



2025

Vera Bradley Foundation
CLASSIC



18

While much progress
has been made in treating
breast cancer, this disease still
affects 1 in 8 women.

Chances are you already know
or can anticipate knowing
someone who will be diagnosed.

Your support not only
funds research, it funds
impactful results!

Welcome!

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, Vera Bradley and Vera Bradley Foundation co-founder

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

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Our “Why”

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

\$42 million of Impact **AND COUNTING!**

In 2018, the Vera Bradley Foundation Center for Breast Cancer Research was created as the central hub for all breast cancer research at IU.

Funding Allocations:



Your belief in our mission is invaluable. You've placed your trust in us, and we promise to be the best stewards of your investment of time and resources. Every decision we make is guided by a commitment to transparency, positive impact and tangible results. Because of you, we're not just funding research—we're accelerating it—and lives are being changed with hope and healing!

Stephanie Scheele, Vera Bradley Foundation Executive Director

Breast Cancer Research
Laboratory Support

36%

Development of
New Therapies

24%

Vera Bradley
Foundation Chairs

23%

Immunotherapy
Research

10%

Vera Bradley
Foundation Scholars

7%



OUR MISSION:

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

Breast Cancer: The Facts

NOT JUST A NUMBER—IT'S LIVES



1 IN 8 WOMEN will develop breast cancer in her lifetime.



Today, there are **3.8 million breast cancer survivors** in the US, including women currently being treated and those who have finished treatment.



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



BREAST CANCER IS THE LEADING CAUSE OF CANCER DEATHS FOR WOMEN AGED 20-39

United States 2024:

- **316,950 new cases** of invasive breast cancer
- **59,080 new cases** of Ductal Carcinoma in situ (DCIS), a non-invasive breast cancer



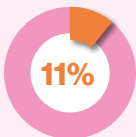
The **5-year survival rate** has improved, with an increase from 85.7% in 1990, to over **92% today** (but varies by stage at diagnosis).

92%
2025

85.7%
1990

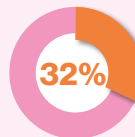
100%

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



11% of all breast cancer cases in the US are diagnosed in **women under 40**.

Young women are more likely to be diagnosed with aggressive subtypes like triple-negative breast cancer.



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



In the US, breast cancer **mortality rates have decreased** by approximately **40%** from 1990 to today, largely due to increased mammography screening and advances in treatment.



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





Golf Tournaments



Purpose



Fun



Classic Moments





Foundation Celebration



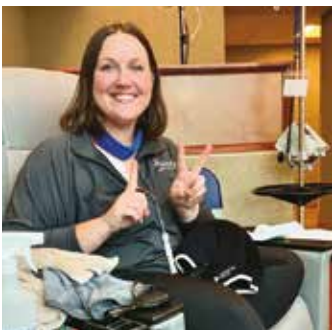
Treasured Volunteers



Pink Pickleball



Impact



Generous Sponsors

Something for Everyone!

Win-Win ways to support the Foundation.

1

Lucky Ticket:

EACH LUCKY TICKET
GIVES YOU A CHANCE TO
WIN SOMETHING FABULOUS!



2

Live Auction:

READY, SET, BID!
THESE UNIQUE ITEMS
ARE CALLING YOUR NAME!



3

Hand Up Hoedown:

SADDLE UP FOR
A FUN AND FABULOUS
WAY TO SUPPORT
THE FOUNDATION!





The Great Escape—California Wine Country



Healdsburg, California is the perfect getaway for those seeking a blend of wine country charm, picturesque landscapes and relaxing vibes. Nestled in Sonoma County, this charming town offers world-class wineries, boutique shopping, farm-to-table dining and an artsy, laid-back atmosphere. Healdsburg offers a serene escape that feels like a world away.

- Private tasting at Lambert Bridge
- Rooftop experience at The Matheson Healdsburg, CA, including a 5-course tasting menu
- 3-night weekday stay at the Hotel Trio in Healdsburg
- Roundtrip economy airfare for 2
- Winspire booking & concierge service

* Must be booked within one year of the purchase date. The actual travel date must occur within two years of the purchase date. Reservations are subject to availability, blackout dates, and major holidays. Reservations must be booked 60 days in advance of travel.



Skyline Soirée at La Vetta

Raise a glass high above the skyline during this rooftop party atop the iconic PNC building. With stunning views, handcrafted cocktails and gourmet bites by BluSpoon, this private event promises an unforgettable evening of style and celebration—perfect for entertaining friends, clients or colleagues in a setting like no other.

- Upscale private party for 25 guests with skyline views and city lights as your backdrop
- Cocktail-style soirée featuring elevated hors d'oeuvres and signature drinks by BluSpoon Catering
- Sophisticated yet relaxed atmosphere—ideal for birthdays, client appreciation or just-because

* Date to be mutually agreed upon by all parties. Gratuity not included.

Donated By: La Vetta and BluSpoon Catering





Sunset on the Prairie: A Chef's Table Experience



Gather up to 16 guests for a rare and elegant evening in the beautifully restored 1912 barn at LC Nature Park in Roanoke, Indiana—an exclusive venue not open to the public for private events. Surrounded by sweeping prairie views and authentic rustic charm, this one-of-a-kind setting offers the perfect backdrop for connection, conversation and celebration.

- Savor a custom four-course meal prepared on-site by esteemed Chef Alex
- Enjoy exclusive access to a historic barn blending turn-of-the-century character with modern luxury
- Take in panoramic views of the prairie and tranquil natural surroundings
- Witness bison, elk and other native wildlife in a peaceful, up-close environment

* Event must be held by September 1, 2026. Gratuity not included. The experience does not include a private tour but wildlife may be viewable in the discovery area.

Donated By: LC Nature Park and Chef Alex Robertson



Primed for the Pacers

Enjoy 4 court-side tickets to an Indiana Pacers 2025 NBA pre-season game, sitting directly behind the visitor's bench. A premium dining experience is included at the CareSource Courtside Club, starting 90 minutes before tip-off and continuing throughout the game. Enjoy an all-inclusive menu of chef-specialty items featuring a carving station, live cooking, full bar and fan-favorites to enjoy throughout the game. You'll also be treated to in-seat beverage service, a "grab & go" snack area and VIP parking.

- Enjoy four premium tickets—sitting in the row directly behind the visitor's bench
- Specialty dinner at the CareSource Club Room, in-seat beverage service & VIP parking
- Pacer's tunnel access
- Two Pacer's logo Vera Bradley Weekender bags

* Game to be determined after NBA 2025-2026 schedule is released. (Non-transferable)

Donated By: STAR Financial Bank





Game Day, The Colts Way

Get ready for an unforgettable experience bringing football, community and a touch of Vera Bradley style together! Game Day, The Colts Way is your chance to cheer on the Indianapolis Colts in true VIP fashion—complete with behind-the-scenes access and special game day extras. Whether you're a lifelong fan or just love the thrill of NFL Sunday, this package is the perfect way to enjoy an incredible day while supporting a meaningful cause.

