



2025

IMPACT REPORT



SurvivingBreastCancer.org

Thank You

At SurvivingBreastCancer.org, our impact is made possible because of the extraordinary people and organizations who stand beside us.

We extend our deepest gratitude to our Board of Directors, Medical Advisors, and Financial Advisors, whose insight, guidance, and leadership continue to shape SBC's vision, strategy, and long-term sustainability.

To the volunteers and facilitators who hold space, lead groups, answer emails, messages, and texts, and welcome new faces like old friends—SBC runs because of you. You create the welcoming spaces where education, connection, creative expression, and healing happen every single day for those navigating a breast cancer diagnosis, treatment, and survivorship.

We are profoundly grateful to our organizational partners, healthcare collaborators, and industry colleagues who help us expand access to supportive care, health literacy, and integrative oncology-inspired programs for people who often feel alone after clinical care ends.

And to our donors and supporters—you remain the backbone of SBC. Your belief in this work allows us to offer free, year-round programs, bilingual resources in English and Spanish, and community-driven support to thousands of individuals and families impacted by breast cancer across the country.

Because of you, SBC has become something we never could have planned on paper: a community. A place people land among the chaos and uncertainty of a cancer diagnosis.

Thank you for being part of this journey with us. Together, we are making a difference—every single day.

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1. Introduction & Mission Statement

SurvivingBreastCancer.org's Mission:

**To empower those diagnosed with breast cancer and their families
from day one and beyond.**



At the end of 2024, as we looked ahead to 2025, I wrote about innovation, accessibility, and our commitment to embracing technology and artificial intelligence to better serve the breast cancer community.

I wrote about expanding language access. About making our website and programs more inclusive and ADA-compliant. About using technology to improve health literacy and create more personalized support experiences. About deepening our partnerships with

researchers, clinicians, and subject matter experts so our community could stay informed and empowered.



What I didn't know then was just how fully 2025 would become the year we brought that vision to life.

In 2025, SurvivingBreastCancer.org continued to do what we have always done at our core: make sure no one has to navigate breast cancer alone. But we did it with new tools, new programs, and a renewed clarity about who we are and where we are going.

We launched our AI companion, Emma, to help people find resources and support the moment they need it. We expanded our Spanish-language programming and educational offerings to reach more families in their native language. We strengthened the accessibility of our digital platforms. We introduced new programming for those living with metastatic breast cancer, including our MBC expressive writing program, creating space for stories, grief, processing, and connection that so often go unspoken. And we continued to bring evidence-based education to our community through blogs, podcasts, webinars, and programs designed to support the emotional, mental, and physical realities of survivorship.

This was also a deeply personal year of transition for me.

I stepped away from my role at Babson College at the beginning of the summer and gave myself something I hadn't had in a long time: space to rest, restore, and think carefully about how I wanted to lead SBC in a full-time capacity. That season of pause allowed me to reimagine the next chapter and dedicate myself fully to this work.

SurvivingBreastCancer.org

As we ring in 2026, I am proud to officially be leading SurvivingBreastCancer.org as Chief Executive Officer. I'll share more about what that means for the year ahead later in this report—but this transition was an important part of SBC's 2025 story.

To understand why this work continues to matter so deeply to me, let's go back to 2016. I was 34 years old when I was diagnosed with early-stage breast cancer. When treatment ended, I remember sitting with my husband William and my parents wondering, "What happens now?" From the outside, life looked like it was returning to normal. But inside, I knew something had permanently changed.

I realized that breast cancer wasn't something I would move past. It was something that would ebb and flow throughout the rest of my life. Nine years later, that is still true.

I knew education had to be central to what we created—in language people could understand, and in formats that met different learning styles. Support had to be human, creative, accessible, and available regardless of where someone lived.



We leaned into technology as a way to remove geographic barriers.

As I reflect on 2025, I see a year where vision turned into action.

William, our Chief Visionary Officer, continues to challenge me to think bigger than I ever would on my own. And this incredible SBC community keeps me grounded in why we do this work in the first place.

Because of you, SBC has become something I never could have planned on paper. I am so grateful you are part of this story.

