



**ANNUAL ACTIVITY AND FINANCIAL REPORT  
2019**

The Keep A Breast Foundation™ is a 501 (c)(3) nonprofit organization. Our mission is to empower young people around the world with breast health education and support.

**ART. EDUCATION. AWARENESS. ACTION.**

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# OUR FOUNDER



*Shaney Jo Darden*

Dear Shareholders:

The Keep A Breast Foundation (KAB) fosters a global movement of young people who recognize the importance of prevention, early detection, and the need for education on cancer-causing toxins in our everyday environments. Inspired to eradicate breast cancer for future generations, Keep A Breast works to improve the health of younger generations through art, support, education, prevention and awareness.

I would like to thank our global community for their continued support.

The Keep A Breast App has now spread globally.

I am grateful for the support of all our global affiliates and supporters. Breast Cancer does not care where you live or what color you are, It affects us all.

In 2020 we will continue to devote time, energy and resources into developing our App. I love this app so much because it's so simple and gives access to information on breast health and early detection to communities that may have no other means to access this type of preventative self care.

Thank you to our Board of Directors for guiding us and to my staff for putting your heart and soul into everything we do.

Love,

Shaney jo

A handwritten signature in black ink that reads "Shaney Jo Darden". The signature is written in a cursive, flowing style with a long horizontal line extending to the right.

# A GLANCE AT KAB



## ACTIVITY

The Keep A Breast Foundation (KAB) fosters a global movement of young people who recognize the importance of prevention, early detection, and the need for education on cancer-causing toxins in our everyday environments. Inspired to eradicate breast cancer for future generations, Keep A Breast works to improve the health of younger generations through art, support, education, prevention and awareness.

«Through the use of innovative programs, campaigns, inspirational art and new media technologies, Keep A Breast situates itself as the most unique youth-focused global non-profit breast cancer organizations. KAB's uniqueness is not only rooted in its ability to engage young people with an accessible and relevant "voice," but it also leverages its support through relevant entities and role models.»

Through the different scenes of surf, skate, music, and art, Keep A Breast has mastered the ability to reach out and collectively unite a large and diverse audience to empower them with information they need in order to make informed decisions about their health and lifestyle.

The Traveling Education Booth (TEB) is KAB's touring, interactive education platform. It is a grassroots-teaching tool that brings breast cancer education directly to the events that young people attend. The TEB is constantly on the road. It is an influential presence at action sports events, and at musical festivals worldwide.

Treasured Chest, a non-invasive breast casting program, is designed to celebrate and support women who have been recently diagnosed with Breast Cancer. Treasured Chest program strives to give Newly Diagnosed Women a way to document their body and their feelings at a specific time in their life.

Check Yourself! app helps to establish our own routine and approach to the breast self-check. It teaches the best ways to check boobies and schedules an automatic monthly reminder at the same time. 40% of diagnosed breast cancers being self-detected (according to the John Hopkins Medical Center), establishing what is "normal" is an important step to knowing your body.

Non Toxic Revolution's mission is to inform, educate and inspire young people to revolt against the dangers of toxic chemicals in their environment and food supply, especially those linked to the development of breast cancer. Its aim is to focus on prevention as a means to maintain long-term health and well-being. NTR also provides alternative choices so that young people everywhere can make smart changes.

# US

## VISION

Keep A Breast's vision is to "eradicate breast cancer for future generations."

## MISSION

**Our mission is to empower young people around the world with breast health education and support.**

## CORE VALUES

We believe that we can help young people prevent breast cancer by providing them with accessible, culturally relevant prevention messages.

Inspired by the voices of younger generations, we strive to empower youth to become global health advocates.

We believe that art and artist expression are powerful healing tools.

We strive to live a non-toxic lifestyle.

We believe love is more powerful than fear.

We believe in a teaching and learning culture.

We care about health, each other, and the planet.

Through creativity and collaboration, we strive to be authentic and unique in achieving our mission.

We believe that with education, we can empower young people to make choices that will improve their lives and lessen their risks for breast cancer.

We speak to youth in their terms and where they live.

We believe that knowledge is powerful when coupled with focus and passionate purpose.



