



Beautiful
After Breast Cancer
Foundation

From hope to joy





Thank you

We are proud to present this impact report, showcasing what we have achieved together.

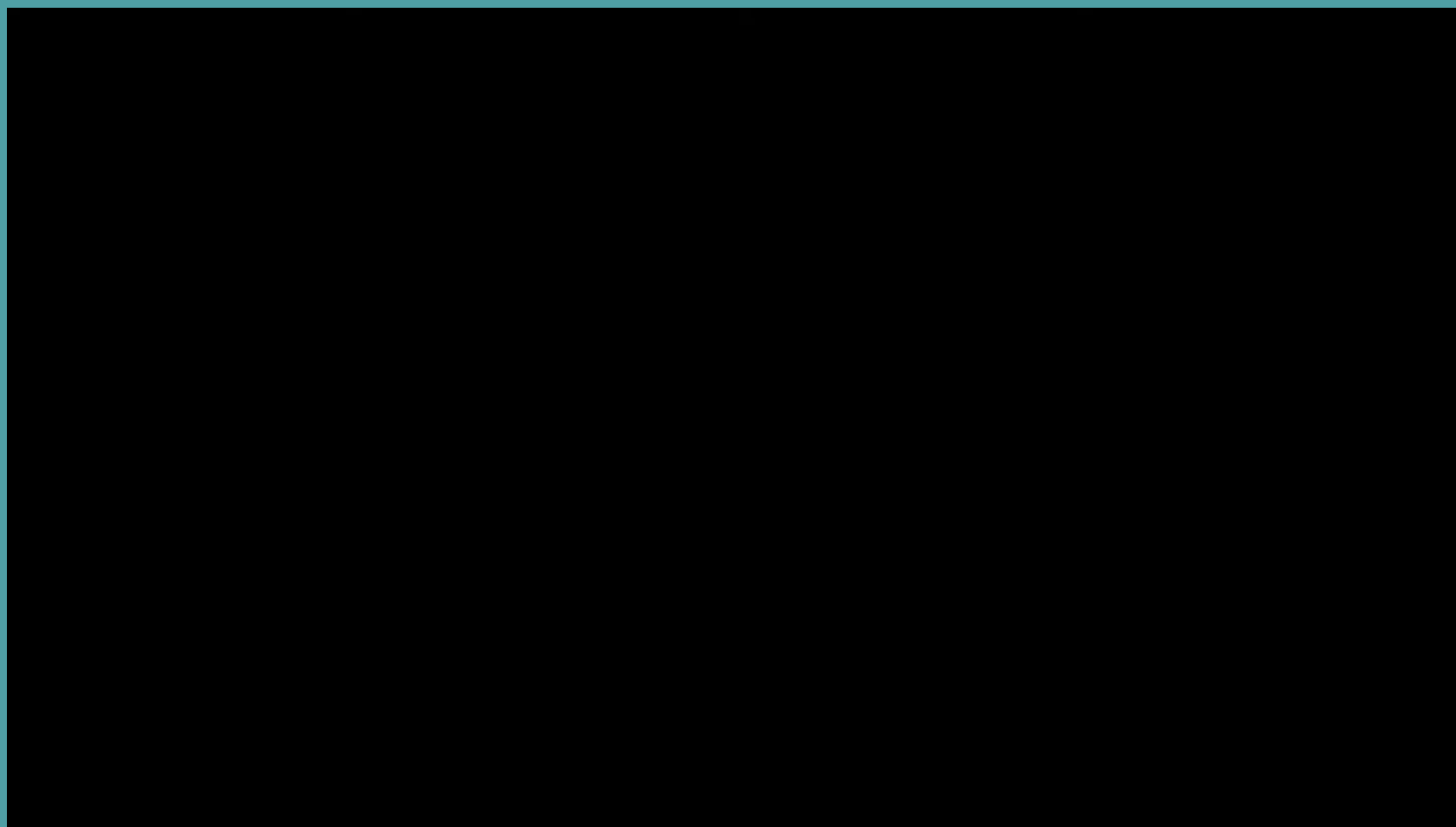
Every project and every smile is a direct reflection of your dedication and generosity.

On behalf of the entire BABC team and the women we have had the privilege of supporting this year: thank you.

You make the difference.



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Vision



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We believe in a future where every breast cancer patient has access to quality care and information to build a rich and fulfilling life.