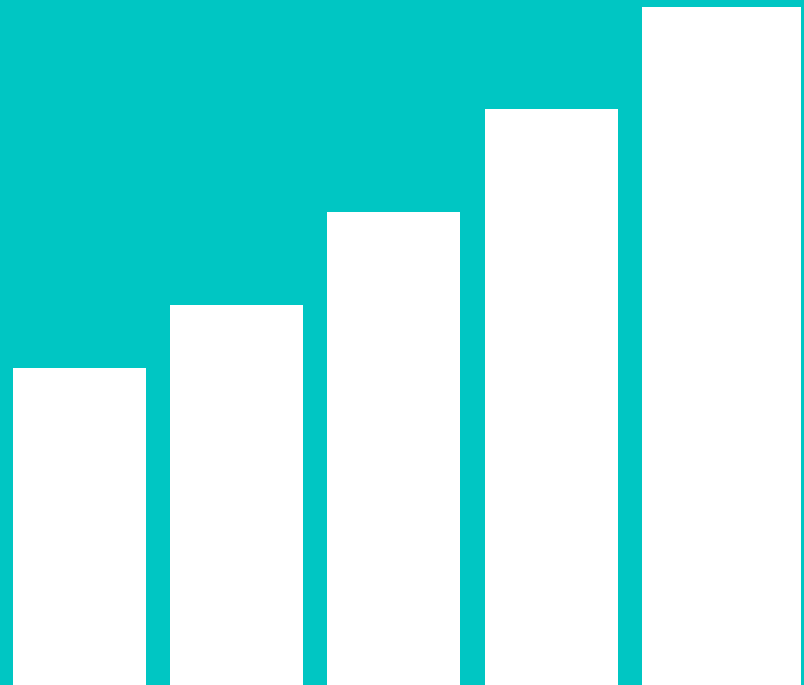
It is an honor to share the impact we made together in 2025.

Warmly,

Laura Carfang

CEO & Co-Founder, SurvivingBreastCancer.org

2. Key Metrics & Achievements



267,000+

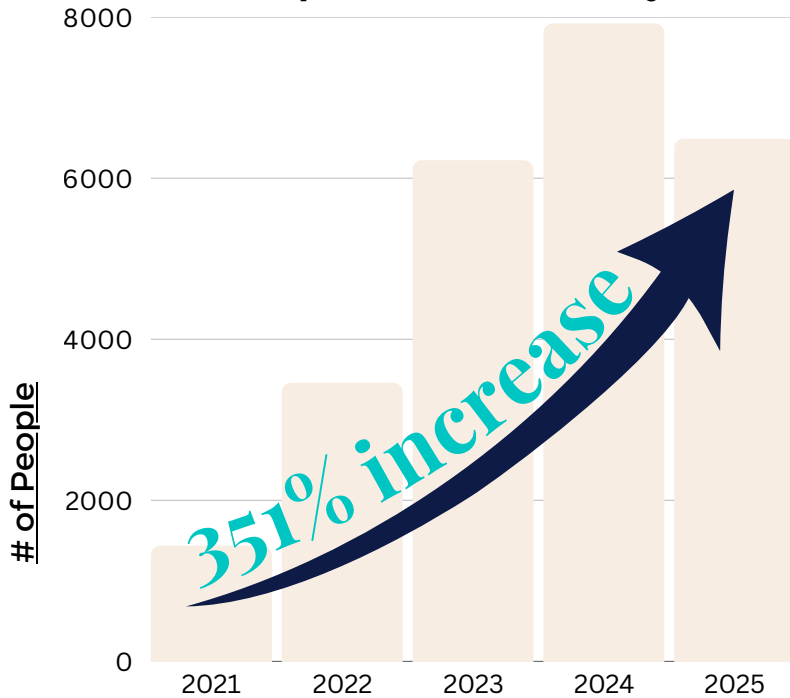
individuals visited our website in 2025, which featured over

1,000,000 website interactions.

& a 351%

increase in program participation in the last 5 years.

Event Participants Over the Last 5 years



388 Virtual Programs

Serving 6,490 Individuals

2025 Program Highlights

34 Educational webinars

46 Programs dedicated to supporting **physical health** during and after treatment

146 **Support group sessions** serving metastatic breast cancer (MBC), inflammatory breast cancer (IBC), early stage, and those newly diagnosed with breast cancer

151 **Workshops** supporting **mental health**, such as art therapy, expressive writing, and meditation

“

I appreciate so much all SBC does to make life easier for those of us with breast cancer. Please be assured that you do make a difference. All of you individually, not just the organization.

-Joyce G.

”

3. Expanding Programs & Innovation

3. Expanding Programs & Innovation



Expressive Writing for Those Living with Metastatic Breast Cancer (MBC)

In summer 2025, we piloted a new expressive writing series with Thomas Dooley, created specifically for individuals living with metastatic breast cancer. What began as a pilot quickly revealed a deep need for dedicated space

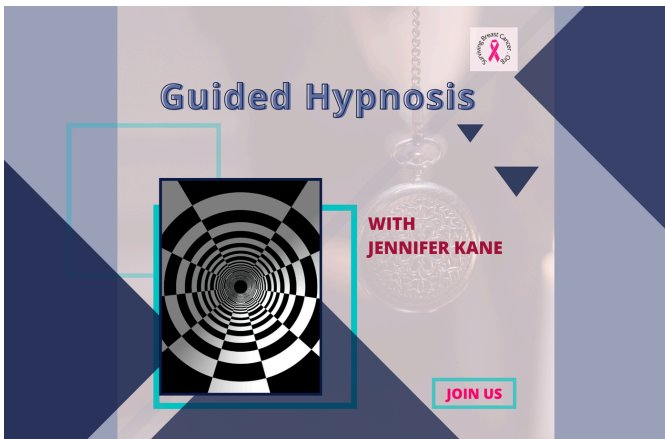
where participants could process grief, uncertainty, identity shifts, and hope through guided writing and shared reflection.

