The Keep A Breast Foundation™ is a 501 (c)(3) nonprofit organization. Our mission is to empower young people around the world with breast health education and support.

ART. EDUCATION. AWARENESS. ACTION.
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Dear Shareholders:

The Keep A Breast Foundation (KAB) fosters a global movement of young people who recognize the importance of prevention, early detection, and the need for education on cancer-causing toxins in our everyday environments. Inspired to eradicate breast cancer for future generations, Keep A Breast works to improve the health of younger generations through art, support, education, prevention and awareness.

I would like to thank our global community for their continued support. The Keep A Breast App has now spread globally. I am grateful for the support of all our global allies and supporters. Breast Cancer does not care where you live or what color you are, It affects us all. In 2020 we will continue to devote time, energy and resources into developing our App. I love this app so much because it’s so simple and gives access to information on breast health and early detection to communities that may have no other means to access this type of preventative self care.

Thank you to our Board of Directors for guiding us and to my staff for putting your heart and soul into everything we do.

Love,
Shaney jo

Shaney Jo Darden
A GLANCE AT KAB

The Keep A Breast Foundation (KAB) fosters a global movement of young people who recognize the importance of prevention, early detection, and the need for education on cancer-causing toxins in our everyday environments. Inspired to eradicate breast cancer for future generations, Keep A Breast works to improve the health of younger generations through art, support, education, prevention and awareness.

«Through the use of innovative programs, campaigns, inspirational art and new media technologies, Keep A Breast situates itself as the most unique youth-focused global non-profit breast cancer organizations. KAB’s uniqueness is not only rooted in its ability to engage young people with an accessible and relevant "voice," but it also leverages its support through relevant entities and role models.»

Through the different scenes of surf, skate, music, and art, Keep A Breast has mastered the ability to reach out and collectively unite a large and diverse audience to empower them with information they need in order to make informed decisions about their health and lifestyle.

ACTIVITY

The Traveling Education Booth (TEB) is KAB’s touring, interactive education platform. It is a grassroots-teaching tool that brings breast cancer education directly to the events that young people attend. The TEB is constantly on the road. It is an influential presence at action sports events, and at musical festivals worldwide.

Treasured Chest, a non-invasive breast casting program, is designed to celebrate and support women who have been recently diagnosed with Breast Cancer. Treasured Chest program strives to give Newly Diagnosed Women a way to document their body and their feelings at a specific time in their life.

The Check Yourself! app helps to establish our own routine and approach to the breast self-check. It teaches the best ways to check boobies and schedules an automatic monthly reminder at the same time. 40% of diagnosed breast cancers being self-detected (according to the John Hopkins Medical Center), establishing what is "normal" is an important step to knowing your body.

Non Toxic Revolution’s 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 linked to the development of breast cancer. Its aim is to focus on prevention as a means to maintain long-term health and well-being. NTR also provides alternative choices so that young people everywhere can make smart changes.
US

VISION
Keep A Breast’s vision is to “eradicate breast cancer for future generations.”

MISSION
Our mission is to empower young people around the world with breast health education and support.

CORE VALUES
We believe that we can help young people prevent breast cancer by providing them with accessible, culturally relevant prevention messages.

Inspired by the voices of younger generations, we strive to empower youth to become global health advocates.

We believe that art and artist expression are powerful healing tools.

We strive to live a non-toxic lifestyle.

We believe love is more powerful than fear.

We believe in a teaching and learning culture.

We care about health, each other, and the planet.

Through creativity and collaboration, we strive to be authentic and unique in achieving our mission.

We believe that with education, we can empower young people to make choices that will improve their lives and lessen their risks for breast cancer.

We speak to youth in their terms and where they live.

We believe that knowledge is powerful when coupled with focus and passionate purpose.
TEAM

Founders, Board of Directors and Staff.

Pierre Camoin
Board President

Celsie Solon
Board Treasurer

Lorene Carpentier
Global CEO, Board Member

Fred van Schie
Board of Directors Member

Shaney Jo Darden -
Co-Founder, Global CCO, Board Member

Mona Mukherjee-Gehrig
Co-Founder & Board Secretary

Bree Flory
Check Yourself Program Manager

Kelly Walsh
Strategic Partnerships Manager

Natasha Carlos
Office Manager
THE ORGANIZATION

BOARD OF DIRECTORS
- Legal and Financial reports
- CEO and program reports.

GLOBAL C.E.O
- Perform/supervise:
  - Annual audit tax return
  - Program’s strategy, goals/performance.
  - Business plan.

GOVERNMENT
- Attorney General
- State of California
- Federal government
- States where programs are activated.

STAFF
- Review, analyze, and present reports to Board.

GLOBAL C.E.O

COMMITTEES

FINANCIAL Dptmt

LEGAL Dptmt

EMPLOYEES / INTERNS

INDEPENDENT CONTRACTORS

PROGRAM / CAMPAIGN MANAGERS

STAKEHOLDERS
- Individual donors
- Business partners
- Non Profit Grants

WHO SUPPORT AND FINANCE

OUR MISSION:
To empower young people around the world with breast health education and support.
While our world was facing major changes these past 20 years, we extended our awareness campaigns to education and support programs.

