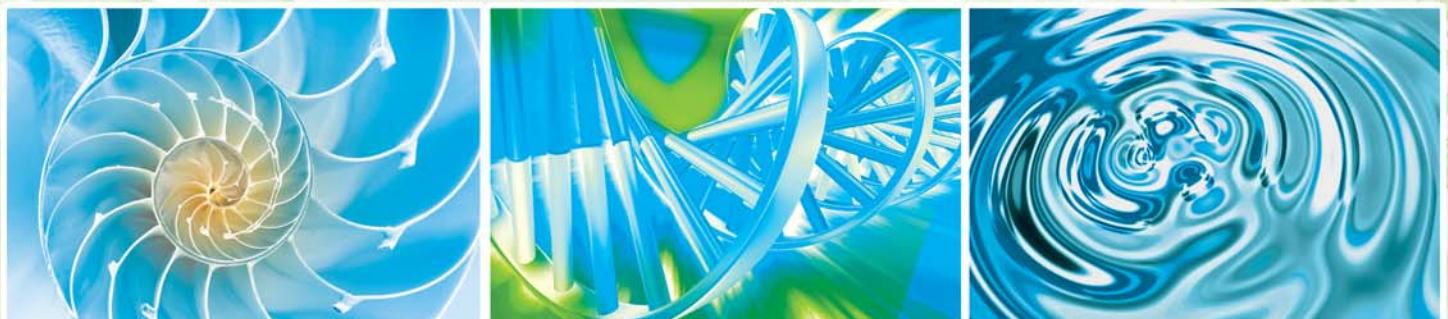


Cascades

Annual Report 2008



Research. Education. Outreach.

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The mission of the Prevent Cancer Foundation is cancer prevention and early detection through research, education and community outreach to all populations, including children and the underserved.

From the President Carolyn R. Aldigé



Dear Friends,

I am pleased to share with you the 2008 Annual Report of the Prevent Cancer Foundation. It's been 23 years since I started the Foundation in memory of my father, Edward P. Richardson. During that time, we have continued to bring the message of cancer prevention to a place of prominence within the cancer community and among the general public.

I am proud to say that, with your support, we have remained constant to our mission: Cancer prevention and early detection through research, education and community outreach to all populations, including children and the underserved.

Since its inception, the Foundation has provided more than \$106 million in support of cancer prevention research, education and outreach programs nationwide. All of these efforts play a pivotal role in developing a body of knowledge that is the basis for life-saving prevention and early detection strategies.

