

VERA BRADLEY FOUNDATION



Patricia R. Miller, Vera Bradley and Vera Bradley Foundation co-founder



Barbara Bradley Baekgaard, Vera Bradley and Vera Bradley Foundation co-founder

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To our incredible supporters, thank you for your unwavering support, belief in our mission and trust in our process! For over three decades, you've been our steadfast companions on this journey, helping us raise more than $42 million to advance life-saving breast cancer research. We are deeply grateful for your partnership and proud of the progress we've made together. Because of you, hope continues to flourish and the future holds brighter prospects for all affected by breast cancer.

Patricia R. Miller

Barbara B. Baekgaard

CONTENTS

1 | Our Generous Sponsors
4 | Our Mission and Our Why
6 | The Research We Support
12 | Movement is Medicine
14 | Awareness and Prevention
16 | Story of Strength
20 | Join Us Throughout the Year
24 | Foundation Team & Board

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FOUNDATION FOR BREAST CANCER

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Power Our Purpose and Discover Ways to Give

General Donation

Every financial donation provides incredible impact to the Foundation. Magnificent discoveries and progress fuel our passion for breast cancer research. Our mothers, daughters, sisters, co-workers, neighbors and friends are at the heart of our dedication. Because of your generous support, a cure is on the horizon!

Scan to donate today



Patricia and P. Michael Miller & Family, Foundation Supporters



Barbara Bradley Baekgaard & Children, Foundation Supporters

Planned Giving

We want to see women thrive, not just survive! You can leave a legacy and ensure the Foundation's mission will live on — today and tomorrow — through planned giving. Gifts can be designated in the form of appreciated stock, real estate, life insurance, cash or a designation of a gift in a will or living trust. Leaving a gift to the Foundation in a will provides a simple way to ensure the future of breast cancer research.

Scan to start a legacy conversation with us

OUR MISSION AND OUR *WHY!*

We're funding critical research so women can thrive, not just survive, after a diagnosis.

Our Mission: Raising funds for research to find a cure and to improve the lives of the many affected by breast cancer.

1 in 8 Women will develop breast cancer in her lifetime.

NOT JUST NUMBERS —IT'S LIVES

United States 2025:
- **321,916 new cases** of invasive breast cancer
- **60,730 new cases** of Ductal Carcinoma in situ (DCIS), a non-invasive breast cancer

Dear Friends,

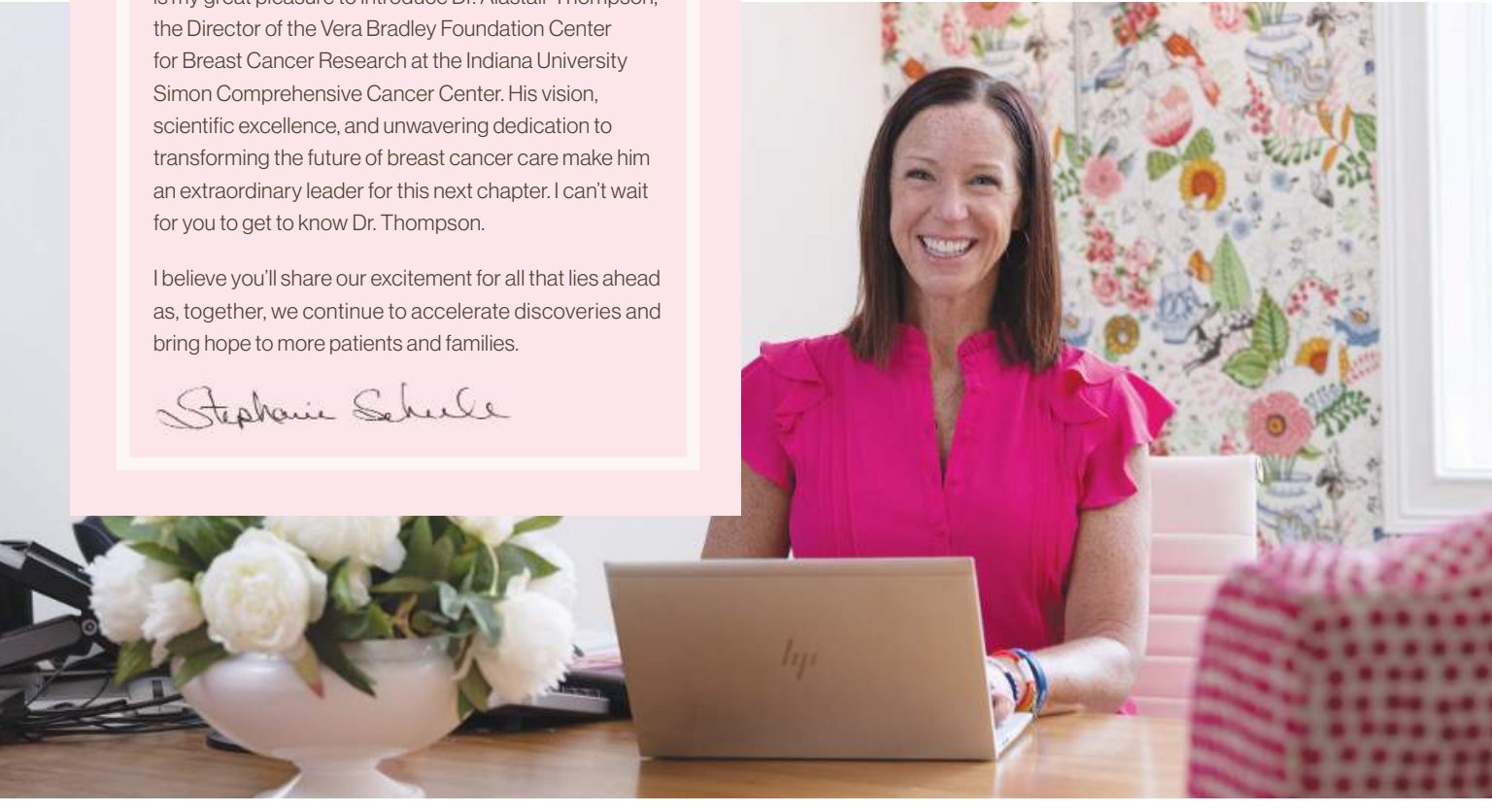
As we enter an exciting new era, we are profoundly grateful for your belief in our mission. Every decision we make is guided by transparency, responsibility, and a steadfast commitment to creating the greatest possible impact. Because of you, research is advancing more rapidly, discoveries are reaching patients sooner, and more individuals and families have renewed reason to hope.

Your partnership has made this moment possible, and it is my great pleasure to introduce Dr. Alastair Thompson, the Director of the Vera Bradley Foundation Center for Breast Cancer Research at the Indiana University Simon Comprehensive Cancer Center. His vision, scientific excellence, and unwavering dedication to transforming the future of breast cancer care make him an extraordinary leader for this next chapter. I can't wait for you to get to know Dr. Thompson.

I believe you'll share our excitement for all that lies ahead as, together, we continue to accelerate discoveries and bring hope to more patients and families.

Stephanie Scheele

Stephanie Scheele, Vera Bradley Foundation Executive Director

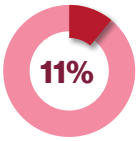


Women under 40 are nearly **40% more likely to die** from breast cancer than women over 40.

UNDER 40

Researchers say the **reasons for rising incidence in younger women are complex and multi-factorial:** changing childbearing and breastfeeding patterns, increased alcohol use, excess body weight, genetics, environmental exposures and more.

BREAST CANCER IS THE LEADING CAUSE OF CANCER DEATHS FOR WOMEN AGED 20-49



11% of all breast cancer cases in the US are diagnosed in **women under 40**. But, young women are more likely to be diagnosed with aggressive subtypes like triple-negative breast cancer (TNBC).

Today, there are 4.3 million breast cancer survivors in the US, including women currently being treated and those who have finished treatment. By 2035 that number is expected to grow to 5.3 million.

WOMEN UNDER 50 ARE NOW NEARLY TWICE AS LIKELY TO BE DIAGNOSED WITH CANCER COMPARED TO MEN OF THE SAME AGES

a trend primarily attributed to increasing rates of breast cancer.

Early-stage cancer diagnosed at the localized stage has a 5-year relative survival rate **over 99%**

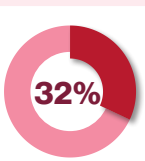
5 YEAR SURVIVAL RATES

The **5-year survival rate has improved**, with an increase from 85.7% in 1990, to over **92% today** (but varies by stage at diagnosis).

2026

1990

BREAST CANCER REMAINS THE MOST COMMON CANCER AMONG WOMEN IN THE UNITED STATES



About **32%** of **all newly diagnosed cancers in women are breast cancer**

About **85%** of breast cancers occur in women who have **no family history** of breast cancer.

TRIPLE-NEGATIVE BREAST CANCER (TNBC) ACCOUNTS FOR ABOUT 10-15% OF ALL BREAST CANCERS.

These cancers tend to be more common in women younger than age 40, women who are Black, and women who have a BRCA1 mutation.

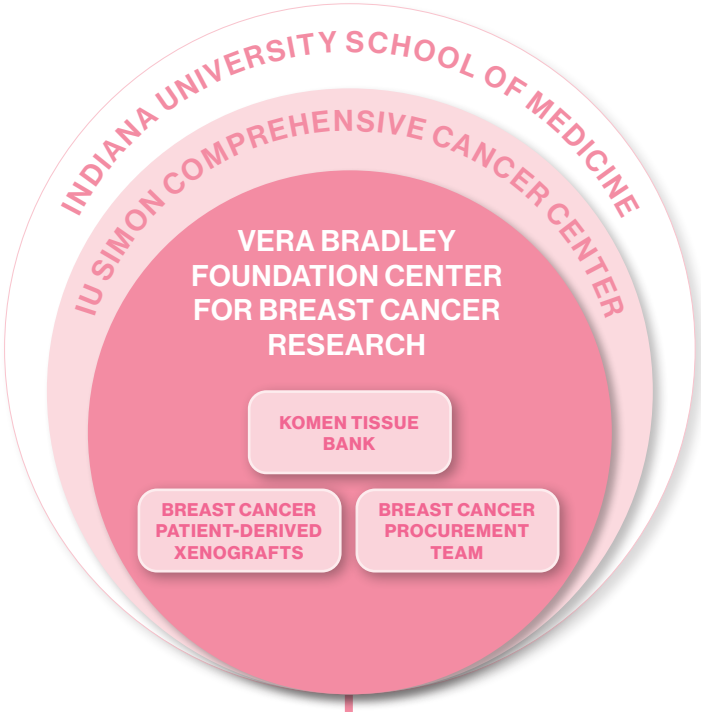
Breast cancer **mortality rates have decreased** in the US by approximately **44%** since 1990, largely due to increased mammography screening and advances in treatment.

41 PERCENT 44

Black women experience a **41% higher mortality rate** from breast cancer compared to white women.

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FOUNDATION FOR BREAST CANCER

SCHOOL OF MEDICINE
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Alastair Thompson, MBChB, MD, FRCSEd, FACS
Director, Vera Bradley Foundation Center for Breast Cancer Research

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Vera Bradley Foundation Scholar in Breast Cancer Discovery

Pravin Kaumaya, PhD
Vera Bradley Foundation Chair in Breast Cancer Innovation

Tarah Ballinger, MD
Vera Bradley Foundation Scholar in Breast Cancer Research

RESEARCH HIGHLIGHTS



Hari Nakshatri, PhD reviewing data with his colleague.

Decoding Male Breast Cancer

Using healthy breast tissue donated by men through the Komen Tissue Bank (KTB), Hari Nakshatri, PhD, the Marian J. Morrison Professor of Breast Cancer Research, is advancing research into male breast cancer, a disease that remains significantly understudied.

Nakshatri's lab discovered that male breast cancer behaves differently from female breast cancer at the biological level. Genetic changes that readily triggered tumors in female breast cells did not produce the same results in male cells, requiring researchers to develop entirely different models of male breast cancer. In laboratory models, a potent oncogene that successfully triggered cancer growth in female breast cells did not produce tumors in male cells. Surprisingly, when researchers used a less potent oncogene, tumors developed and metastasized to the lungs.

These unexpected findings suggest important biological differences in how breast cancer forms and spreads in men versus women and may ultimately provide broader insight into sex-based differences across multiple cancers. With new models for both male and female breast cancer now established, Nakshatri's lab is studying whether commonly used chemotherapy treatments may work differently in men and women.

Radiation Therapy, Reimagined

Radiation therapy remains a cornerstone of breast cancer treatment, but advances in the field are making it faster, more precise, and potentially less burdensome for patients. Thanks to ongoing clinical research, some patients can now complete radiation treatment in just five sessions, compared to the previous standard of 15 to 30 treatments.

Richard Zellars, MD, researcher and IUSCCC radiation oncologist, is leading efforts to further improve how radiation therapy is delivered. Zellars is overseeing IU's participation in national clinical trials studying whether certain women ages 50 to 70 can safely avoid radiation altogether and receive hormone therapy alone.

Additional research is also examining whether chemotherapy and radiation may work more effectively when given at the same time rather than sequentially. While those results are still pending, the approach could potentially improve treatment response while shortening overall treatment timelines for patients.

Setting the Standard for Breast Cancer Care

The National Comprehensive Cancer Network (NCCN), the nonprofit organization whose clinical guidelines help shape cancer care worldwide, recently launched new interactive NCCN Guidelines Navigator resources for breast cancer treatment and hereditary cancer risk assessment. The digital tools make complex recommendations easier for physicians and patients to search, navigate, and connect to additional NCCN resources.

Bryan Schneider, MD, serves on the NCCN breast cancer guidelines panel, while Nawal Kassem, MD, contributed to the organization's genetic and familial high-risk assessment guidelines. Their involvement helps ensure the latest breast cancer research continues to inform nationally and globally utilized standards of care.



