



2009 Annual Report

December 31, 2009

Thank you for your interest in the United Breast Cancer Foundation. Below you will find pertinent information about UBCF, our previous year's goals and what UBCF's goals are for the future. If you have any questions, please Ms. Beth Reichart Heim, Director of Operations at Beth@ubcf.info.

About UBCF

The United Breast Cancer Foundation (UBCF) was founded in October, 2000. UBCF is a registered 501 (c)(3) not-for-profit organization and is headquartered at 223 Wall Street, Suite 368, Huntington, NY. At the heart of UBCF resides our main priority; to make a positive difference in the lives of those affected by breast cancer. UBCF offers direct assistance to individuals and families who are managing breast cancer through our seven unique and special patient and family programs including the Free Breast Screening Program, Individual Grant Program, Holistic Care, Domestic Services, Child Sponsorship, Breast Reconstruction and the Audrey B. Mastroianni College Scholarship. UBCF is a "hands-on" organization, providing each client with personal, one-on-one attention. While UBCF operates nationally, we serve each client and family with consideration, an open heart and attentive ear. Our goal is to ease the stress and strain that breast cancer causes, and we aspire to navigate our clients along their journey, providing opportunities for each individual to cultivate a more peaceful and enriching experience. UBCF provides grants to hospitals and community health centers nationwide, as well to individuals and families. Grant funding to hospitals and community health centers often supports preventative and diagnostic services such as breast screenings and breast biopsies, education and nutritional support as well as breast cancer treatment options, both traditional and alternative. Grants also support reconstructive surgery, prosthetic devices and wellness retreats. UBCF's seven patient and family programs provides the community with education, access to preventative and diagnostic services as well as a variety of treatment options, financial assistance with medical expenses, living and transportation expenses, holistic and wellness retreats and college scholarships

What Makes UBCF Special

UBCF is unlike any other national breast cancer organization. We approach our client's requests on an individual basis, tailoring support according to their unique and personal needs whether they need a breast screening to keep up with preventative care, are managing the diagnosis of breast cancer, are going through treatment or are in remission and need financial or emotional support on the road to a full recovery. For example, our Individual Grant Program was created to assist each client according to their particular financial needs. We have a true understanding that

each individual struggles with a wide variety of issues whether receiving treatment, in recovery or in remission.

UBCF has established programs that offer patient and family support during the entire course of a client's journey; providing education, annual breast screening to aid in early detection and prevention to complementary therapies, emotional support and, financial assistance with medical and living expenses which is seemingly the greatest source of stress for many of UBCF's clients. We focus not only on educating the public and finding a cure for breast cancer but helping our clients heal their bodies, minds and spirits. Here at UBCF, we take a whole-body approach to cancer treatment and recovery, encouraging our clients to pursue pairing holistic and complementary medicine with cutting-edge western medicine. Cancer is often termed a disease, defined as an abnormal condition that impairs bodily functions. However, we believe cancer is also a "dis-ease" where the body is out of its natural state of "ease", harmony and balance. UBCF aims to inform our clientele that by coupling a western approach to treating cancer with complementary medicine, they will give themselves the best opportunity of returning to their natural state of balance, harmony and ease and perhaps grow in a way never previously experienced.

UBCF offers the public innovative and unique programs that ensure Every Woman™ receives proper medical care and financial assistance with the utmost respect and dignity regardless of age, race gender, income or ethnicity. Another outstanding program that we offer is our Free Breast Screening Program. This wonderful program provides our clients with a free or low-cost breast screening of their choice, whether it is a mammography, ultrasound, thermography, MRI or CT Scan. No other organization supports such a variety of screening options for clients of any age.

The United Breast Cancer Foundation has never turned down a request for assistance. While many organizations will offer assistance, there are often age requirements, particularly with providing breast screenings. As with all of UBCF's programs, our Free Breast Screening Program will fund woman and men who qualify regardless of age, gender, ethnicity or income. Another very special program we offer to family members is the Audrey B. Mastroianni College Scholarship. This scholarship enables students who have suffered the loss of a parent due to breast cancer to pursue their higher educational goals. This Scholarship was established to honor the legacy of Mrs. Audrey B. Mastroianni, wife and mother of three who lost her valiant fight to breast cancer at the tender age of fourty. Mrs. Mastroianni was an educator who was passionate about the pursuit of a higher education for all. Stephanie Mastroianni, UBCF's Executive Director and Mrs. Mastroianni's daughter, created the Audrey B. Mastroianni College Scholarship in honor of her mother's conviction that a higher education be accessible to all, regardless of financial means.