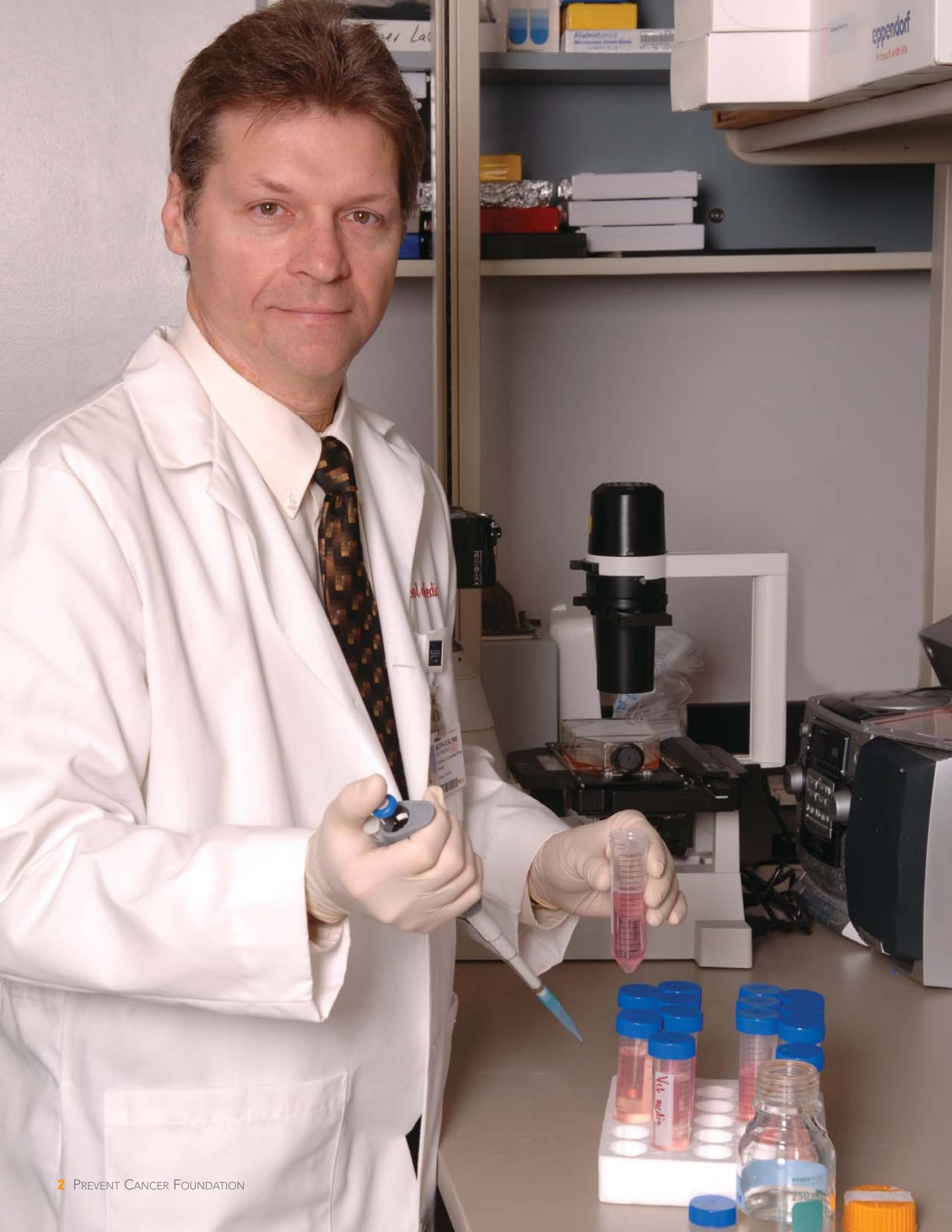
You helped make all this work possible in the moment you decided to support the Foundation. Your support, combined with others, helped many young scientists launch careers in cancer prevention research, helped to educate families about how to reduce their risk of colorectal cancer, helped farmers get screened at state fairs and helped victims of Hurricane Katrina have mammograms. These people went on to become advocates, raising cancer awareness among many others. In that way, you have contributed to improving the lives of thousands, if not millions, of people.

We hope you agree that the theme of this year's annual report, *Cascades*, is an ideal way to think of those small moments that have now grown to effect monumental changes.

Sincerely,

Carolyn R. Aldigé

Carolyn R. Aldigé
President and Founder



Saving Skin Cancer Survivors

Raymond Konger, Ph.D.



"Grants like these from the Prevent Cancer Foundation are a lifeline for young investigators just starting out," says research grant recipient, Raymond Konger, Ph.D. "It's important to maintain that pipeline of developing new researchers, especially now as we're turning the corner on understanding how cancer forms and how to prevent it."

This grant from the Foundation is a stepping stone for Dr. Konger's medical research that begins in a laboratory but could lead to a finding that helps skin cancer survivors.

Because many people don't regularly protect their skin from harmful sun rays and tanning bed lights, **more than one million men, women and children are diagnosed with skin cancer annually. Research has shown that once you've had skin cancer, you're more likely to get it again.** But Dr. Konger, assistant professor of pathology and laboratory medicine at Indiana University, Indianapolis wants to help reduce the risk of recurring skin cancers.

According to Dr. Konger's studies, the protein PPAR-gamma (PPARG) is activated by the sun's ultraviolet light. Once activated, PPARG subsequently activates COX-2, a protein known to promote cancer development in skin and other tissues.

Dr. Konger's research investigates the ability of drugs to alter both PPARG and COX-2 activation to determine whether a combined chemopreventive strategy may be more effective against non-melanoma skin cancer formation. This intricate alteration could potentially limit an individual's risk for developing skin cancer in the future. His findings would be especially important for individuals whose immune systems have been suppressed, such as transplant patients and patients with HIV.

Thanks to funding from the Prevent Cancer Foundation and Dr. Konger's research prowess, a medical discovery now could lead to a multitude of survivors in the future. ■

Clarifying Conflicting Data

Jung Lee, Sc.D.