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>Preventing with “Non Toxic Revolution”</td>
</tr>
<tr>
<td>2000</td>
<td>Educating with self-exam “Check Yourself!” cards</td>
</tr>
<tr>
<td>2005</td>
<td>Supporting survivors with “Treasured Chest” program</td>
</tr>
<tr>
<td>2008</td>
<td>Becoming global operating in Europe and Japan</td>
</tr>
<tr>
<td>2010</td>
<td>Expanding our reach with “Check Yourself! App”</td>
</tr>
<tr>
<td>2011</td>
<td>Preventing with “Non Toxic Revolution”</td>
</tr>
</tbody>
</table>

**SINCE 2013: CHECK YOURSELF!**

Over 92K users around the world.
BREAST CANCER FACTS

1 IN 8 WOMEN

will be diagnosed with breast cancer in her lifetime.

(American Cancer Society)

40%

of diagnosed breast cancers are detected by women who feel a lump.

(John Hopkins Medical Center)

YOU ARE NEVER TOO YOUNG FOR CANCER

Approximately 12,000 women age 40 or younger are diagnosed with breast cancer every year.

(National Cancer Institute)

When breast cancer is detected early, in the localized stage, the 5-year survival rate is

99%

(American Cancer Society)

THE AMERICAN CANCER SOCIETY ESTIMATES ABOUT

2,670 NEW CANCER OF INVASIVE BREAST CANCER WILL BE DIAGNOSED IN MEN IN 2019.

(American Cancer Society)

A MAN HAS A

1 IN 1000 CHANCE OF BEING DIAGNOSED WITH BREAST CANCER IN HIS LIFETIME.

(American Cancer Society)

BREAST CANCER DEATH RATES ARE

40% HIGHER AMONG BLACK WOMEN THAN WHITE WOMEN.

(Center for Disease Control & Prevention)

Breast cancer incidence rates are higher among black women than white women for women under age 45.

(American Cancer Society)

LGBTQIA+ WOMXN are more likely to face a “cluster of risk factors” which could more than double their chances of developing breast cancer.

(National LGBTQ Cancer Network)
Keep A Breast has four core programs: Check Yourself, Non Toxic Revolution, Treasured Chest, and The KAB Valley, which all have unique ways of promoting breast health and wellness.
CHECK YOURSELF!

Check Yourself (CYS) raises awareness on the importance of doing a monthly breast self-check. We advocate the self-check as we so commonly come in contact with young women who have found their own lumps (both benign and malignant). Our goal is to help you establish what is “normal” for your body and inspire you to be your own health advocate.

We deliver this program in three ways, through the Check Yourself! App, Check Yourself Card, and the Traveling Education Booth.
CHECK YOURSELF! APP

The Check Yourself! app provides a visual step-by-step overview of the breast self-check and allows you to schedule an automatic monthly reminder. It is available as a free download on iOS, Android mobile, and tablet devices through the Apple App Store and Google Play. Since 2010, the Check Yourself! app has been downloaded over 73,000 times in over 170 countries.

MORE TO COME! While we love the Check Yourself! app... keep your eyes peeled for some big changes in 2020!

CHECK YOURSELF! CARD

Check Yourself offers printed education materials that help young people learn the routine of performing a self-check. The CYS card provides a self-check overview, as well as facts and tips. These cards are distributed every year through our Traveling Education Booth and directly through our partners. We distributed 217,239 CYS cards globally in 2019.

CHECK YOURSELF! TRAVELING EDUCATION BOOTH

The Traveling Education Booth (TEB) is an interactive education platform and grassroots teaching tool that brings KAB’s message of breast cancer awareness and prevention directly to young people at the events they attend. We attended 11 events in 2019.
The Keep A Breast supporter is a young trendsetter, active in their scene and eager to be engaged, aware, informed, and entertained. The KAB supporter is part of an increasingly diverse group that is aware of their community and their surroundings. They are eager to be involved and love to share anything ‘i love boobies!’

**KEEP-A-BREAST.ORG**

**AVERAGE MONTHLY VISITORS:** 6K+

**YOUTUBE SUBSCRIBERS:** 2.8K

**EMAIL SUBSCRIBERS:** 21K

**TWITTER:** 34K

**INSTAGRAM:** 47.3K

**FACEBOOK LIKES:** 330K+

**2019 YEARLY PAGE VIEWS:** 156K+

**VIDEO VIEWS:** 1.5M

Our social media following is made up of 69% female and 31% male followers, with the largest age range being 25-34.
Non Toxic Revolution (NTR) informs, educates, and inspires young people about the dangers of toxic chemicals in their environment and food supply—especially those linked to the initiation of breast cancer. The NTR program is both an informational resource and a call to action, backed by its own website, nontoxicrevolution.org.

