



2008 Annual Report

December 31, 2008

Thank you for your interest in the United Breast Cancer Foundation. Bellow 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 contact Ms. Stephanie Mastroianni, Executive Director at Stephanie@ubcf.info or 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. 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 an attentive ear. Our goal is to ease the stress and strain that breast cancer causes, and so 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. These funds are used for patient care, breast health and wellness programs, education, and holistic and complementary therapies. UBCF assists the public by providing breast screening services, assistance with treatment, after-care, educational material, patient and family assistance, scholarships to wellness centers, and educational scholarships. We strive to foster health and well-being through both traditional and holistic treatments.

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 screening, are managing breast cancer or are in remission. 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 remission or in recovery.

UBCF has established programs that provide patient and family support during the entire course of a clients journey; from education and prevention to screening, complementary therapies and financial assistance with medical and living expenses. 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, their natural state of balance, harmony and ease may return and even flourish 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. Another outstanding program that we offer is our Free Breast Screening. 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. 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.

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.

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 form 990 every year. These two documents provide detailed information on UBCF funding and program allotment.

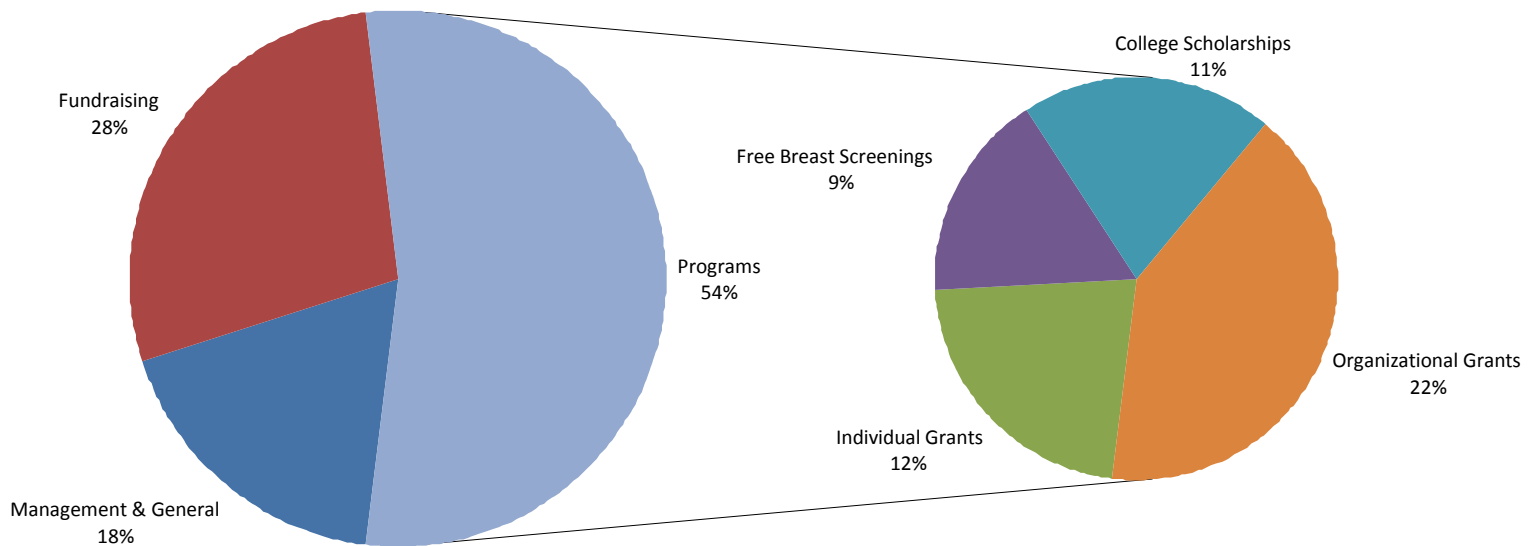
Q. "How does UBCF maintain a balance of fundraising, organizational growth, and support of those in need of services?"

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. We are especially pleased with a 14% increase from 2007 to 2008. 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 2009 UBCF it is estimated that our revenue will be approximately \$2.5 million. Our 2009 budget is: 54% directed towards programs, 28% directed towards fundraising and 18% directed towards management and general expenses. To provide a further breakdown, the program budget (54% of total) is: 22% to Organizational Grants, 12% to the Individual Grant Program (this figure is including Free Breast Reconstruction, Child Sponsorship, Domestic Services, and Holistic Care), 11% to the Audrey B. Mastroianni College Scholarship and 9% to the Free Breast Screening program. Please see the following chart.

2009 Projected Revenue: \$2.5M



Q. "What were the goals and initiatives for 2008? To what extent were they accomplished?"

A. Our primary goal was to approach or eclipse a 45% charitable ratio. According to our audit for 2008, UBCF has nearly achieved this goal, achieving 41%, increasing our ratio by 14% in the past year. This is a great accomplishment for our organization and one that we are very proud of.

Another goal for 2008 was to increase the number of individual grant recipients. We increased the number served by 140%. Not only that, we increased funding for the Individual Grant Program by more than three times the 2007 funding.

A third goal was to gain national exposure for our mission. This was achieved through two events. We were named the beneficiary of the Hot Summer Nights event in Los Angeles which allowed us to educate nearly 1,000 people on breast health and wellness while raising vital funds for our Free Breast Screening Program. Another event that brought UBCF to the forefront was Martha Mazzei's Early Detection Tour. Martha, 71 years young, was the recipient of a 2008 Individual Grant. Originating in Florida, Martha drove her three-wheeled motor trike to seven different rallies in seven different states educating thousands of people on breast health and promoting early detection for breast cancer on behalf of UBCF.

One more notable goal that was achieved in 2008 was reaching a younger demographic. We achieved this goal by working with Ray Asunsion, an outstanding volunteer and young breast cancer survivor. Ray is now a permanent part of our on-line community where she shares her journey and personal experiences on her UBCF Blog.

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, and the Saban Free Clinic in LA, the oldest and longest running free clinic in the USA.

Q. "What are the UBCF goals for 2009 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 2009 is to further increase operational efficiency. We are continuing in our pursuit of grant procurement from private and governmental sources. 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 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.

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.