One study says one thing. Another says the exact opposite. As information mounts, so can the conflicting data. Contradictory results between research studies in the medical realm are not only confusing to patients, they can harm them. In order to resolve these discrepancies, more research is needed, not less, to better understand the subtlety of disease.

In that vein, the Prevent Cancer Foundation has awarded a research grant to help clarify the murky waters of the effects of folate, a vitamin, on colorectal cancer.

"Although many factors for colorectal cancer have been discovered, there are many things that we do not know," says Jung Eun Lee, Sc.D., research fellow and grant awardee at Brigham and Women's Hospital in Boston. Dr. Lee is hoping to shed some light on the controversial topic – does folate reduce the risk of colon cancer or worsen a colon cancer prognosis?

Folate is readily consumed by the public. We naturally eat it when we enjoy green leafy vegetables and citrus fruits. Plus, in order to prevent many health problems and birth defects, the Food and Drug

Administration requires folic acid, the synthetic form of folate, to be added to certain foods, such as cereal grains. While these requirements might help individuals with folate deficiencies, some evidence questions if folic acid fortification helps patients with cancerous lesions.

Lee hopes to clarify the benefits and drawbacks of folic acid at different stages of cancer.

While not getting enough folic acid is thought to increase the risk of colorectal cancer and pre-cancerous polyps, some studies have found that an increase in folic acid in the later stages of cancer could be harmful.

Lee's studies will use data from dietary intake questionnaires to measure the dosage and timing of folic acid. She will examine the effects of taking the vitamin during different stages of cancer to better understand when the vitamin is helpful and when it makes things worse.

As Lee says, there are many unknown cancer risk factors. But, clarifying the contradicting research could help prevent cancer.

"Thus, the Foundation's research support fosters development of cancer prevention strategies," Lee says, "and it may eventually reduce the global cancer burden." ■





Making Green Tea Magic

Joelle Hillion, Ph.D.



Just beginning her research in the field of cancer prevention, Joelle Hillion, Ph.D., has opened her mind wide to consider all possibilities, including green tea, as a tool for preventing uterine cancer. As a research fellow at Johns Hopkins University, she thinks the 2008 grant from Prevent Cancer will help to propel her career and the progress of her research.

"I think it's very encouraging," Hillion says. "I feel rewarded for receiving the grant when I have not been in this field for long. The Prevent Cancer Foundation grant could help me move ahead in my career and should advance the field of cancer prevention; that's very important, and I'm very grateful."

Hillion's research involves studying the HGMA1 protein and its relationship with the development of uterine cancer. Using green tea extracts or COX-2 inhibitors, the research aims to modify the protein's effects and ultimately prevent uterine cancer.

Preliminary data showed that a COX-2 inhibitor blocked uterine cancer progression in mice. **Preliminary findings also suggest that a compound from green tea extract called ECGC could block uterine cancer growth. Hillion's studies will extend these findings** and look at two COX-2 inhibitors and the green tea extract to see if they can block HGMA1's downstream pathways from forming a tumor.

The study, funded by Prevent Cancer, will improve our understanding of how uterine cancer develops. These experiments are based on a mouse model, but if Hillion successfully identifies compounds to prevent uterine cancer in mice, clinical trials could then test the compounds in patients.

Prevention is exactly what Hillion aims to do with her research grant.

"If grants focus on treating cancer, I think they are not approaching the problem directly," she says. "Preventing cancer is very important, and these types of grants open new ways of thinking." ■

Life-Saving Research Funded by Prevent Cancer

The National Cancer Institute funds less than one in six good research proposals and this dismal rate is causing many scientists to give up. "They are losing faith in the system and either turning to alternative careers or increasingly moving to other countries where science is more highly valued and supported," says Robert Young, M.D., Chancellor of Fox Chase Cancer Center. The Prevent Cancer Foundation understands the frustration of American scientists and is rushing to help them continue investigations into cancer prevention and early detection with research grants and fellowships.

Pamela Beatty, Ph.D.

University of Pittsburgh

Dr. Beatty aims to create a preventive vaccine that would boost the immune system to better recognize and eliminate tumor cells; this vaccine could eventually be used to prevent the onset or recurrence of colorectal cancer and treat chronic colitis.