“*The time with my fellow MBC community is very important to me. Hearing others express the feelings that I have also had makes coping easier. I consider this workshop an important part of my care and healing. Thanks so much for offering this workshop.*”
~Joy M.



I would like to start off by thanking you all for providing the breast cancer community such great programming. I am especially grateful to see how you all have expanded to more specialized programming for the MBC community. ~Alycia V.

Expanding Programs



Hypnosis for Relaxation, Coping, and Emotional Relief

In 2025, SBC introduced hypnosis sessions as part of our integrative oncology offerings to help participants manage stress, anxiety, pain, and the emotional weight that often

accompanies a cancer diagnosis and treatment. Led by a trained practitioner, these guided sessions provide participants with practical tools to calm the mind, relax the body, and build coping skills they can use outside of the sessions.



Reiki Circle of Care

As part of our commitment to integrative oncology-inspired programming, SBC introduced Reiki to support relaxation, stress reduction, and emotional balance for those impacted by breast cancer. Reiki offers participants a gentle, restorative experience

focused on calming the nervous system and creating space for rest. This program reinforces the importance of addressing not just the physical realities of cancer, but the emotional and energetic toll as well.

“Thank you very much for offering this class. I was a little skeptical at first, but when she got started it was the most amazing experience that I have felt in a long time. I look forward to other classes that she may have in the future.

~Anonymous



Why do you love facilitating programs with [SurvivingBreastCancer.org](https://www.survivingbreastcancer.org/)?



Dr. Elina Rodriguez

In my day-to-day work as an oncologist, I serve at a public hospital in Ecuador. Like in many parts of Latin America, the healthcare system has its limitations. Each patient is only given about 15 minutes per consultation, which is clearly not enough time to explain everything: the diagnosis, the stage of the disease, the treatment plan, side effects, prognosis... and, of course, to answer their questions.

I always leave with the feeling that we're not giving patients the time and attention they truly deserve.

That's why I'm so interested in participating with SBC—because I want to give back to the community, share reliable information about cancer, and help clarify those questions that often remain unanswered in medical appointments.

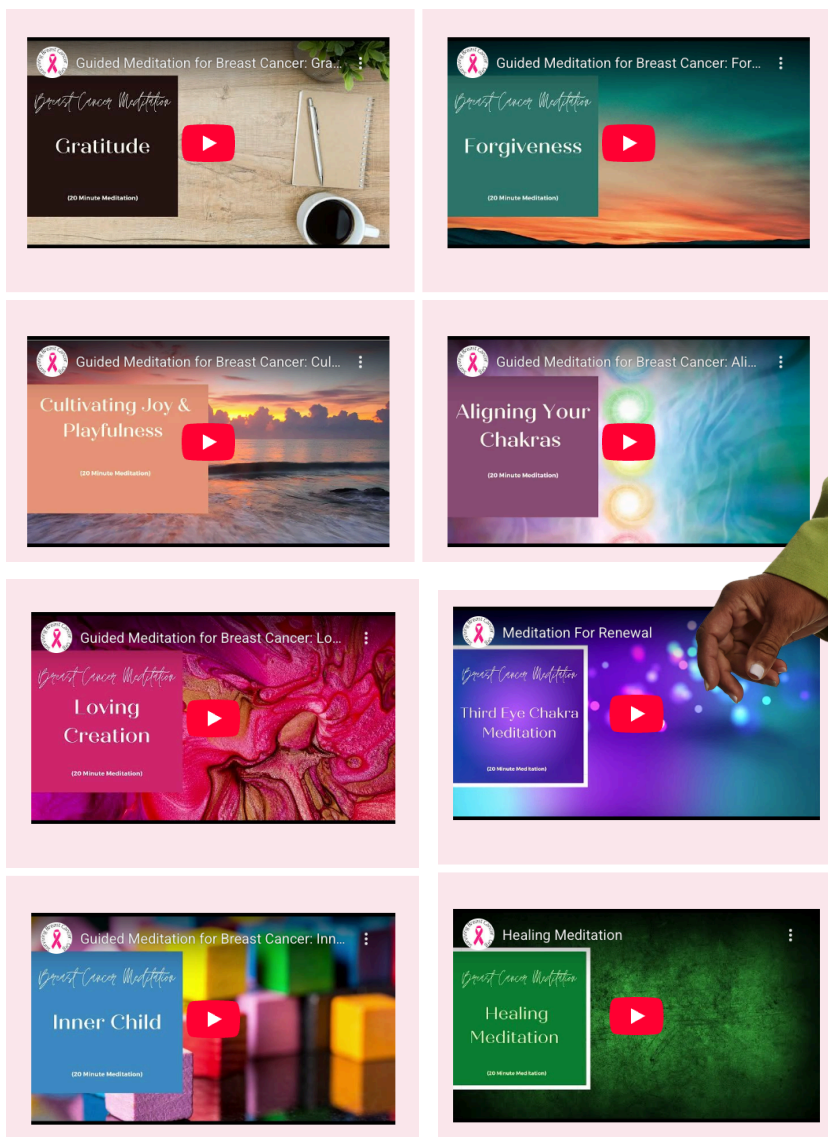


[Donate](#)
[Now](#)

Why do you love facilitating programs with SurvivingBreastCancer.org?

