



# abcd<sup>®</sup> after breast cancer diagnosis

20th ANNIVERSARY  
1999-2019

## Top-of-Mind Community Partners

During Breast Cancer Awareness season in Fall 2019, ABCD was selected as the lead breast cancer organization in 46 public or company-based events in Southeastern Wisconsin, with 14,000+ people in attendance across all events.



Left: Tim Smith from Marcus Hotels & Resorts accepts Power of One-to-One Award.

Right: Kathleen Harris of Wisconsin Breast Cancer Coalition and 2019 recipient of the Melodie Wilson Oldenburg Visionary Award with Morgan Oldenburg.



## Honored Among Our Peers

Out of 40 nominees, Milwaukee's BizTimes selected ABCD as the 2019 Small Nonprofit of the Year in recognition of our organizational turn-around and growth in the past two years. We are sincerely honored and recognize that this award belongs to all our donors and Mentors too.

## Nuestra Conexión and African American Liaison Program Continue to Grow

ABCD is committed to delivering culturally sensitive emotional support programming to Latina and African American women and men impacted by a breast cancer diagnosis. In partnership with more than 35 organizations in and around Milwaukee and Waukesha Counties, we provided customized emotional support and breast health education to more than 1,500 people in these communities, many of whom were underserved or uninsured.



Maria Nieves



I put my **faith** in ABCD to give me the resources and support I need, when I need it.



Bonnie Anderson



I was guided to ABCD to **help others** through their experience.

## FOUNDING VISION

### About ABCD

In 1999, anchorwoman, television reporter, and Emmy award-winning journalist Melodie Wilson Oldenburg founded ABCD: After Breast Cancer Diagnosis. When diagnosed with breast cancer in 1992, Melodie quickly found the "avenues for non-clinical support" lacking and realized if she felt this way, many other people must have felt the same way. Melodie established ABCD which has been providing customized, emotional support to people across the country and abroad.

Melodie's founding vision was clear: No one needs to feel alone after hearing the words "you have breast cancer." Today, support like ABCD's is recognized by the National Cancer Institute as integral to survivorship care.



Melodie Wilson Oldenburg  
1950-2009



# Every day, people receive the life-altering diagnosis of breast cancer.

And for 20 years, ABCD has given the invaluable gift of emotional support. Our team of Mentors stand ready to offer comfort, empathy and most importantly, HOPE. Your donation helped us reach and serve more people than ever before who needed support after hearing, "You have breast cancer."

With a significant investment made by Keith Mardak and his wife, Mary Vandenberg, ABCD executed Year Two of the Mardak 2020 Breast Cancer Initiative. This comprehensive outreach program focused on increasing services and building our donor base. Here are highlights from 2019, a high impact year for ABCD.



Kathryn Walker



My experience with ABCD was life changing. The support the organization provides is just unparalleled.



Cindy Sellon



ABCD Mentors provide encouragement for anybody going through breast cancer; ABCD's Mentors can honestly say - 'I know what this is like.'

## Significant Service Growth

By strengthening existing and creating new strategic partnerships in Southeastern WI and beyond, we connected with almost 7,000 people at outreach events, created 410 customized matches, and delivered more than 600 short-term support services.

## Increased Referrals by Healthcare Providers

Oncologists, radiologists, surgeons, nurses, physical therapists and other healthcare providers count on ABCD to support their breast cancer patients. In fact, 58% of 2019 matches were a direct result of a referral by a healthcare professional.



ABCD Mentors celebrated at the Mentor Appreciation Party in 2019.

## New Mentors Available for Participants

We trained and welcomed 33 new Mentors to our team in 2019. New Mentors ensure that we have a diverse pool of volunteers who are willing and able to talk with someone about their specific diagnosis, treatment and experience with breast cancer.

## ABCD'S 20-YEAR MILESTONE

100,000+

People Served in 48 States & 7 Countries



7,000+

People served in 2019

5,134

Total One-to-One Matches



410

One-to-One Matches in 2019

695

Mentors Trained Over 20 Years



33

New Mentors trained in 2019

THANK YOU 2019 ABCD SUPPORTERS\*

\$250,000+

Keith Mardak & Mary Vandenberg

\$40,000+



\$20,000+



**\$10,000+**

Brewers Community Foundation, Inc  
Chase Family Foundation, Inc

**\$5,000+**

Joan and Richard Abdo  
Joyce Garbaciak Bobber  
and Bernard Bobber  
CliftonLarsonAllen LLP  
Deloitte  
First Business Bank  
Kathy and Jim Fuchs  
GE Healthcare  
Kathleen and Lawrence Gentine  
Michele and Louis Gentine  
Green Bay Packers Foundation  
Meg Hopkins and Jim Best  
Sarah and Jeff Joerres  
Kapco  
Kendra Scott and Tempo Milwaukee Inc  
Madeleine and David Lubar  
Jacqueline Macomber  
Courtney Oldenburg and James Holacka  
Marcy Oldenburg MD  
and Wayne C. Oldenburg  
Candy and Bruce Pindyck  
Susan and Tom Quadracci  
Billie Jean Smith  
Dayna Weber and Joseph Weber MD  
Diane and Edward Zore