Bryan Schneider, MD



Pravin Kaumaya, PhD in his lab.

Advancing Breast Cancer Vaccine Therapies

Pravin Kaumaya, PhD, a world-renowned innovator of vaccines for cancer treatment and the Vera Bradley Foundation Chair in Breast Cancer Innovation, continues to lead groundbreaking work in breast cancer vaccine development.

Kaumaya's peptide-based vaccine, B-Vaxx, can be both prophylactic (preventative) and therapeutic to enhance the body's immune system response to existing cancer. Multiple clinical trials are currently underway evaluating the vaccine in patients with HER2-positive breast cancer.

Kathy Miller, MD, the Ballvé Lantero Professor of Oncology, serves as lead clinical investigator for a trial involving patients with metastatic HER2-positive breast cancer. Tarah Ballinger, MD, the Vera Bradley Foundation Scholar in Breast Cancer Research, is leading a separate trial focused on patients with locally advanced HER2-positive breast cancer following standard first-line treatment.

In addition to these clinical studies, Kaumaya's team has completed promising preclinical research exploring combination vaccine therapies for triple-negative breast cancer and other aggressive breast cancer subtypes.



Mateusz Opyrchal, MD, PhD

Reversing Cancer's Immune Suppression

Mateusz Opyrchal, MD, PhD, the Vera Bradley Foundation Scholar in Breast Cancer Discovery, is studying how breast tumors suppress the body's immune system — a major challenge in treating breast cancer. In many cases, cancer cells are able to slow down or block the immune cells that would normally attack them, allowing tumors to grow and evade treatment.

Opyrchal and his collaborators are developing new strategies to target the immune-suppressing cells within the tumor microenvironment, including macrophages, a type of immune cell commonly manipulated by breast cancer cells. His team has discovered that iron signaling plays an important role in determining how these macrophages behave. By altering iron signaling, researchers were able to shift macrophages into a more immune-activating, anti-tumor state.

The findings may have important implications not only for immunotherapy, but also for how physicians treat anemia and low iron levels in cancer patients. Opyrchal's long-term goal is to advance more personalized immunotherapy approaches by using tumor profiling to better match patients with targeted immune-based treatments.

His lab recently had a study accepted for publication in the Journal of Experimental & Clinical Cancer Research titled "Iron diminishes immunosuppressive macrophages and enhances anti-PD-1 immunotherapy in breast cancer models." Led by Qingfei Wang, PhD, Assistant Research Professor of Medicine, the study further explored how iron signaling regulates macrophage function and contributes to the immune-suppressive tumor environment. The research suggests anemia in cancer patients may play a more significant role in disease progression than previously understood and could warrant more aggressive treatment.



Expanding Access to Healthy Breast Tissue Research

In partnership with the WNBA All-Star 2025 Host Committee, the Komen Tissue Bank (KTB) at the IUSCCC engaged 400 women in donating healthy breast tissue for research. The KTB, housed within the Vera Bradley Foundation Center for Breast Cancer Research, remains the world's only repository dedicated to healthy breast tissue.

By comparing healthy tissue to cancerous tissue, researchers are gaining critical insight into how breast cancer develops and why it behaves differently among patients. The initiative placed special emphasis on recruiting younger women and women of color, populations disproportionately affected by more aggressive breast cancers and historically underrepresented in research. Among participants, 40% were under the age of 40 and 34% identified as women of color.

Samples donated through the KTB are already helping researchers create the most comprehensive mapping of healthy breast cells to date for both women and men. Current studies are extending this work to include tissue from pregnant, breastfeeding, and post-breastfeeding women to better understand the biology of pregnancy-associated breast cancer.

National Cancer Institute
Academic Cancer Centers are evaluated by the National Cancer Institute (NCI), the federal government's principal agency for cancer research and training of cancer physicians and researchers. The NCI provides the center's core grant to fund administrative components and shared research facilities.

Nationally, there are 74 NCI-designated cancer centers. Only 58 are comprehensive, which means they meet rigorous criteria for research and education efforts focused on preventing cancer. They also demonstrate substantial transdisciplinary research that bridges basic science, clinical science, cancer control, and population science.

Indiana University's Melvin and Bren Simon Comprehensive Cancer Center (IUSCCC) is the only comprehensive cancer center in Indiana with the rigorously maintained NCI designation.

The IUSCCC, home of the Vera Bradley Foundation Center for Breast Cancer Research, holds the same designation as Memorial Sloan Kettering, MD Anderson, and Mayo Clinic. As a member institution of the National Comprehensive Cancer Network, IUSCCC physicians have a role in determining the recognized standard of clinical care for cancer patients.

Consortium
The Vera Bradley Foundation Center for Breast Cancer Research networks with regional, national, and international peers to share data and ideas, and to collaborate on clinical trials.

Key partnerships include:
- Membership in the Translational Breast Cancer Research Consortium — a partnership of the 18 largest breast cancer programs in the country.
- Leadership of NCI-funded national collaborative research groups (ECOG-ACRIN).
- Leadership of the NCI's Breast Cancer Steering Committee, the body responsible for setting national research priorities.
- Leadership of a team from four universities specifically focused on improving outcomes for black patients.



Containing the Spread of Triple-Negative Breast Cancer

A study co-led by Yann Gibert, PhD*, Professor of Medical and Molecular Genetics, identified a promising drug candidate called Ifetroban that may help prevent the spread of triple-negative breast cancer, one of the most aggressive and difficult-to-treat forms of the disease.

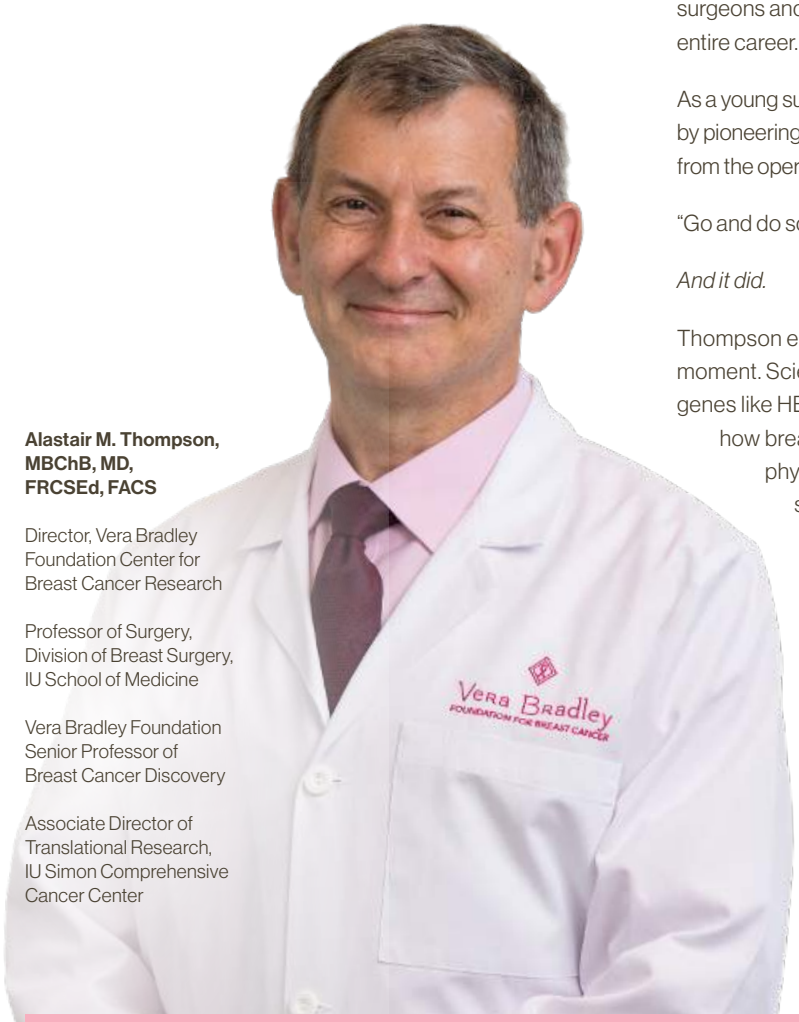
Published in Experimental Hematology and Oncology, the research demonstrated that Ifetroban prevented triple-negative breast cancer cells from binding to platelets in mouse and zebrafish models. Researchers believe this interaction plays a key role in helping cancer cells spread, or metastasize, to other organs.

While Ifetroban is not intended to replace surgery, chemotherapy, or radiation therapy used to treat the primary tumor, it may help stop remaining cancer cells from spreading beyond the breast to other organs. Because the drug is already being studied in humans for other diseases, researchers have existing safety and dosing data that could help accelerate future breast cancer clinical trials.

**The study was originally conducted by scientists from the University of Mississippi Medical Center and the University of Mississippi, led by Gibert and Thomas A. Werfel, prior to Dr. Gilbert joining the IU School of Medicine.*

THE FOUNDATION ISN'T CHANGING DIRECTION
IT'S ENTERING ITS NEXT ERA

Meet Alastair Thompson, the inaugural Director of the Vera Bradley Foundation Center for Breast Cancer Research



Alastair M. Thompson, MBChB, MD, FRCSEd, FACS

Director, Vera Bradley Foundation Center for Breast Cancer Research

Professor of Surgery, Division of Breast Surgery, IU School of Medicine

Vera Bradley Foundation Senior Professor of Breast Cancer Discovery

Associate Director of Translational Research, IU Simon Comprehensive Cancer Center

When Dr. Alastair Thompson talks about breast cancer, he rarely begins with science. He begins with people.

Long before he became one of the world's leading breast cancer surgeons and researchers, he learned a lesson that has shaped his entire career.

As a young surgical trainee in Edinburgh, Scotland, he was encouraged by pioneering breast cancer surgeon Sir Patrick Forrest to step away from the operating room and into the research laboratory.

"Go and do some research early," Forrest advised. "It will inspire you."

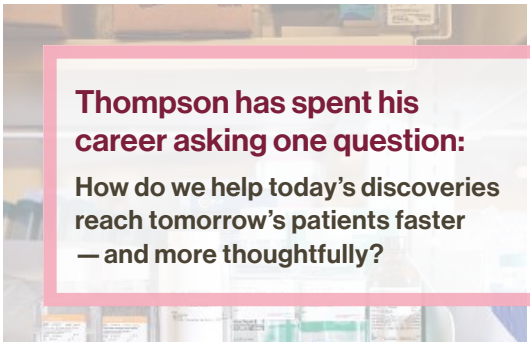
And it did.

Thompson entered breast cancer research at an extraordinary moment. Scientists were just beginning to understand the role of genes like HER2 and BRCA1, discoveries that would forever change how breast cancer is understood and treated. For a young physician-scientist, it was exhilarating — not because of the science alone, but because each breakthrough carried the promise of changing someone's future.

More than four decades later, that sense of possibility still drives him.

Now, as the inaugural Director of the Vera Bradley Foundation Center for Breast Cancer Research at the Indiana University Simon Comprehensive Cancer Center, Thompson brings something increasingly rare in modern medicine: the ability to move seamlessly between laboratory discovery and patient care.





Thompson has spent his career asking one question:

How do we help today's discoveries reach tomorrow's patients faster — and more thoughtfully?

> It's the individual patients who continue to motivate me. Every advance matters because every person is different.
> — Dr. Alastair Thompson

Why Indiana? Why Now?
After leadership roles in Scotland, at MD Anderson Cancer Center and at Baylor College of Medicine, Thompson had no shortage of opportunities.

What drew him to Indiana was something he believes is increasingly uncommon: a philanthropic partnership with the courage to invest in bold ideas over the long term.

For over thirty years, Vera Bradley Foundation supporters have fueled discoveries that extend far beyond Indiana. More than $43 million has been invested in breast cancer research, creating one of the nation's most collaborative environments for scientists and clinicians working toward better prevention, earlier detection, more personalized treatments and, ultimately, cures.

That commitment impressed Thompson immediately.

He points to the Center's extraordinary breast tissue biorepository, internationally respected basic science programs, and ambitious work to conquer triple-negative breast cancer (TNBC) — one of the disease's most aggressive forms — as evidence that Indiana is pursuing questions many institutions have yet to tackle.

But what excites him most isn't any single project.

It's the opportunity to connect them.

He often compares research leadership to tending a garden. Every promising idea deserves attention, but successful leaders also know when to redirect resources so the strongest discoveries can flourish.

His vision is one of thoughtful momentum — bringing together scientists, physicians, industry partners and philanthropists to accelerate the journey from promising discovery to meaningful improvements in patients' lives.

Perhaps most importantly, Thompson sees Indiana as a place capable of leading globally.

He believes discoveries made here can influence breast cancer care not only across the United States, but around the world.

That vision aligns naturally with the Vera Bradley Foundation's own mission: transforming generosity into life-changing progress.

Over 30 years ago, supporters planted the seeds.

Today, under Dr. Alastair Thompson's leadership, the next era begins.

Those who know Dr. Thompson best are unlikely to begin with his titles. They are more likely to mention his quick wit, his British charm, and the affection with which he speaks of his family. He cheerfully admits to being "besotted" with his wife, Dr. Stacy Moulder, whose own remarkable career in oncology complements his lifelong commitment to advancing cancer care. Together, they have raised two wonderful sons, Christopher and Shephard, and remain each other's greatest champions.

BY THE NUMBERS

40+ **Years** dedicated to breast cancer surgery and research

3 **Countries** — Scotland, England and the United States

455 Peer Reviewed **Publications** — and there's more beyond the peer reviewed papers

102 **Pages** on his CV including appointed posts, education highlights, achievements, awards & honors, publications, book chapters, and innovation & patents

ONE MISSION

1 **Moving discoveries from the laboratory to patients faster — and more personally.**

MOVEMENT IS MEDICINE

How exercise and healthy weight impact breast cancer risk and recovery.





Obesity is associated with about a 30-40% increased risk of postmenopausal breast cancer, as well as more advanced stage at diagnosis and more complications from therapy.