# TEAM

## Founders, Board of Directors and Staff.



**Shaney jo Darden -**  
Co-Founder, Global CCO, Board Member



**Mona Mukherjea-Gehrig**  
Co-Founder & Board Secretary



**Pierre Camoin**  
Board President



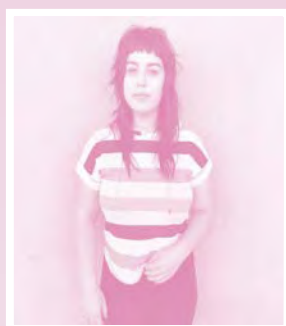
**Celsie Solon**  
Board Treasurer



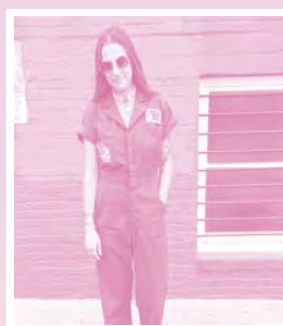
**Lorene Carpentier**  
Global CEO, Board Member



**Fred van Schie**  
Board of Directors Member



**Bree Flory**  
Check Yourself Program Manage

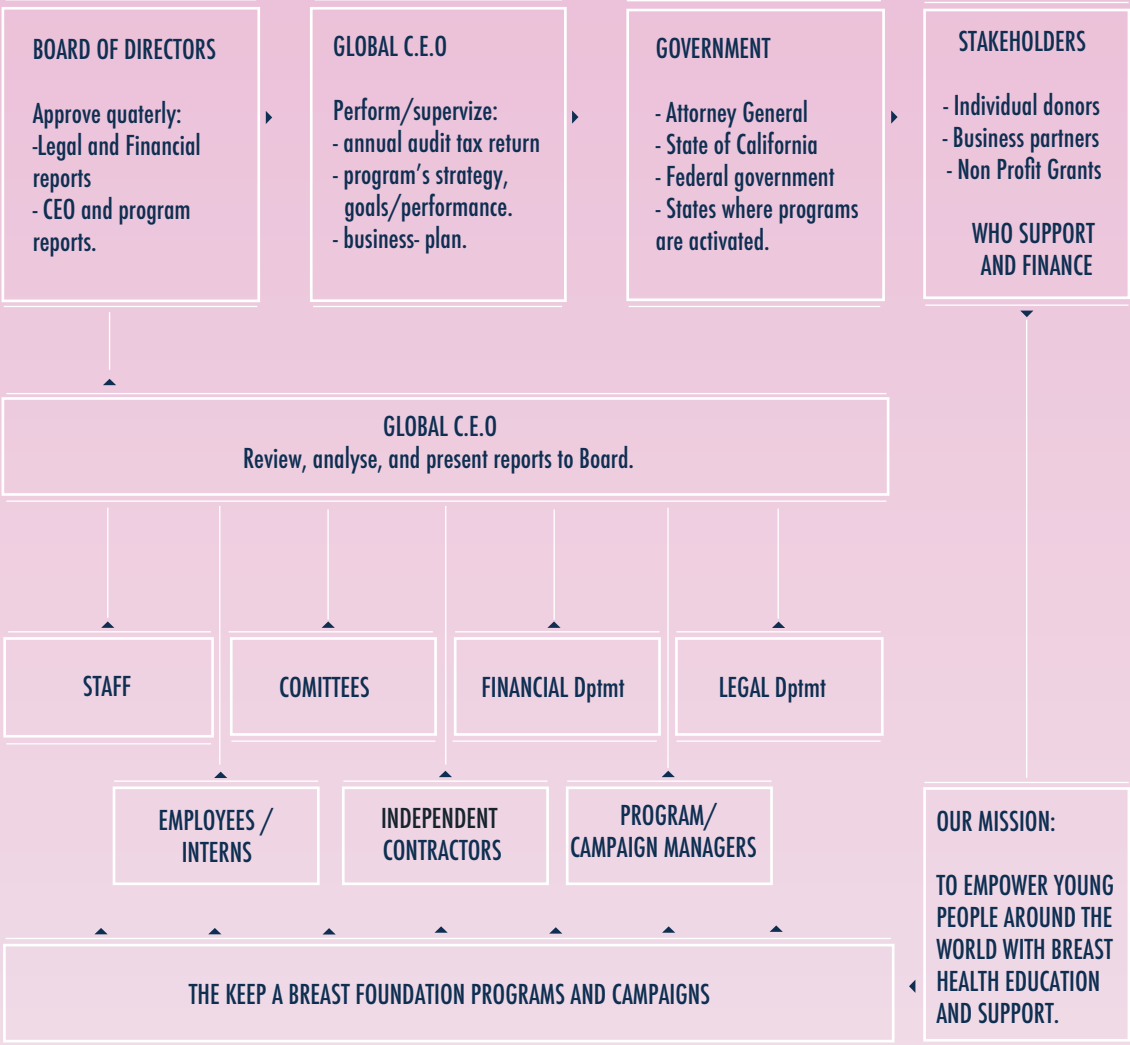


**Kelly Walsh**  
Strategic Partnerships Manage



**Natasha Carlos**  
Office Manager

# THE ORGANIZATION



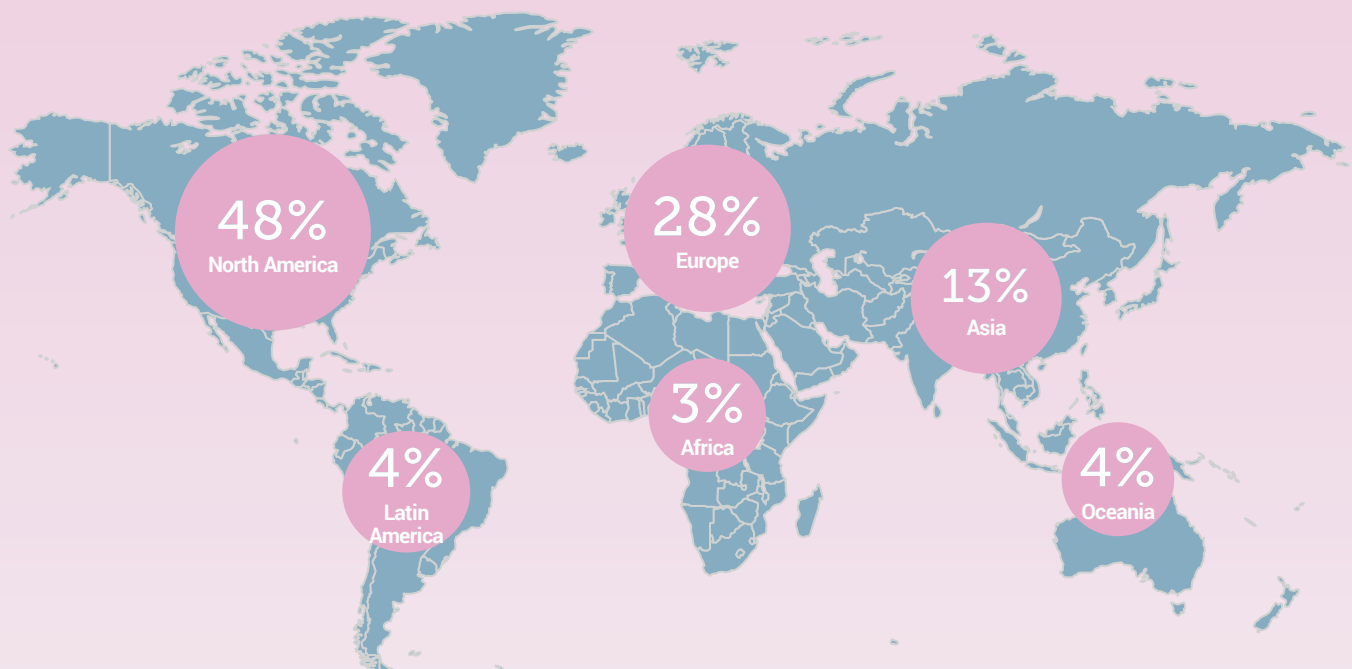
# HISTORY

While our world was facing major changes these past 20 years, we extended our awareness campaigns to education and support programs.

Bringing to life the first "Breast cast" exhibition	<	1999	
		2000	> Educating with self-exam "Check Yourself!" cards
Supporting survivors with "Treasured Chest" program	<	2005	
		2008	> Becoming global operating in Europe and Japan
Expanding our reach with "Check Yourself! App"	<	2010	
		2011	> Preventing with "Non Toxic Revolution"

## SINCE 2013: CHECK YOURSELF!

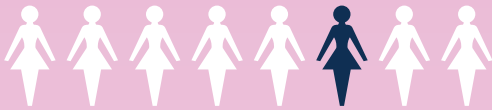
Over 92K users around the world .





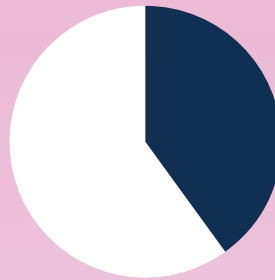
# BREAST CANCER FACTS

**1 IN 8 WOMEN**



will be diagnosed with breast cancer in her lifetime.