Wenli Cai, Ph.D.

Massachusetts General Hospital

Dr. Cai is developing technology for gastroenterologists to perform virtual colonoscopies, without the pre-examination bowel cleansing, using an advanced electronic cleansing scheme.

Eduard Chekmenev, Ph.D.

Huntington Medical Research Institutes

Dr. Chekmenev is evaluating PASADENA, a non-invasive imaging technique to detect and diagnose breast cancer in early stages, that capitalizes on the metabolic differences between cancerous tissue and normal tissue.

Katherine Crew, Ph.D.

Columbia University

Dr. Crew is monitoring 20 women at high risk for breast cancer who are taking Vitamin D supplements. The results could lead to larger-scale trials to evaluate the effectiveness of high doses of Vitamin D in preventing breast cancer.

Betty Doan, Ph.D.

Johns Hopkins University

Dr. Doan is creating a risk prediction model for lung cancer based on family medical histories, smoking histories and other factors to make screenings more accurate, to help researchers identify cancer-causing genes, and ultimately detect lung cancer earlier.

Laura Fejerman, Ph.D.

University of California, San Francisco

Dr. Fejerman aims to improve the understanding of why some African American women are diagnosed with breast cancer tumors that are more aggressive and difficult to treat when compared with white women.

Olga Gorlova, Ph.D.

M.D. Anderson Cancer Center

Dr. Gorlova is working to estimate the benefit of lung cancer screening among high-risk individuals and to identify an optimal screening strategy for larger populations based on individual risk profiles.

Courtney Gray-McGuire, Ph.D.

Case Western Reserve University

Dr. Gray-McGuire aims to locate a colon cancer susceptibility gene on chromosome nine in order to help identify patients who are at increased risk for colorectal cancer and possibly increase their chances of detecting the cancer early.



Gabriela Ion, Ph.D.*Marshall University*

Dr. Ion is investigating the possible protective mechanism of fatty acids found in canola oil and corn oil on breast cancer development with the hope of recommending dietary guidelines to reduce cancer incidence.

William Klein, Ph.D.*University of Pittsburgh*

Dr. Klein is studying the way screening messages for colorectal cancer — to encourage individuals over age 50 to get tested — are delivered. His work may help motivate the public to stay on schedule with colorectal cancer screenings.

Chun Liu, M.D.*Tufts University*

Dr. Liu is studying the molecular mechanisms by which beta-cryptoxanthin acts to reduce the risk of lung cancer in ferrets, in order to evaluate its potential usefulness in lung cancer prevention.

Zhenhua Liu, Ph.D.*Tufts University*

Dr. Liu is examining the role of folate-specific genetic pathways in colorectal tumor growth and development, to identify new ways to prevent colorectal cancer.

Amanda Marzo, Ph.D.*Rush University Medical Center*

Dr. Marzo investigates the immune system's reaction to a breast cancer marker, mammaglobin-A, in order to determine if it would be appropriate to use when developing a breast cancer vaccine.

Jong Park, Ph.D.*H. Lee Moffitt Cancer Center & Research Institute*

Dr. Park is developing a highly sensitive probe to detect DNA methylation, which could later help detect the complexes responsible for important gene silencing in cancerous cells.

Giovanni Pitari, M.D., Ph.D.*Thomas Jefferson University*

Dr. Pitari is studying the role of the protein, guanylyl cyclase C, as a molecular target to prevent colorectal cancer.

**Habtom Ressom, Ph.D.***Georgetown University*

Dr. Ressom's research aims to identify biomarkers for the early detection of liver cancer in order to diagnose the cancer in its early stages and improve the five-year survival rate of 11 percent.

Daniel Rodriguez, Ph.D.*University of Pennsylvania*

Dr. Rodriguez explores the effects of "antismoking parent practices" on adolescent smoking. His work, previously funded by the Foundation, has earned him a coveted grant from the National Institutes of Health. Dr. Rodriguez has declined the remaining funds from Prevent Cancer in favor of the larger award.

Mark Rubinstein, Ph.D.*University of California, San Diego*

Dr. Rubinstein is studying a unique natural compound that has been shown to stimulate the immune system and may prove vital to the development of vaccines to prevent cancer.