Gloria Shoon

I love the support of all who participate and the community camaraderie that is created through the programs I facilitate: Meditation Mondays, Encourage and Empower, and our latest Well-Being Club.





Why do you love facilitating programs with SurvivingBreastCancer.org?

Nina Prol

I love the opportunity to help people thrive with new exercises in the convenience of their home. As a RN, I've been working in cancer care, my passion, most of my adult life. I'm always trying to find an area to help my patients have the best clinical outcome.



virtual Pilates classes were offered in 2025, serving **182** people.

SBC's Educational Scholarship Program

In 2025, SurvivingBreastCancer.org proudly expanded our **Educational Scholarship Program**—an initiative launched in 2024 designed to empower individuals impacted by breast cancer through education, connection, and lived community experiences at leading national conferences.

Thanks to the generosity of our donors, SBC was able to grow this program beyond last year's reach, increasing both the number of scholarships awarded and the number of conferences attended. In **2024**, SBC awarded 4 scholarships to attend 2 conferences.

★ In **2025**: We awarded **6** scholarships across **3** national conferences

The demand for this program continues to grow. In 2025, **we received nearly 50 applications for just six spots.**

Donate to our
Scholarship Fund



SBC's Educational Scholarship Program

In 2025, SBC awarded scholarships to attend:

- Living Beyond Breast Cancer (LBBC) Conference on Metastatic Breast Cancer — Philadelphia, PA (March 7–9)
- Young Survival Coalition (YSC) Summit — Atlanta, GA (March 22–23)
- San Antonio Breast Cancer Symposium (SABCS) — San Antonio, TX (December 9–12)

Each scholarship covered conference registration, hotel accommodations, and a \$250 stipend to help offset travel and meal costs—removing financial barriers so recipients could fully participate in these transformative experiences.



2025 SBC Educational Scholar: **NATASHA P.**



“Making connections at the conference is key to building my network and finding opportunities to share my story while advocating for cancer research and young survivor awareness.”



“This trip provided me with the funding to be able to attend the YSC conference. At the time I was on disability for treatment and was not able to cover the cost on my own.” - Natasha P.

SBC's Educational Scholarship Program

2025 SBC Educational Scholar: **MEGAN B.**

“

The SBC Educational Program is invaluable. I most likely wouldn't have attended [the conference] without the financial support I received from the SBC Educational Scholarship. SBC is providing an amazing opportunity to breast cancer survivors/advocates by offering this kind of financial support!

Thanks to receiving the SBC scholarship, I can honestly say there's no better way to feel engaged in the breast cancer community.” - Megan B.

2025 SBC Educational Scholar: **SAVANNAH B.**

“

Staying connected online, SBC helps to highlight important connections. They really give people the means to come to these events, removing some of the financial burden really lifts some of the barriers for those that are traveling.

-Savannah B.



SBC's Educational Scholarship Program



Help Us Sustain & Expand the
SBC Educational Scholarship Program

Donate directly to the
SBC Educational
Scholarship
Program Today

[Donate Now](#)



Where Innovation Meets Human Support

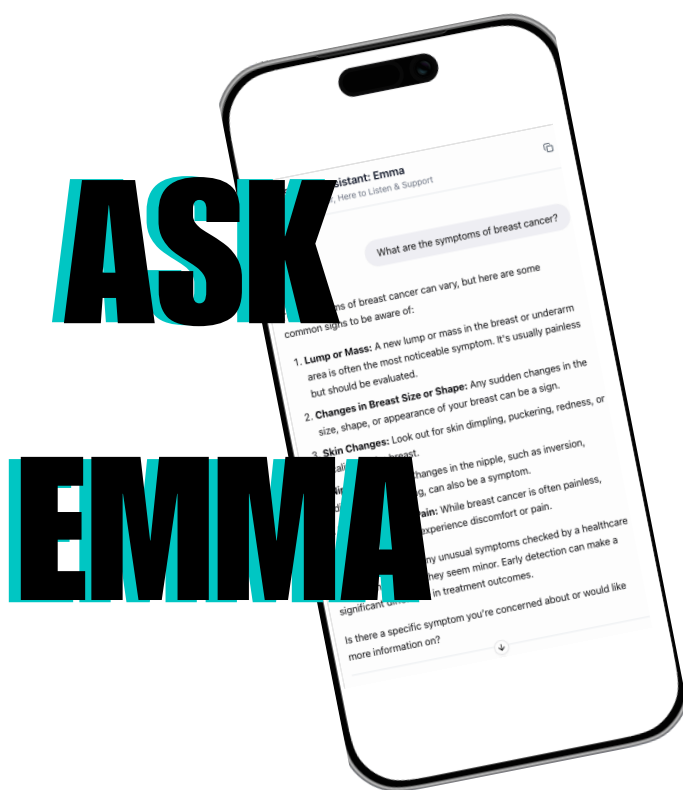


In 2025, we leaned boldly into innovation —not for the sake of technology, but for the sake of people.

