

Kelly Ann,
Diagnosed in 2022

BREAST CANCER RESEARCH FOUNDATION

2026 PARTNER TOOLKIT

EDUCATIONAL CONTENT FOR PARTNERS

BREAST CANCER RESEARCH FOUNDATION

How Every Dollar Fuels Lifesaving Research

$25

Funds basic lab supplies for a BCRF researcher's lab.

$50

Funds one hour of BCRF research, enabling critical lab work.

$100

Funds five liquid biopsy collection kits for a BCRF-supported clinical trial.

$250

Funds specialty tools to grow cells in a BCRF researcher's lab.

$500

Funds one patient's DNA sequencing in a BCRF-supported lab.



$750

Funds critical equipment for a BCRF researcher's lab.



$1,000

Funds one month of lab supplies for a BCRF-supported lab.



$2,500

Funds one patient's enrollment in a BCRF-supported clinical trial.

BREAST CANCER RESEARCH FOUNDATION

BCRF Research in Action

BCRF researchers are responsible for many of the most important breakthroughs in breast cancer—advancing prevention, detection, treatment, and survivorship to save lives.

DISPARITIES

LIFESTYLE & SURVIVORSHIP

EARLY DETECTION & DIAGNOSIS

METASTATIC BREAST CANCER



Disparities

Researchers like Dr. Lisa Newman are investigating why Black women face higher mortality rates to inform more equitable, effective care.

Dr. Lisa Newman, BCRF Investigator

Lifestyle & Survivorship

Researchers like Dr. Melinda Irwin are leading clinical trials showing that nutrition and exercise during treatment can improve outcomes.

Dr. Melinda Irwin, BCRF Investigator



BREAST CANCER RESEARCH FOUNDATION

BCRF Research in Action

Early Detection & Diagnosis

Researchers like Dr. Wendie Berg are improving early detection for women with dense breasts through AI-enhanced imaging, ultrasounds, and contrast-enhanced 3D mammography—expanding screening options and increasing diagnostic accuracy.



Dr. Wendie Berg,
BCRF Investigator



Dr. Nancy Lin,
BCRF Investigator

Metastatic Breast Cancer

Researchers like Dr. Nancy Lin are advancing treatments for HER2+ breast cancer that has spread to the brain, and leading clinical trials that include patients with active brain metastases—expanding options for those with advanced disease.

Personalized Treatment

Researchers like Dr. Charles Perou revealed that breast cancer is not one disease but multiple subtypes, each requiring a different treatment approach—laying the foundation for more precise, personalized therapies.

Dr. Charles Perou, BCRF Investigator



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PERSONALIZED TREATMENT

PREVENTION & RISK ASSESSMENT

TREATMENT INNOVATION & DRUG RESISTANCE



Prevention & Risk Assessment

Researchers like Dr. Mary-Claire King discovered the BRCA1 gene and its mutations, transforming how we understand inherited risk and enabling high-risk individuals to take proactive, preventive measures.

Dr. Mary-Claire King, BCRF Investigator



Researchers like Dr. Connie Lehman launched Clairity Breast, the first FDA-authorized AI platform that can predict a woman's 5-year risk of breast cancer from a single mammogram.

Dr. Connie Lehman, BCRF Investigator



Treatment Innovation & Drug Resistance

Researchers like Dr. Lori Pierce are exploring how combining radiation with targeted therapies and immunotherapy can improve effectiveness and reduce tumor growth.

Dr. Lori Pierce, BCRF Investigator

BREAST CANCER RESEARCH FOUNDATION

Tips for Talking about Breast Cancer and Risk Reduction

1. Talk to your doctor about your personal risk and when to begin screening.
2. Know your family history: learn about breast and other cancers in your family.
3. Ask if you have dense breasts: you may need additional screening.
4. Schedule your mammogram if your doctor recommends it.
5. Eat a balanced, plant-forward diet high in fruits, vegetables and whole grains and low in red meat.
6. Skip the trends: no superfood prevents breast cancer, but a nutrient-rich diet helps.
7. Maintain a healthy weight through a balanced diet and regular physical activity.
8. Limit alcohol consumption: even moderate drinking raises your risk.
9. Quit smoking: tobacco use is linked to multiple cancers, including breast cancer.
10. Stay active: any movement counts—take a brisk walk or find an activity you enjoy.
11. Know your normal: report any changes to your breasts, such as unusual lumps, skin dimpling, swelling, rashes, or nipple discharge or inversion.

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How Do I Best Support Someone with Breast Cancer?

1. Ask before assuming: every person's experience is different.

2. Listen: sometimes, the best support is just being there.

3. Make a thoughtful care package: consider comfortable clothes, a soft blanket, lotion for dry skin, hats or scarves, a book, or ginger candy for nausea.

4. Use supportive language: instead of "you'll be fine," try "I don't know what it's like to be in your shoes, but I'm here for you."

5. Offer practical help: running errands, grocery shopping, or meal prep can be a big relief.

6. Support lifesaving breast cancer research in their honor: make a donation in support of BCRF's mission to end breast cancer.

BREAST CANCER RESEARCH FOUNDATION

For Further Reading

BREAST CANCER GLOSSARY	Browse BCRF's glossary for easy-to-understand definitions of some of the most important terms in breast cancer research and treatment.	Read More
ABOUT BREAST CANCER	BCRF's guide to the most common side effects of breast cancer, plus expert advice for starting to get relief.	Read More
BREAST CANCER IN YOUNGER WOMEN	Rising incidence rates, unique challenges, and more statistics and facts to learn about how breast cancer impacts younger women.	Read More
UNDERSTANDING BREAST CANCER RACIAL DISPARITIES	BCRF takes a look at how breast cancer affects people of color—and what our investigators are doing to close gaps in outcomes.	Read More
CLAIRITY BREAST: BREAKTHROUGH IN BREAST CANCER PREVENTION	BCRF-supported Clairity Breast is the first FDA-authorized AI tool to predict a woman's 5-year breast cancer risk from a single mammogram.	Read More

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Key Dates for Impact

2026

SEPTEMBER

World Cancer Research Day
September 24, 2026

World Dense Breast Day
September 30, 2026

OCTOBER

Breast Cancer Awareness Month

Metastatic Breast Cancer Awareness Day
October 13, 2026

Lobular Breast Cancer Awareness Day
October 15, 2026

National Mammography Day
October 16, 2026

1 in 8 Day
October 18, 2026

Male Breast Cancer Awareness Week
October 17-23, 2026

NOVEMBER

DECEMBER

Giving Tuesday
December 1, 2026

2027

JANUARY

FEBRUARY

National Cancer Prevention Month
Black History Month

World Cancer Day
February 4, 2027

International Day of Women and Girls in Science
February 11, 2027

MARCH

Women's History Month

Triple-Negative Breast Cancer Awareness Day
March 3, 2027

International Women's Day
March 8, 2027

APRIL

World Health Day
April 7, 2027

MAY

National Cancer Research Month
Women's Health Month

Women's Health Week
May 9-15, 2027

Mother's Day
May 9, 2027

Women's Check-Up Day
May 10, 2027

JUNE

National Cancer Survivors Day
June 6, 2027

Men's Health Week
June 14-20, 2027

JULY

AUGUST

World Breast Cancer Research Day
August 18, 2027