Barbara Schneider, Ph.D.*Vanderbilt University Medical Center*

Dr. Schneider is studying genetic material from cells that are introduced to a cancer-fighting compound found in broccoli sprout extracts, to improve our understanding of what happens when this beneficial compound, known as sulforaphane, is eaten.

David Stachura, Ph.D.*University of California, San Diego*

Dr. Stachura explores the molecular signature of hematopoietic stem cells (cells that stimulate the

development of blood cells) in zebrafish in order to better understand how leukemia develops — with the ultimate goal of improving diagnostic tools and preventing the disease.

Robert Strange, Ph.D.

University of Colorado

Dr. Strange is studying the effects of moderate exercise on breast tumor development and growth. By better understanding this relationship, exercise could ultimately be used as a strategic form of breast cancer prevention.

Xiang-Lin Tan, Ph.D.

Health Research, Inc.,

New York State Department of Health

Dr. Tan examines the specific molecular mechanisms responsible for shutting down harmful oxidants with the hope of developing a new system for screening potential chemopreventive agents for lung cancer.

Jean Tang, Ph.D.

Children's Hospital & Research Center, Oakland

Dr. Tang performs experiments in which mice are fed Vitamin D and statins to assess whether they prevent basal cell carcinoma. The goal is to clarify the role of sunlight, vitamin D and diet in preventing one form of skin cancer.

Marilyn Tseng, A.M., Ph.D.

Fox Chase Cancer Center

Dr. Tseng is studying data collected from nearly 300 Chinese women living in the United States to identify high risk genetic characteristics and to clarify the link between fat accumulation during adulthood and breast cancer risk.

Jennifer Warren, Ph.D.

University of Minnesota – Twin Cities

Dr. Warren studies the usefulness of an Internet-based tool to address barriers faced by African Americans who want to quit smoking. This is a pilot study for clinical trials focused on smoking cessation interventions in African American smokers.

Jin-Rong Zhou, Ph.D.

Beth Israel Deaconess Medical Center

Dr. Zhou is investigating the dietary combination of soy and black tea as a potential target for prostate cancer prevention; the combination

could significantly inhibit the development and progression of prostate cancer and result in a cancer prevention strategy.

Xiaofeng Zhou, Ph.D.

University of Illinois – Chicago

Dr. Zhou aims to identify the biomarker differences between oral lesions that become cancerous and those that do not, in order to develop a screening method to detect oral cancer in early stages.

Xiangsheng Zuo, Ph.D., M.D.

University of Texas, M.D. Anderson Cancer Center

Dr. Zuo is examining the role of the protein, PPAR-delta, in colon tumor formation to determine whether the protein can be used to develop chemopreventive drugs and to ensure that other medicines affecting the protein are safe to use.

Partnership Grants

American Association for Cancer Research (AACR)

The AACR-Prevent Cancer Foundation Career Development Award for Translational or Preventive Lung Cancer Research was awarded to Dr. Herta Huey-An Chao of Yale University.

The AACR- AstraZeneca-Prevent Cancer Foundation Fellowship in Translational Lung Cancer Research was awarded to Dr. Anil Potti of Duke University Medical Center.

The AACR-AstraZeneca-Prevent Cancer Foundation Fellowship in Translational Lung Cancer Research was awarded to Dr. Daniel B. Costa of Beth Israel Deaconess Medical Center.

American Society of Clinical Oncology (ASCO)

The ASCO-Prevent Cancer Foundation Young Investigator Award was given to Dr. Maureen M. O'Brien of Stanford University.

American Society of Preventive Oncology

The ASPO-Prevent Cancer Foundation 2007 Cancer Prevention Research Fellowship was awarded to Dr. Dejana Braithwaite of the University of California, San Francisco.

International Association for the Study of Lung Cancer (IASLC)

The IASLC-Prevent Cancer Foundation fellowships were awarded to Daniella Basseres of the University of North Carolina, Dr. David Jackman of the Dana-Farber Cancer Institute, Dr. Jill Larsen of the Prince Charles Hospital and Dr. Roman Thomas of the Dana-Farber Cancer Institute.

Sponsored Grants and Fellowships

Cecile and Fred Bartman Foundation

The Bartman Foundation Research Grant for the Study of Prostate Cancer awarded a second year of funding to Jin-Rong Zhou, Ph.D., at the Beth Israel Deaconess Medical Center at the Harvard Medical School for his study, *Soy and Black Tea Combinations for Prevention of Prostate Cancer*.