- Enjoy four premium tickets to the October 12 game at 1 pm vs. the Arizona Cardinals
- Admission to the Indiana University Simon Comprehensive Cancer Center brunch reception
- Pre-game field visit
- Vera Bradley NFL Oversized Throw Blanket, Indianapolis Colts
- Vera Bradley NFL Large Travel Duffel, Indianapolis Colts

* (Non-transferable)

Donated By: Indianapolis Colts



Paella with a Side of Genius

An evening of flavor, conversation and brilliance awaits! *Paella with a Side of Genius* offers an extraordinary opportunity to enjoy a gourmet meal prepared by none other than Dr. Kelvin Lee, MD, in the intimate setting of his Fishers home. Surrounded by some of the brightest minds in cancer research, this one-of-a-kind experience blends culinary delight with meaningful dialogue—topped off with a luxurious overnight stay. It's the perfect mix of hospitality and inspiration!



- Paella for 6 guests prepared by Dr. Kelvin Lee at his home in Fishers, IN
- You'll be joined by leading researchers from the Vera Bradley Foundation Center for Breast Cancer Research
- Overnight stay at the JW Marriott in Indianapolis

* Date to be mutually agreed upon by all parties.

Donated By: Dr. Kelvin Lee, Friend of the Foundation and Foundation Researchers





Our Sponsors:

Heroes of Hope!

With your support, we're accelerating
the pace of finding a cure!

Making a Difference Possible

Platinum \$100,000 +

Barbara Bradley Baekgaard Family Foundation

Patricia and P. Michael Miller & Family

Vera Bradley Associates and Customers

Pink Diamond \$50,000 +

The McGee Group

Double Diamond \$25,000 +

Linda and Wayne Boyd

Children, Grandchildren
and Great Grandchildren
of Barbara Bradley Baekgaard

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Kristy and John Simon

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John and Gale Mann Foundation

Jeanette D. Schouweiler

Steel Dynamics

The Vann Family Foundation

Diamond \$10,000 +

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Ruoff Mortgage
Siblings of Barbara Bradley Baekgaard
TBS International Co., Ltd.
UPS
Ventura Trading Ltd.
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Sapphire \$2,500 +

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Belmont Beverage
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Mary Trabel
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Weigand Construction
Willow Zurawski Family Fund
Women's Health Advantage



In-Kind with Distinction \$2,500 +

Baesian Printing
BluSpoon Catering
Britton Marketing & Design Group
Fort Wayne Country Club
Erica Friend

Gail Herendeen Photography
Indianapolis Colts
La Vetta
Dr. Kelvin Lee, MD
LC Nature Park
Markey's Rental and Staging

The McGee Group
Chef Alex Robertson
Ruby Moon Floral
STAR Financial Bank
WANE 15
WPTA 21 Alive

Foundation Sponsors

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Power Our Purpose and Discover Ways to Give



Direct Giving 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



Planned Giving Leave a Legacy

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



Transforming the Landscape of Breast Cancer Research

More than 30 physicians and scientists at Indiana University's Melvin and Bren Simon Cancer Center (IUSCCC), home of the Vera Bradley Foundation Center for Breast Cancer Research, are reshaping our understanding of breast cancer. This elite center is a place where science becomes solutions — for women at risk, for those fighting the disease and for survivors. Breast cancer remains the most common cancer diagnosis in women in the United States. Enduring the often-debilitating treatment can be as harrowing as the diagnosis itself.

Research is enabling data gathering, the launch of clinical trials and ultimately changing how we prevent, detect and treat breast cancer. Through decades of groundbreaking work in genetics, targeted therapies, vaccines, immunotherapies, testing and new technologies, IU researchers are transforming the landscape of breast cancer. They are also uncovering new ways to help advance research for other types of cancer.

PERSONALIZING TREATMENT TO DECREASE HARMFUL SIDE EFFECTS



Researchers have discovered that black women have different disease biology, different risk factors, respond differently to chemotherapy and have higher rates of neuropathy.

A clinical study led by

Bryan P. Schneider, MD, found that black women treated with a chemotherapy called docetaxel experience less of the harmful side effect peripheral neuropathy. Their findings represent an important discovery for a patient population historically underrepresented in breast cancer research. Taxane-based chemotherapies are the primary therapies for breast cancer, but they can lead to taxane-induced peripheral neuropathy (TIPN). Neuropathy symptoms include numbness, tingling and pain in the hands and feet. These side effects can become debilitating and impact

the ability to deliver the prescribed treatment. Unplanned dose reductions ultimately reduce survival rates, making this research vitally important for black women. Research showed that patients treated with docetaxel had less TIPN, and could tolerate life-saving treatment as planned.

The study is among the first National Cancer Institute (NCI) cooperative group trials to focus enrollment solely on a minority population that has experienced disparate outcomes. **Tarah J. Ballinger, MD**, presented the results of the study at the 2024 American Society of Clinical Oncology (ASCO) annual meeting, the world's largest oncology meeting.

In January of 2025, the National Comprehensive Cancer Network (NCCN) changed their guidelines as a result of this trial. Along with ASCO, the NCCN provides the most influential cancer guidelines for much of the globe. Based on Google searches, there were more than 15 million downloads of the NCCN guidelines last year.

IMPROVING COSMETIC SURGICAL OUTCOMES



Surgery is part of breast cancer treatment for nearly all patients, including breast-conserving surgery (BCS) commonly known as lumpectomy. Numerous factors affect how the breast looks after BCS.

In collaboration with researchers at Purdue University, **Carla Fisher, MD**, is developing a novel collagen compound to be used as a filler after BCS. This compound is currently in the pre-clinical research phase, with plans for a clinical trial at the IUSCCC soon.

Additionally, Fisher is collaborating with Purdue engineering researcher Adrian Buganza Tepole, PhD, to evaluate cosmetic and physical outcomes after BCS using computational modeling of outcomes based on factors related specifically to the patient and tumor type.

A study of patients' pre-operative factors along with images, followed by documentation of post-operative outcomes, will inform the model. Ultimately, Fisher believes this collaborative work will assist in predicting cosmetic outcomes—shape, size of breast, any noticeable defects—to help inform surgical decisions.

VACCINE THERAPY TO TREAT AGGRESSIVE BREAST CANCER



Breast cancer is highly variable, making targeted treatment critical to successfully attack the disease. **Pravin Kaumaya, PhD**, is doing just that with a combination vaccine therapy that uses the immune system's natural ability to fight cancer.

Working alongside **Kathy Miller, MD**, Kaumaya is developing a vaccine that triggers the body's B-cells to produce the antibody needed to attack the cancer cells. His groundbreaking work includes developing several immune checkpoint vaccines intended to be used in combination with

immunotherapies. Unlike existing immunotherapies for breast cancer, these combination vaccine therapies are designed to stimulate a sustained immune response with minimal toxicity.

