



OUR MISSION:

Breast Cancer Prevention

We are changing the national conversation around breast cancer from awareness to prevention. To do this we provide free education on the factors that can lead to a breast cancer diagnosis, including nutrition, stress, environment, and relationship dynamics, focusing on expanding awareness and, more importantly, prevention.

Provide dedicated resources that meet the needs of those affected by Breast Cancer

A breast cancer diagnosis is very expensive, even with quality health insurance. For the underinsured or uninsured, a diagnosis can devastate the family. Mounting medical bills means many families are unable to afford important necessities, such as clothing, shoes, household items, personal care products, or baby and children's items.

The Becky Baker Foundation has partnered with [The United Breast Cancer Foundation](https://theunitedbreastcancerfoundation.org/) to help meet the needs of these families by creating the *Becky Baker Foundation Survivors Resource Center* where these families are able to select from hundreds of free items their families need, relieving some of the burden, fears, and financial constraints facing those battling breast cancer.



"At its heart, the Becky Baker Foundation is about lifting burdens and restoring hope. What started as a small charity is now a statewide beacon of compassion for families affected by breast cancer, one of life's hardest journeys — with dignity, hope, and care."

Pueblo Star Journal

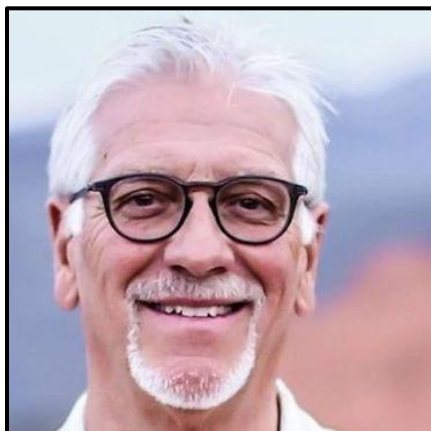


ABOUT US:

The Becky Baker Foundation was formed in 2017 in honor of Becky Baker following her brave battle with Stage IV ER+ Metastatic Breast Cancer. Understanding the challenges and financial strain cancer has on those diagnosed and their families, Becky's husband formed the foundation to help others.

The initial commitment of the Becky Baker Foundation was to provide mammograms and thermograms as a form of prevention. At the time, access to those preventive measures was limited and very expensive. Within seven years, Rick and the Foundation gave away more than **3,000 mammograms and thermograms** to anyone who wanted one, no questions asked. The estimated value totaled \$650,000. Due to the increased availability of free screenings through insurance companies and Medicaid, the Foundation then turned their efforts toward additional preventive education and meeting the needs of cancer patients and their families. Rick Baker explains, *"We have made thousands of people aware of breast cancer prevention methods, and we've done it year-round rather than just in October (Breast Cancer Awareness Month.) The Foundation has been GuideStar certified platinum with a gold star every year. We are very proud of that! More importantly, we are proud of the lives we've saved and the families we've helped all across Colorado."*

OUR TEAM:



Rev. Rick Baker - Founder and Executive Director

Rick Baker launched the Becky Baker Foundation to honor the memory of his wife Becky, who passed away from stage IV breast cancer in 2017, and to provide support and educational opportunities for those impacted by breast cancer.

Rick has enjoyed a number of highly successful careers. First, as a senior pastor for many years, he then transitioned into the media as a newspaper publisher, talk radio personality, and finally as a best-selling author, including the book, "The Guy's Guide to everything Breast Cancer."



Ms. Kathy Reeves - Board Chair

Kathy Reeves has been excelling in the staffing industry for over 35 years. She began her journey in the early '90s and, in 2014, took a leap of faith to start her own woman-owned staffing agency, Top Notch Personnel. Kathy is deeply committed to her community and area non-profits.



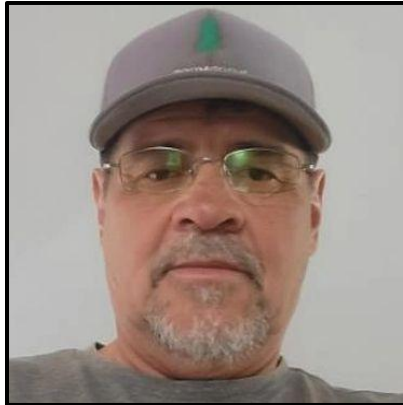
Jeff Crittenden - Advisor, Board Member

Three-time World Long Drive Champion and professional golfer, Jeff (Crittter) Crittenden is also one of the top teaching professionals in the country. Having taught for such companies as ESPN Golf Schools. Jeff spends many weeks per year working with various charity events demonstrating his awesome power and trick golf shots.



Mark Kerbel – Advisor, Board Member

Mark Kerbel, a native of Montana, graduated from Devry University and then embarked on a four-decade career with Intel, AMD, Rockwell, and other Microchip companies. His retirement occurred in 2020. Mark Kerbel is an individual of unwavering integrity and a fervent advocate for service. He has dedicated numerous hours to volunteering at our Resource Center since its inception.