Weight alone does not tell the whole story. We also know that within women of normal weight, higher body fat percentage is associated with significantly increased risk.

Being more physically active (guidelines suggest 150 minutes of moderate activity per week) **reduces risk of breast cancer by about 20-40%** depending on the data set — even if you don't lose weight — because of physiologic changes in the body with each "dose" of exercise.

150
MINUTES
PER WEEK
20-40
PERCENT

Meeting activity guidelines also reduces risk of breast cancer recurrence by over 20% depending on the patient population, which is similar to results for those taking tamoxifen.



EXERCISE CAN BE GIVEN AS A "PRESCRIPTION"

Pre-diagnosis physical activity is associated with **improved survival after diagnosis** of many different cancers, including breast cancer.



Muscle impacts prognosis even in early-stage disease. A study of over 3,000 patients with Stage II and Stage III breast cancer showed that patients who were sarcopenic (progressive loss of muscle mass and strength) showed a 40% increase in mortality.







1 in 8 Women will develop breast cancer in her lifetime.

1/2 Weight loss successfully reduces risk of breast cancer*

HIGHER LEVELS OF PHYSICAL ACTIVITY ARE ASSOCIATED WITH LOWER RISK OF BREAST CANCER

RECURRENCE
24 PERCENT

In terms of survivorship, **better body weight and exercise also reduce risk of recurrence, and improve tolerability of therapy.** For example, among 2,987 women with stage I-III breast cancer, participation in physical activity after diagnosis was associated with a 24% reduction in disease recurrence and a 45% reduction in mortality.

MORTALITY
45 PERCENT

PHYSICAL ACTIVITY IS ASSOCIATED WITH PREVENTION OR IMPROVEMENT OF MANY CANCER THERAPY SIDE EFFECTS,

including anxiety and depression, fatigue, peripheral neuropathy, lymphedema, bone and muscle loss, cognitive function and insomnia.



*The best example of this is bariatric surgery, which reduces risk of breast cancer approximately in half. We've long known that maintaining a healthy weight meaningfully reduces the risk of developing breast cancer. Additionally, early observational data on GLP-1 medications suggest they may offer protective benefits beyond weight loss alone. Researchers are now actively investigating this in prospective studies, and the early signals are genuinely encouraging — bringing real hope that GLP-1s could one day be part of a broader strategy to prevent breast cancer before it starts.

— Tarah Ballinger, MD

AWARENESS AND PREVENTION

Women with average risk for breast cancer should have mammograms every other year from ages 40 through 74.



Movement (see pages 12-13) is associated with prevention or improvement of many cancer therapy symptoms, including anxiety and depression, fatigue, peripheral neuropathy, lymphedema, bone and muscle loss, cognitive function and insomnia.

Symptoms

Besides a lump, are there any other physical symptoms to look for that might be a sign of breast cancer?

Women are advised to "know" their breasts. If you're premenopausal, know how they look and feel at different times in your cycle. If you notice a change, and it persists for two weeks, it's time to see your doctor.

Signs of breast cancer may include:

- Lump in the breast, usually painless — may not be uniform shape
- Unexpected nipple discharge, especially bloody
- Redness or warmth of the breast, which can also result in one-sided swelling
- Dimpling or puckering of the skin of the breast
- Change in the nipple or distortion of the nipple direction
- Firm lump(s) under the arms or above the clavicle
- Thickening of the breast tissue

Self-Exams

How important are breast self-exams? I've been told to do them but I'm not sure what to feel for!

Breast self-exams by themselves are poor screening tools. Women should adhere to mammogram guidelines, especially women with a strong family history of breast cancer or other risk factors. BUT, examining your breasts is FREE! We counsel every woman, starting at about age 25, to know her breasts. While you're in your childbearing years, examine yourself at different times in your cycle, because the breast changes with normal hormonal fluxes. After menopause, examine yourself once a month. Though breast cancer usually forms a lump, this isn't always the case — there may be a thickness, a puckering, a change in color, or a new asymmetry. If you're worried about "how", just ask your primary care provider. Remember, it's never wrong to talk to your doctor about a change in how your body feels.

EXAMINING YOUR BREASTS IS FREE!

Screenings

Lately I've been seeing more stories about young women being diagnosed with breast cancer. Why wouldn't I start screenings and mammograms before age 40?

Guidelines from the United States Preventive Services Task Force (USPSTF) include the following:

Women with average risk for breast cancer should have mammograms every other year from ages 40 through 74. Deciding what's right for you involves talking to your doctor and getting a proper breast cancer risk assessment.

However, many experts are concerned that the recommended two year interval will miss detecting more aggressive cancers in younger women. As a patient, how do you decide what's right for you? Like many other aspects of life, one size does NOT fit all. Our best advice is that you talk to your doctor about your risk factors.

Risk Assessment

How do I determine if I'm at higher risk?

One of the challenges of primary prevention and early detection is figuring out who would most benefit from earlier screening than guidelines suggest. Complicating that fact is that guidelines differ by group — in fact, there are *six major medical organizations* in the United States for breast cancer screening and mammograms. This can be further complicated by insurance companies favoring guidelines that delay or deny requests for early screening.

If you have a family history of breast cancer, are black or of Ashkenazi-Jewish descent, that risk assessment should be done by age 25.

Additionally, if you have dense breasts, or genetic mutations (like BRCA1 or BRCA2), screening organizations recommend a risk assessment by age 25 and starting annual mammograms or breast MRIs as early as age 30.

"

My best advice is to encourage a discussion with your physician. Just ask! Go to your appointment with a list of questions. And include questions about your colorectal health and cervical cancer in addition to questions about your breast cancer risk. You are your own best advocate.

— Michele Coté, PhD



Michele Coté, PhD

STORY OF STRENGTH

A Lump. A Long Christmas. A Life Forever Changed.

By: Jennifer Bojrab

Five years ago, I heard three words no one ever wants to hear: "You have cancer."

Today, I have the privilege of saying something even more powerful: **"I am a breast cancer survivor!"**

If sharing my story encourages even one woman to schedule her mammogram, perform regular self-exams, pay attention to her body, or face a diagnosis with a little more hope, then every word is worth it. Breast cancer changes your life, but doesn't define it. There are extraordinary physicians, groundbreaking research, remarkable support systems, and abundant life on the other side of treatment.

It all began with a habit I developed as a 20-year-old. I remember seeing a simple illustration explaining how to perform a breast self-exam. Something about it stayed with me, and ever since then I've made a point of checking while in the shower. In August 2020, my 3-D mammogram was completely normal. Four months later, after celebrating my fiftieth birthday, I felt something I had never felt before — a small, pea-sized lump high in my right breast. I had also noticed discomfort beneath my right arm. Deep down, I knew something wasn't right.

December 23, 2020, is a date forever etched in my memory. What began as a repeat mammogram quickly became a diagnostic ultrasound, followed by a biopsy. There are moments in life when your intuition speaks louder than reassurance. Before a pathology report confirmed it, I believed I had breast cancer. I just knew.

Only my husband and our son and daughter knew about the biopsy. I wanted to protect everyone else until we had answers. It was Christmas, after all. My family lovingly reminded me not to assume the worst, but that holiday carried a different weight than any before it. Every tradition felt more precious. Every prayer a little more urgent.

The hardest conversations weren't with my doctors. They were with the people I loved. Telling my parents was heartbreaking. As a parent myself, I couldn't stop thinking how devastating it would be to hear those words from one of my own children. I couldn't have been more wrong. Their love became my strength. Along with my faith, my family and friends carried me through the days when I wasn't strong enough to carry myself.

I met with both a surgeon and an oncologist and underwent a lumpectomy with sentinel lymph node removal. The pathology confirmed Stage IIA invasive ductal carcinoma (ER-positive, HER2-negative) with one positive lymph node. Because of the type of cancer, the lymph node involvement, and my relatively young age, chemotherapy and radiation were both recommended.

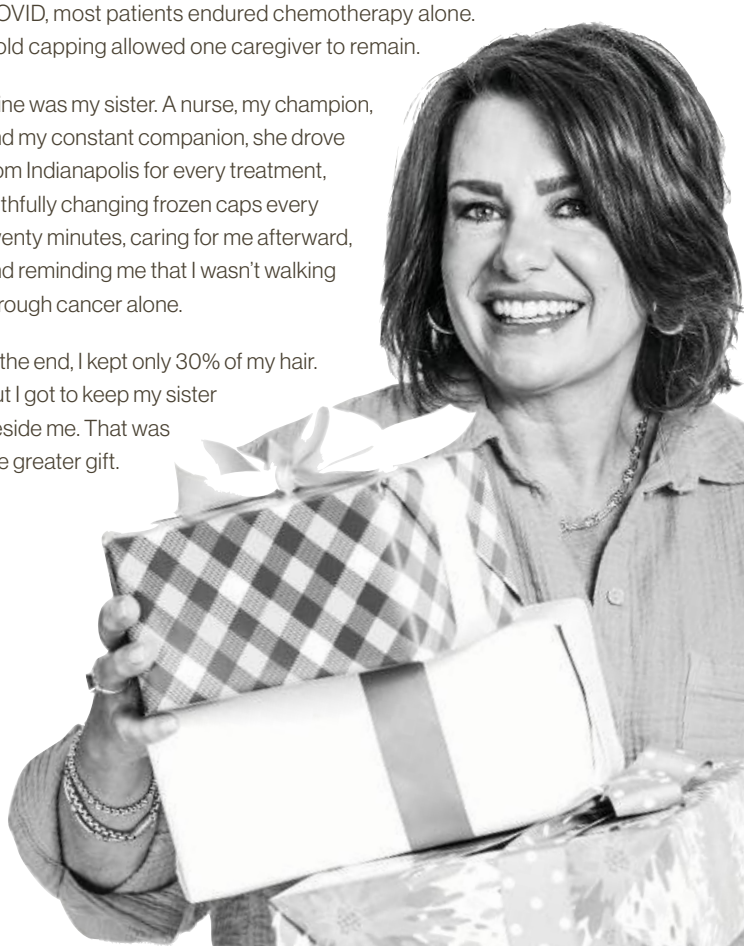
My response was simple: "Hit me with everything you've got."

Chemotherapy consisted of four rounds of Adriamycin followed by four rounds of Taxol, every other week over four months. Adriamycin is nicknamed "the Red Devil" — a name I refused to use. Instead, I chose to think of it as the healing blood of Jesus. That simple shift in perspective helped me focus not on fear, but on healing.

I chose to cold cap in hopes of preserving my hair — not because of vanity, but because I longed for a piece of normalcy during a season that felt anything but normal. Because this was during COVID, most patients endured chemotherapy alone. Cold capping allowed one caregiver to remain.

Mine was my sister. A nurse, my champion, and my constant companion, she drove from Indianapolis for every treatment, faithfully changing frozen caps every twenty minutes, caring for me afterward, and reminding me that I wasn't walking through cancer alone.

In the end, I kept only 30% of my hair. But I got to keep my sister beside me. That was the greater gift.



Cancer teaches patience. There is so much waiting. Waiting for pathology reports. Waiting for appointments. Waiting for insurance approvals. Waiting for treatments to end. Waiting to feel like yourself again. But life doesn't wait! Birthdays still come. Grandchildren are born. Spring flowers bloom. You laugh over dinner with friends. You hold your husband's hand during a movie.

Cancer teaches you that joy doesn't return after the storm. It quietly exists within it. Looking back, I can't help but smile at God's timing. Two years before my diagnosis, a dear friend and fellow breast cancer survivor invited me to volunteer to wrap gifts for Boxes & Bows. I said yes! I had no idea that years later I would become one of the women whose future depended on the research those beautifully wrapped boxes helped fund.

What began as volunteering became deeply personal. Because of the Vera Bradley Foundation, I was never facing the unknown alone. When cancer entered my life, I already knew researchers were making extraordinary progress and that survival rates continued to improve because people had dedicated their lives to discovering better treatments.

One in eight women will hear the words, "You have breast cancer." I was one of them. Because of early detection, exceptional medical care, unwavering faith, groundbreaking research, and the love of countless people around me, I am also one of the women who gets to say, "I am cancer-free."



Stories of Strength
Scan this QR code for more inspiring stories.

I'VE JUST BEEN DIAGNOSED WITH BREAST CANCER...NOW WHAT?

Educate yourself and find out as much as you can about your breast cancer — Estrogen, Progesterone, HER2, TNBC — but get the facts! The internet can be an overwhelming and even misleading place. Most physicians' offices have information available — and that's the stuff worth reading.

Write down questions you have prior to your appointments.

Have a loved one with you at all your appointments to take notes. You won't hear anything after hearing words like "double mastectomy", "chemotherapy" or "radiation".

Understand that you may have a team of doctors, not just one guiding your care.

Become familiar with your medical portal and log in for checking on appointment times and test results. This will become an important tool.

Lean on your "community", as every connection in your life can provide hope and help.

Start a notebook or binder to keep the information you collect at appointments.

Use your assigned Nurse Navigator for questions and support. Your Nurse Navigator is a gift!

Join a support group — whether in person or on social media. You can find general groups for breast cancer survivors or groups dedicated to specific types of breast cancer.

Talk to others who have walked through a similar breast cancer diagnosis, but know everyone's journey is very different.

Begin to explore post-surgery options for bras and prosthetics as there are many options. Two favorites are from Athleta and Handful.

Be an advocate for yourself and know it's okay to get a second opinion.

Let friends and family help you and try to maintain a normal lifestyle with work and activities.

Develop your own coping strategies — exercise, meditation, yoga, journaling and seeking spiritual support are all terrific options.

For Your Notebook
Scan this QR code for a helpful checklist.

HOW CAN I SHOW UP?

When someone you care about is diagnosed with breast cancer, it's natural to ask, "What can I do for you?" A better question may be, "How can I show up for you?"