Dr. Kaumaya's lab is prioritizing TIGIT, a protein, as a target of immunotherapy for invasive breast cancer for the immune checkpoint vaccines. These vaccines will be used in combination with other vaccines for both triple negative and HER2+ disease. Enrollment for the Phase I HER2 breast cancer vaccine trial has opened.



REDUCING RISK THROUGH MOVEMENT & EXERCISE



Researchers at the IUSCCC are studying the role of exercise in preventing breast cancer. Research has shown that movement and exercise are associated with reduced risk of breast cancer.* However, to date, the mechanism behind this association is unclear.

Tarah Ballinger, MD, is leading a study in breast cancer prevention. Women at high risk for

breast cancer are participating in a six-month exercise intervention. In partnership with the Komen Normal Tissue Bank, housed at the Vera Bradley Foundation Center for Breast Cancer Research, participants are donating breast tissue before and after the exercise program. The goal is to use these samples to evaluate changes in the tissue microenvironment.

**See pages 18 and 19 for a deeper understanding of the importance of movement and exercise.*

CREATING AN ATLAS OF “NORMAL” TO UNDERSTAND BREAST CANCER ORIGINS



Led by **Hari Nakshatri, PhD**, researchers at the Vera Bradley Foundation Center for Breast Cancer Research have completed the most extensive mapping of healthy breast cells to date. These findings offer an important tool for researchers around the globe to understand how breast cancer develops and identifies differences in breast tissue among diverse genetic ancestries.

Nakshatri developed a comprehensive atlas of breast tissue cells—including details on how the genome is organized in each cell type, the genes expressed and which specific gene expressions are limited to each cell type. These details assist researchers in understanding

drivers of each cell type's function in various parts of the breast.

Nakshatri's lab sequenced 88,000 cell nuclei from 92 women who donated healthy breast tissue to the tissue bank at the IUSCCC. The donors included people of African, European, Indigenous American, Hispanic, East Asian, Southeast Asian and Ashkenazi-Jewish ancestry.

Researchers know breast cancer most often originates in specific cell types. Understanding cell type origins can lead to understanding different cancer types and treatment responses. This study could improve understanding of breast cancer development and lead to identifying new treatment targets.

BOLD NEW IDEAS



Liz Yeh, PhD, is working on targeting an enzyme called HUNK. Macrophage cells usually perform essential tasks as part of the immune system, but breast cancer cells can hijack them to protect cancer cells and help them metastasize.

When this happens, they become tumor-associated macrophages (TAMs). The presence of HUNK in breast cancer cells leads to communication with TAMs to promote this metastatic process.

Yeh's research has identified a HUNK inhibitor that shows efficacy toward breast cancer in models. A research pilot project is developing this inhibitor with hopes of advancing it through the translational drug development pipeline.

Angela Richardson, MD, PhD, and **Ann Kimble-Hill, PhD**, are aiming to revolutionize the detection and treatment of triple negative breast cancer (TNBC). This

research aims to identify novel types of lipids associated with TNBC aggressiveness and brain metastases. In their pilot study, Richardson and Kimble-Hill are testing contrast agents capable of detecting TNBC cells with high sensitivity and specificity, and assisting antibodies to cross the blood-brain barrier. This barrier is often an obstacle for drugs to treat the spread of cancer to the brain.

Richard Carpenter, PhD, is studying how a protein called Heat Shock Factor 1 (HSF1) plays a role in regulating the presence of anti-tumor immune cells in breast tumors. Carpenter's long-term goal is to understand what regulates tumor-immune interactions in metastatic tumors in order to identify better therapeutic approaches for metastatic breast cancer patients.



Let's Move!

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.

BUT 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.

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.

per week
150
minutes = per day
20
minutes

20 - 40%

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.



NOT JUST A NUMBER—IT'S LIVES

1 IN 8 WOMEN will develop breast cancer in her lifetime.



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

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.



1 2 WEIGHT LOSS* SUCCESSFULLY REDUCES RISK OF BREAST CANCER

The best example of this is bariatric surgery, which reduces risk of breast cancer approximately in half.

** See page 21 for GLP-1 information*



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



Beyond the Headlines

Our experts answer your questions.



Tarah Ballinger, MD



Kathy Miller, MD



Anna Maria Storniolo, MD

SYMPTOMS

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

I advise women 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
- Thickening of the breast tissue
- 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



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! I 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!



DIET

There's so much to get spun up about on social media today! It seems like every time I scroll, there's something new to avoid or be fearful of regarding cancer. Are there any foods or consumables, like seed oils, alcohol, or "bioengineered food ingredients" that should have a warning label like tobacco?

This is a tricky question! Alcohol would be the best example with clear risks, especially for pregnant women. As of today, no universally accepted studies or data, that we're aware of, exists on genetically modified foods or seed oils suggesting they cause breast or any other type of cancer. The best data supports a healthy, well-balanced diet with a variety of foods. Try to eat from the perimeter of the grocery store, and consume more calories from plants than animals. Few foods would be evil or forbidden if enjoyed occasionally and in reasonable portions.



APPS

Are there any apps IU researchers love regarding health, wellness, or food quality?

I have recommended MyFitness Pal to my patients. It's free and easily tracks food and activity, providing immediate feedback to help those hoping to lose a few pounds or maintain their weight. The feedback is "if every day were like today, in 5 weeks you would weigh X amount." Five weeks feels doable and the difference is large enough to seem worthwhile. The Yuka app provides a fun way to scan products at the grocery store for food ratings/quality. The bottom line is the App Store is full of choices, and anything that makes you intentional about your health journey is a valuable tool.



GLP-1s

Is it true that GLP-1s are causing breast cancer? Why would anyone risk getting breast cancer just to lose a few pounds?

There is no known causal link between GLP-1s and breast cancer risk. People sometimes confuse correlation and causation. Some of the GLP-1 studies initially showed increased breast cancer diagnoses—but this was more likely because women were engaging with the health system and were getting mammograms, or were losing weight and feeling a breast mass, not that the drug was causing breast cancer. Additionally, not enough time has passed to make an association. It is more likely that GLP-1s reduce risk, as weight loss reduces risk, and the best preventative therapy for breast cancer is actually bariatric surgery. This remains under investigation.



WOMEN WITH AVERAGE RISK FOR BREAST CANCER SHOULD HAVE MAMMOGRAMS EVERY OTHER YEAR FROM AGES 40 THROUGH 74

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

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. My best advice is that you talk to your doctor about your risk factors.

How to Care for a *Loved One* with Breast Cancer

During a challenging time, show you care.