After 40 years as a Locomotive Engineer for BNSF Railroad, Richard retired and settled in the small Colorado mountain town of Rye with his wife of 38 years, Henrietta, and their son, Gabe. Today, he spends his days involved in his local community, helping those in need and supporting his son in all his sports endeavors. His fishing pole and golf clubs are never far away!

Richard Baca - Advisor, Board Member



Dr. Carla Garcia is a board certified Doctor of Oriental Medicine in New Mexico with more than 20 years of experience in Thermography. She has performed thousands of scans in the U.S. and Canada. She has trained in the United States and Germany and is certified as a Clinical Thermographer by the prestigious American College of Clinical Thermology.

Dr. Carla Garcia – Medical Director, Board Member



Mike Ford is a people-focused, mission-driven leader with extensive experience in leadership and culture development. As the Lead Pastor of Life Community Church since 2008, he has successfully led organizational change, fostered community partnerships, and cultivated a healthy, team-based staff culture. Passionate about helping people and developing organizations and leaders, Mike brings strategic vision and innovative thinking to his role, making a meaningful impact in his community.

Rev. Mike Ford - Advisor, Board Member



INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **DEC 19 2019**

THE BECKY BAKER FOUNDATION
C/O BARB HUGHSON
7175 SILVER PONDS HEIGHTS
COLORADO SPRINGS, CO 80908

Employer Identification Number:
84-2047492
DLN:
29053303302039
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
June 7, 2019
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.



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THE BECKY BAKER FOUNDATION

Sincerely,

A handwritten signature in black ink that reads "Stephen A. Martin".

Director, Exempt Organizations
Rulings and Agreements

Letter 947



OFFICE OF THE SECRETARY OF STATE
OF THE STATE OF COLORADO
CERTIFICATE OF REGISTRATION

I, Jena Griswold, as the Secretary of State of the State of Colorado, hereby certify that, according to the records of this office,

THE BECKY BAKER FOUNDATION

is a **Charitable Organization** registered to solicit contributions in Colorado as required by the Colorado Charitable Solicitation Act, Title 6, Article 16, C.R.S.

This organization has been assigned a registration number of 20203004084.

The status of its registration is **Good**, and this status has been in effect since 07/31/2025.

The organization's registration expires on 11/15/2025.

Registrants may legally solicit contributions, provide consulting services in connection with a solicitation campaign, and conduct solicitation campaigns in Colorado until the registration expires or is withdrawn, suspended, or revoked.

This certificate reflects facts established or disclosed by documents delivered to this office electronically through 08/11/2025.

IN TESTIMONY WHEREOF I have hereunto set my hand and affixed the Great Seal of Colorado, at the City of Denver on 08-11-2025 11:58:45



Jena Griswold

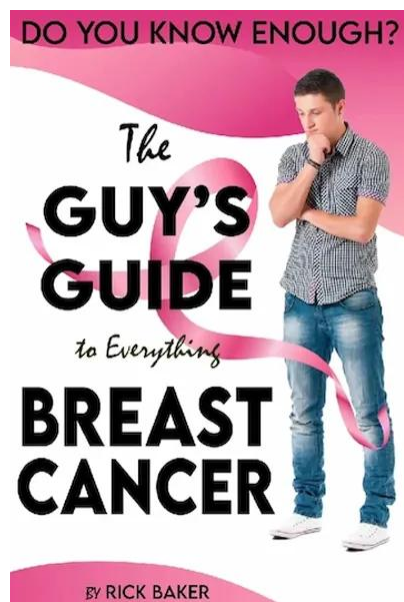
Secretary of State of the State of Colorado

Notice: A certificate issued electronically from the Colorado Secretary of State's website is fully and immediately valid and effective.



IMPACTS & ACCOMPLISHMENTS:

Prevention through Education



Based on his experience standing with his wife Becky when she was diagnosed with stage IV breast cancer, founder Rick Baker experienced the struggle involved in trying to help his wife battle a disease he knew little about. Recognizing that other men, and their loved ones, could benefit from his newfound knowledge, Rick wrote, *"The Guy's Guide to Everything Breast Cancer."* The book is a powerful tool designed to educate its readers on ways to prevent breast cancer or, if already present, how to provide meaningful and powerful support that their family member needs to fight this evil disease. Public and grants funds are used to make free copies of this important resource available to families across the nation.



IMPACT REPORT – SEPTEMBER 2025



AWARENESS Heightened awareness through BBF special events and free resources regarding the impact of nutrition, stress, environment, and relationships, and the changes possible to help prevent a breast cancer diagnosis. Distribution of educational information and garnering extensive media coverage are successful strategic awareness efforts designed to reach a broader audience. See [Media Links](#)



EDUCATION Since publication in 2021, over **5,000** copies of "A Guy's Guide to Everything Breast Cancer" by BBF's founder has reached readers through distribution at hospitals, breast care centers, and the BBF Survivor Resource Center, educating and equipping them to win the breast cancer battle. Additionally, support group discussions for patients, survivors, and their family members are provided to educate and empower all participants.



