



Vera Bradley

FOUNDATION FOR BREAST CANCER

2018 Annual Financial Report

Our Mission Statement

The Vera Bradley Foundation for Breast Cancer raises funds for research to find a cure and to improve the lives of the many affected by this disease.

About Us

- Moved by the loss of their dear friend, Mary Sloan, Vera Bradley Co-founders Barbara Bradley Baekgaard and Patricia R. Miller embraced the cause and began supporting breast cancer research.
- The Vera Bradley Foundation is a 501(c)(3) non-profit fundraising organization based in Fort Wayne, Indiana, at the Vera Bradley headquarters. Vera Bradley is dedicated to eradicating breast cancer as a life-threatening disease. Since 1993, Vera Bradley has supported breast cancer research through generous contributions of money and other resources to the Vera Bradley Foundation for Breast Cancer.
- Foundation events are a cornerstone of our fundraising. The annual Vera Bradley Foundation for Breast Cancer Classic gathers more than 2500 guests, players and volunteers for a beautiful sporting event of golf, yoga and pickleball to raise funds for breast cancer research. Our Tickled Pink event, which unites more than 500 Vera Bradley enthusiasts every year for a behind-the-scenes brand experience, brings more support to the cause.
- In addition to individual donations, dedicated friends, Vera Bradley retailers and other committed partners nationwide host their own events in a variety of ways to invite more contributors to help.
- The team of researchers at the Vera Bradley Foundation Center for Breast Cancer Research collaborates and leads clinical trials with researchers nationwide. They are focused on developing and dramatically improving therapies for some of the most difficult-to-treat types of breast cancer, including triple negative breast cancer. Their progress on individual genetic make-up, Monogrammed Medicine, is leading to promising discoveries in the areas of diagnosis, treatment and prevention, as it strives to improve patient outcomes.

To date, the Vera Bradley Foundation has donated \$32.5 million to support critical advancements in breast cancer research!

Income and Expense Summary

2018 Actual

Foundation Signature Events	
Classic	
Revenue	\$1,262,556
Expenses	<u>\$(248,533)</u>
Net	\$1,014,023
Tickled Pink—A Gathering of Girlfriends	
Revenue	\$91,077
Expenses	<u>\$(35,244)</u>
Net	\$55,833
Third-Party Partner Events	
Events and sales promotions hosted by Vera Bradley retailers and other partners	
Revenue	\$201,294
Expenses	<u>\$(36,991)</u>
Net	\$164,303
Individual and Direct Contributions	
General Donations	\$1,109,205
Other Revenue	\$25,244
Total Revenue	<u>\$1,134,449</u>
Expenses	<u>\$(334,253)</u>
Net	\$800,196
Total Vera Bradley Foundation Net Income	
	<u>\$2,034,355</u>



Vera Bradley

FOUNDATION FOR BREAST CANCER

Board of Directors

Barbara Bradley Baekgaard

Sue Britton

John Brooks

Kathy Callen

Ruth Cook

Julie Inskeep

Matt McGee

Elizabeth Miller

Patricia R. Miller

P. Michael Miller

Jill Nichols

Foundation Staff

Lynda Houk, Executive Director

Teresa Davis, Administrative Assistant

Kris Reese, Foundation Brand Manager

Ainsley Lee, Foundation Assistant

Deb Reinking, CPA

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The Vera Bradley Foundation is a 501(c)(3) nonprofit organization.

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