2021 Annual Financial Report

Our Mission Statement
The Vera Bradley Foundation for Breast Cancer raises funds for research to find a cure and to improve the lives of the many affected by this disease.

About Us
- Moved by the loss of their dear friend, Mary Sloan, Vera Bradley Co-founders Barbara Bradley Baekgaard and Patricia R. Miller embraced the cause and began supporting breast cancer research.
- The Vera Bradley Foundation is a 501(c)(3) non-profit fundraising organization based in Fort Wayne, Indiana, at the Vera Bradley headquarters. Vera Bradley is dedicated to eradicating breast cancer as a life-threatening disease. Since 1993, Vera Bradley has supported breast cancer research through generous contributions of money and other resources to the Vera Bradley Foundation for Breast Cancer.
- Foundation events are a cornerstone of our fundraising. The annual Vera Bradley Foundation for Breast Cancer Classic gathers more than 2500 guests, players and volunteers for a beautiful sporting event of golf and pickleball to raise funds for breast cancer research.
- In addition to individual donations, dedicated friends, Vera Bradley retailers, and other committed partners nationwide host their own events in a variety of ways to invite more contributors to help.
- The team of researchers at the Vera Bradley Foundation Center for Breast Cancer Research collaborates and leads clinical trials with researchers nationwide. They are focused on developing and dramatically improving therapies for some of the most difficult-to-treat types of breast cancer, including triple negative breast cancer. Their progress on individual genetic make-up, Monogrammed Medicine, is leading to promising discoveries in the areas of diagnosis, treatment, and prevention, as it strives to improve patient outcomes.

To date, the Vera Bradley Foundation has donated $37.5 million to support critical advancements in breast cancer research!

Income and Expense Summary

<table>
<thead>
<tr>
<th></th>
<th>2021 Actual</th>
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<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
</tr>
<tr>
<td>Contributions and Other Revenue*</td>
<td>$2,089,896</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$2,089,896</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
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<tr>
<td>Program Services Expenses</td>
<td>$1,504,550</td>
</tr>
<tr>
<td>Management &amp; General Expenses</td>
<td>$194,390</td>
</tr>
<tr>
<td>Fundraising Expenses</td>
<td>$136,372</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$1,835,312</td>
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<tr>
<td><strong>Excess (or Deficit)</strong></td>
<td>For the Year</td>
</tr>
<tr>
<td><strong>Beginning Net Assets</strong></td>
<td>$273,713</td>
</tr>
<tr>
<td><strong>Ending Net Assets</strong></td>
<td>$528,297</td>
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</tbody>
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*Contributions and Other Revenue includes: Individual, Foundations, and Corporate Donations
2021 Board of Directors
Barbara Bradley Baekgaard
Sue Britton
John Brooks
Kathy Callen
Ruth Cook
Brenda Gerber Vincent
Julie Inskeep
Matt McGee
Elizabeth Miller
Patricia R. Miller
Stephanie Scheele

Foundation Staff
Lynda Houk, Executive Director
Kris Reese, Foundation Brand Manager
Anna Shelton, Foundation Communication Specialist
Ainsley Lee, Foundation Assistant
Deb Reinking, CPA

Vera Bradley Foundation for Breast Cancer
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The Vera Bradley Foundation is a 501(c)(3) nonprofit organization.

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