



Vera Bradley

FOUNDATION FOR BREAST CANCER

2022 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. 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 campaigns and events are the cornerstone of our fundraising. The annual Vera Bradley Foundation for Breast Cancer Classic gathers thousands of guests, golf and pickleball players, and volunteers all to raise funds for breast cancer research.
- In addition to individual donations, dedicated friends, Vera Bradley retailers, and other committed partners nationwide host their own events to invite others to contribute to the cause.
- The Vera Bradley Foundation Center for Breast Cancer Research has dramatically improved therapies for some of the most difficult-to-treat types of breast cancer. We fund research pursuing innovative and improved treatments so that women can thrive and not just survive after a breast cancer diagnosis. The research is global in nature—and so is support for the Foundation, which is now pouring in from all 50 states along with six countries around the world.

To date, the Vera Bradley Foundation has donated \$38.6 million to support critical advancements in breast cancer research!

Income and Expense Summary

	2022 Actual
Revenue	
Contributions and Other Revenue*	\$1,628,372
Total Revenue	\$1,628,372
Expenses	
Program Services Expenses	\$1,134,113
Management & General Expenses	\$245,623
Fundraising Expenses	\$182,005
Total Expenses	\$1,561,741
Excess (or Deficit) For the Year	\$66,631
Beginning Net Assets	\$528,297
Ending Net Assets	\$594,928



*Contributions and Other Revenue includes: Individual, Foundations, and Corporate Donations



Vera Bradley

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2022 Board of Directors

Barbara Bradley Baekgaard

Sue Britton

John Brooks

Ruth Cook

Brenda Gerber Vincent

Julie Inskeep

Katie Law

Matt McGee

Elizabeth Miller

Patricia R. Miller

Stephanie Scheele

Reneta Thurairatnam

Foundation Staff

Stephanie Scheele, Executive Director

Kris Reese, Foundation Brand Manager

Anna Shelton, Foundation Communication Specialist

Kathy Ray, Foundation Partner Specialist

Amelia McArdle, Foundation Specialist

Deb Reinking, CPA

Vera Bradley Foundation for Breast Cancer Contact Information

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

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