SOFT BLANKET, SILK PILLOW OR SLEEP MASK



NICE MUG WITH TEA

Give a hug in a mug

LIGHTLY SCENTED CANDLE

Strong scents can be overwhelming



TAKE TIME TO VISIT

Meals, shopping, good conversation —any connection is helpful



GIFT CARD BOUQUET

Gather items your loved one would enjoy



HOT WATER BOTTLE

Warm and soothing



BUTTON FRONT PAJAMAS

Easy access to treatment area



Vera Bradley Breast Cancer Products

I've just been diagnosed with breast cancer... *now what?*

SHAWL, ROBE OR FUZZY SOCKS



ORGANIZE MEALS

Sites like Mealtrain, TakeThemAMeal or SignupGenius make this very easy



LOTIONS AND LIP BALMS

Cancer treatment can cause chapped lips and sensitive skin



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.





Join the movement

We strive to make giving fun and interactive all year long, because your support is crucial to our cause!



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



Gifts of Hope

Give hope all year long! With a Gifts 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





Host an Event

Help raise funds and awareness for the Foundation! Plan an intimate gathering, an event with your team or club, or a corporate effort for hundreds. We have great resources to help you host a perfect event, and we're here to assist and guide you. Depending on the amount you commit to raising for breast cancer research, we'll provide prizes for your guests, employees, or fans. We'll also provide an online fundraising platform, decor, tips, and a customizable digital invitation and poster. You'll provide HOPE for a world without breast cancer!



Scan to learn more today



Quilt with a Cause

Each year, a dedicated Foundation volunteer designs and crafts 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. Repost, share, like and comment

on posts from our official @verabradleyfoundation accounts. Your engagement can make a big impact by introducing our cause to new friends.

2. Use our hashtag—#vbfoundation

to join the conversation. Share your story, post photos from our events or give a shoutout to someone on their cancer journey.

3. Tag us—@verabradleyfoundation

in your photos, stories and reels. We love amplifying the voices of our supporters!



Powered by Passion, *Driven by You*

Classic Planning Committee



Top Row: Jen Bojrab, Jen Yack, Amy Ray*, Amelia McArdle, Ruth Cook*
Second Row: Mary Ellen Elizondo*, Ryan Kierns, Jane DeHaven*, Maria Krach, Shelly Meyer
Third Row: Kris Robertson, Kathleen Cox, Stephanie Scheele, Kris Reese, Katie Law
Fourth Row: Lisa Bragg, Kathy Ray, Anna Rudicel, Debbie Peterson*

* Indicates 30+ year volunteer



Foundation *Team*

We're here to partner with you.

Stephanie Scheele
Executive Director

Kris Reese
Brand Manager

Amelia McArdle
Development Manager

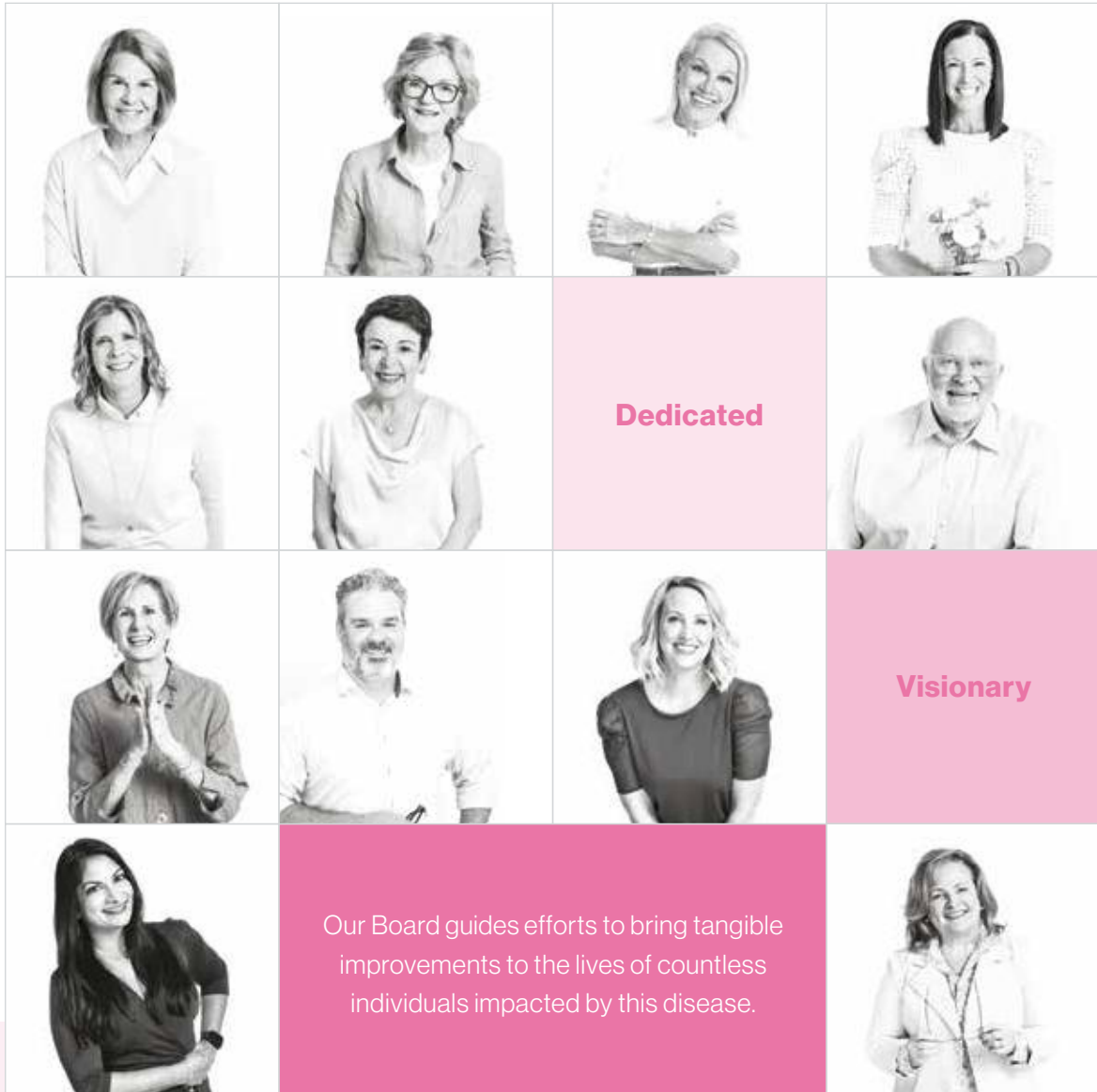
Kathy Ray
Foundation Coordinator

Andrew Suci
Controller

Anna Rudicel
Social Media Specialist



Foundation *Board*



Top Row:

Patricia R. Miller
Co-Founder

Barbara Bradley Baekgaard
Co-Founder / Vice Chair

Ruth Cook
Board Chair

Stephanie Scheele
Executive Director

Second Row:

Elizabeth Miller
Secretary

Anna Maria Storniolo

John Brooks
Treasurer

Third Row:

