

BREAST CANCER CONNECTIONS EARNS COVETED 4-STAR RATING FROM CHARITY NAVIGATOR

Palo Alto, July 13, 2012 – Breast Cancer Connections’ sound fiscal management practices and commitment to accountability and transparency have earned it a 4-star rating from Charity Navigator, America’s largest independent charity evaluator. This is the fourth consecutive time that Breast Cancer Connections has earned this top distinction.

Since 2002, using data-driven analysis, Charity Navigator has awarded only the most fiscally responsible organizations a 4-star rating. In 2011, Charity Navigator added a second dimension of Accountability and Transparency (A&T) to its rating methodology, and now reviews 17 governance and ethical practices as well as measures of openness, providing information on its web site for each of the charities it evaluates. The A&T metrics, which account for 50 percent of a charity’s overall rating, reveal which charities have “best practices” that minimize the chance of unethical activities and whether they freely share basic information about their organization with their donors and other stakeholders.

“Breast Cancer Connections coveted 4-star rating puts it in a very select group of high-performing charities,” according to Ken Berger, President and CEO, Charity Navigator. “Out of the thousands of nonprofits Charity Navigator evaluates, only one out of four earns 4 stars -- a rating that, now, with our new Accountability and Transparency metrics, demands even greater rigor, responsibility and commitment to openness. Breast Cancer Connections supporters should feel much more confident that their hard-earned dollars are being used efficiently and responsibly when it acquires such a high rating.”

“It’s important our donors trust that we’re using our funding wisely to support people facing breast cancer in our community,” said Karen Nelson, Executive Director. “Our 4-star Charity Navigator rating demonstrates to our supporters that we take our fiduciary and governance responsibilities very seriously.”

More-detailed information about Breast Cancer Connections’ rating is available to Charity Navigator site visitors who become registered users, another free service.

About Breast Cancer Connections (www.bconnections.org)

Breast Cancer Connections (BCC), is a 501(c)(3) nonprofit organization supporting people touched by breast cancer in the Bay Area. Free programs and services address survivorship needs, including early detection services for low-income uninsured young women and men, emotional support, and breast health education. BCC is committed to being client-centered and to providing personalized services in an atmosphere of warmth and compassion. BCC offers a toll free Helpline at (888) 222-4401 and resource center located at 390 Cambridge Avenue, Palo Alto, CA 94306. Open Monday through Friday 9:00am to 5:00pm, Saturday 1:00pm to 5:00pm.

About Charity Navigator (www.charitynavigator.org)

Charity Navigator is the largest charity evaluator in America and its website attracts more visitors than all other charity rating groups combined. The organization helps guide intelligent giving by evaluating the Financial Health and Accountability & Transparency of roughly 5,500 mid-to-large sized charities that garner roughly 50% of all private contributions made in the USA each year (not including houses of worship). Charity Navigator accepts no advertising or

donations from the organizations it evaluates, ensuring unbiased evaluations, nor does it charge the public for this trusted data. As a result, Charity Navigator, a non-profit 501(c)(3) organization itself, depends on support from individuals, corporations and foundations that believe it provides a much-needed service to America's charitable givers. Charity Navigator, can be reached directly by telephone at (201) 818-1288, or by mail at 139 Harristown Road, Suite 201, Glen Rock, N.J., 07452.

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