(AMERICAN CANCER SOCIETY)



**40%**

of diagnosed breast cancers are detected by women who feel a lump.

(JOHN HOPKINS MEDICAL CENTER)

## YOU ARE NEVER TOO YOUNG FOR CANCER

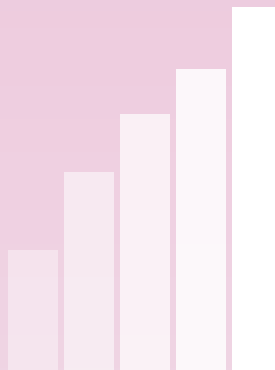
Approximately 12,000 women age 40 or younger are diagnosed with breast cancer every year.

(NATIONAL CANCER INSTITUTE)



Young women usually experience more aggressive breast cancer and lower survival rates.

(AMERICAN CANCER SOCIETY)



When breast cancer is detected early, in the localized stage, the 5-year survival rate is

**99%**

(AMERICAN CANCER SOCIETY)

THE AMERICAN CANCER SOCIETY ESTIMATES ABOUT

**2,670 NEW CANCER**

OF INVASIVE BREAST CANCER WILL BE DIAGNOSED IN MEN IN 2019.

A MAN HAS A

**1 IN 1000**

CHANCE OF BEING DIAGNOSED WITH BREAST CANCER IN HIS LIFETIME.

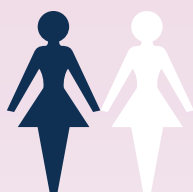
(AMERICAN CANCER SOCIETY)

BREAST CANCER DEATH RATES ARE

**40% HIGHER**

AMONG BLACK WOMEN THAN WHITE WOMEN.

(CENTER FOR DISEASE CONTROL & PREVENTION)



Breast cancer incidence rates are higher among black women than white women for women under age 45.

(AMERICAN CANCER SOCIETY)

**LGBTQIA+ WOMXN** are more likely to face a "cluster of risk factors" which could more than double their chances of developing breast cancer.

(NATIONAL LGBT CANCER NETWORK)

# PROGRAMS

Keep A Breast has four core programs: **Check Yourself, Non Toxic Revolution, Treasured Chest, and The KAB Valley**, which all have unique ways of promoting breast health and wellness.



