



BREAST CANCER FOUNDATION  
OF THE OZARKS™

2024

# IMPACT

## Report



# TABLE OF Contents

02 Message from CEO

03 Our Mission

04 Impact Report

08 Fundraising Totals

09 2025 Vision

10 Gratitude

## FOUNDER AND CHAIR

- Mary Beth O'Reilly

## BOARD OF DIRECTORS

- Brian Asberry
- Debi Murray Bennett
- Brian Biggers, MD
- Amanda Brown
- Roger Holden, MD
- Amanda Lackey, MD
- Wendi Long
- Brian McCracken
- Ryan O'Grady, Treasurer
- Ryan O'Reilly, President
- John Russell
- Matt Sibet
- Jessica Snider, DO
- Carlye Wannemacher

## EXECUTIVE COMMITTEE

- Debi Murray Bennett
- Brian McCracken
- Ryan O'Grady
- Ryan O'Reilly
- Carlye Wannemacher

## INVESTMENT COMMITTEE

- Jeff Layman
- Brian McCracken
- Stephen Smith
- Greg Snider

## FUNDRAISING COMMITTEE

- Matt Sibet
- Mike Woody

## NOMINATING COMMITTEE

- Debi Murray Bennett
- Carlye Wannemacher

## PLANNED GIVING COMMITTEE

- Gordon Kinne
- Mary Beth O'Reilly
- Charlie O'Reilly
- John Youngblood

## TRUSTEES

- John Bumberry, MD
- John (Bucky) Buckner, MD
- Greg DeGood
- Rob Fulp
- Bridgette Leonard
- Wayne Morelock
- Patrick Murney
- Charlie O'Reilly
- Nancy O'Reilly
- Rosalie O'Reilly Wooten
- Tom Rankin

## FINANCE COMMITTEE

- Brian McCracken
- Ryan O'Grady
- Ryan O'Reilly

## BCFO STAFF

**Chief Executive Officer**  
Joe Daues

**Chief Operations Officer**  
Kathryn Wall

**Program Director**  
Meagan Walkenhorst, RN, BSN

**Patient Advocate**  
Ashley Carter, BSW

**Joplin Outreach Director**  
Regina Hammons

**Development Associate**  
Megan Garbee

**Brand & Experience Manager**  
Emily Carr

# A MESSAGE FROM our CEO

Mary Beth O'Reilly met Kristen O'Brien Hardy at Kristen's first chemotherapy appointment for breast cancer. As a fellow breast cancer survivor, Mary Beth provided support throughout Kristen's treatment, and the two became close friends. In 1998, Kristen lost her life to recurrent breast cancer at just 31 years old. Family, friends, and community members wanted to make meaningful contributions in Kristen's memory to a local organization that could support families impacted by breast cancer. However, no such organization existed. In 2000, Mary Beth founded Breast Cancer Foundation of the Ozarks (BCFO) to fill that gap, with a mission to provide vital resources and assistance for local families in the Ozarks community facing breast cancer.

Fast forward 25 years, and BCFO remains steadfast in fulfilling its mission. Today, we proudly offer over 10 programs and services that make a difference in the 35+ counties we serve across SW Missouri, SE Kansas, NE Oklahoma, and NW Arkansas.

Over the years, BCFO has navigated shifting economic climates and financial challenges, including the difficulties brought on by the pandemic. Like many service organizations, we've had to adapt—expanding to meet growing needs, revising our fundraising strategies, and reimagining how we engage with those we serve, as well as with our donors, health care partners, and the public. These unique economic and social circumstances have deepened our appreciation for the unwavering generosity of our supporters.

To express our gratitude and highlight the impact of your support, we are thrilled to present BCFO's Impact Report. This report showcases the tangible difference BCFO made in 2024, thanks to your incredible generosity.

At BCFO, our staff witnesses firsthand the struggles and triumphs of families facing breast cancer. We share in their shock at diagnosis, support them through daily challenges, and celebrate with them when they are declared cancer-free. Every day, we see their gratitude, and on their behalf, we extend that gratitude to you.