The good news is that meaningful support doesn't require grand gestures. **Often, the most impactful acts are the simplest ones:** showing up consistently, offering specific help, and reminding someone they are not navigating this journey alone.



Stay Connected

A breast cancer diagnosis can be profoundly isolating. In the days and months that follow, a text message, handwritten note, phone call, or card in the mail can be a powerful reminder that someone is loved, supported and remembered.

The Power of Showing Up

You don't need the perfect words. Simply being present matters.

A short visit, a walk around the neighborhood, a cup of coffee or quiet companionship can provide comfort during a time when life may feel anything but normal. Always ask first, and understand that treatment can make energy levels and schedules unpredictable.

Showing up isn't about filling the silence. It's about reminding someone they don't have to face this alone.

Make Everyday Life Easier

One of the greatest gifts you can offer is practical support.

Rather than saying, "Let me know if you need anything," offer something specific:

- "I'd love to drop off dinner this week. Is Tuesday or Thursday better?"
- "Can I drive you to your appointment next week?"
- "I'd be happy to walk the dog or help with errands while you're recovering."
- "I'm free Saturday morning — what would be most helpful?"
- "Why don't I pick your kids up for soccer practice since I'm heading there anyways?"
- "I'm going to the grocery store this afternoon. What can I pick up for you?"

Specific offers remove the burden of asking for help and make it easier to accept.

"The key is consistency. Support is abundant immediately after a diagnosis. It becomes even more meaningful weeks and months later.

—Kellen Gordon, Breast Cancer Survivor



Support the Circle of Care
A breast cancer diagnosis affects more than one person. Spouses, partners, parents, children, siblings, and close friends often become caregivers while balancing their own responsibilities and emotions.

A simple check-in, meal, or offer of assistance can provide meaningful support to those caring for someone they love.

Above All
Breast cancer can change many things. It should never leave someone feeling alone.

The most meaningful support rarely comes from grand gestures. It comes from the people who continue to call, continue to visit, continue to help and continue to care.

Sometimes the greatest gift we can offer is simply showing up.



Give Comfort, Not Clutter
Many people appreciate thoughtful gifts during treatment, especially items that provide comfort, convenience or moments of joy.

Consider:
- Soft button-front pajamas or loungewear
- Cozy blankets, wraps, or shawls
- Comfortable socks or slippers
- A yummy meal combined with useful gifts from Spoonful of Comfort
- Lip balm and fragrance-free lotions
- A beautiful mug paired with tea or hot chocolate
- A reusable insulated tumbler
- Audiobook, streaming, or music subscriptions
- Gift cards for online retailers, restaurants, or meal delivery services
- A cheerful plant or fresh flowers
- A mastectomy pillow or recovery comfort items

The most appreciated gifts are often those that make everyday life a little easier.







Fun and Interactive

Support





Year-Round Opportunities

Crucial to our Cause





JOIN THE MOVEMENT



Ribbons for Research



Every fall, the Vera Bradley Foundation proudly shows our support in the fight against breast cancer by hanging beautiful pink ribbons in our hometown. Each ribbon represents a donation made in honor or memory of a family member, friend, co-worker or neighbor.

Neighborhoods, businesses and individuals across the nation come together during National Breast Cancer Awareness Month to support breast cancer research. You can join us all year long in turning any location pink!

Scan to learn more about Ribbons for Research



Mastectomy Pillow

When Elizabeth Miller, a Foundation supporter and board member, had a double mastectomy, she shared she'd fallen in love with a hand-sewn pillow during recovery. Thanks to our friends at Vera Bradley, a similar pillow can now be shared with a friend or loved one to bring comfort and relief as they heal!

Scan to learn more about the Mastectomy Pillow

Gift of Hope



Give hope all year long! With a Gift of Hope donation, the Vera Bradley Foundation will send a beautifully packaged gift set to a special person in your life. Each set includes thoughtful products that support our cause.

Available year-round and ideal for:

- a breast cancer survivor or someone recently diagnosed with breast cancer
- a birthday, holiday, Mother's Day or thank you gift
- a little "happy" for anyone needing a little hope
- a special treat for yourself

Scan to learn more about Gifts of Hope

Volunteer







We are grateful for the hundreds of volunteers who donate their time, talent and treasure.

YOU can make an impact!

Scan to learn more about volunteering

Meet our Classic Planning Committee

Quilt with a Cause

Each year, dedicated Foundation volunteers design and craft a one-of-a-kind quilt using Vera Bradley patterns. Come springtime, Vera Bradley enthusiasts and Foundation supporters delight in entering for a chance to win. Donations can be made online at verabradley.org or in Vera Bradley stores across the country. A stunning way to support breast cancer research!

Scan to learn more about Quilt with a Cause



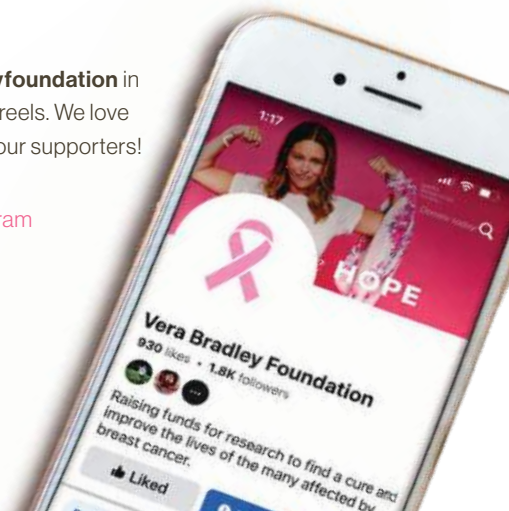


Join the Movement on Social Media

Social media is a powerful tool for raising awareness! Here are three ways you can join us to amplify our mission:

1. **Follow us!**
2. **Repost, share, like and comment** on posts from our official accounts. Your engagement can make a big impact by introducing our cause to new friends.
3. **Use our hashtag — #vbfoundation** to join the conversation. Share your story, post photos from our events or give a shout out to someone on their cancer journey.
4. **Tag us — @verabradleyfoundation** in your photos, stories and reels. We love amplifying the voices of our supporters!

Scan to follow us on Instagram



Hope Grows Challenge



Small gifts. Shared purpose. Extraordinary impact.

Start a meaningful tradition at your workplace or with your organization through the Hope Grows Challenge. We'll personalize beautiful campaign materials with a custom QR code unique to your organization, making it easy to see the real-time difference your team is making together.

The idea is simple! Invite employees or members of your organization to give just $5 or more each month. When an entire team joins together, small acts of generosity become a powerful force that accelerates life-changing breast cancer research.

Each participant receives a plantable ribbon seed card — a lasting reminder that hope grows when it is nurtured. As wildflowers bloom, so does the impact your team is making for patients and families everywhere.

More than a fundraiser, the Hope Grows Challenge is an opportunity to strengthen culture, unite a team around a meaningful cause, and create lasting change — one small gift at a time.

Scan to learn more about the Hope Grows Challenge.

Host an Event for the Foundation

A backyard brunch. A campus fundraiser. A company challenge. A girls' night with purpose. No matter the size or style, your event can help advance groundbreaking breast cancer research and bring hope to countless individuals and families.

Every fundraising event makes a difference — and you won't be doing it alone. Our Foundation team is here to help with ideas, planning tools, downloadable resources, and fundraising support every step of the way.

Depending on your commitment, we may even be able to provide fun giveaways or prizes for your guests, employees, teammates, or supporters.

Scan to learn more about hosting an event.



Who Can Host an Event?

- **Friends and family groups**
- **Clubs and organizations**
- **Sports teams**
- **Schools and campuses**
- **Companies and workplaces**
- **Retail partners and community organizations**

LEADING THE FOUNDATION

Foundation Team



Stephanie Scheele *Executive Director*, Amelia McArdle *Development Manager*, Kris Reese *Brand Manager,* Anna Rudicel *Social Media Specialist,* Ainsley Mitchell *Foundation Assistant* and Andrew Suciu *Controller*

Foundation Board

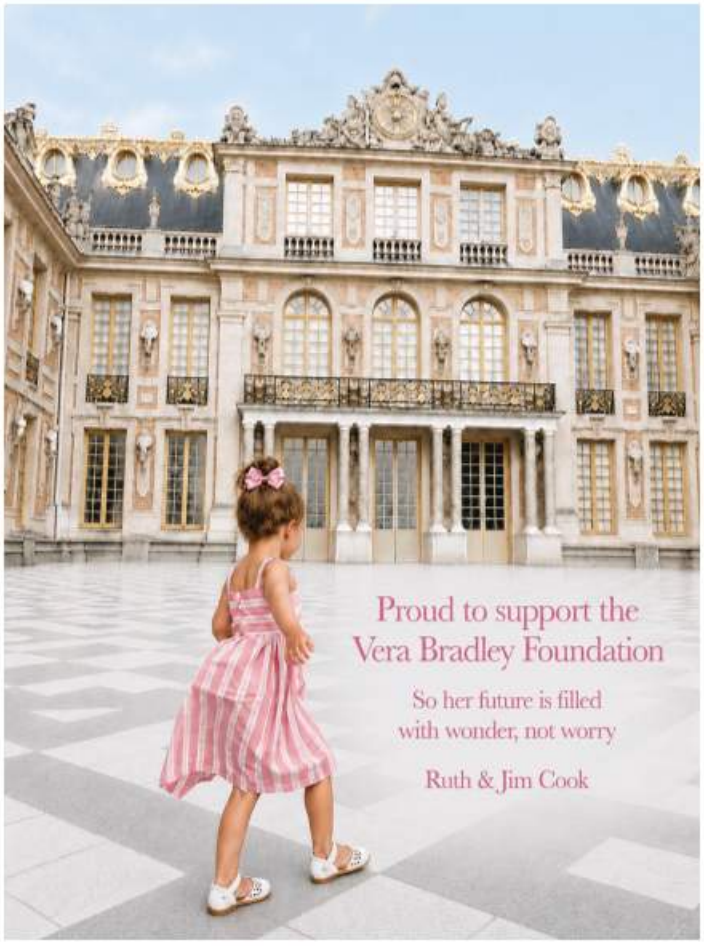


Guiding efforts to bring tangible improvements to the lives of countless individuals impacted by this disease.

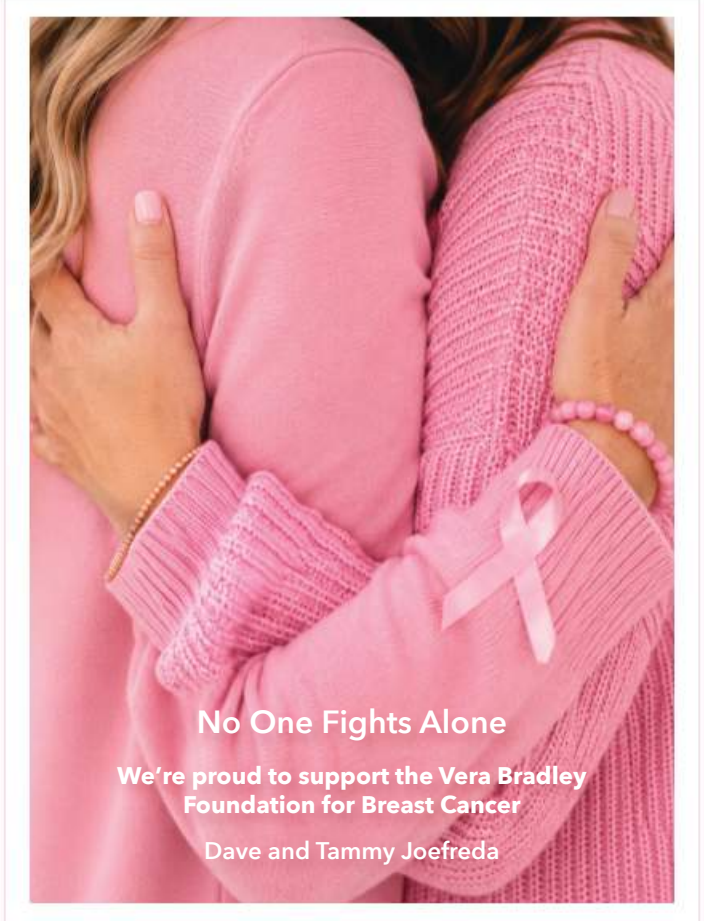
Top Row: Matt McGee, Meg Tiffany, John Brooks, Reneta Thurairatnam-Sandkuhler *Treasurer* and Brenda Gerber Vincent

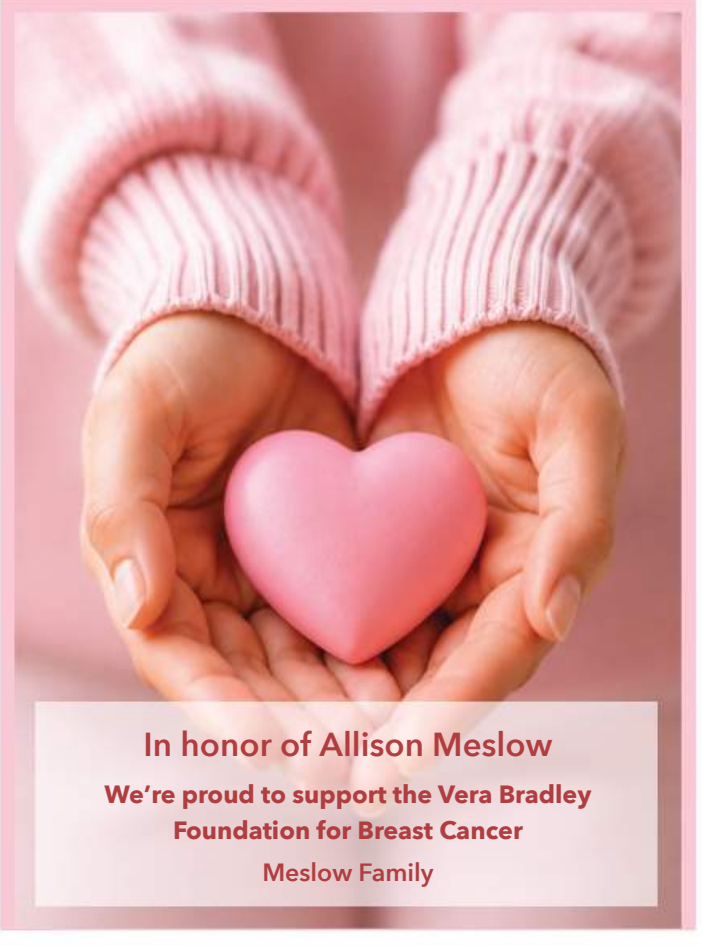
Second Row: Elizabeth Miller *2nd Vice President,* Patricia R. Miller *Co-Founder,* Barbara Bradley Baekgaard *Co-Founder / Vice Chair*, Ruth Cook *Board Chair* and Stephanie Scheele *Executive Director*

Third Row: Katie Law *Secretary,* Carmela Miroff and Anna Maria Storniolo


Proud to support the
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So her future is filled
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When cancer touches one of your own,
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REMEMBERING THOSE WE'VE LOST.