**CHECK YOURSELF**



**NON TOXIC REVOLUTION**



**TREASURED CHEST**

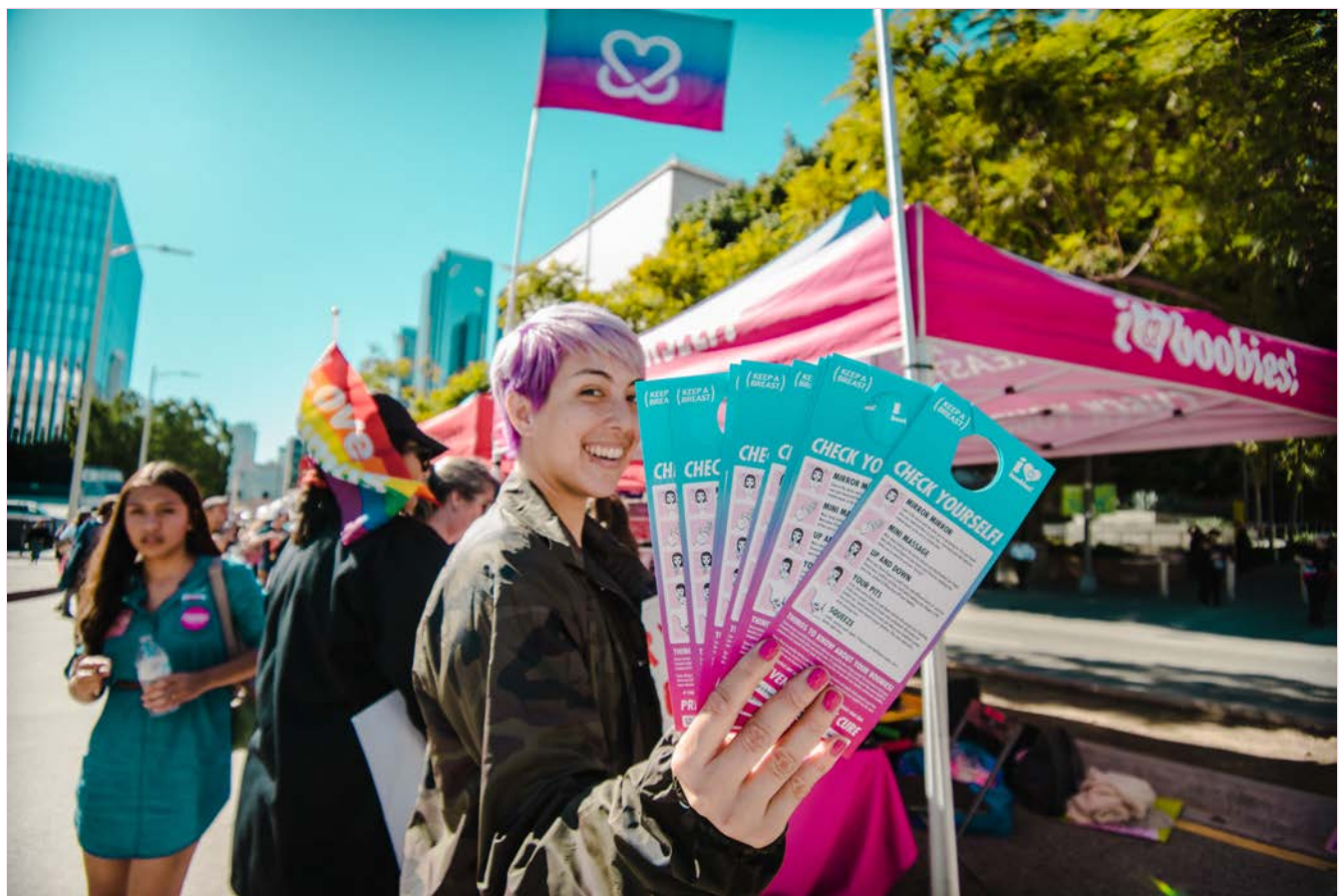


**KAB VALLEY**

# CHECK YOURSELF!

Check Yourself (CYS) raises awareness on the importance of doing a monthly breast self-check. We advocate the self-check as we so commonly come in contact with young women who have found their own lumps (both benign and malignant). Our goal is to help you establish what is “normal” for your body and inspire you to be your own health advocate.

We deliver this program in three ways, through the Check Yourself! App, Check Yourself Card, and the Traveling Education Booth.



# CHECK YOURSELF! APP

The Check Yourself! app provides a visual step-by-step overview of the breast self-check and allows you to schedule an automatic monthly reminder. It is available as a free download on iOS, Android mobile, and tablet devices through the Apple App Store and Google Play. Since 2010, the Check Yourself! app has been downloaded over 73,000 times in over 170 countries.

**MORE TO COME!** While we love the Check Yourself! app... keep your eyes peeled for some big changes in 2020!



# CHECK YOURSELF! CARD



Check Yourself offers printed education materials that help young people learn the routine of performing a self-check. The CYS card provides a self-check overview, as well as facts and tips. These cards are distributed every year through our Traveling Education Booth and directly through our partners. We distributed 217,239 CYS cards globally in 2019.

# CHECK YOURSELF! TRAVELING EDUCATION BOOTH

The Traveling Education Booth (TEB) is an interactive education platform and grassroots teaching tool that brings KAB's message of breast cancer awareness and prevention directly to young people at the events they attend. We attended 11 events in 2019.



# KEEP A BREAST WEB STATS & DEMOGRAPHICS

The Keep A Breast supporter is a young trendsetter, active in their scene and eager to be engaged, aware, informed, and entertained. The KAB supporter is part of an increasingly diverse group that is aware of their community and their surroundings. They are eager to be involved and love to share anything 'i love boobies!'

## KEEP-A-BREAST.ORG

AVERAGE MONTHLY VISITORS:

**6K+**

2019 YEARLY PAGE VIEWS:

**156K+**

YOUTUBE SUBSCRIBERS:

**2.8K**

VIDEO VIEWS:

**1.5M**



EMAIL SUBSCRIBERS:

**21K**



INSTAGRAM:

**47.3K**



TWITTER

**34K**



FACEBOOK LIKES

**330K+**

**OUR SOCIAL MEDIA FOLLOWING IS MADE UP OF 69% FEMALE AND 31% MALE FOLLOWERS, WITH THE LARGEST AGE RANGE BEING 25-34.**



# NON TOXIC REVOLUTION (NTR)

Non Toxic Revolution (NTR) informs, educates, and inspires young people about the dangers of toxic chemicals in their environment and food supply—especially those linked to the initiation of breast cancer. The NTR program is both an informational resource and a call to action, backed by its own website, [nontoxicrevolution.org](http://nontoxicrevolution.org).