Congressional Families Cancer Prevention Program

The Congressional Families Cancer Prevention Program Research Grant in Preventive Cancer Vaccines has awarded a second year of funding to Mark Rubinstein, Ph.D., and Ananda Goldrath, Ph.D., at the University of California, San Diego for their study, *Boosting Protective Anti-tumor T-cell Immunity with an IL-15 Super-agonist*. This grant was made possible through the generous support of the Wal-Mart Foundation.

Miss Leslie C. Devereaux

The Richard C. Devereaux Outstanding Young Investigator Award in Lung Cancer Prevention was awarded to Olga Gorlova, Ph.D., at M.D. Anderson Cancer Center at the University of Texas for her study, *Assessing Health Benefit of Screening High-Risk Individuals for Lung Cancer*.

Michele and Drew Figdor

The Figdor Family Fellowship in Colorectal Cancer Research was awarded to Courtney Gray-McGuire, Ph.D., at Case Western Reserve University for her study, *Localization of a Colon Cancer Susceptibility Gene via Genetic Association*.



The Holden Family Fellowship

The Holden Family Fellowship in Breast Cancer was awarded to Dr. Andres Jaramillo of Rush University Medical Center, for his study, *Characterization of T-cell Immune Response to Mammaglobin-A*.

Living in Pink

The Living in Pink – Prevent Cancer Foundation Grant was awarded to Dr. Robert Strange at the University of Colorado, for his study, *Exercise Alters Tumor Blood Flow: Implications for Breast Cancer Development*.

Scope it Out 5k Run/Walk

The Charles A. Kraenzle Fellowship in Colorectal Cancer Prevention was awarded to Giovanni Pitari, M.D., Ph.D., at Thomas Jefferson University for his study, *Targeting Guanylyl Cyclase C To Prevent Colorectal Cancer*.

Richard and Marianne Stohlman Family Foundation

The Stohlman Family Fellowship in Breast Cancer Prevention was awarded to Katherine Crew, Ph.D., at Columbia University for her study, *Biomarker Modulation Study of Vitamin D for Breast Cancer Chemoprevention*.

Educating the Nation

Knowledge is power. The Prevent Cancer Foundation is empowering people across the country with information and resources to reduce their risk of cancer and to spread this life-saving information to their friends and families.

The Foundation is reaching young students with valuable cancer prevention education through **Project Early Awareness**. This program in Washington, D.C., public high schools and has reached more than 2,800 female high school students with valuable breast health information since its inception in 2000. In addition, over 1,800 boys have participated in simultaneous cancer prevention sessions. The program continues to encourage students to share the message of early detection with family members and caregivers, thus expanding the reach of the program exponentially. ■

The Prevent Cancer Foundation is now enabling youth groups nationwide to teach young women about the importance of breast health. **The Breast Health Education for Young Women DVD and Facilitator's Guide** are designed to increase teenage girls' knowledge about breast cancer and encourage their commitment to good, lifelong breast-health habits. The 14-minute educational video and guide were developed in partnership with the Howard University Cancer Center for use in interactive education sessions. Published in February and available on the Prevent Cancer Web site, these educational materials include facts about breast cancer, a demonstration of breast self-exam, critical thinking exercises, survivor stories and messages to advocate for one's health. Now, urban schools and community groups across the country can teach girls to develop



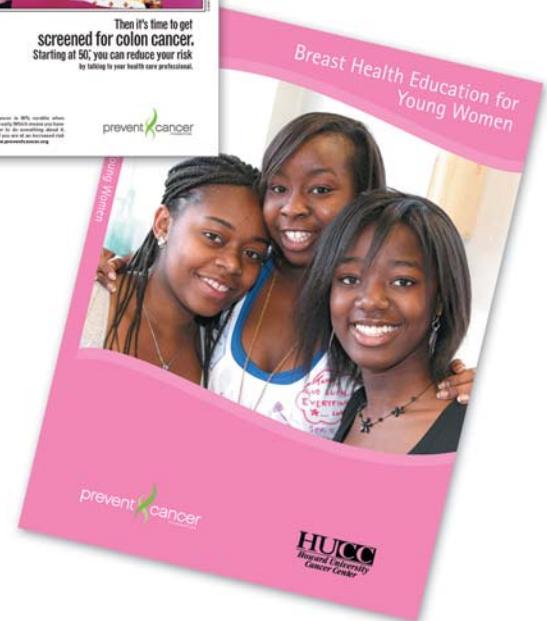
Then it's time to get
Screened for colon cancer.
Starting at 50, you can reduce your risk
by talking to your health care professional.