We have always believed that the future of survivorship care must blend compassion with modern tools that meet individuals where they are. In 2025, that belief became reality with the launch of [Emma](#), our evidence-based AI companion designed to extend SBC’s education and emotional support beyond scheduled programs and into the everyday moments when questions, fear, or uncertainty arise.

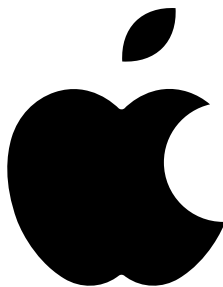
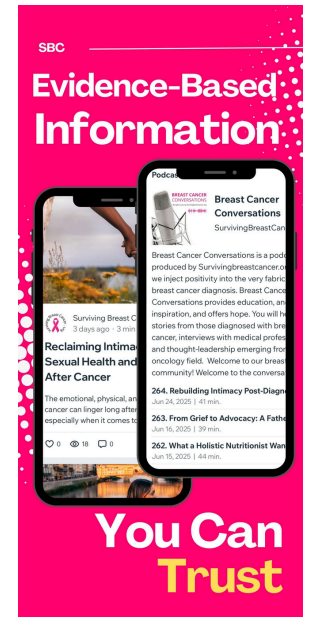
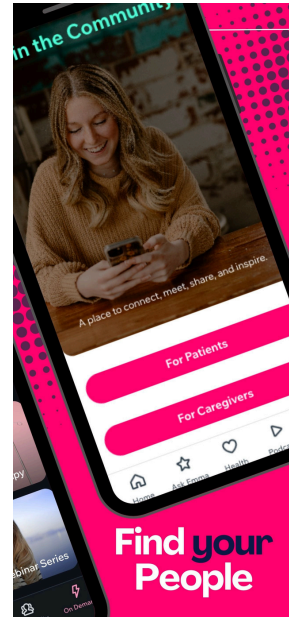
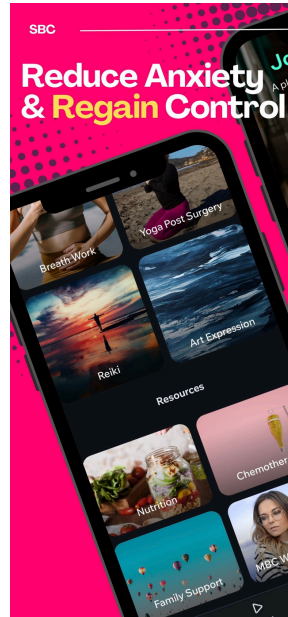
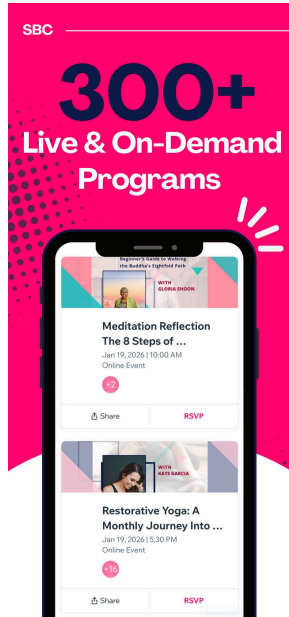
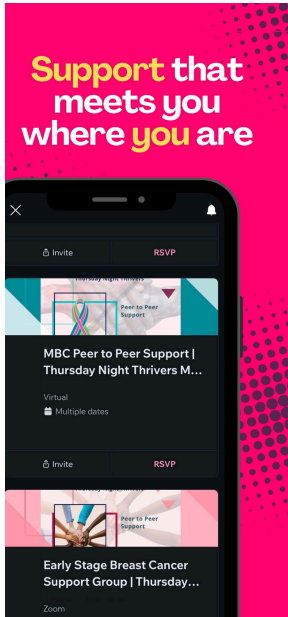
At the same time, we reimagined how our community accesses SBC by relaunching and updating the SurvivingBreastCancer.org mobile app, now available on both the [Apple App Store](#) and [Google Play](#). The app brings our programs, support groups, educational resources, programming, and community connection into the palms of people’s hands.

These innovations have allowed us to reach more people, reduce isolation, increase health literacy, and ensure that people have access to support and community. We are redefining what modern, accessible, and compassionate survivorship support can look like in a digital age.





Download the SurvivingBreastCancer.org App



[Download Now](#)



[Download Now](#)

Ratings & Reviews

5.0



out of 5

4. Empowering Through Education

Surviving Breast Cancer
7 min read

Breast Cancer Stories

From Curious Click to Cherry Blossoms: My BRCA1 Previvor Story

Surviving Breast Cancer
2 min read

Poetry

"After"

Surviving Breast Cancer
4 min read

Fitness & Exercise

Exercise and Breast Cancer Recovery: A Safe and Empowering Guide to Staying Active

Surviving Breast Cancer
1 min read

Poetry

Voice of My Own

Surviving Breast Cancer
1 min read

Poetry

Patient, Patience, Pamela.