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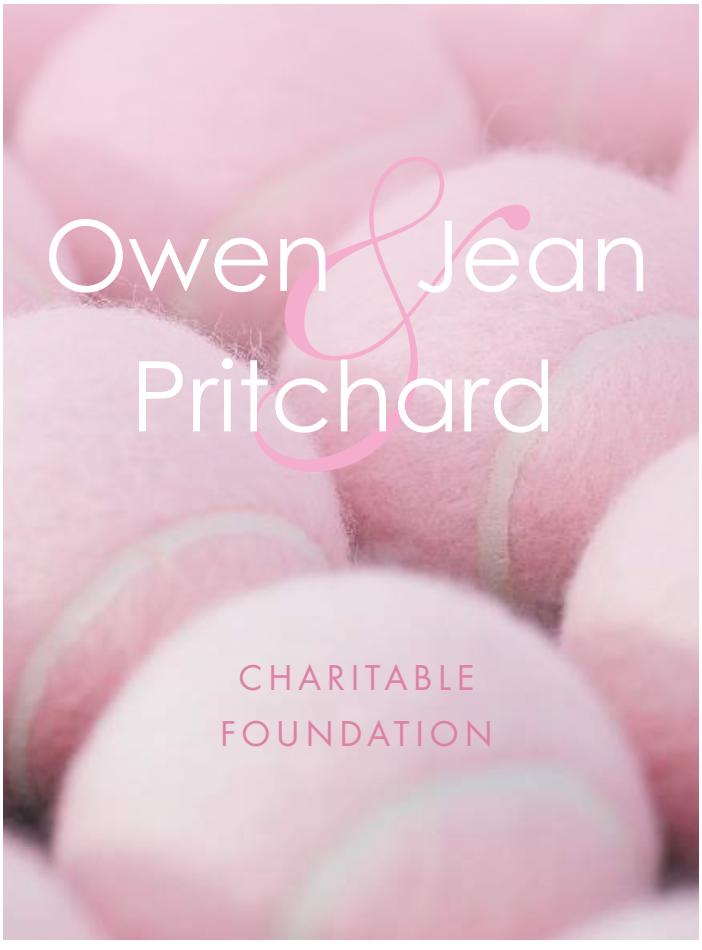
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HOPE

Hope Is a Worthy Investment

At Phillips Financial, we're proud to contribute to a future without breast cancer by supporting the Vera Bradley Foundation's life-changing research.

Phillips Financial







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ABOUT US

NATco is a full service, one-stop, brand packaging supplier to the retail and brand markets. We exercise a business culture that embraces the customer experience, quality assurance and continuous innovation. Predictability and reliability are the foundation of our value proposition.

Established in 1991, NATco is privately held and headquartered in Los Angeles, California. With 25 manufacturing and service locations worldwide, we are strategically positioned to efficiently manage supply chain needs.

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Research Saves Lives.

Thank you, Vera Bradley Foundation, for your unwavering dedication to funding breast cancer research and bringing hope to so many.

Guangdong Lanhui Metal Technology Co., Ltd

"Once you choose hope, anything's possible..."

Christopher Reeve

Grant and Julie North & Family
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Vera Bradley Foundation
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As our journey together evolves, our passion and determination to support research for advanced therapies and personalized medicine is stronger than ever.
We dream of a world without breast cancer.

The Bragg Family

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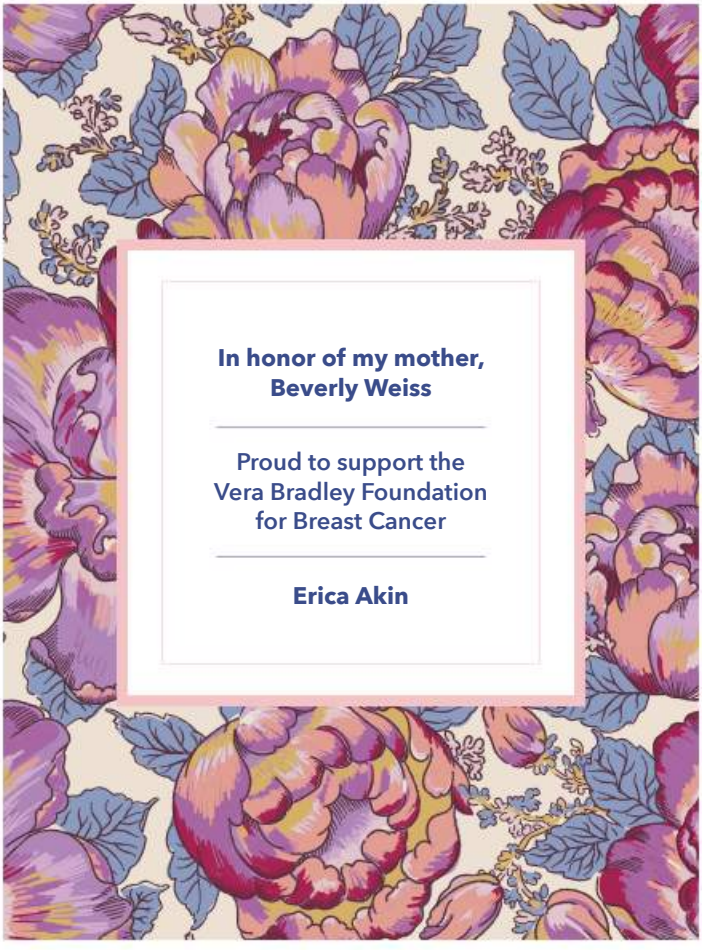
Together, we can help move hope forward.

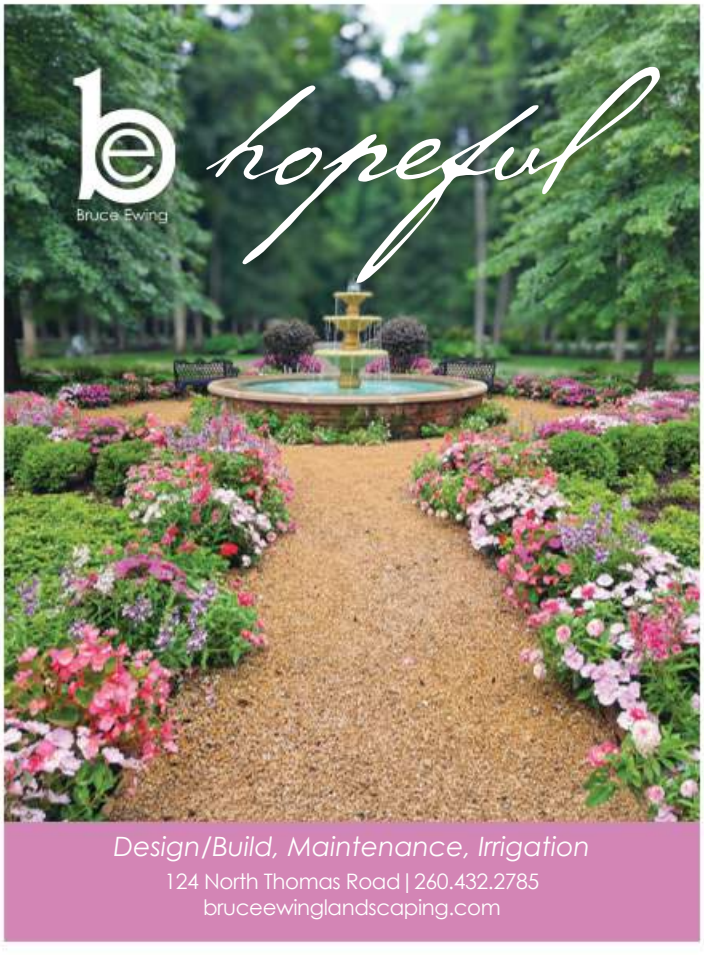
Vorderman Volkswagen

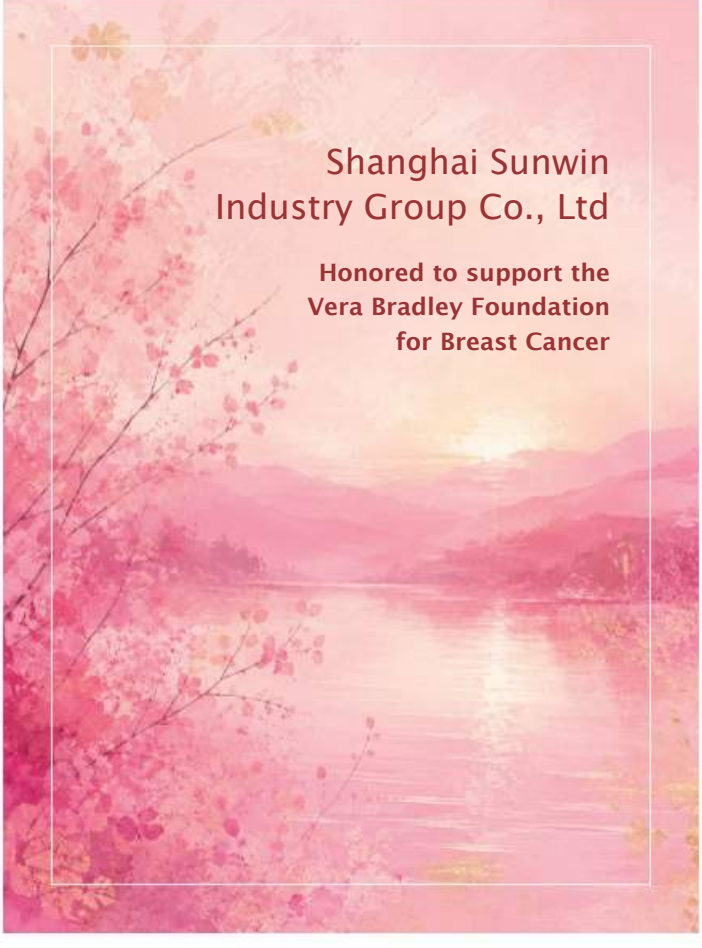
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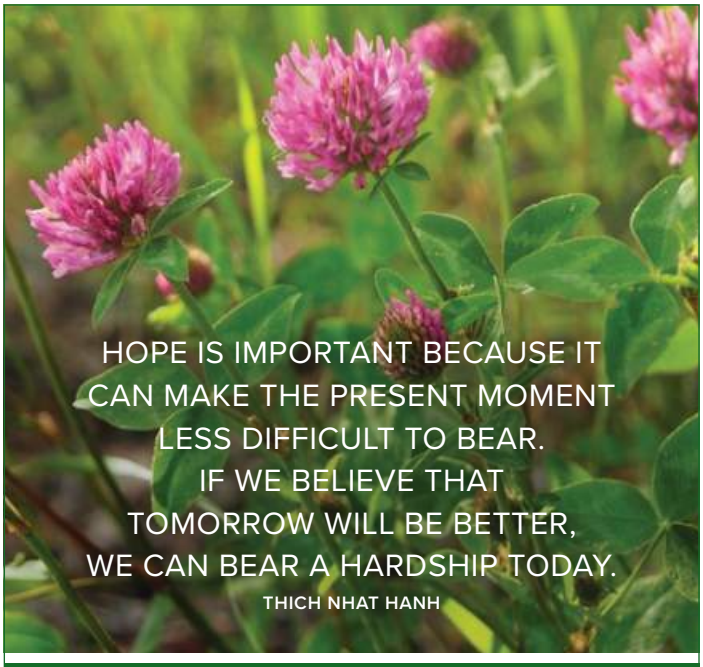

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We have hope and gratitude
because of the Vera Bradley Foundation.
The Fitzharris Family





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HOPE LIVES IN US

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Proud supporter of the
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Together, we're helping advance lifesaving breast cancer research and bringing hope to individuals and families impacted by this disease.