UBCF removes the obstacles and "red tape" that breast cancer patients and their families often encounter with other more corporate organizations. While UBCF is a national organization, we maintain a "boutique" operating style and an intimate approach to client care and service, ensuring that every person who seeks our assistance is treated with honor and reverence.

UBCFs Board of Directors

Audrey Stephanie Mastroianni, President
Nicholas Mastroianni II, Secretary
Nicholas Mastroianni, Treasurer

UBCF Financial Review

Total Revenue	= \$2,016,353
Total Expenses:	
Program	= \$830,740
Administrative	= \$289,947
Fundraising	= \$953,096
TOTAL	= \$2,073,783
Ending Net Assets	= \$120,896

Q. “How can you quantify that UBCF is doing a good job and will continue to serve its constituents in a reliable and responsible manner with the funds you receive from public donations?”

A. UBCF has an impeccable history of service. To date, not one person who has requested assistance from UBCF has been denied. It is our intention to maintain this policy for as long as we are in operation. UBCF provides the public with our annual report and IRS tax from 990 every year. These two documents provide detailed information on UBCF funding and program allotment.

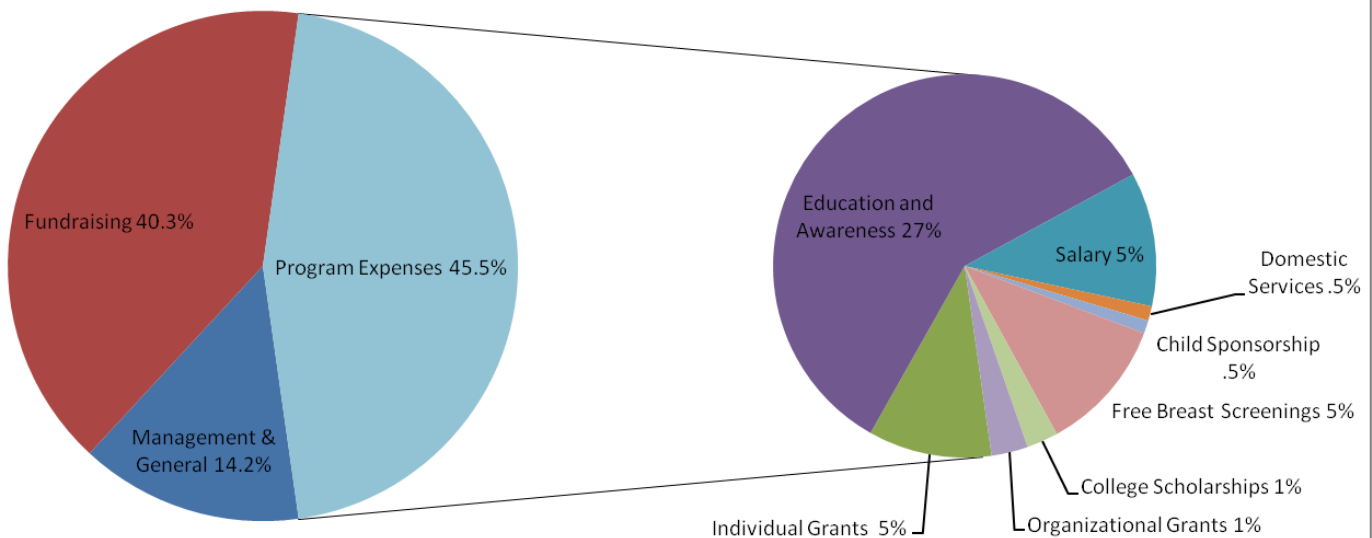
Q. “How does UBCF maintain a balance of fundraising, organizational growth, and support of those in need of services?”