**\$2,500+**

American Health Holding  
ANON Charitable Trust  
Aurora Health Care  
Baird Foundation, Inc  
Elizabeth Brenner and Steve Ostrofsky  
Jacque and John Busby  
Margaret Crowley  
Mary and John Dowell  
Foley & Lardner LLC  
Froedtert & the Medical College  
of Wisconsin  
Liz and Rick Gebhardt

Alex and Rick Graber  
Linda Hansen  
Janet and Ken Howenstine  
Mary and Ted Kellner  
Littler Mendelson PC  
Liza Longhini and Mark Young  
MGIC  
Nonprofit Management Fund at the  
Greater Milwaukee Foundation  
Northwestern Mutual Foundation  
Rose and Ryan Oldenburg  
Andrea and James Schloemer  
Suzanne and Bud Selig  
Service Club of Milwaukee  
Mary Ellen Stanek and Scott Stanek DDS  
Anna and R.F. Teerlink  
Cynthia and Gary Vasques  
Audrey and Robert Warner

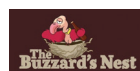
**\$1,000+**

Stacie and Rick Andritsch  
Jane and James Bell  
Mo and Bill Carollo  
Jolinda and Danny Cunningham  
Mary Jo Dempsey and Robert Dempsey Jr  
Gretchen Schuldt Doege  
and David Umhoefer  
EmPower HR  
Ginny Finn and Evan Lenhardt  
Bluma and Jon Fiscus  
Judy and Tom Fritsch  
Lisa and Ron Gibb  
Rosemary Graham and John Graham Jr  
James Griffin  
Hammes Company  
Lisa Handler and Michael Cleary  
Dianna Higgins  
Ellen Irion  
Darlene Janes  
Ruth Kallio-Mielke and Steve Mielke  
Linda Kinney and Thomas Kinney PhD  
Becky and Bill Komisar  
Kuehl Family Foundation  
Laura Lindner

Eric Lorenz  
Eileen and Barry Mandel  
Tracie Mathews and Edwin Mathews MD  
Linda Mellows and John Mellows Sr  
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Mary and John Moore  
Jackie and Chris Mortenson  
Northern Trust  
Northwoods Foundation Fund at the  
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Patricia Denman Charitable Fund  
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Ellen Friebert Schupper and  
Brian Schupper  
Nancy and John Sennett  
Elizabeth and Peter Sommerhauser  
Karen Sonders  
The Croen Foundation  
Peg and Matt Thiele  
Tracy Anello Birthday Fundraiser  
Chester Ulickey  
Sandra Underwood PhD  
Fredlyn and John Viel  
Frank Vondrak  
Leslie Waltke PT, DPT and Peggy Nealon  
WE Energies Foundation  
Faye and Rick Wetzel  
Amy and Steve Wexler  
Adria and Neil Willenson  
Debbie Wimmer

\* For a full listing of 2019 donors, please visit [abcdbreastcancersupport.org](http://abcdbreastcancersupport.org). If we inadvertently missed your donation, we sincerely apologize.

A SPECIAL THANK YOU TO OUR COMMUNITY PARTNERS WHO RAISED FUNDS AND AWARENESS FOR ABCD\*



Altius Gymnastics  
Amy's Candy Kitchen, Inc  
Athleta Bayshore  
Blue Mound Golf & Country Club  
EmPower HR  
Evereve Bayshore  
Fresh Thyme

Glam Squad  
Godfrey & Kahn, SC  
Griffin Automotive Group  
Indian Motorcycle of Metro Milwaukee  
Jack-Putt  
Mantel Orthodontics, LLC

Martin Luther High School Girls Volleyball Team  
Metro Milwaukee Indian Motorcycle Riders Group  
New Berlin Hills Ladies League  
North Shore Country Day School  
Port Washington High School  
Varsity Dance Team

River Hills Police Association  
RunFit MKE  
Seton Catholic Schools, Inc  
Shred 415  
Solful Fitness Warrior Workout  
St. Anthony High School  
Visa Lighting  
Wildcats Juniors Volleyball Team

THANK YOU TO OUR OUTSTANDING MEDIA PARTNERS FOR THEIR IN-KIND SUPPORT\*



Black Women 50+  
Conley Publishing Group

Marcus Promotions  
Milwaukee Business Journal

Milwaukee Magazine  
Morning Blend - WTMJ

Wisconsin Jewish Chronicle  
WISN Channel 12

GIFTS IN MEMORY OF\*

Aunt Esther  
Debbie Carter Berkson  
Karen Dermond  
Ruth Chapman  
Kerry Claas  
Wayne Hader