Brenda Gerber Vincent

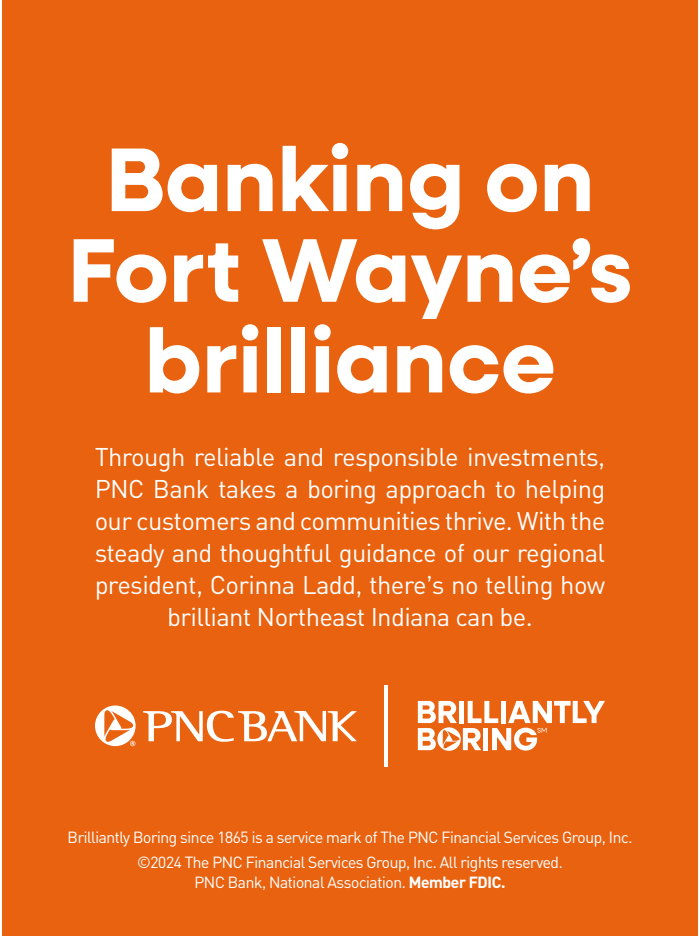
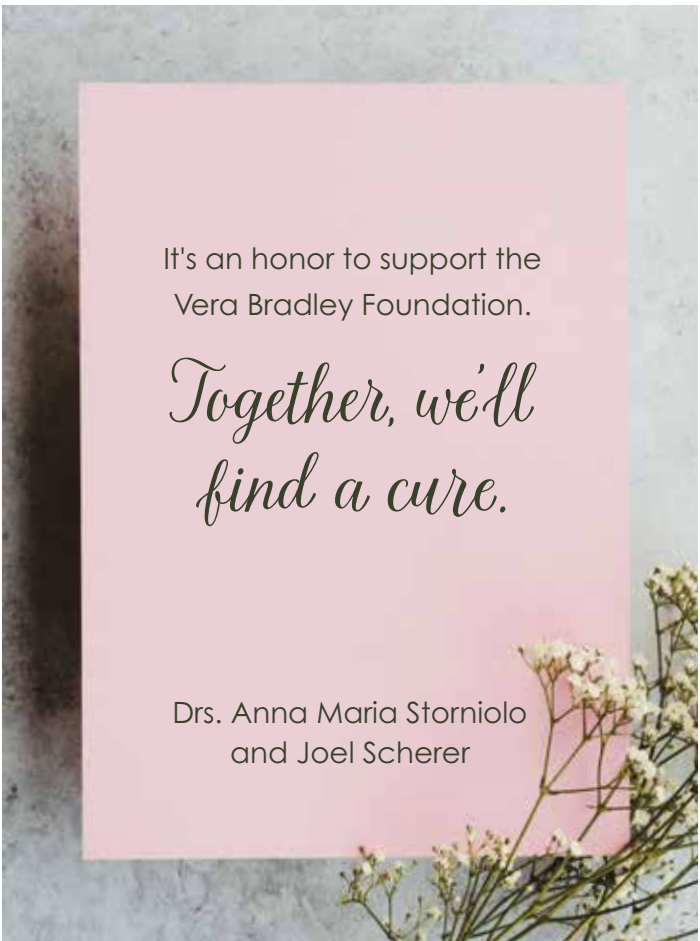
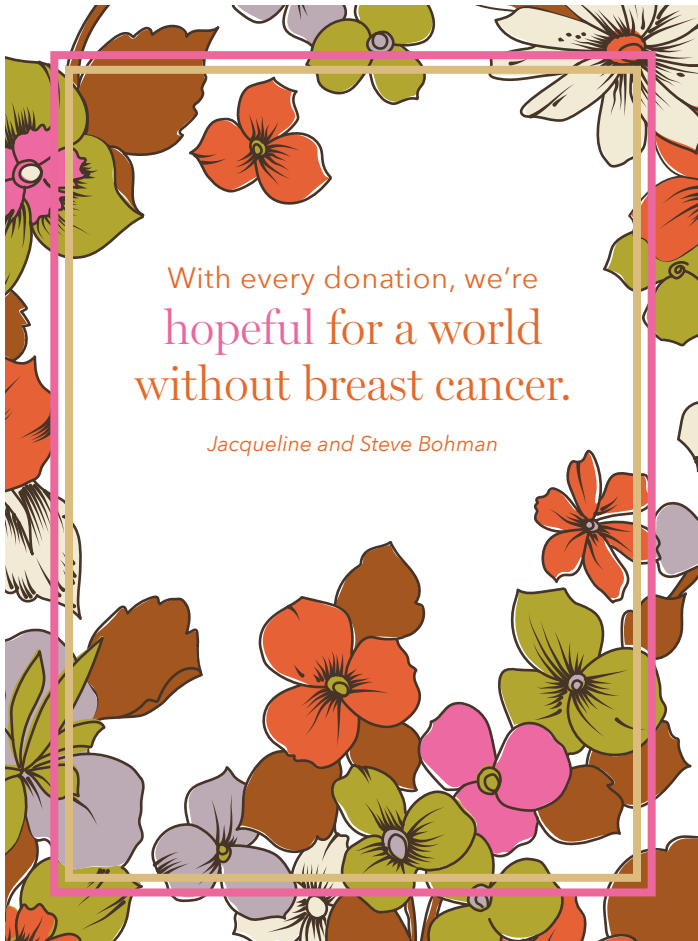
Matt McGee
2nd Vice Chair

Katie Law

Fourth Row:

**Reneta
Thurairatnam-Sandkuhler**
Sue Britton

Our Board guides efforts to bring tangible improvements to the lives of countless individuals impacted by this disease.



hope

We're proud to support the fight
against breast cancer. With continued
research and dedication,
hope grows stronger every day.