PREVENTION Since formation in 2019, the BBF has funded **3,000** mammograms and thermograms as a preventive measure, with an estimated value of **\$650,000**. Through the BBF's *Peer & Partner Prevention Program*, speaking engagements, community events, collaterals, and a robust social media campaign are utilized to promote prevention as well.



SUPPORT To date, over **\$4.2** million dollars in merchandise has been given to breast cancer patients, survivors, and their families. From clothes, health and beauty aids, and household items, these free resources through the BBF Survivor Resource Center provide financial relief for those battling breast cancer, allowing them to meet the needs of their families while paying exorbitant medical bills.





PATHWAYS TO PARTNERSHIP

\$2,500

EDUCATION & AWARENESS

Sponsor Two Roundtables

Peer & Partner Prevention Training

Resources Roundtable educating participants on treatment and financial resources

\$5,000

SYSTEMS & SERVICES

Survivor Resource Center

Provide financial support for continued operations at the Survivor Resource Center

- Set up and display resources
- Patient assistance services
- Volunteer recognition

\$10,000

SURVIVOR SUPPORT

No One Fights Alone Care Kits





Impact with Impacts!

THANK YOU FOR CARING!

*“My Mom and three aunts all had BC, a nightmare turned reality for me in 2020. I earned from two work capacities, however, with the affliction, I lost substantial income. Worse, I also lost my self-confidence from a body morphed by mastectomy. **The Becky Baker Foundation Survivors Resource Center embraced me** as if saying, “I gotcha!” **I realized I am on this journey with people who care enough** to make me look and feel beautiful again with such pretty (and free!!!) clothes and make up! I also took home functional items I have long needed in my household. Money I saved from all these helps offset co-pays and treatment expenses.” **Regina***

YOUR SERVICE IS BEYOND MEASURE!

“While visiting my sister in Pueblo who has been battling cancer for the last 9 months I found this amazing foundation through a Google search. There are very limited resources in Pueblo for

140 W. 29th Street, Suite 312 • Pueblo, CO 81008 (719) 253-9852 • <https://beckybakerfoundation.org/>



those going through cancer treatment. **I texted Rick and he responded instantly that she could come shopping the very next day.** The financial strain of not being able to work for months had become overwhelming and with 3 young kids at home they were barely getting by. The store was stocked with so many wonderful things but the best thing it gave my sister was a sense of dignity. Giving her the opportunity to shop in private for things she really needed was so emotional. She probably would have only gotten things for her kids, but the volunteers gently reminded her that she is important too. **They gave her personal care and hygiene products she would never have purchased for herself.** We as family have been helping as much as we can but financially it's been tough. The work this foundation is doing is beyond measure and Pueblo is so incredibly lucky that it started right here. I hope and pray that Rick can meet his goal of expanding this wonderful organization to other communities." Ginny

FUNDED PROGRAM GOALS:

- ***Fighting Back Cancer Care Kits – 100 packs per quarter***
- ***Day of Beauty: Personal Care Day for Breast Cancer Patients – Semi-annual event***
- ***Family Assistance Programs - Ongoing***
- ***BBF Resource Roundtable – Education, wellness, and resource assistance for Breast Cancer Patients***
- ***Expansion of the BBF Men's Support Group for spouses supporting their wives through breast cancer treatment.***



Form
(Rev. March 2024)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the
requester. Do not
send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.) The Becky Baker Foundation	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3). Exempt payee code (if any) _____ Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ (Applies to accounts maintained outside the United States.)	
	2 Business name/disregarded entity name, if different from above.		
	3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes. ☐ Individual/sole proprietor ☐ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate ☐ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____ Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. ☒ Other (see instructions) Non-profit corporation exempt under IRS code 501(C)(3)		
	3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions. _____ ☐		
	5 Address (number, street, and apt. or suite no.). See instructions. 75 S. Villa Del Sol Crt		Requester's name and address (optional)
	6 City, state, and ZIP code Pueblo West, Colorado, 81007		
	7 List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number								
			-				-	
or								
Employer identification number								
8	4	-	2	0	4	7	4	9
2								

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person Rick Baker	Date September 14, 2024
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

Cat. No. 10231X

Form W-9 (Rev. 3-2024)



2023-2025 Budget and Financial Summary



2023 - 2025 BBF
budget 2.xlsx

Press Links: Sharing a *small sampling* of the good news about the Becky Baker Foundation's Survivor Resource Center!

Pueblo Chieftain Newspaper

[Becky Baker Foundation Offers Hope at the Pueblo Mall - Pueblo Star Journal](#)

KKTV News:

[Store in Pueblo let's breast cancer survivors and family shop for free](#)

KOAA News:

[New store in Pueblo dedicated to helping families impacted by breast cancer](#)

KRDO News

[Local nonprofit hosts golf tournament to fund store with free product for people with breast cancer | KRDO](#)