Your support provides a lifeline to families. It keeps a roof over their heads, food on their tables, and ensures they can afford medications and treatments. Just like the small group of family and friends who came together in 2000, your generosity makes everything we do possible.

Thank you for standing with us as we continue this vital mission. **Together, we are changing lives.**

WITH SINCERE GRATITUDE,



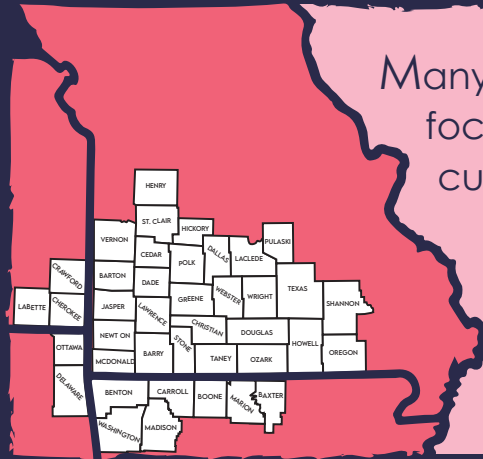
Joe Daues  
CEO, Breast Cancer Foundation of the Ozarks



# WHY WE ARE here

## Our Mission Statement

To provide help and hope to breast cancer patients and their families in the Ozarks.



Many national breast cancer organizations exist who focus on funding research, lobbying, finding a cure, etc.

What makes BCFO special is that we are providing tangible help to those who already have a diagnosis and are facing financial hardship.

1 in 8 women will get breast cancer in their lifetime



1 in about 800 men will get breast cancer in their lifetime



Young people's risk of developing breast cancer is on the rise

risk on the rise

# 2024 IMPACT The Report

BREAST CANCER FOUNDATION OF THE OZARKS

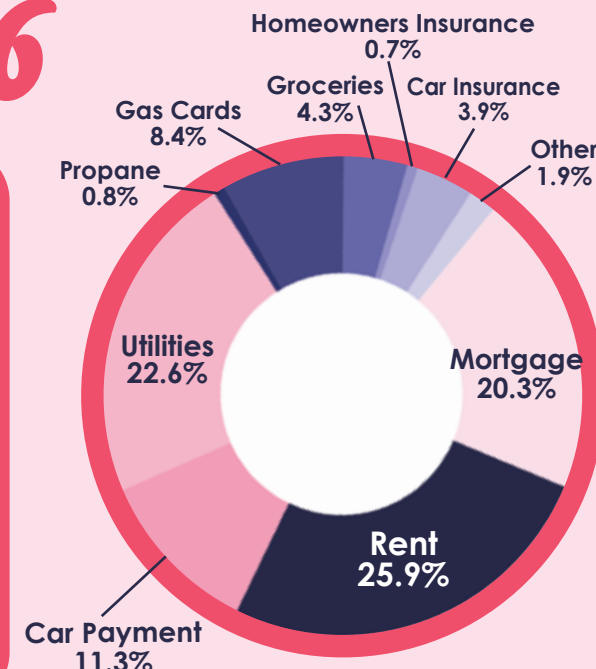
## Financial Assistance Program:

BCFO routinely provides short-term, non-medical, financial assistance to those living or being treated in our service area. Prospective clients must be in current treatment for breast cancer with demonstrated financial need. This program provides stability and comfort for the entire family so that they can get through treatment— and have hope for their future after breast cancer.

In 2024...



Our Clients...



## Patricia's Story



Patricia, 73 years old, from Nixa, Missouri, was diagnosed with breast cancer in December of 2023 and is still going through treatment. She became a client of BCFO in February of this year.

"We never dreamed we would face this challenge," Patricia and her husband, Dan, wrote in a letter to BCFO. Patricia shares that she was unprepared for the exorbitant medical bills that began coming in. Still, she "almost felt bad asking for help because [she] was sure other people needed it more," yet, at the same time, she was "unsure how [they] were going to do all this." When BCFO approved her for

six months of utility payments, Patricia and her family were "moved and overwhelmed" because they weren't expecting to receive any help.