Through our online platform, we provide a central source of reliable information for patients, healthcare providers, and researchers. Additionally, we promote research and encourage open communication between patients and doctors.



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Mission



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Supporting women
with breast cancer and
their families from the
moment of diagnosis.

A multidisciplinary
approach with a focus
on the whole person—
physical, emotional,
and intellectual.

Raising
awareness
about the early
detection of
breast cancer.

Helping them maintain
control over their recovery
through objective information
and personal guidance.

Collaborating with
healthcare providers,
governments, and
insurers to amplify
the patient's voice.

Supporting
scientific research.



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| Mitchell H. Brown



| Phillip Blondeel



| Dr. Chloë De Roo



| Bernard Depypere

Unique Values



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UNLIKE OTHER ORGANIZATIONS, WE PLACE THE REBUILDING OF LIFE AND SELF-CONFIDENCE AFTER BREAST CANCER AT THE CENTER OF OUR MISSION.



WE ARE A MULTIDISCIPLINARY TEAM WITH PATIENTS AS PARTNERS, OFFERING A COMPREHENSIVE SOURCE OF KNOWLEDGE AND INSPIRATION TO HELP THEM RECOVER FULLY AND JOYFULLY.



Team



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Impact 2025



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5 (informative) events organized by BABC, attended by over 780 patients and individuals.

1000 Boobie Bags distributed to breast cancer patients.

Annual support for the Breast Engineering Fund.
25.000 EUR

Participation in various events with our awareness campaign

YOU.FO

Fonnefeesten

Beach Jumping Middelkerke

Mood Beach Knokke

1.9 million views on social media!

Our events 2025



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Lymphaday - 6/03/2025

Fertiliteit en borstkanker– 13/05/2025

It's a beautiful day – 27/06/2025

Tietjes Trail – 31/08/2025

Kankercongres– 27/09/2025

BRA Day – 15/10/2025

Prima La Musica - 7/12/2025

Tietjes Trail 2025



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206 participants

3874 euro raised
via peer-to-peer
campaigns on
WeGlow

2451 euro raised
through
registrations

Total revenue: +-
3500 euro



Boobie Bags



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Boobie Bags are specially designed to support patients who have just been diagnosed with breast cancer.

Each bag contains sample products such as moisturizing creams, shower gel, hand sanitizer, sunscreen, essential information, and practical tips and tricks to guide patients during and after treatment.

Our Boobie Bags are distributed free of charge through our official breast centers in Belgium.





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- In November, it was exactly one year since we launched the sale of our BABC gadgets. All proceeds go directly to supporting breast cancer patients and fund our activities that inform, inspire, and provide practical assistance to women during and after their treatment.
- In addition to generating extra resources, these initiatives also help raise awareness about breast cancer — an essential part of our mission.



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- The sales continue through our webshop: webshop.beautifulabc.com. This year, we are putting extra focus on holiday-season sales so we can reach as many people as possible. We hope to have sold our entire stock by mid next year.
- That would generate a solid return of approximately €2,500 — funds we can once again fully invest in supporting patients.

Objectives 2026



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Organize 6
(informative)
events with a reach
of 1000 people.

Distribute 1500
Boobie Bags
through breast
clinics.

Tietjes trail with
500 registrations
and additional
sponsorships

Participate in a few
major events with
our awareness
campaigns.

Reach 1 million
people via social
media.

Annual support for
the Breast
Engineering Fund
of 10,000 EUR.



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Doelstellingen 2026

Increase our use
of Weglow for
peer-to-peer
campaigns

Launch one major
awareness
campaign in
October 2026

Focus on
attracting long-
term structural
sponsors

Sell the entire
stock of gadgets
in 2026

Expand the collab
with Tietje and
local cafés

Invest in
informational
videos for
patients

Plans for events 2026



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Lymph a day: maart 2026

Yoga & meditatie: April 2026

Fertiliteit & Borstkanker: Mei 2026

It's a Beautiful Day: Juni 2026

Tietjestrail: aug 2026

Borstkanker en herstel (TBC): September 2026

Yoga & meditatie: Oktober 2026


BRA day: oktober 2026

Angst en borstkanker (TBC): November 2026

Dirk Brosse zoekt jong talent: December 2026



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Thanks to your incredible support, we have once again
been able to take wonderful steps this year for women
facing breast cancer.

What is often a difficult and challenging time for them, we
try to make lighter, more beautiful, and more bearable –
and this is only possible through your contribution.