FedEx is proud to support the
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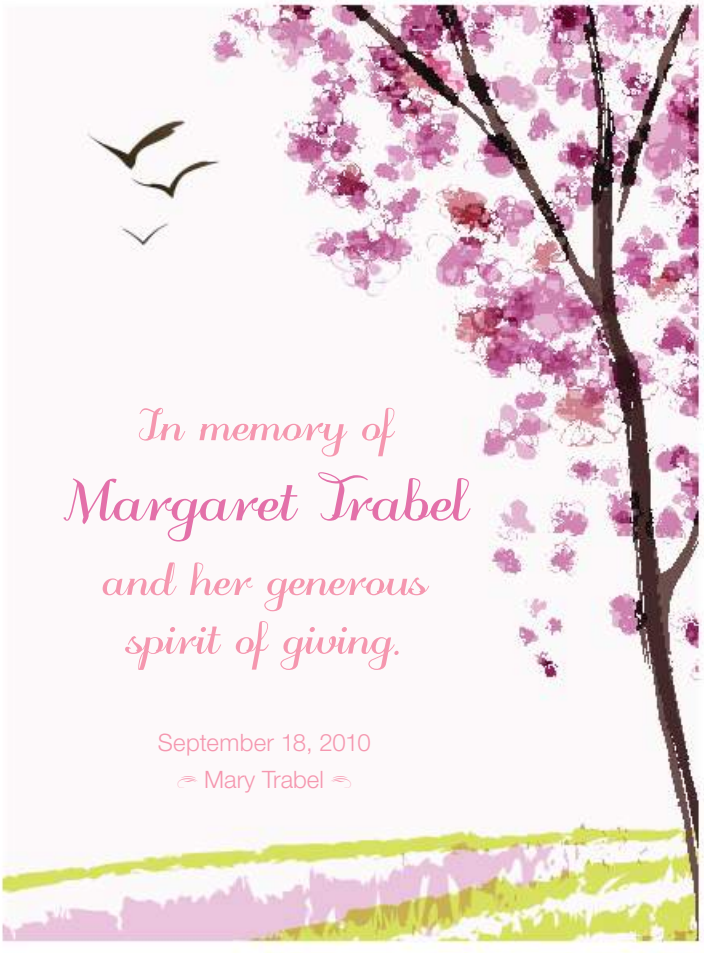
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Willow Zurawski Family Fund













VERA BRADLEY FOUNDATION MOMENTS

World-Changing Friendship

Beautiful Mary Sloan was a deeply cherished friend and an extraordinary mother whose warmth and grace touched countless lives. Her friendship, and her courageous journey with breast cancer, inspired the creation of the Vera Bradley Foundation.

Darling Glenna Reno carried that spirit forward with unwavering devotion—championing the Foundation's mission and playing in the Vera Bradley Classic for more than two decades with joy and purpose.

Their friendship, generosity and lasting impact will always be remembered with love.

Barbara B. Baekgaard



Mary, Barbara and Glenna at their Marymount College reunion.

TOGETHER WE RISE

Every Ribbon Tells a Story

VERA BRADLEY FOUNDATION FOR BREAST CANCER

We are proud to stand with those who fight,
honor those we've lost, and celebrate those who heal.

With love, Tammy & Jim Kunce
ROANOKE, INDIANA

"You gain strength, courage and confidence by every experience in which you really stop to look fear in the face."

— Eleanor Roosevelt



At Kelley Automotive Group, we believe in the strength of every fighter, the courage of every survivor, and the power of research to save lives. We are proud to support the **Vera Bradley Foundation for Breast Cancer** in its mission to fund life-saving scientific advancements and foster hope for a future free from breast cancer.

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Hope. Strength. Cure.

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For a survivor, a cure is not a wish.
It is a passion.

Mrs. Donna Long

IceMiller

Providing Hope

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For Mary Sloan and Glenna Reno, remembered with love. And for Barbara, whose remarkable work for the Vera Bradley Foundation embodies the enduring strength of a friendship that continues to inspire their mission today.

The Family of Mary Moore Sloan

We love you Barbie!





Kathy, Barbara, Joan, Susan and Ed

Vera Bradley Foundation for Breast Cancer

Proud Supporters

Barbara Bradley Baekgaard's Sisters and Brother

Joan, Susan, Kathy, and Ed

KANAAN

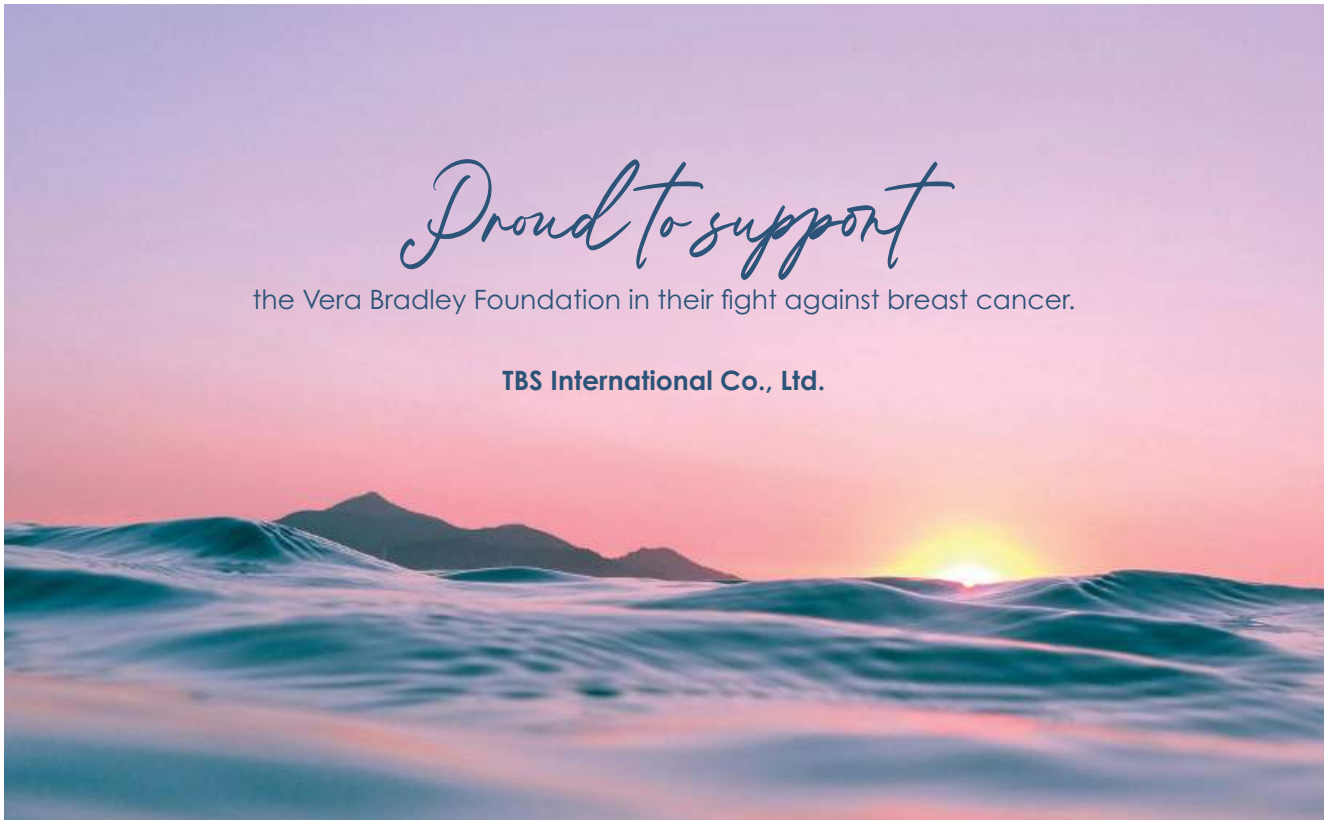
Kanaan, Co. LTD is proud to support the Vera Bradley Foundation for Breast Cancer.



BERNE®
Durable. Affordable. Workwear.

Proud supporters of the
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Proud to support
the Vera Bradley Foundation in their fight against breast cancer.
TBS International Co., Ltd.


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Faegre Drinker is proud to partner with and support the Vera Bradley Foundation. At the heart of our firm is a dedication to community engagement, fostering partnerships to keep our neighborhoods healthy, vibrant and connected.
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All Together Now

As a proud member of this community, we are excited to sponsor and gather together with you to enjoy the Vera Bradley Foundation for Breast Cancer.

And for four generations, it has been our pleasure to help the people and businesses in our client family protect what matters most by offering insurance, employee benefits and risk management consulting.

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Fort Wayne Country Club

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Thank you

for your deep commitment to funding research in pursuit of life-changing treatments.

Brotherhood Mutual is honored to support the Vera Bradley Foundation for Breast Cancer.

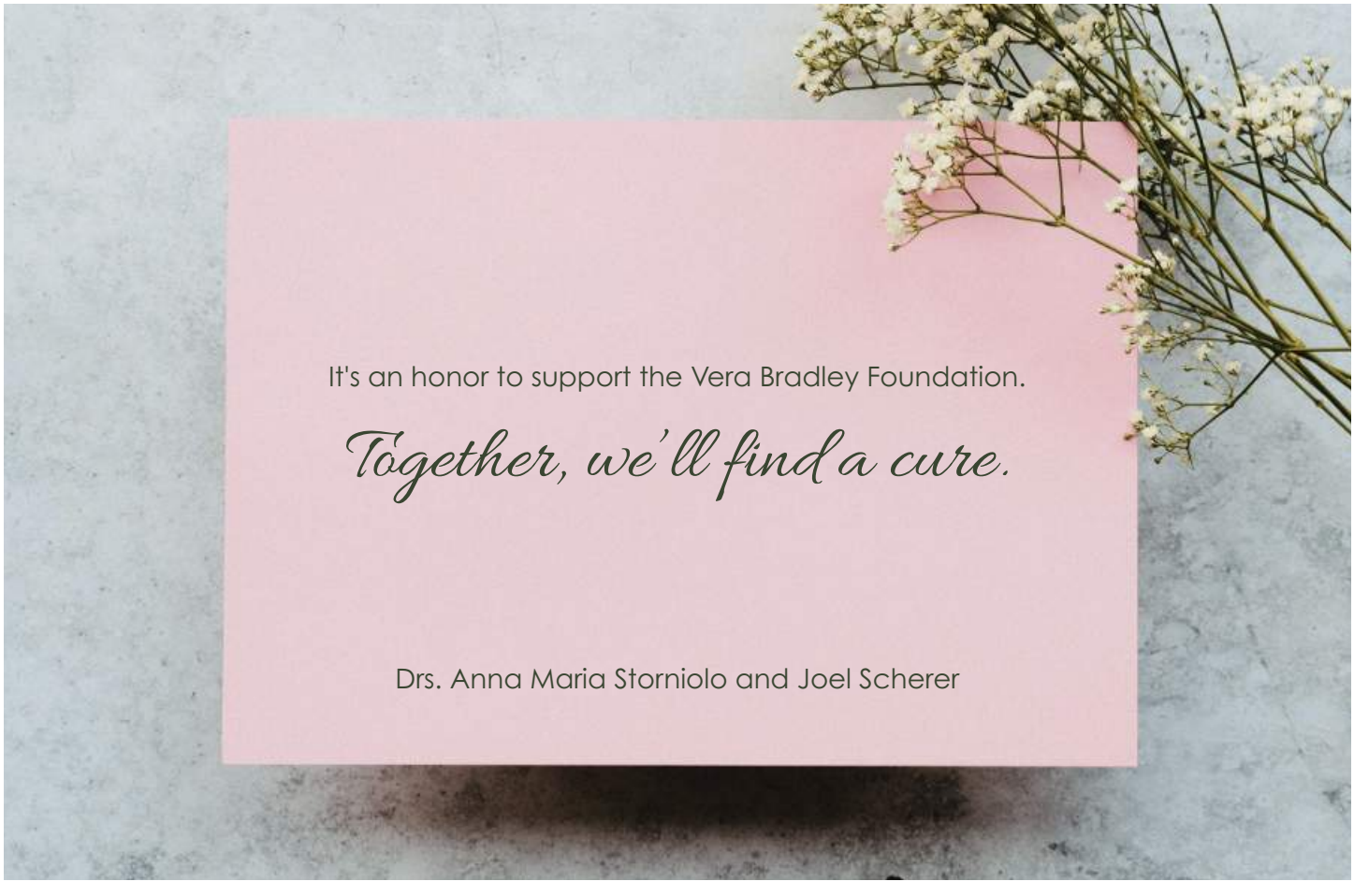
Brotherhood Mutual

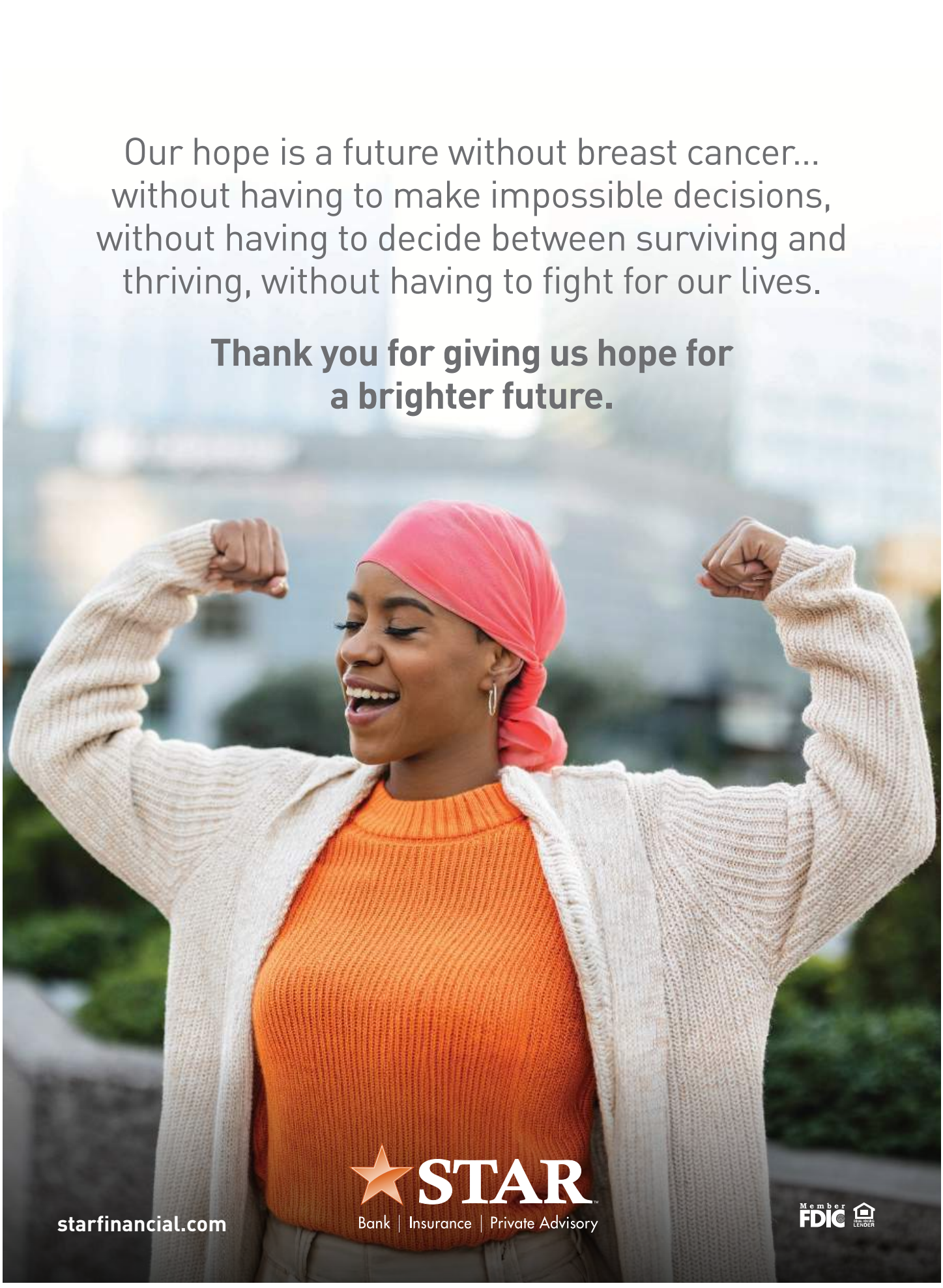
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Chapman Charitable Trust
The Chapman Charitable Trust is proud to support the Vera Bradley Foundation.