Pleasant surprises are a theme in Patricia's story. She shares that she received hope and encouragement from all different places—from her medical team to people at restaurants, and, of course, Breast Cancer Foundation of the Ozarks. Patricia states her "heart is full because BCFO came along and helped. Thank you for being there for us and so many others."

Tammy's Story



Tammy, 51 years old, from Battlefield, Missouri, was diagnosed with breast cancer on Friday the 13th in October of 2023 and became a client of BCFO in November of 2023. "We are foster parents of a 1- and 2-year-old," Tammy shared. Working from home with a flexible job, Tammy was her children's main caretaker.

At the beginning of her journey, she was able to take her children to appointments. But after her mastectomy and subsequent surgeries due to some complications, she knew her family was going to have to make a tough decision. "I couldn't pick them up. I couldn't even change their diapers... I asked my husband to be a stay-at-home dad."

Going from a double to single income amidst incoming medical bills was a sacrifice Tammy and her husband made in the best interest of their foster children.

Tammy originally reached out to BCFO to learn more about mentorship and support groups and was then encouraged to apply for financial assistance. "You all paid my biggest bills, which I turned around and put that money towards medicals." Since her introduction to BCFO, Tammy has been able to connect with a mentor and attend multiple Support Group meetings. "Support group is an absolute priority... it's a non-negotiable."

Children's Fund

The Rosalie O'Reilly Wooten Children's Fund provides life changing support for children impacted by a caregiver's breast cancer diagnosis. It provides \$200 in assistance for each child in the home of BCFO's Financial Assistance Program clients for their unique needs. During a very scary experience, this program gives kids –and their entire family– a sense of normalcy and hope.

In 2024...

166 CHILDREN HELPED

\$33,200 TOTAL CHILDREN'S FUND DISTRIBUTION  
 \$20,000 DISTRIBUTED IN HOLIDAY CHILDREN'S FUND

"I cannot express how much it means to me that you helped not only me but my babies, my world during these times. Reaching out to help me was amazing but extending the kindness to my family as well is something I will never forget and will always be grateful for"

-Recipient of BCFO's Children's Fund

Free Screening Mammogram Program

BCFO Provides free screening mammograms to qualified applicants through qualified medical centers throughout our service area. Free screening mammograms are provided to uninsured and underinsured women who meet BCFO's financial criteria. This program covers screening mammograms only. Please call us about other programs for various age groups and breast conditions.

798 VOUCHERS SENT



\$103,870 SPENT ON MAMMOGRAMS

Certain project costs have been underwritten by the Missouri Department of Economic Development, Neighborhood Assistance Program.

- Thank you MO Business Owners

U-35 Program

BCFO covers the cost of diagnostic mammograms, ultrasounds, and biopsies for those uninsured or underinsured and under the age of 35 in Missouri.

36 CLIENTS SERVED

\$12,561 TOTAL SPENT

Synthia's Story



When Cynthia found a lump in her right breast, she was "scared" and "sick to [her] stomach with fear." She knew what the lump could mean and knew she needed to have it checked. Unfortunately for her, Cynthia was under 40, which meant her insurance would not cover the diagnostic mammogram that was ordered for her. Thankfully, a friend encouraged Cynthia to reach out to BCFO to see if we could help.

"I can't put it into words how it helped reassure me," Cynthia shares after BCFO was able to pay for her diagnostic mammogram and subsequent ultrasound and biopsy through the U-35 program. "This was all new to me. They've been an amazing resource to me throughout this entire process."

# Connie Cunningham's Lymphedema Garment Program

BCFO provides lymphedema garments through our medical supply providers. To qualify, candidates must be uninsured or underinsured, and lymphedema must be a result of breast cancer treatment.



"When insurance said, 'That's not covered'; when doctors said, 'That's what your family and friends are for'; when the American Cancer Society said, 'That's not something we do'; BCFO stepped up and said, 'Let's see how we can make this happen.'"  
 - Shelly, Lymphedema Garment Recipient

## Support group

Support Group is hosted biweekly at BCFO's Springfield office by licensed counselor Jacey Collins, with a remote option available on Zoom. Support Group is for breast cancer survivors of all stages. Call us for more info!