Advised by a group of prominent chemists, activists, artists, and musicians, NTR conducts campaigns to encourage young people to use less plastic (Plastics Sucks! Campaign), learn more about the chemicals in personal care products (Open This Pit Up Deodorant Challenge), and encourage young people to share their knowledge with their peers. NTR also as a marketplace, the NTR Give Shop, of non-toxic, vegan, and cruelty-free products giving people direct access to healthier products.
The NTR supporter is an eco-activist who is smart, outspoken, and ready to be engaged. These individuals are aware of their environment and ready to share information that can help others. They are attracted to bite-size information that can help them make better decisions when it comes to their health.

Features on non-toxic, vegan and cruelty-free products and brands continue to be some of our most liked and shared content, and non-toxic living blogs are the most viewed content on the NTR website.

**NONTOXICREVOLUTION.ORG**

**AVERAGE MONTHLY VISITORS:** 27K+

**2019 YEARLY PAGE VIEWS:** 377K+

**EMAIL SUBSCRIBERS:** 5K

**INSTAGRAM:** 11.4K

**TWITTER** 3.3K

**FACEBOOK LIKES** 11K

Our social media following is made up of 69% female and 31% male followers, with the largest age range being 25-34.
TREASURED CHEST PROGRAM (TCP)

THE KEEP A BREAST TREASURED CHEST PROGRAM (TCP) IS KAB’S SIGNATURE ARTISTIC SUPPORT PROGRAM FOR BREAST CANCER SURVIVORS. TCP PROVIDES ANY WOMAN DIAGNOSED WITH BREAST CANCER OR TESTING POSITIVE WITH THE BRCA1, BRCA2 GENE AN OPPORTUNITY TO DOCUMENT HER BODY AND FEELINGS BY TURNING HER CASTED TORSO INTO A BEAUTIFUL WORK OF ART. THE TCP KIT IS AVAILABLE FOR FREE AND INCLUDES ALL THE MATERIALS NEEDED, INCLUDING AN INSTRUCTIONAL VIDEO, TO MAKE A TREASURED CHEST.

SINCE 2013, WE HAVE SENT OUT A TOTAL OF 723 KITS, DIRECTLY SERVING WOMEN ALL OVER THE U.S.
<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHECK YOURSELF! App Downloads</td>
<td>73K</td>
</tr>
<tr>
<td>CHECK YOURSELF! Cards Distributed</td>
<td>220K</td>
</tr>
<tr>
<td>Breast Casting Kits Sent to Survivors</td>
<td>41</td>
</tr>
<tr>
<td>DIY Action Events</td>
<td>99</td>
</tr>
<tr>
<td>Check Yourself! Studio Locations</td>
<td>577</td>
</tr>
<tr>
<td>Check Yourself! App Available in Languages</td>
<td></td>
</tr>
<tr>
<td>English, Spanish, French, German, Dutch, Japanese</td>
<td></td>
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<tr>
<td>Countries Using Check Yourself! App</td>
<td>170+</td>
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<tr>
<td>CheckYourSelfie's Posts</td>
<td>85</td>
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<tr>
<td>Fit 4 Prevention Studios</td>
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<td>Face-to-face Education Hours</td>
<td>44</td>
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<tr>
<td>Online Education Hours</td>
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<tr>
<td>Traveling Education Booths</td>
<td>49</td>
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<tr>
<td>Breast Casts Made</td>
<td>80</td>
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<td>Giphy Views:</td>
<td>5M</td>
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<tr>
<td>Fit 4 Prevention Participants</td>
<td>1010</td>
</tr>
<tr>
<td>Gomacro Bars Eaten</td>
<td>10K</td>
</tr>
</tbody>
</table>
We are deeply grateful for all contributions and pledges of all sizes. The continued financial support that we receive from them is fundamental for our ability to pursue our mission.

“I would like to acknowledge with special appreciation Thrive Causemetics who funded operational costs of our new Keep a breast App, which will be available for free download to the public globally in October. I also want to express my gratitude, on behalf of Keep A breast to the many studios who donated during our #Fit4Prevention campaign.”

Lorène Carpentier-Alins, Global C.E.O

2020 MAJOR DONORS

BUSINESS

thrive causemetics
PVH
BencoDental
Ethika
Gomacro
Futon Shop
Touchstone Essentials
Conscious Step
NYDJ

INDIVIDUAL DONORS

Lee Hutchinson
Manny Kohli
Amanda & Nathan Tierlueblood
Joanne Vitale
Taylor Brown
Amber Essman
Amanda Sukkert
Elho° er Design
Evan Aparicio
Steve Luke

FIT 4 PREVENTION

Anytime Fitness
Samantha Friedman
Laura Kerwin
Susan Marshall
Melissa Gottlieb
Jamie Dowd
Her 365 Fitness
Ratona Harr
Kam Zardouzian
Charese Horn
THANK YOU FOR YOUR SUPPORT!

CONTACT

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THE KEEP A BREAST FOUNDATION

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