Advised by a group of prominent chemists, activists, artists, and musicians, NTR conducts campaigns to encourage young people to use less plastic (Plastics Sucks! Campaign), learn more about the chemicals in personal care products (Open This Pit Up Deodorant Challenge), and encourage young people to share their knowledge with their peers. NTR also has a marketplace, the NTR Give Shop, of non-toxic, vegan, and cruelty-free products giving people direct access to healthier products.



# NON TOXIC REVOLUTION WEB STATS & DEMOGRAPHICS

The NTR supporter is an eco-activist who is smart, outspoken, and ready to be engaged. These individuals are aware of their environment and ready to share information that can help others. They are attracted to bite-size information that can help them make better decisions when it comes to their health.

Features on non-toxic, vegan and cruelty-free products and brands continue to be some of our most liked and shared content, and non-toxic living blogs are the most viewed content on the NTR website.

## NONTOXICREVOLUTION.ORG

AVERAGE MONTHLY VISITORS:

**27K+**

2019 YEARLY PAGE VIEWS:

**377K+**



EMAIL SUBSCRIBERS:

**5K**



INSTAGRAM:

**11.4K**



TWITTER

**3.3K**



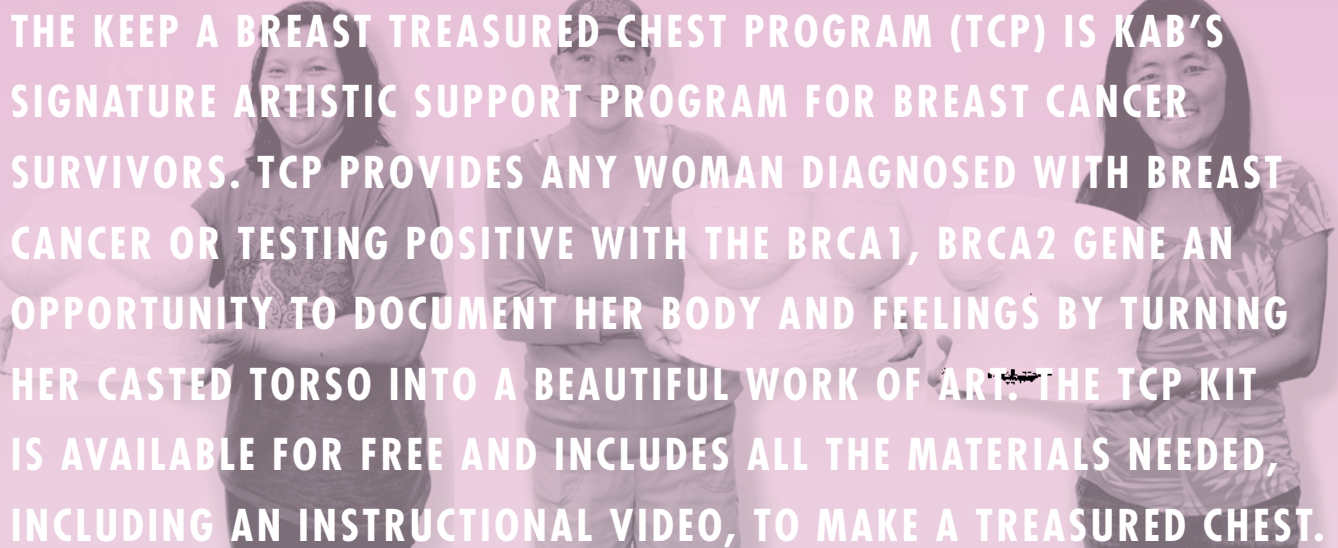
FACEBOOK LIKES

**11K**

**OUR SOCIAL MEDIA FOLLOWING IS MADE UP OF 69% FEMALE AND 31% MALE FOLLOWERS, WITH THE LARGEST AGE RANGE BEING 25-34.**



# TREASURED CHEST PROGRAM (TCP)



THE KEEP A BREAST TREASURED CHEST PROGRAM (TCP) IS KAB'S SIGNATURE ARTISTIC SUPPORT PROGRAM FOR BREAST CANCER SURVIVORS. TCP PROVIDES ANY WOMAN DIAGNOSED WITH BREAST CANCER OR TESTING POSITIVE WITH THE BRCA1, BRCA2 GENE AN OPPORTUNITY TO DOCUMENT HER BODY AND FEELINGS BY TURNING HER CASTED TORSO INTO A BEAUTIFUL WORK OF ART. THE TCP KIT IS AVAILABLE FOR FREE AND INCLUDES ALL THE MATERIALS NEEDED, INCLUDING AN INSTRUCTIONAL VIDEO, TO MAKE A TREASURED CHEST.