Some Support Group Members



## Be Well Event



In July of 2024, BCFO partnered with Burrell Behavioral Health's Be Well Initiative to provide a wellness experience for local breast cancer patients. Thanks to a grant from the Coover Regional Community Foundation, we were able to hold the event at Chateau on the Lake in Branson, which involved a dinner, connection experience, yoga, and a sound bath.



**ATTENDEES REPORTED SHOWING A 60% REDUCTION IN STRESS AS A RESULT OF THE EVENT**

# Fundraising \$ STATISTICS

Thank You Donors!



A Time to Share on the Square

\$16,658.97



A Time to Share

\$82,893.21



Gas Card Campaign

\$11,025.07



Hooked on Dance

\$505,868.03



Jeepin for a Cure

\$84,003.09



Pink Ribbon Gala

\$95,706.02

- BCFO General Donations: \$108,663
- Memorial Donations: \$20,795
- Lift for Life: \$14,219
- Swinging for Pink: \$15,790
- SBJ's Most Influential Women: \$4,365
- Petals for a Purpose: \$3,842
- Springfield Brewing Co.: \$3,584

# 2024 Fundraising Total: \$1,470,618

# Vision for 2025



25 years

## Serving the Ozarks for 25 years...

The Breast Cancer Foundation of the Ozarks is proud to celebrate its Silver Anniversary, **marking 25 years of dedicated service** in the Ozarks! Since our founding in 2000, our mission has been to expand our capacity to serve more clients and broaden our reach. Thanks to the visionary leadership of founder Mary Beth O'Reilly, the guidance of our Board of Directors, the efforts of BCFO staff and volunteers, and the generosity of our donors and supporters, **we are thrilled to have achieved this goal.**

*Thank You!*



- ATTS ON THE SQUARE - 3/29/2025
- A TIME TO SHARE - 04/10/2025
- JEEPIN FOR A CURE - 10/11/2025
- HOOKED ON DANCE - TBD
- PINK RIBBON GALA - TBD

### 2025 Goals:

- Provide more than **\$1 million** in resources for clients.
- Expand our mammogram program to additional counties in the **Lake of the Ozarks region.**
- Increase mammogram program outreach in the **4-state area** with a **part-time Community Health Worker.**

## Greatest Needs & How You Can Help

### • Please, spread the word!

- BCFO's Free Screening Mammogram Program has seen **less participation in recent years**, despite ongoing needs for help accessing these important screenings. Help us advocate for breast health by **sharing the importance of annual mammograms!** You can also stop by our office to pick up applications for the Free Screening Mammogram Program to share with the people in your life who may need it.



*Continued...*

- **Consider becoming a Monthly Donor**
  - Your monthly gift will provide even more help and hope for local families facing breast cancer, giving them stability and comfort when they need it most.
- **Consider making a planned gift to BCFO**
  - Make an impact for local families right now, create a **lasting legacy of hope.**
  - No cost at the time of the gift for many planned gifts.
  - Generous tax benefits in the year of your gift.
  - You will be invited to join BCFO's **Legacy of Hope Society**, a group of compassionate individuals devoted to BCFO's mission.
  - **Ways to Give:**
    - Make a gift of your stock, DAF, or other appreciated assets.
    - Include a bequest to BCFO in your will.
    - Make BCFO a beneficiary of your retirement plan or life insurance policy.
    - Make a gift of your personal property with a TOD designation.

## Gratitude

Thank you again to each and every person who has made such an incredible year possible at BCFO! We truly could not make an impact for local families facing breast cancer without the generosity of such compassionate donors, volunteers, sponsors, committee members, grant funders, and other supporters. We appreciate you!

To learn more about the impact of your support, please contact us at:

417-862-3838  
info@bcfo.org

620 W Republic Rd. Suite 107 Springfield, MO 65807

Monday through Friday  
9:00 AM - 5:00 PM

# Thank you for your support!



BREAST CANCER FOUNDATION  
OF THE OZARKS™