Grant and Jill Goeglein



When cancer touches one of your own,
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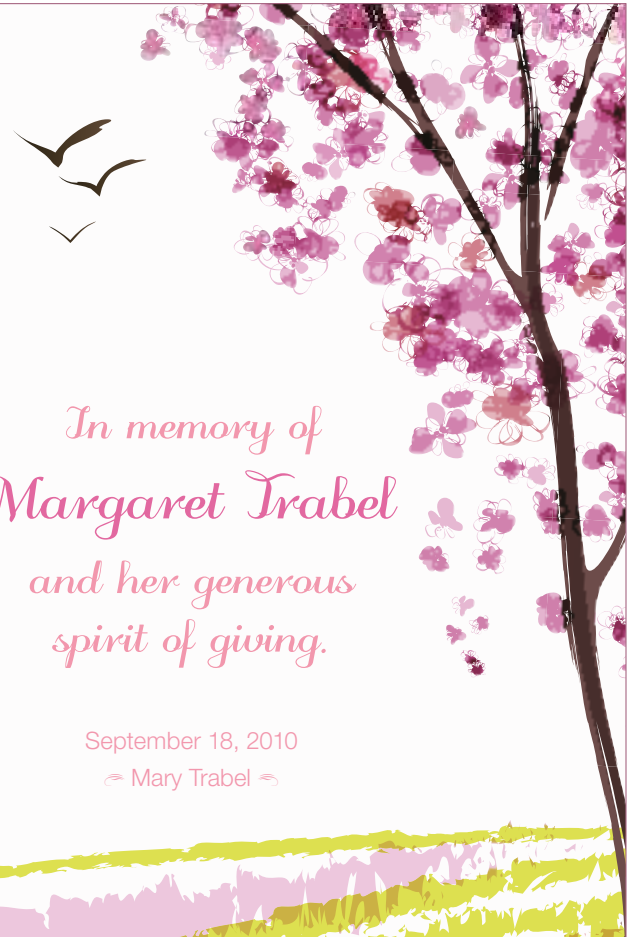


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September 18, 2010

☞ Mary Trabel ☞

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Shun Da Textile Co., Ltd.

proudly stands with the Vera Bradley
Foundation in the fight against breast cancer.

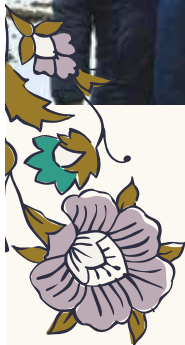
“Everything that is done in
this world is done by hope.”

Martin Luther



Thank you, Vera Bradley Foundation
for Breast Cancer, for inspiring so
much hope for women everywhere!

The Dely Family



Community.

LAKE CITY BANK SALUTES THE INSPIRING
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FOR BREAST CANCER.



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to find a cure



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Thank you,
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MELVIN AND BREN SIMON COMPREHENSIVE CANCER CENTER
**VERA BRADLEY FOUNDATION CENTER
FOR BREAST CANCER RESEARCH**

HOPE STRENGTH PROGRESS

We proudly stand with the
Vera Bradley Foundation to bring
hope, strength, and progress
in the fight against breast cancer.

**Shen Zhen Changfeng
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**HONORING
THOSE BATTLING BREAST CANCER &
REMEMBERING THOSE WE'VE LOST.**



DRIVE HOPE FORWARD



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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.

LEARN MORE AT WWW.NATCOGLOBAL.COM

Connecting life-changing research
with women everywhere
is truly inspiring.

We are deeply grateful to the
Vera Bradley Foundation.

Ruth & Jim Cook



“Once you choose hope,
anything’s possible...”

Christopher Reeve

Grant and Julie North & Family
proudly support the
Vera Bradley Foundation
for Breast Cancer



*We stand with
the Vera Bradley
Foundation for
Breast Cancer.*

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AWARENESS TO PROMOTE EARLY
DETECTION AND INTERVENTION.**

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As our family grows, so does our passion
and determination to support research for
advanced therapies and personalized medicine.

We dream of a world without breast cancer.

The Bragg Family





Our family proudly continues to support the Vera Bradley Foundation—through the years with volunteering and now through the Willow Zurawski Fund—carrying on a heart for service, a legacy of hope, and a lasting commitment to women’s health.

Willow Zurawski Family Fund



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.

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*“Strength doesn’t come from what you can do, but from overcoming what you thought you couldn’t.”
-Anonymous*

We proudly support the Vera Bradley Foundation for Breast Cancer in their ground-breaking research.

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Indiana University Health



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Dongguan Shi Xing Shun
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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.

LanHui Hardware



Huge Thanks,

Trine University Theta Phi Alpha

Your Big Man on Campus fundraiser was a hit—another amazing year of showing up big for the Foundation!





Join Us

Turn the Town Pink Ceremony

Wednesday, October 1 • 12 pm

Downtown Fort Wayne | Indiana Michigan Power Center

Wear pink for a short ceremony, which includes the unveiling of over 1,000 Ribbons for Research throughout downtown, a mayoral proclamation and special speakers.



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to better serve you.

UPS is proud to support the Vera Bradley Foundation for Breast Cancer.

ups.com

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Proud Sponsor of the **Vera Bradley Foundation**

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.

faegredrinker.com

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Strong Women, Strong Foundation



Ruoff Mortgage is a proud supporter of the Vera Bradley Foundation.

*Based on 2022 independent third-party customer satisfaction survey data. The average Clear to Close time is dependent on loan type, proper documentation, and other qualifying factors. Loan decision is subject to satisfactory appraisal, file review, and no change to financial condition. This is not an offer for extension of credit or a commitment to lend. Some restrictions may apply. Ruoff Mortgage NMLS #141868. Equal Housing Lender. Ruoff Mortgage Company, Inc. d/b/a Ruoff Mortgage is an Indiana corporation. For complete licensing information visit: <http://www.nmlsconsumeraccess.org/EntityDetails.aspx?COMPANY/141868/07242024>

We're grateful for
the opportunity to be a
*small part of
a big impact.*



Sue Altum and The Kim and Chris Colby Family

Every mile is a testament to resilience, every journey a step closer to a cure.



Thank you, Vera Bradley Foundation, for paving the way to a brighter future for those facing breast cancer.

Let's continue to ride together, full throttle, towards a world free from cancer.

The Kunce Family

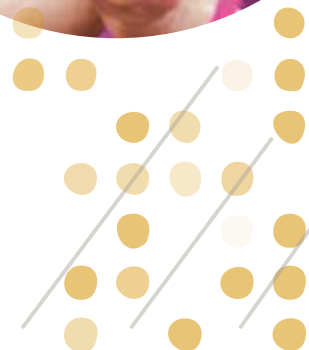


All Together Now

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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Providing Hope

Ice Miller is proud to support the Vera Bradley Foundation for Breast Cancer Classic. Our law firm supports more than 100 nonprofit organizations throughout our region. We are proud to work together with the Vera Bradley Foundation for Breast Cancer to build dreams in our community.

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*Thanks for bringing hope
by turning the town pink.*

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We thank the Vera Bradley Foundation for Breast Cancer
for its deep commitment to funding research in pursuit
of life-changing treatments.



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Ed, Barbara, Joan, Susan, and Kathy

Vera Bradley Foundation for Breast Cancer

Proud Supporters

Barbara Bradley Baekgaard's Sisters and Brother

Joan, Susan, Kathy, and Ed



“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.