Laura Carfang, Ed.D.
4 min read

Mental Health

20 Sleep Hacks For A Better Night's Rest

Surviving Breast Cancer
2 min read

Poetry

My Favorite Spoon

Surviving Breast Cancer
4 min read

Complementary Therapies

Harnessing the Power of Hypnosis for Breast Cancer

Surviving Breast Cancer
3 min read

Breast Cancer Stories

My Breast Cancer Journey: From Diagnosis to Survivorship

Surviving Breast Cancer
3 min read

Intimacy & Sexual Health

Reclaiming Intimacy: Supporting Sexual Health and Relationships After Cancer

Surviving Breast Cancer
3 min read

Research

Breast Cancer in Italy: A Look at Progress, Disparities, and the Road Ahead.

Surviving Breast Cancer
1 min read

Poetry

Thank You

Surviving Breast Cancer
3 min read

Nutrition & Diet

The Role of Nutrition in Breast Cancer Recovery: Optimizing Your Diet for Healing

Surviving Breast Cancer
1 min read

Poetry

My Heart to Your Heart

Laura Carfang, Ed.D.
4 min read

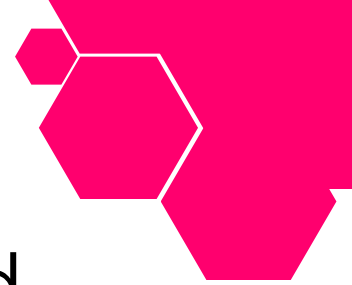
Complementary Therapies

Forest Bathing for Cancer Patients: How Nature Nurtures Healing, Resilience, and...

Surviving Breast Cancer
5 min read

Clean Living

Breast Cancer and Heart Health: The Connection You Need to Know About



SBC Blog Articles Received

219K views in 2025!



240% increase from last year!



Our top 10 most popular blogs of 2025:

- #1: [Informed Patients Improve Fertility Outcomes: The Critical Role of Oncofertility and Genetic Counseling](#)
- #2: [Understanding the Different Stages of Breast Cancer: What You Need to Know](#)
- #3: [What is Metastatic Breast Cancer?](#)
- #4: [Navigating Cancer Treatment With the Help of Energy Medicine](#)
- #5: [Understanding Advanced Treatment Options for Metastatic Breast Cancer](#)
- #6: [Genetic Testing and Preivorship: Preventive Measures to Reduce Cancer Risk](#)
- #7: [Invasive vs. Non-Invasive Breast Cancer: Key Differences and What They Mean](#)
- #8: [A Patient-Centered Approach to Plastic Surgery Reconstruction](#)
- #9: [My Three-Time Survivor Story](#)
- #10: [20 Sleep Hacks For A Better Night's Rest](#)



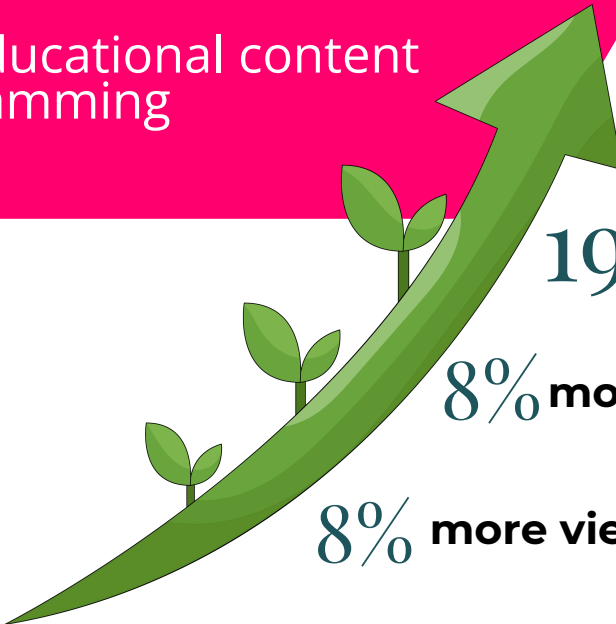
-SBC ON DEMAND- OUR VIRTUAL LIBRARY

YouTube Highlights

54,776 Views

Of our educational content
& programming

3,187.5 Hours of Watch Time



19% increase in watch hours
compared to 2024

8% more subscribers than 2024

8% more views than last year

Understanding the Complexities of Genetic Testing
with Genetics Counselor, Fatima Amir, M.S., LGC.

Listen Now

Podcast: Breast Cancer Conversations

My Next Guest

Dr. Evan Garfein
Chief of the Division of Plastic Surgery at Montefiore Medical Center. Recognized annually by New York Magazine's Best Doctors issue for nearly a decade.