A. We believe that investments made in operational development and fundraising are crucial to the development and growth of UBCF given the organization’s “age”. While we are maturing as an organization and, as a result, making substantial investments in our operations & fundraising methods, we have been able to ensure that a near majority of our funds are directed towards our patient and family programs. Furthermore, we are historically increasing the percentage of revenue that is directed to programs by 7 – 10% annually. The current economy has been a very challenging environment for all American’s and the non-profit industry in particular. While our revenue decreased by over 19%, our Program Services increased by a net of 3.7%. Investing in the organization and its operation today will greatly improve our efficiency in the many years to come.

Q. “What is the current annual budget of UBCF?”

A. For 2010 UBCF it is estimated that our revenue will be approximately \$1,795,000. Our 2010 budget is: 45.5% directed towards programs, 40.3% directed towards fundraising and 14.2% directed towards management and general expenses. The program expenses breakdown to the following (percentage is of overall budget): 27% to Education and Awareness, 5% to the Free Breast Screening Program, 5% to the Individual Grant Program (includes Free Breast Reconstruction and Holistic Care), 5% towards salary, 1% to the Audrey B. Mastroianni College Scholarship 1% to Organizational Grants, .5% to the Child Sponsorship program, and .5% to the Domestic Services Program, . Please see the following chart.

2010 Revenue: \$1.795M



Q. “What were the goals and initiatives for 2009? To what extent were they accomplished?”

A. Our primary goal was to approach or eclipse a 45% charitable ratio. According to our audit for 2009, UBCF has nearly achieved this goal, achieving 41%, increasing our ratio by 14% in the past two years. This is a great accomplishment for our organization and one that we are very proud of especially considering the extremely challenging economic environment that we have been managing since 2008.

Another goal for 2009 was to increase the number of individual grant recipients. We increased the number served by nearly 100%. Not only that, we increased funding for the Individual Grant Program by more than 20% of the 2008 funding.

One more notable goal that was achieved in 2009 was being awarded a \$25,000 grant from the McCurdy Family Foundation. This grant was awarded to the United Breast Cancer Foundation to fund our unique and special Individual Grant Program. Twenty three women were serviced with the grant funds and the average grant was \$1,089.00. The grant provided services such as assistance with medical bills, prescription medication, maintaining medical insurance coverage/ COBRA, alternative treatments (massage, acupuncture, etc.), education and tuition, housing payments and utility payments, vehicle payments, reimbursement of

transportation expenses to and from treatments, reimbursement of health foods and reimbursement of supplements.

UBCF continues to strengthen our relationships with some of the most well known clinics and holistic care facilities in the country; namely, the OMEGA Institute in Rhinebeck, NY, the Venice Family Clinic in Los Angeles, CA, Ladies First in Salem, OR, The Gathering Place in Cleveland, OH and The Health Wagon in Clintwood, VA. .

Q. “What are the UBCF goals for 2010 in some of the following areas: Fundraising, growth or reorientation of core programs, new initiatives, organizational efficiency, assessment of satisfactory outcomes for those served, and outreach strategies to stakeholders?”

A. UBCF’s primary goal for 2010 is to further increase operational efficiency. We are continuing in our pursuit of grant procurement from private and governmental sources. UBCF is pleased to receive gifts in kind enabling UBCF to provide products and supplies to those in need who may otherwise not have access to or the means to purchase them on their own. UBCF’s goal is to secure funding not only from the general public, as has been our main strategy since our inception, but from private organizations and business that are socially responsible and compliment UBCF’s mission and goals. With regards to program development, UBCF’s primary goal is to double the number of Audrey B. Mastroianni Scholarships awarded as well as continuing to increase Individual Grant awards. In order for UBCF to assess our client’s level of satisfaction, we ask that each client complete a questionnaire when services have been completed. We are working towards a 100% response to these questionnaires to help us improve UBCF’s service and client satisfaction. UBCF is further embracing new technology such as web 2.0 to enhance stakeholder outreach. This technology will enable UBCF to provide the most current and up-to-date information to the community.

Thank you again for your interest in the United Breast Cancer Foundation and for considering the UBCF as a worthwhile organization to support. Please do not hesitate to contact us for more information.