KELLEY
AUTOMOTIVE GROUP



thank you

Vera Bradley Foundation
for Breast Cancer

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

Mrs. Donna Long

Proud to support

the Vera Bradley Foundation in their fight against breast cancer.

TBS International Co., Ltd.



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

IMAGING ON WHITE

Gail
HERENDEEN
PHOTOGRAPHY

Honored to capture the warm smiles of those who passionately champion life-changing breast cancer research through the Vera Bradley Foundation.



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For Mary Sloan, 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.

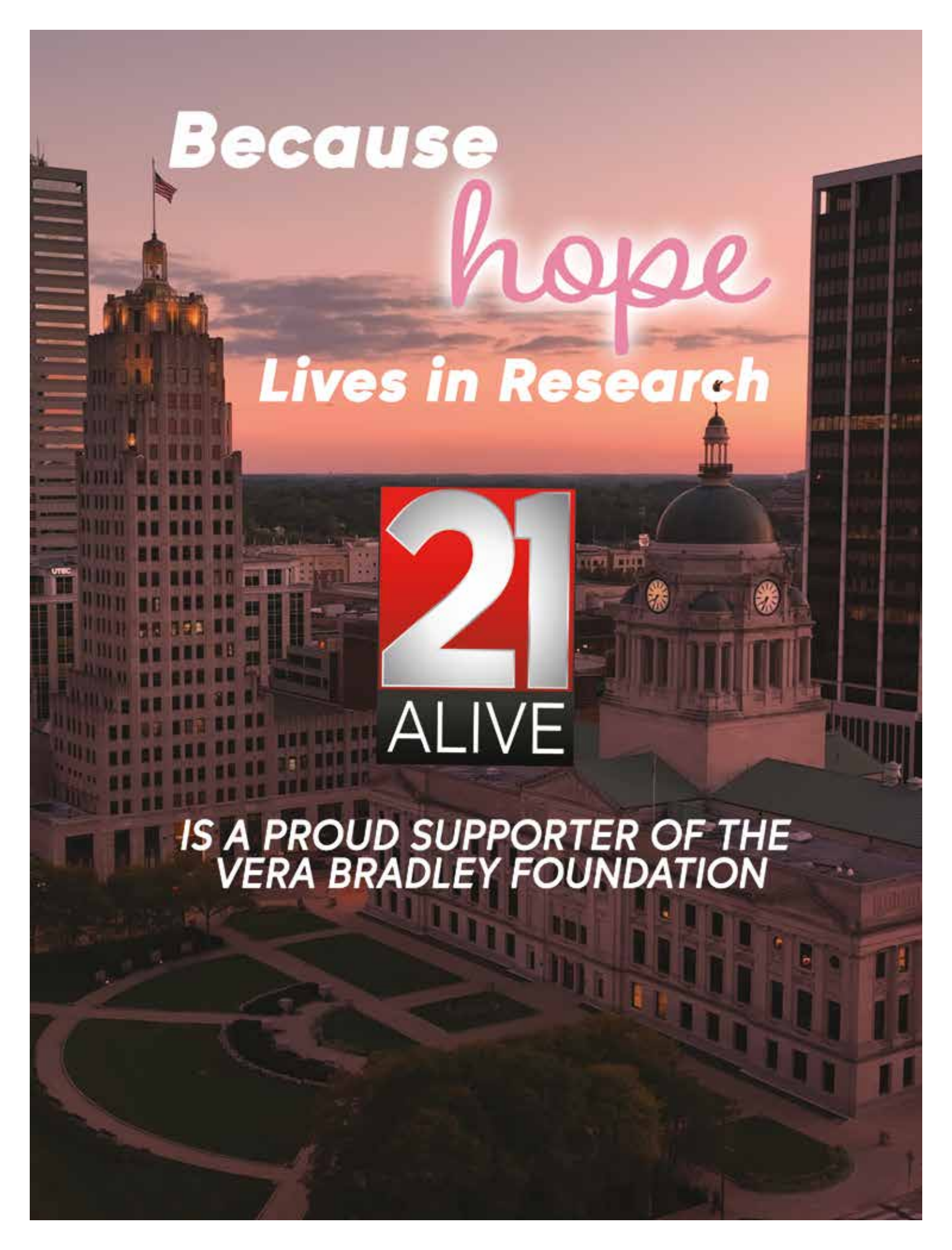
The Family of Mary Moore Sloan

We love you Barbie!



Chapman Charitable Trust

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



Because
hope
Lives in Research



**IS A PROUD SUPPORTER OF THE
VERA BRADLEY FOUNDATION**

A soft-focus photograph of a lavender field with purple flower spikes against a warm, pinkish-orange background. The text is centered over the image.

thank you

to all the Vera Bradley Foundation volunteers
for generously giving your time to support breast cancer research.
Your dedication makes a lasting difference.

With Gratitude,
An Anonymous Friend

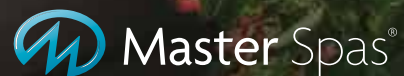
Supporting all of our family
and friends who have and
are battling breast cancer.





Together in hope

Master Spas proudly supports the
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for Breast Cancer.



America's finest ultra-therapeutic hot tubs, cold tubs
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A truly happy person is one who can
enjoy the scenery on a detour.

