



**2010
INCOME**

**2010
EXPENSES**

The most significant financial achievement of 2010 was the continued explosion of the i♥boobies! merchandise campaign. Thanks largely to our ongoing partnerships with Zumiez and Tilly's, This eclipses even last year's success, and we feel so lucky to have the unwavering support of the many individuals (and their wrists) who help us spread the Keep A Breast message of prevention and awareness.

The KAB programs are not traditionally designed to raise funds. They are education and awareness based programs. So our funding comes from fundraising events, donations we receive on tour as well as the I Love Boobies! Campaign.

We organized several fundraising events throughout 2010, continuing our tradition of strategic partnerships with vibrant organizations and individuals. Our friends at Pizza Port in Carlsbad, CA hosted the first annual Brewbies Festival. The Pizza Port crew raised \$13k for Keep a Breast in a single afternoon at this super fun event.

Early in the year, the energetic staff at Brookdale Senior Living continued their sequence of Keep A Breast fundraisers in Colorado and Kansas. The Brookdale team raised \$24k by the end of February.

We also participated in a Paddle with Purpose fundraiser. Paddle with Purpose is a philanthropic and awareness organization started by professional surfer Jodie Nelson. In the event we funded with the help of a grant from Emergen-C, Jodie took an incredible stand-up paddle journey from Catalina Island to Dana Point to increase breast cancer awareness. The event raised over \$100k, and Jodie split the donations between Keep A Breast and Boarding for Breast Cancer.

We developed the Save Our Sisters (SOS) event with another grant from Emergen-C and the sponsorship support of Glue Network and Flexfit. SOS was an international exhibition of breast casts of professional surfers, painted exclusively by leading surf industry artists and shapers. SOS culminated in a successful breast cast auction held in September. The event raised \$31K.

The KAB traveling education crew was on the road nearly all of 2010, raising funds and spreading our messages of awareness and support all over the world. We raised \$11k at the Bamboozle festival in New Jersey. We attended the Musink Tattoo Convention and Music Festival for the 2nd year in a row. We travelled across Australia on the Be Love Bus Tour and attended the City Beach Event. We joined several major music tours as well, raising \$15k with Angels and Airwaves, \$28K with Country Throwdown, and \$103K during our tenth year with the Warped Tour!! Finally, the KAB crew took center stage on our own Macbeth-partnered roadtrip and spent the summer touring the US as part of the Zumiez Couch Tour.

Another major milestone of 2010 was the kickoff of the official KAB Grant program, in partnership with Emergen-C Pink®. We awarded the following grants as part of this \$100K program:

- **\$10K to the Department of Biology, California State University Fresno**
- **\$10K to the University of California San Diego Moores Cancer Center**
 - **\$10K to Essentially Pink**
 - **\$10K to The Rack Pack**
 - **\$10K to Bloom Natural Health**
 - **\$10K to Keep a Breast Canada**
 - **\$10K to Keep a Breast Europe**
- **\$10K to Environmental Working Group**
- **\$20K to Teens Turning Green**

We expanded the Treasured Chest Program and started a new exciting program in 2010 – The Non-Toxic Revolution:

The Treasured Chest Program is a breast casting support campaign developed to give women newly diagnosed with breast cancer an opportunity to capture their physical and emotional states at a specific stage of treatment. Participation in the program has been steadily increasing, and the response has been intense and incredibly positive.

The Non-Toxic Revolution is our newest program. Its 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 toxins linked to breast cancer.

Last but not least, we were able to hire the following three new staff members in 2010:

- **Director of Finance and Operations**
- **Non-Toxic Revolution Campaign Manager**
 - **Program Coordinator**

We were also able to pay our wonderful and hard working CEO, Shaney Jo Darden deferred salary for 2007-2009. She has worked tirelessly and at times without pay to launch our organization.

Her pay breakdown is as follows:

2010 Salary \$91,000 and \$50,881 in amounts that Shaney graciously deferred until the company was able to pay the salary as agreed to by the board of directors.

Finally, we are working diligently to plan programs that will be funded by revenues from the surprise success of the I Boobies! campaign in the latter half of 2010. Not only will we expand existing programs, but we are also developing a series of new and exciting ones. Most notably, we have initiated development of the Keep A Breast Outreach Center program. The first of these permanent KAB Outreach Centers will launch in Los Angeles in mid 2012. In addition, we made a significant change to our organizational structure in 2011, by partnering with a 3rd party production company. We license our trademarks to this company, which in turn produces and distributes KAB cause merchandise and returns a royalty, based on wholesale proceeds, back to the Foundation. We are excited about this opportunity, not only because we can continue to use the merchandise as a method to raise awareness and educate, but also because it allows Foundation staff to focus on the existing and upcoming KAB programs.