Elaine Kotlarek  
Patrice Mahon  
Susan Marsh  
Juanita Moore  
Clara Nesci  
Melodie Wilson Oldenburg

Jennifer Pfannerstill  
Jerry Renner  
Ellen Rossman  
Cynthia Stanford  
Denise Staudacher  
Denice Stingl

Terese Ulickey  
Kate Wakerly  
Steve Wollack  
Pam Young  
Bunny Zacher

GIFTS IN HONOR OF\*

Gloria Alvarez  
Kristie Attenberger  
Auntie Rhonda  
Julie Blackmore  
Miriam Braun  
Elizabeth "Betsy" Brenner  
Jodie Chester  
Amy and Tony Coffaro  
Gael Garbarino Cullen  
Gloria Estevcz Diaz

Laurie Gannon  
Denise Gulley  
James Gutglass  
Julie Frinzi  
Linda Hansen  
Sara Heidenreiter  
Marianne "Mimi" Horowitz  
Christine Jensen  
Myra Krein  
Nichole Kutmas

Amanda Mindin  
Courtney Oldenburg  
Marcy and Wayne Oldenburg  
Morgan Oldenburg and Ryan Gonzales  
Rose and Ryan Oldenburg  
Susan Richheimer  
Brenda Schaaf  
Ellen Friebert Schupper  
Cary Silverstein

Taleen Wagie  
John Wakerly  
Kathryn Walker  
Alonzo Walker MD  
Leslie Waltke PT, DPT  
Rachel Weinberg  
Debbie Wright  
Andrea Zimmerman



More than 425 guests gathered at Date with a Plate to honor special guests, raise funds to support our mission and have a little fun too.



# 2019 Board members

**Wayne C. Oldenburg**  
President  
Oldenburg Group Incorporated

**Billie Jean Smith**  
Vice President  
Boyle Fredrickson S.C.

**Ruth Kallio-Mielke**  
Secretary  
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**Cindy Moon-Mogush**  
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**Gina Rich**  
Writer/Community Volunteer

**Sandra Underwood RN, PhD**  
University of Wisconsin – Milwaukee  
College of Nursing

**Leslie J. Waltke PT, DPT**  
Waltke Cancer Rehabilitation Academy  
and Aurora Cancer Care

## Staff

**Ellen Friebert Schupper**  
Executive Director

**Betsey Bryant**  
Senior Match Specialist  
and Support Center Manager

**Julie Frinzi**  
Director of Marketing  
and Community Engagement

**Judy Mindin**  
Director of Program Services  
and Healthcare Partnerships

**Leanne Mindin**  
Communication and  
Digital Media Strategist

**Chelsea Vasques**  
Bilingual Service Specialist  
and Community Outreach Coordinator



5775 N. Glen Park Road, Suite 201  
Milwaukee, WI 53209

Telephone: 414.977.1780 | Toll free: 800.977.4121

[abcdbreastcancersupport.org](http://abcdbreastcancersupport.org)



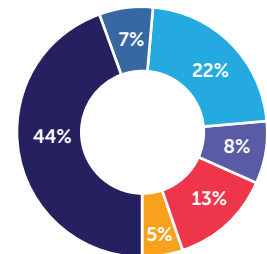
*Thank you*

for making 20 years of hope,  
confidence, support, perspective,  
compassion, kindness, empathy, comfort,  
encouragement, guidance, faith and  
understanding a possibility.

## 2019 financial summary

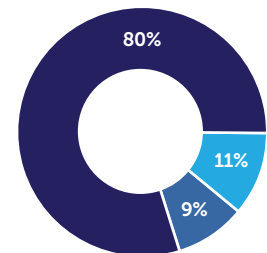
### REVENUE

■ Individual Contributions.....	\$617,450
■ Fundraising Events .....	\$310,010
■ Third Party Fundraising.....	\$109,534
■ Corporate Contributions & Foundations .....	\$95,127
■ In-Kind Donations & Other.....	\$182,171
■ Investments.....	\$75,407
<b>TOTAL REVENUE.....</b>	<b>\$1,389,699</b>



### EXPENSES

■ Program Services .....	\$1,009,317
■ Administration.....	\$138,561
■ Development .....	\$106,628
<b>TOTAL EXPENSES.....</b>	<b>\$1,254,506</b>



Liabilities.....	\$79,529
Net Assets .....	\$946,201
<b>TOTAL LIABILITIES AND NET ASSETS.....</b>	<b>\$1,025,730</b>

Current Assets .....	\$264,492
Long Term Assets.....	\$761,238
<b>TOTAL ASSETS.....</b>	<b>\$1,025,730</b>