@BreastCancerConversations

WEBINAR:

UNDERSTANDING DIEP FLAP SURGERY

WITH
BRENDA CORONADO, BETH GRANCHI,
MARIA CAUCCI & JEN TIPTON

24

The Podcast: Breast Cancer Conversations



The team has been busy recording, editing, and producing **26** podcast episodes in 2025, covering topics ranging from surgery and reconstruction to navigating cancer as a young woman. This year, we also took a deeper dive into how complementary integrative oncology programming and lifestyle medicine support overall well-being during treatment and throughout survivorship.

With over **24,000** downloads in 2025 & more than **200,000** downloads since inception, the Breast Cancer Conversations podcast from SurvivingBreastCancer.org continues to be a trusted resource—meeting people wherever they are in their breast cancer journey.

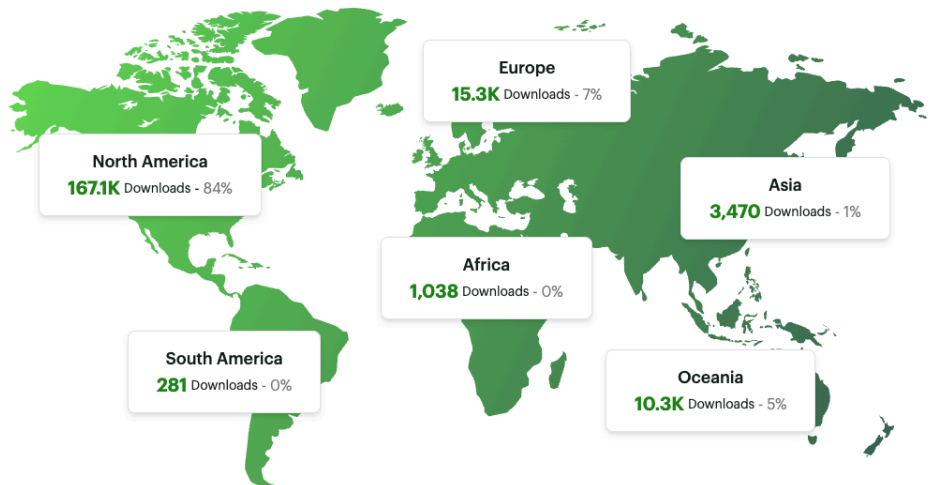
Our Spanish-language podcast is available at:

Después de un Diagnóstico



7 Years of Podcasting

200,000 downloads



280+ episodes



160+ countries

Caregivers Should Listen



This podcast is fabulous. Unfortunately my BF has been diagnosed and there was no question I would be there for her every step of the way. I HIGHLY recommend caregivers listen to the podcast. It will help you understand and be even more empathetic with the diagnosis.

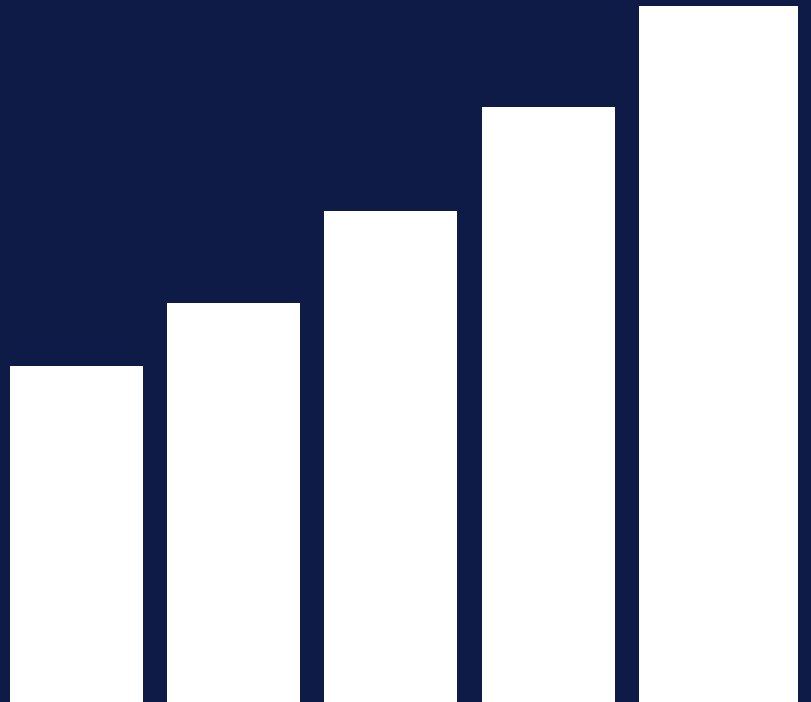
I myself am a nurse but have no experience with Oncology. This podcast has really helped me understand and point me in the right direction for further answers.

Breast Cancer is a Conversation



The title hits the nail on the head - Laura Carfang guides important conversations with patients, survivors, metastatic endurers and the support we have, to give us not only information but hope. There's no better four letter word I know than hope. The podcast will bring you closer to the individuals who have traveled the road possibly you're headed on in your cancer journey (for lack of a better word) or where you've already been for comparison and for ideas on how to improve your quality of life. To 26 of useful, inspiring, interesting, and easy to listen to chats in about 30 minutes. A lunch sized podcast!