It's an honor to support the Vera Bradley Foundation.
Together, we'll find a cure.
Drs. Anna Maria Storniolo and Joel Scherer


Our hope is a future without breast cancer...
without having to make impossible decisions,
without having to decide between surviving and
thriving, without having to fight for our lives.
Thank you for giving us hope for
a brighter future.
STAR
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We're grateful for
the opportunity to be a

small part of a big impact.

Sue Altum and The Kim and Chris Colby Family



Together for Hope.

Indiana University Health Fort Wayne
proudly supports the
Vera Bradley Foundation for Breast Cancer.

HEALTH

Indiana University Health

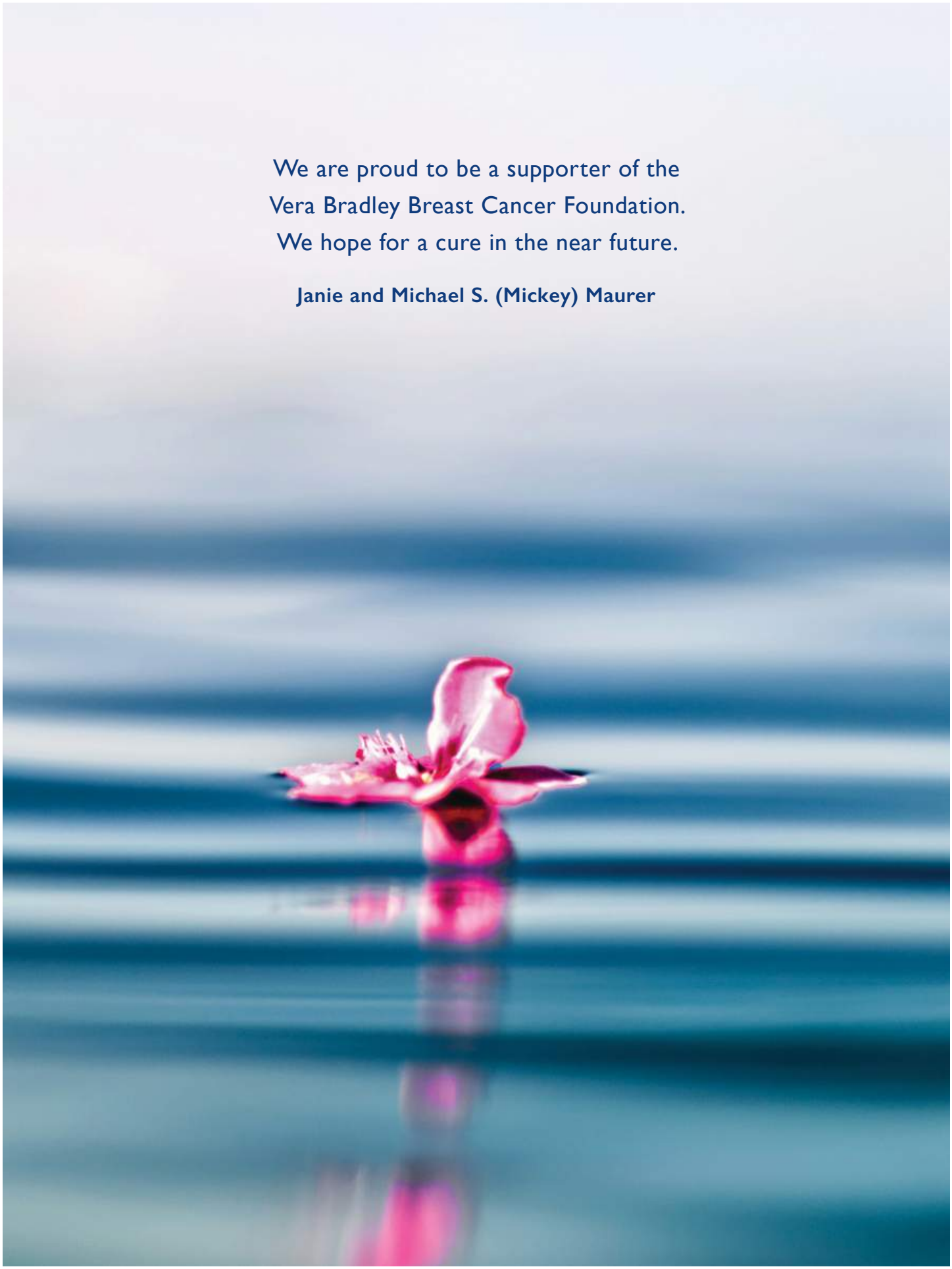
We are grateful to the Vera Bradley Foundation for making it possible to dream of a future filled with thriving survivors, and the HOPE you inspire in all of us! We are truly blessed!

The Cooper Family




PTR
PREMIER TRUCK RENTAL
TOGETHER, WE'RE DRIVING
TOWARD A CURE
Every road has a destination.
Every journey deserves one, too.
Premier Truck Rental is proud to support the Vera Bradley Foundation for Breast Cancer and the meaningful work being done to drive us closer to a cure. Together, we honor the strength, resilience, and hope of every individual inspiring the road ahead.
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Vera Bradley
Board of Directors
is proud to support the
Vera Bradley Foundation
for Breast Cancer
Barbara Bradley Baekgaard
Ian Bickley
Ivan Brockman
Kristina Cashman
Bob Hall
Andrew Meslow
Jessica Rodriguez


We are proud to be a supporter of the
Vera Bradley Breast Cancer Foundation.
We hope for a cure in the near future.
Janie and Michael S. (Mickey) Maurer

vera bradley

WITH GRATITUDE. WITH HOPE.

Our family is honored to support the Vera Bradley Foundation for Breast Cancer and its unwavering commitment to advancing lifesaving research for generations to come.

The Bickley Family



DEISTER MACHINE COMPANY, INC. IS PROUD TO SUPPORT THE

Vera Bradley

Foundation for Breast Cancer

Sponsoring events like the Vera Bradley Classic allows us to contribute to the cause on behalf of our customers, our community, and our Deister family.



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Deister equipment is preferred by the world's largest producers of crushed stone, coal, and sand & gravel.



When we invest in research, we invest in more birthdays, more milestones, more family photos...





In memory of Kris Schepers

And more time with friends.

The Miller Family is proud to support the Vera Bradley Foundation for Breast Cancer.

Jay & Elizabeth Miller, Emma Miller,
Campbell & Helen Miller, and Carter & Erin Miller



Lutheran Health Network
is proud to support the
Vera Bradley Foundation for Breast Cancer
and provide cancer care to patients
throughout northeastern Indiana.

Lutheran
Health Network

For more about how we're caring for you
and the place we all call home:
LutheranHealth.net/community-benefits


A dream you dream alone
is only a dream.
A dream you dream together
becomes reality.
— John Lennon
John & Gale Mann
FOUNDATION


thank you
to all Vera Bradley Foundation supporters
for generously giving to breast cancer research.
Your dedication makes a lasting difference.
With Gratitude,
An Anonymous Friend



Personal connections. Meaningful impact.

We're proud to support the Vera Bradley Foundation in its mission to fund life-saving breast cancer research. Because when connections become personal, they have the power to make a real difference.

At Baesman, that same belief shapes how we help brands build stronger customer connections—from strategy through execution.

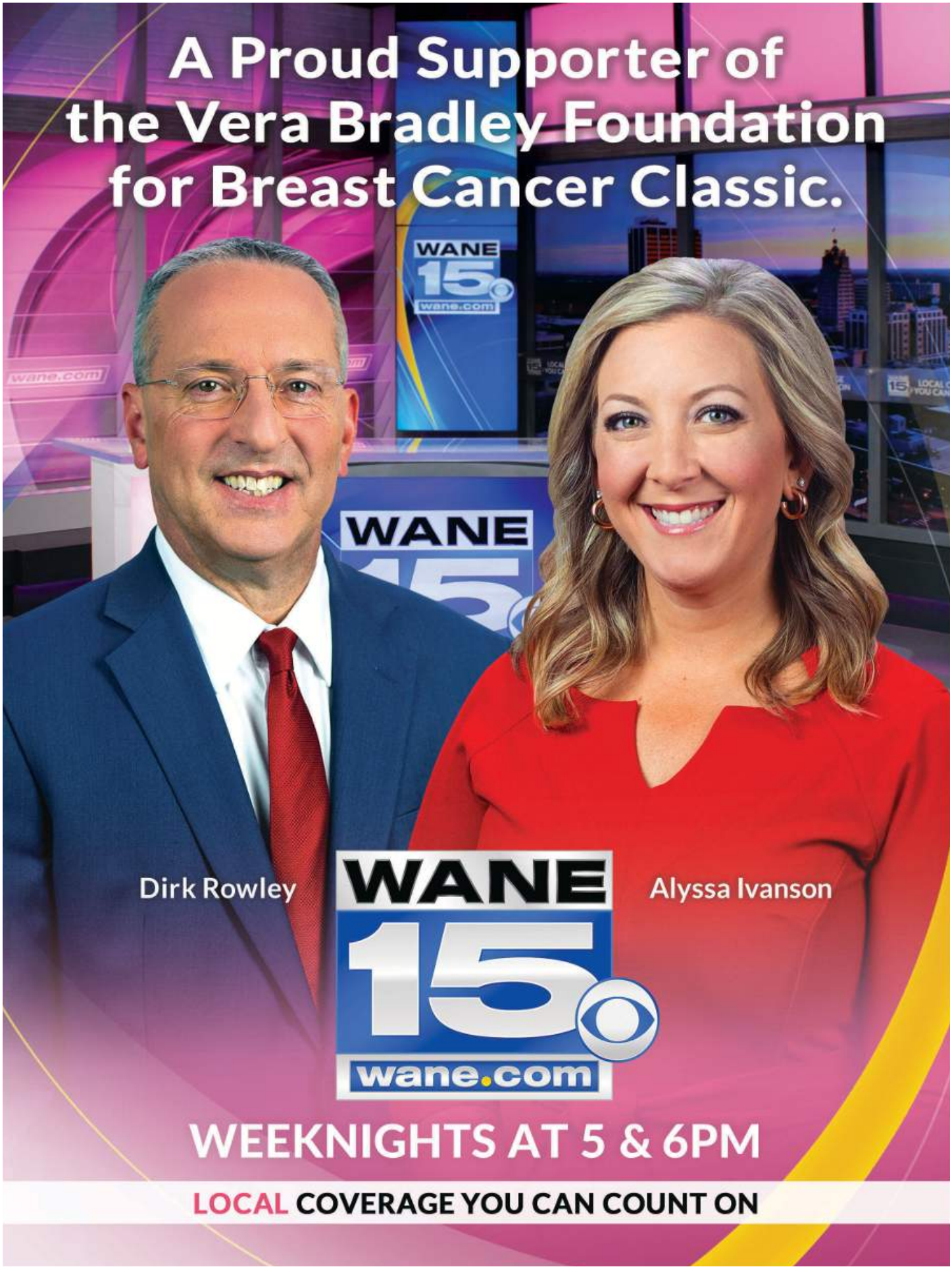
Strategy

- Customer Analytics & Insights
- Loyalty Program Design & Management
- CRM Channel Marketing & Management
- Customer Lifecycle Marketing & Journey

Program Management & Execution

- Direct Mail
- Email & SMS
- In-Store Signage & Print
- Web-to-Print
- Kitting & Fulfillment

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the Vera Bradley Foundation
for Breast Cancer Classic.
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Moore Wealth Management is proud to support the
Vera Bradley Foundation to honor survivors, support fighters,
pay tribute to loved ones touched by breast cancer,
and remember loved ones gone too soon.
Moore Wealth Management
Powered by Ameriprise Financial

PROUD to REPORT the VBF NEWS



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For decades, we've proudly chronicled the Vera Bradley Foundation's fundraising and the tradition of Turning the Town Pink – every story, every ribbon, one year at a time.







Hope lies in dreams, in imagination, and in the courage of those who dare to make dreams into reality.

Jonas Salk



Proud sponsors of the
Vera Bradley Foundation
Kristy and John Simon


Together in hope
Master Spas proudly supports the
Vera Bradley Foundation
for Breast Cancer.
MASTERSPAS®
America's finest ultra-therapeutic hot tubs, cold tubs
and swim spas, manufactured in Fort Wayne, Indiana
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Vera Bradley Leadership Team

is committed to making a difference through its support of the Vera Bradley Foundation for Breast Cancer.

