 MCKESSON FOUNDATION
 MEDTRONIC
 MERCK FOUNDATION
 MICROSOFT
 MUTUAL OF AMERICA
 NEUSTAR

NEW JERSEY DEVILS
 NIKE, INC.
 NORDSTROMS
 NOVARTIS
 NUVEEN INVESTMENTS HOLDINGS
 ONEOC
 ORANGE COUNTY'S UNITED WAY
 PACIFIC LIFE FOUNDATION
 PAYPAL, INC.
 PEPSICO
 PFIZER FOUNDATION
 PG&E
 PHILLIPS 66
 PHOENIX MULTISPORT
 PISONI & LUCIA VINEYARDS
 PNC
 PRECOR INC.
 PREMIER HEALTHCARE SOLUTIONS INC.
 PROLOGIS FOUNDATION
 PRUDENTIAL FINANCIAL INC.
 PWC US AND MEXICO
 QUEST DIAGNOSTICS
 REGENERON PHARMACEUTICALS, INC.
 REHBAND
 RELX GROUP
 RICHARD GROUP
 ROCHE DIAGNOSTICS
 ROMWOD
 SALESFORCE.ORG
 SHELL OIL COMPANY

SILICON VALLEY BANK
 SIMPLIFY COMPLIANCE
 SOROS FUND CHARITABLE FOUNDATION
 STARBUCKS COFFEE COMPANY
 STATE FARM COMPANIES
 STATE STREET EMPLOYEE GIVING
 SUBARU
 SYNCHRONY FINANCE
 T-MOBILE USA INC.
 T.ROWE PRICE
 TAKEDA PHARMACEUTICALS
 TERADATA
 THE BAGEL NOOK
 THE COLUMBUS FOUNDATION
 THE COMMUNITY FOUNDATION OF WESTERN NORTH CAROLINA, INC. I.E. BARNSTOCK CHARITIES FUND
 THE HELM
 THE MOODY'S FOUNDATION
 THE PROGRESSIVE INSURANCE FOUNDATION
 THE WALT DISNEY COMPANY FOUNDATION
 THE WILLIAMS CO
 THOMSON REUTERS
 TRUIST
 UBS
 US BANK
 VERISK ANALYTICS
 VERIZON
 WELLS FARGO COMMUNITY SUPPORT
 WILSONART
 THE WINE EXCHANGE
 WODAPALOOZA
 WORKDAY, INC.
 WYNDHAM WORLDWIDE
 XL GLOBAL SERVICES INC
 YAHOO INC
 YELP INC.
 ZURICH





AS I LOOK BACK AT 2017, I AM OVERWHELMED WITH GRATITUDE. 8 YEARS AGO, I LEARNED THAT BREAST CANCER CAN OCCUR IN ANYONE, AT ANY AGE, AND AT ANYTIME. OUR WORK FILLS GAPS IN OUR HEALTHCARE SYSTEM TO PROVIDE QUALITY EARLY DETECTION SERVICES AND RESOURCES AFTER DIAGNOSIS.

IT TOOK A LOT OF HARD WORK FROM A LOT OF INDIVIDUALS TO GET WHERE WE ARE TODAY. FUNDRAISERS, DONORS, BOARD OF DIRECTORS, PARTNERS, VOLUNTEERS, STAFF - EACH OF YOU HAVE PLAYED A SIGNIFICANT ROLE IN OUR SUCCESS.

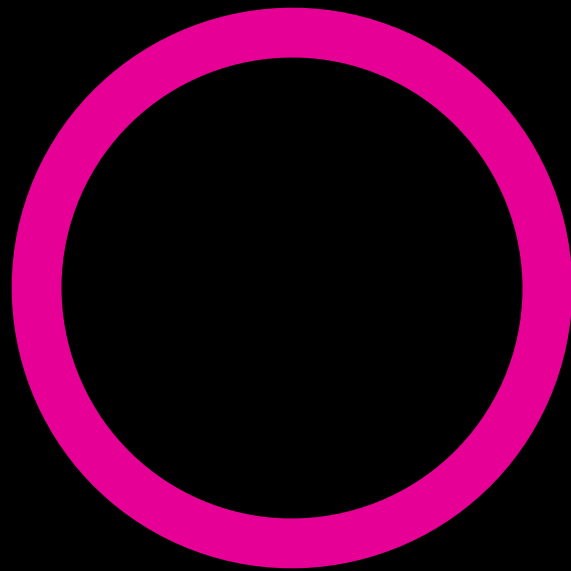
BARBELLS FOR BOOBS HAS CHANGED MY LIFE FOREVER. EACH YEAR BRINGS NEW RELATIONSHIPS WITH REAL PEOPLE WITH REAL STRUGGLES AND INSPIRING TRIUMPHS. I'VE CONSIDERED THESE RELATIONSHIPS BLESSINGS. THEY'VE TAUGHT ME SO MUCH ABOUT LIFE AND THE IMPACT WE CAN HAVE ON ONE ANOTHER. EVERY YEAR IS A GIFT, BRINGING MORE OPPORTUNITIES FOR US TO MOBILIZE AND EMPOWER PEOPLE TO TAKE ACTION IN BREAST CANCER.

TOGETHER, WE HAVE IMPACTED OVER 1,000,000 LIVES, AND I KNOW WE ARE JUST GETTING STARTED. THANK YOU FOR YOUR SUPPORT AND LOVE IN BUILDING THE MOVEMENT OF BARBELLS FOR BOOBS.

MUCH LOVE AND RESPECT,

ZIONNA HANSON
CEO & FOUNDER





BARBELLS FOR BOOBS[®]

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