5. Financial Stewardship & Transparency



Financial Stewardship & Transparency



We believe transparency builds trust.

SurvivingBreastCancer.org maintains strong financial oversight, clear accountability, and responsible stewardship of every donation we receive.

Our Board of Directors and leadership team work diligently to ensure funds are directed toward high-impact programs and sustainable growth, so that we can continue providing free education, community, and support to those navigating breast cancer.

These funds play a vital role in advancing our mission, directly supporting our educational content and programming, virtual workshops and classes, and outreach initiatives. We are deeply grateful to our philanthropic donors and sponsors, whose contributions make our work possible.

In 2025, SurvivingBreastCancer.org was honored to earn a **prestigious 4-Star rating from Charity Navigator** and the **Platinum Seal of Transparency from Candid** (formerly GuideStar). A 4-Star rating is Charity Navigator's highest possible designation, awarded only to organizations scoring 90 or above in its comprehensive evaluation of financial health, accountability, and impact.

The Platinum Seal of Transparency, Candid's highest level of recognition, reflects our commitment to openly sharing detailed information about our goals, strategies, metrics, and governance. This distinction places SBC among the top tier of transparent nonprofits nationwide.

These recognitions signify that we not only consistently exceed industry standards, but also uphold a deep commitment to accountability and transparency. By maintaining these high standards, we ensure that every donation is used effectively and efficiently to advance our mission and serve our community.

[Make a Donation](#)²⁸



Financial Stewardship & Transparency



SEEDS OF HOPE
Planting Support, Growing Impact

Donate \$50 (or more) and receive a packet of beautiful seeds and herbs you plant this spring to honor those we love, those we have lost, and bring hope to those diagnosed with breast cancer and living with metastatic disease.



Over 100 packages of seeds were sent out across the country to honor and support those who have been diagnosed with breast cancer and in memory of those we have lost to metastatic disease.

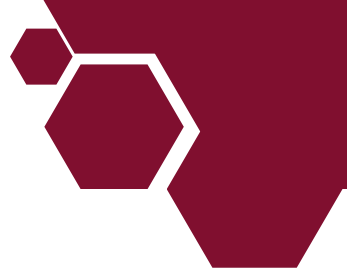
Our commitment to financial stewardship is also reflected in how we design and execute our fundraising campaigns. In 2025, initiatives like Seeds of Hope and Tell Cancer To Go Take a Hike were intentionally created to be community-driven, mission-aligned efforts that directly fund the programs and services our members rely on.

Seeds of Hope invited supporters to invest in the growth and sustainability of SBC's educational and emotional support programming, helping us expand access to expressive writing, integrative oncology workshops, support groups, and new digital resources like our 29 mobile app and AI companion, Emma.

6. Partnerships, Sponsorships, & Collaboration

“If you want to go fast, go alone.
If you want to go far...
go together.”

African Proverb



Partnerships, Sponsorships & Collaboration



At SurvivingBreastCancer.org, collaboration is at the heart of how we expand our reach and deepen our impact. In 2025, our partnerships allowed us to amplify education, increase access to integrative oncology programming, expand bilingual offerings, and connect our community with trusted experts across disciplines. These collaborations ensure that SBC's programs remain relevant, credible, and responsive to the evolving needs of those we serve.



Thank you to our 2025 Sponsors:



Partners & Collaborators



And to You



Thanks to all of our supporters, advocates, and volunteers who make our work possible.

7.

**Vision for 2026:
Innovating for
the Future**

As we step into 2026, SurvivingBreastCancer.org is not simply growing — we are leading.

2026 marks a pivotal evolution for our organization.

With the expansion of our Board of Directors, the hiring of our full-time Chief Executive Officer Laura Carfang, and new funding dedicated to metastatic breast cancer programming, we have built the infrastructure, expertise, and momentum to meet the next chapter of survivorship with clarity and purpose.

In 2026, we will move from impact to scale.

We will expand evidence-informed programs that address the emotional, educational, and integrative needs of those diagnosed with both early-stage and metastatic breast cancer. We will deepen our partnerships with hospitals, researchers, and industry leaders to close the survivorship gap that exists after treatment ends. We will continue to increase access to information and programming so more individuals can find support that reflects their lived experience.

At the same time, we will thoughtfully leverage technology to transform how support is delivered and how cancer care is navigated — building tools that provide personalized guidance, navigation, and community for people diagnosed with and living beyond cancer.

Because we believe cancer care does not end in the clinic.

- It lives in community.
- It lives in education.
- It lives in empowerment.

SurvivingBreastCancer.org is building a new model for survivorship thanks to our donors, partners, sponsors, volunteers, and community.

SurvivingBreastCancer.org is poised to lead this movement in 2026 and beyond. Together, we are redefining what “surviving” breast cancer actually means!

With gratitude,

The SurvivingBreastCancer.org Team

Your Support Powers Everything We Do

Make your 2026
Donation Today.