—unknown



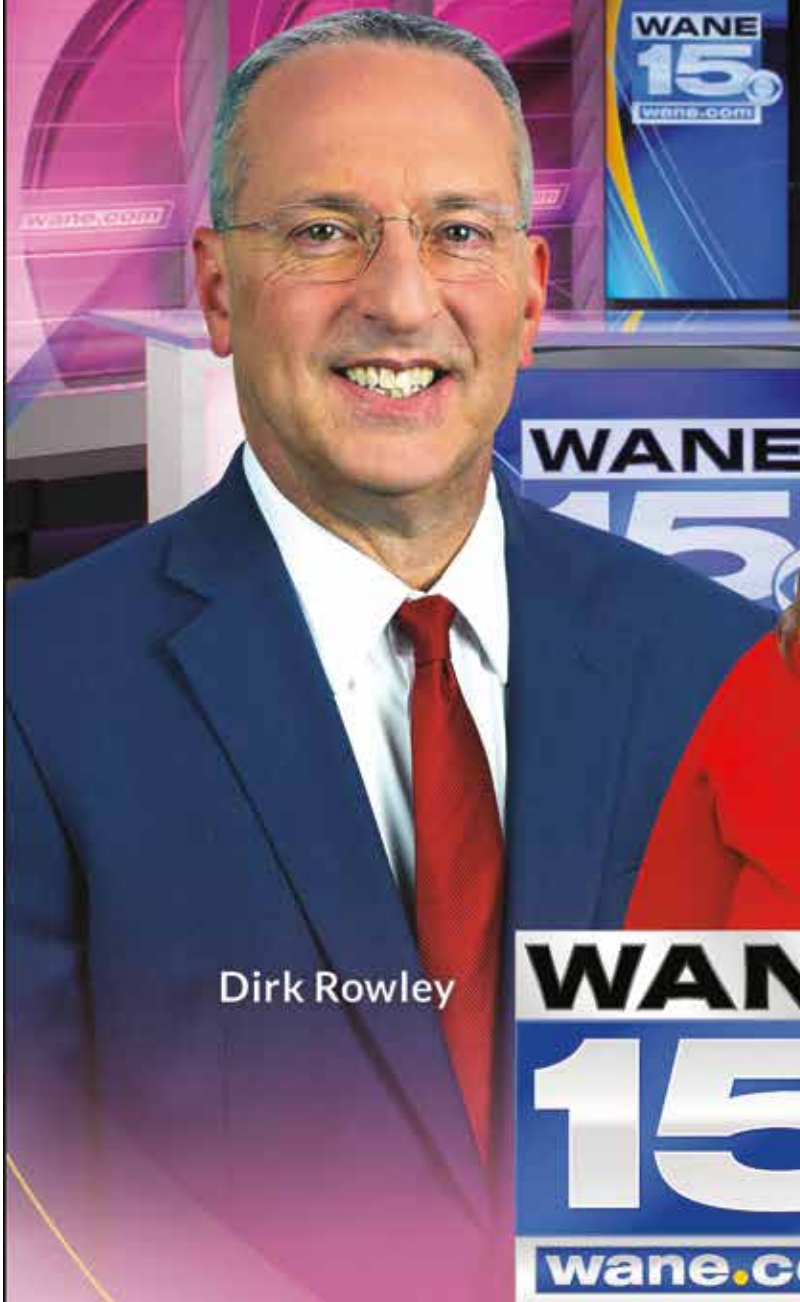
Vera Bradley Foundation for Breast Cancer and DeHaven Chevrolet—a Classic pair!

dehavenchevrolet.com



#DeHavenDuo

A Proud Supporter of the Vera Bradley Foundation for Breast Cancer Classic.



Dirk Rowley



Alyssa Ivanson



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At Baesman, we specialize in personalized marketing and helping brands build deeper relationships with their customers. We're proud to partner with Vera Bradley in their fight against Breast Cancer. It doesn't get much more personal than that.

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In memory of a dear friend, Sharon Demarest.
While many of us are survivors, Sharon's story reminds us that
the fight isn't over yet and that is why we continue to support
the Vera Bradley Foundation for Breast Cancer.



“My mission in life is not to merely survive, but to thrive;
and to do so with some passion, some humor, some style.”

– Maya Angelou

The Sue & Jeff Miller Family Foundation





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Vera Bradley
Board of Directors
is proud to support the
Vera Bradley Foundation
for Breast Cancer

Ian Bickley
Kristina Cashman
Andrew Meslow
Jessica Rodriguez
Carrie Tharp

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

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



We are proud to support the Vera Bradley Foundation for Breast Cancer Research and the pursuit of life changing treatments.

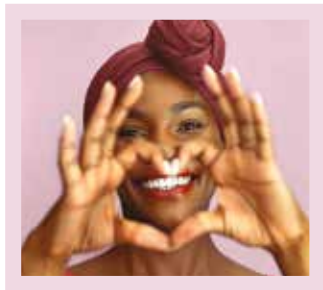




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WE CAN CURE
BREAST CANCER

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**“If my mind can conceive it,
if my heart can believe it,
then I can achieve it.”**

Muhammad Ali



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

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

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**Today is Vera Bradley's
TURN THE TOWN PINK
to fight breast cancer**



The Journal Gazette

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The Journal Gazette

FORT WAYNE, INDIANA ♦ LOCALLY OWNED SINCE 1863

www.journalgazette.net

IU, Vera Bradley join vs. cancer

**Research center
to be established
in Indianapolis**

THE JOURNAL GAZETTE

The IU School of Medicine is creating a center for breast cancer research with significant support from the Vera Bradley Foundation, officials announced Monday night.

Indiana University is launching the Vera Bradley Foundation Center for

Breast Cancer Research, which will focus on finding a cure for triple negative breast cancer, some of the most difficult-to-treat forms of the disease.

Dr. Jay L. Hess, dean of IU's medical school, said "far too many women still die from this disease" despite medical advances.

The foundation, which has committed \$35 million to support IU's breast cancer research since 1999, is

Cancer, Page 4A



Staff photo

A crowd at Sycamore Hills Golf Club cheers Dr. Jay Hess as he announces Monday that Indiana University and Vera Bradley Foundation are teaming up to create a breast cancer research center in Indianapolis.

Classic raises \$1 million Vera Bradley event benefits cancer research

THE JOURNAL GAZETTE

The Vera Bradley Foundation for Breast Cancer

they showed just how relevant the events will be for years to come - not just because breast cancer re-

participants.

"It's wonderful anytime you can capture a young person and get them involved

Breast Cancer. "And then, maybe, you can get them involved further with their time or talents or their trea-



**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.

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

A soft-focus photograph of a person's hands holding a clear glass jar. Inside the jar, a brown and white butterfly is visible. Two other similar butterflies are flying in the air around the jar. The background is a warm, out-of-focus pattern of light and dark spots.

*A dream you dream alone
is only a dream.
A dream you dream together
becomes reality.*

— John Lennon

John & Gale Mann
FOUNDATION

The Vann Family Foundation

wishes to show appreciation to the dedicated commitment of the thousands of volunteers for the Vera Bradley Foundation over the past 20 years. We honor their devotion to breast cancer research and are proud to live in such a caring and generous community.



Greatly loved, deeply missed.
In loving memory of Lee and Jim Vann



A PATTERN OF **HOPE**

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

steeldynamics.com



vera bradley

Patterns with a Purpose

In 1993, Vera Bradley co-founders Barbara Bradley Baekgaard and Patricia R. Miller began raising funds for breast cancer research after the loss of their dear friend, Mary Sloan. Today, the Vera Bradley Foundation for Breast Cancer continues their legacy. A portion of every purchase from the Flourishing Garden Collection helps fund research and provides support for those impacted, bringing us closer to a future free from breast cancer.







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



Seeing a Future *Free from Breast Cancer*

For 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®

800.966.2020 | mcgeegroup.com



IN LOVING MEMORY OF
Jenny Lynn McGee

MARCH 31, 1948 - JANUARY 24, 2008

Wife. Mother. Friend. Warrior. Angel.





“Go into the world
and do *well*.
But more importantly,
go into the world
and do *good*.”

— Minor Myers, Jr

The Children, Grandchildren
and Great Grandchildren of
Barbara Bradley Baekgaard
are proud supporters of the

Vera Bradley Foundation for Breast Cancer



Amy & Mike Ray and Family



Laura & Jim Byrne and Family



Marlo & Tom Byrne and Family



Joanie & Bob Hall and Family

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, Carter 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





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