Erica Akin
Ian Bickley
Tasha Blackman
Steve Bohman
Alyson Bohren
Randel Flate
Katy Garry
Ashley Harman
Kris Houlton
Martin Layding
Lilly Liu Minkove
Dan Marques
Julie North
Melinda Paraie
Daniel Ross
Emily Sanzone
Brian Smith
Pam Sours



Every Brave Girl Has a Story.

Proudly honoring the courage, resilience, and hope of all whose lives have been touched by breast cancer. It is a privilege to support the lifesaving work of research while celebrating the strength that inspires us all.
In that same spirit, I am currently developing *Brave Girl*, a new original musical inspired by stories of courage, resilience, and hope.
As this work continues to take shape, I invite you to follow the journey and, if you feel inspired, share your own story at maestronance.com/passion-projects/brave-girl

Brave Girl

A story of courage, hope, and discovering strength when it matters most.

A New Musical by Maestro Robert Nance

Scan the QRCode to learn more about *Brave Girl* or visit maestronance.com

United in purpose. Relentless in the fight.

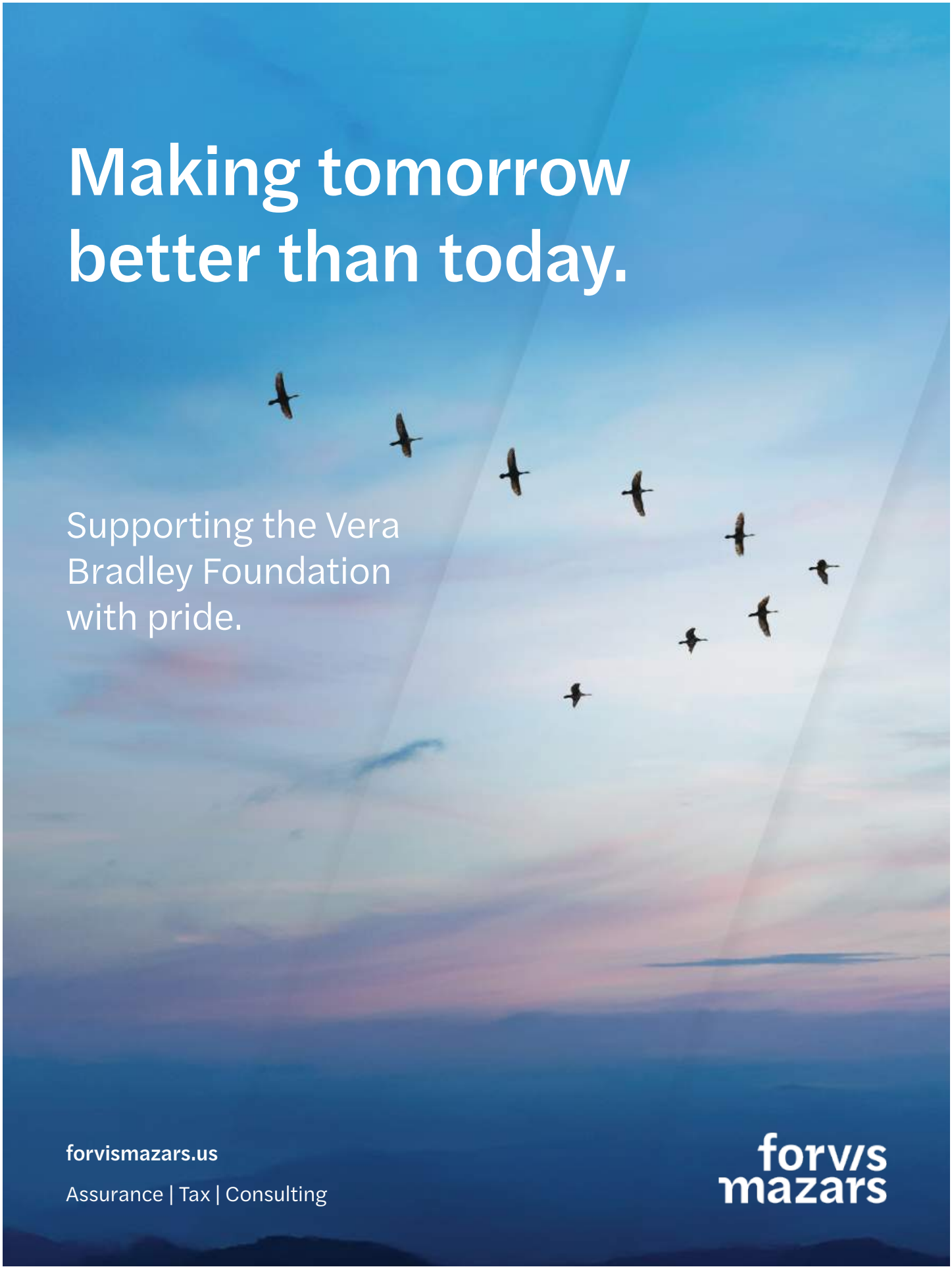
At JPMorganChase, we understand that the fight against cancer isn't a sprint—it's a marathon. We applaud the Vera Bradley Foundation's unwavering leadership, strength and commitment to excellence in the pursuit of a future without breast cancer.

We proudly support the Vera Bradley Foundation.

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JPMorganChase


Making tomorrow
better than today.
Supporting the Vera
Bradley Foundation
with pride.
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We are proud to support the Vera Bradley Foundation for Breast Cancer and the pursuit of life changing treatments.









CONSERVATION · EXPERIENCE · EDUCATION

LC NATURE PARK

EXPLORE LC NATURE PARK

LCNaturePark.org









LC Nature Park was created to honor the life and legacy of Carol Brooks, whose beautiful spirit the park embodies.

We're honored to be a small part of big miracles.

Lake City Bank

Proud sponsor of the Vera Bradley Foundation for Breast Cancer.





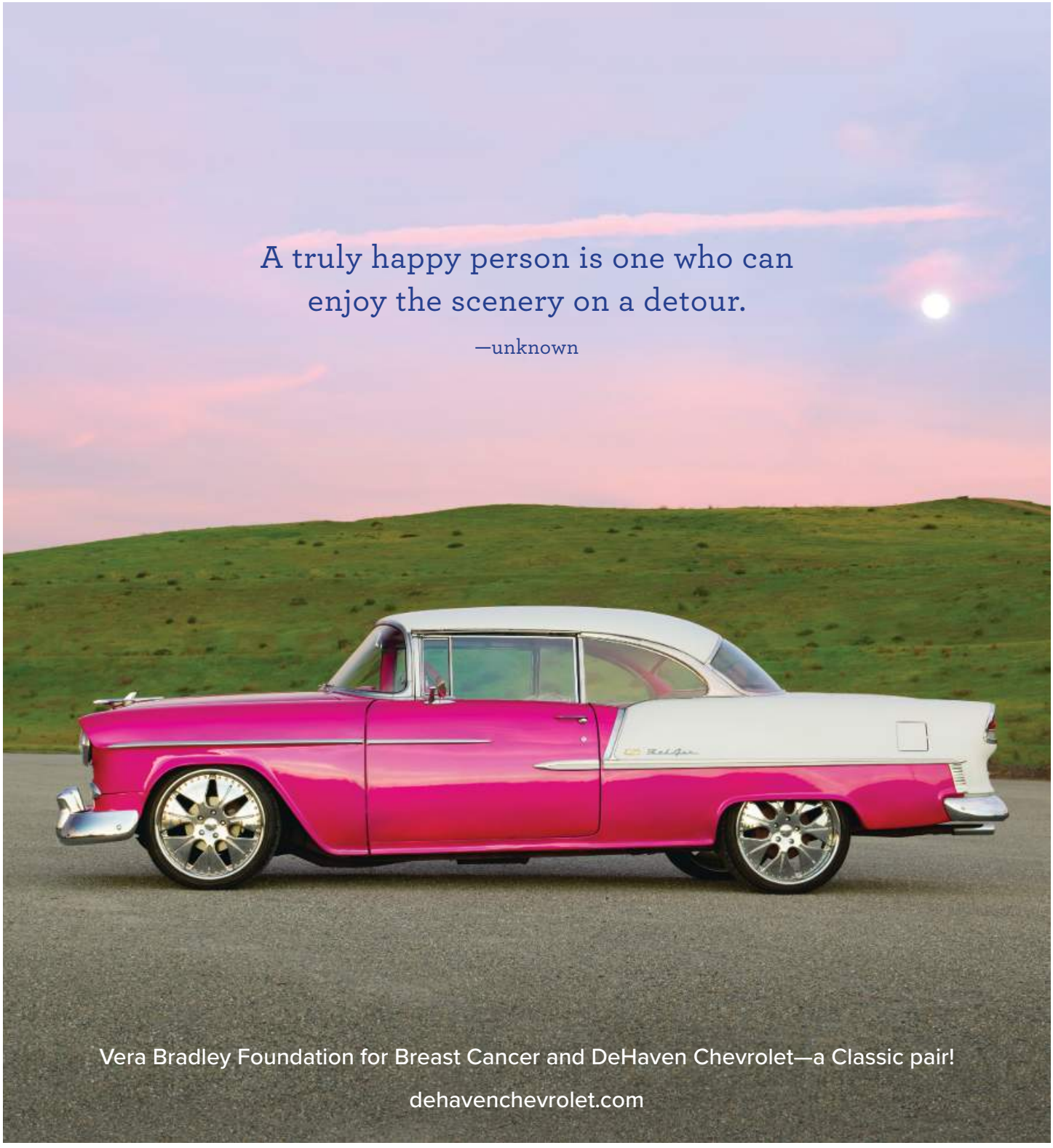
The Vann Family Foundation

proudly honors the thousands of dedicated volunteers who have supported the Vera Bradley Foundation for over 20 years and have helped advance the fight against breast cancer. Their generosity, compassion, and steadfast commitment inspire hope and have touched countless lives.

We are proud to be part of such an extraordinary and caring community.

A truly happy person is one who can
enjoy the scenery on a detour.

—unknown



Vera Bradley Foundation for Breast Cancer and DeHaven Chevrolet—a Classic pair!

dehavenchevrolet.com



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A PATTERN OF HOPE

Steel Dynamics is proud to support the
Vera Bradley Foundation for Breast Cancer
and their research toward finding a cure.

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hope
LIVES IN
RESEARCH
21
ALIVE
A PROUD SUPPORTER OF THE
VERA BRADLEY FOUNDATION











TOGETHER
WE CAN CURE BREAST CANCER

Britton
MARKETING & DESIGN GROUP

BrittonMDG.com













"Go into the world
and do well.
But more importantly,
go into the world
and do good."

– Minor Myers, Jr



Jim Byrne, Barbara Bradley Baekgaard, Tom Byrne, Amy Ray and Joanie Hall

The Children, Grandchildren
and Great Grandchildren of
Barbara Bradley Baekgaard
are proud supporters of the
Vera Bradley Foundation for Breast Cancer



Joanie & Bob Hall Family



Amy & Mike Ray Family



Marlo & Tom Byrne Family



Laura & Jim Byrne Family


Wife. Mother. Friend. Warrior. Angel.
IN LOVING MEMORY OF
Jenny Lynn McGee
MARCH 31, 1948 ♥ JANUARY 24, 2008

Seeing a Future
Free from Breast Cancer

For over twenty years, **The McGee Group** is honored to be a part of the *Vera Bradley Foundation* for Breast Cancer in the fight for a cure. This cause is close to our hearts and we are grateful to support this vital research. Our vision is a future where every mother, sister, and daughter can live free from this disease.



The McGee Group®

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Love and

Hope

For many years, our family has been proud supporters of the Vera Bradley Foundation for Breast Cancer. This incredible organization makes a significant impact by funding research for a cure and uplifting volunteers who dedicate their time and energy to the cause.

We are honored to volunteer with the foundation alongside such gracious, compassionate, and fun individuals who are all incredibly grateful for the opportunity to make a difference.

Supporting the foundation allows us to give back to our community, physicians, and loved ones who are affected by breast cancer.

Love and hope,

Wayne and Linda Boyd
Michael Devine and Victoria Boyd-Devine

COMFORT
WITH A CAUSE

Spoonful of Comfort is honored to collaborate with the Vera Bradley Foundation for Breast Cancer on a special-edition care package that brings comfort to recipients while helping support cancer research.

Each package includes a contribution to the Vera Bradley Foundation, helping add to a long-lasting pattern of care.

AVAILABLE OCTOBER

SPOONFUL OF COMFORT.COM




A PATTERN OF
COMFORT
This special-edition gift is sent
to comfort you inside and out.
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PATTERNS WITH A PURPOSE



Patterns have always been at the heart of Vera Bradley. They tell stories, spark joy and bring people together. They also help make a difference.

Inspired by the loss of their dear friend and colleague Mary Sloan, co-founders Barbara Bradley Baekgaard and Patricia R. Miller began raising funds for breast cancer research in 1993, leading to the creation of the Vera Bradley Foundation for Breast Cancer in 1998. Since then, the Foundation has raised more than $42 million.

Today, select Vera Bradley patterns continue that mission, helping turn everyday purchases into meaningful support.


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where HOPE lives

Vera Bradley Foundation Center for Breast Cancer Research
Indiana University Melvin and Bren Simon Comprehensive Cancer Center



Patricia and Michael Miller
Maggie Sin and Mark Miller
Sanders and Matthew Miller—Kate and Jackson
Elizabeth and Jay Miller—Helen, Campbell & Lawson, Carter & Erin, and Emma





Our hope for a cure lives on.

The Barbara Bradley Baekgaard Family Foundation
shares the commitment to
finding a cure for breast cancer.

In Memory of Peer Baekgaard




vera bradley
FOUNDATION FOR BREAST CANCER