SINCE 2013, WE HAVE SENT OUT A TOTAL OF 723 KITS, DIRECTLY SERVING WOMEN ALL OVER THE U.S.





# KEEP A BREAST 2019 GLOBAL IMPACT

CHECK YOURSELF!  
APP DOWNLOADS

73K

CHECK YOURSELF! CARDS  
DISTRIBUTED

220K

BREAST CASTING KITS  
SENT TO SURVIVORS

41

DIY ACTION  
EVENTS

99



FIT 4 PREVENTION  
STUDIOS

577

CHECK YOURSELF!  
APP AVAILABLE IN  
6 LANGUAGES:

ENGLISH, SPANISH,  
FRENCH, GERMAN,  
DUTCH, JAPANESE

COUNTRIES USING  
CHECK YOURSELF! APP

170+

#CHECKYOURSELFIE'S  
POSTED

85

FACE-TO-FACE  
EDUCATION HOURS

325

VOLUNTEERS

44

ONLINE  
EDUCATION HOURS

25K

TRAVELING  
EDUCATION BOOTHS

49

BREAST  
CASTS  
MADE

80

GIPHY VIEWS:

5M

FIT 4 PREVENTION  
PARTICIPANTS

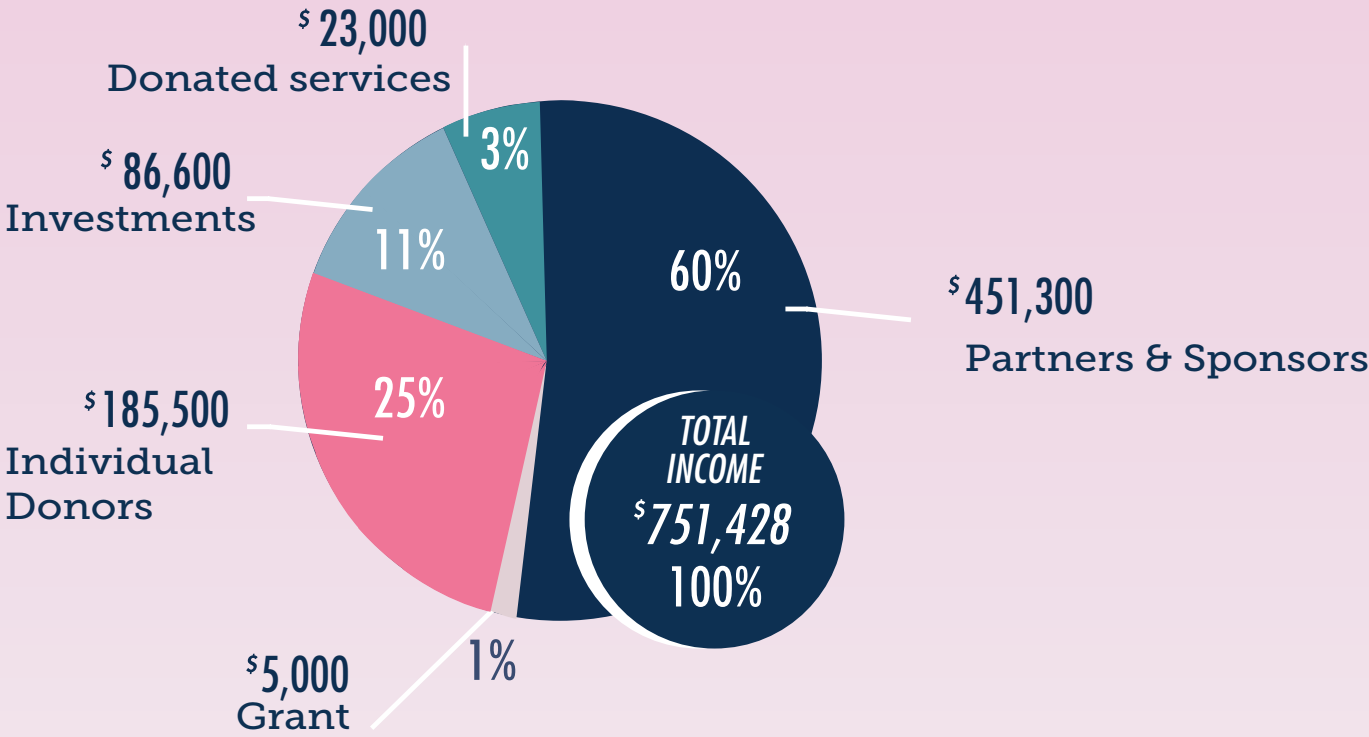
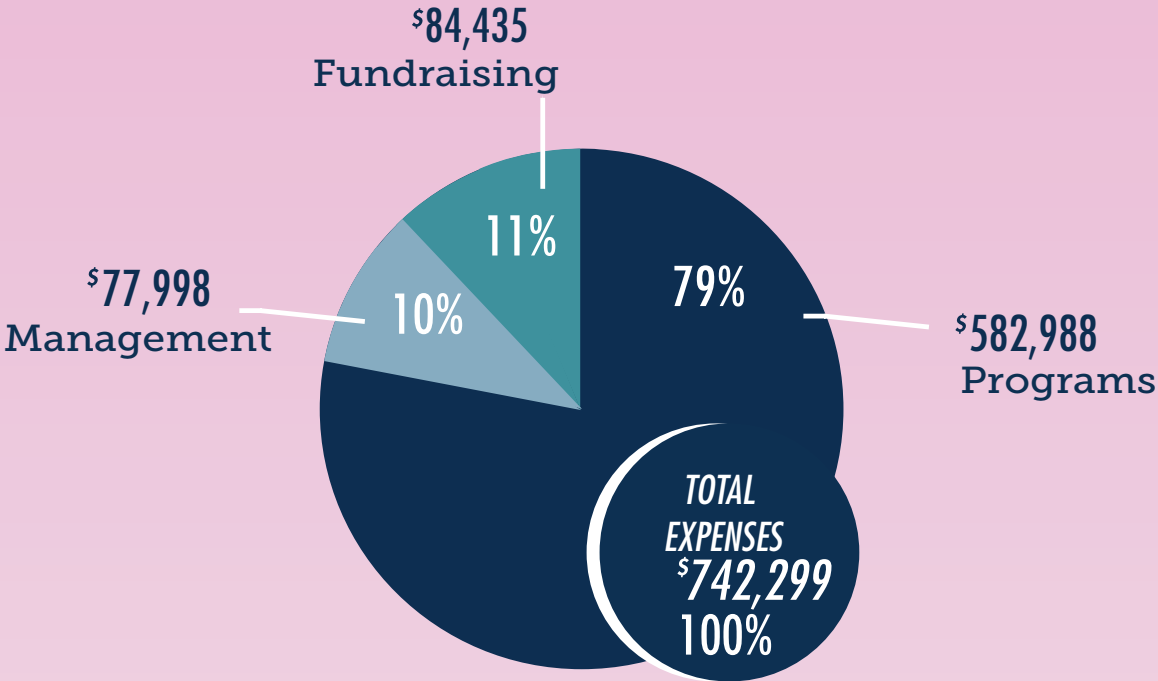
1010

GOMACRO  
BARS EATEN

10K



# FINANCIALS



# 2020 MAJOR DONORS

We are deeply grateful for all contributions and pledges of all sizes. The continued financial support that we receive from them is fundamental for our ability to pursue our mission.

«I would like to acknowledge with special appreciation **Thrive Causemetics** who funded operational costs of our new Keep a breast App, wich will be available for free download to the public globally in october. I also want to express my gratitude, on behalf of Keep A breast to the many studios who donated during our **#Fit4Prevention** campaign.»

Lorène Carpentier-Alins, Global C.E.O

## BUSINESS



## INDIVIDUAL DONORS

Lee Hutchinson  
Manny kohli  
Amanda & NathanTierlueblood  
Joanne Vitale  
Taylor Brown  
Amber Essman  
Amanda Sukkert  
Elho° er Design  
Evan Aparicio  
Steve Luke

## FIT 4 PREVENTION

Anytime Fitness  
Samantha Friedman  
Laura Kerwin  
Susan Marshall  
Melissa Gottlieb  
Jamie Dowd  
Her 365 Fitness  
Ratona Harr  
Kam Zardouzian  
Charese Horn

**THANK YOU FOR  
YOUR SUPPORT!**

## **CONTACT**

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FOUNDER, GLOBAL CCO  
THE KEEP A BREAST FOUNDATION**

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