CheckYourStatus.org
Colon cancer is 90% treatable when detected early. Which means you have a better chance of surviving it. To learn more about colon cancer screening, visit www.preventcancer.org.



preventcancer

Foundation's new public service announcements and *Breast Health Education* DVD and Facilitator's Guide.



breast health habits that will help them reduce their risk of breast cancer for years to come. ■

In 2008, the Prevent Cancer Foundation launched its first **new public service announcement campaign** in 16 years. The first two announcements address colorectal cancer and skin cancer. They were developed under the guidance of the Foundation's Medical Advisory Board members. These key messages were also created in conjunction with a new initiative launched by C-Change – a consortium comprised of the nation's key cancer leaders, including Foundation President Carolyn Aldigé – which encourages cancer organizations to unite on their messages to the public. The Prevent Cancer Foundation not only embraced this effort to communicate consistently to the public, but chose to showcase it in the new campaign. ■

The Foundation is helping ten **American Indian/Alaska Native** teams representing sixteen tribal communities across the nation to improve colorectal cancer awareness, screening and treatment.



Top and middle: The Foundation's travelling exhibit, *Check Your Insides Out From Top to Bottom*, raised awareness of breast, cervical, colorectal, lung, oral, prostate, skin and testicular cancers.

Bottom: Soldiers at Fort Wainwright, Alaska take a moment to explore the *Super Colon* and learn about colorectal cancer.

Last year, these teams attended a *Dialogue for Action to Increase Colorectal Cancer Screening* Working Meeting to develop strategies specific to their community. The Foundation applauded their efforts with \$10,000 start-up grants to help each team implement their plan. Through this funding, a range of activities emerged this year to raise awareness in underserved populations. Some teams planned educational events and provided colorectal cancer screenings, while others created culturally-sensitive brochures and posters to use throughout their tribes. The teams worked with their communities, including tribal elders, to emphasize the importance of cancer prevention and early detection. ■

The Foundation's hands-on, interactive educational exhibit, **Check Your Insides Out From Top to Bottom**, had a stellar year as it visited communities across the country with the message that they can reduce their risk of cancer. The exhibit was showcased at the Mayo Clinic's Pathways to Prevention Health and Wellness Expo in March, but made its biggest splash at Grand Central Terminal in New York City where over 30,000 people explored the exhibit in three days. ■

The Foundation partnered with the Hope Through Grace Foundation to make Houston the kick-off for Prevent Cancer Foundation's 2008 **Super Colon National Disparities Tour**. The Super Colon specifically visited areas of high colorectal cancer incidence to help raise awareness about potential risk factors for colorectal cancer and to encourage people to get screened for cancer early. The inflatable, walk-through colon earned over 5 million media impressions during the tour, making it an impactful vehicle for spreading the word of cancer prevention and early detection to more than 16,000 men, women and children. Stops on the tour included Aberdeen, S.D.; Chicago; Fort Wainwright, Alaska; Houston; Kearney and Omaha, Neb.; Wichita, Kan.; and York, Pa. ■

Cancer PreventionWorks, the Foundation's hardcopy newsletter, gained an electronic component this year. The **monthly e-newsletter** complements



Left and middle: Participants at the Foundation's 10th Annual Dialogue for Action in Colorectal Cancer Screening conference discuss ways to improve screening rates and overcome barriers to healthcare. Right: Carolyn Aldigé (far left) stands with Laurel Award recipients Anita Mitchell, Dr. Joseph Sung and Dr. Claudia Baquet, and luncheon speaker Dr. Alan Thorson (far right).

the hardcopy version and has been a popular addition to the Foundation's communication avenues. The e-publication features cutting-edge research, tips to reduce cancer risk, and stories about Foundation supporters and cancer prevention advocates. In addition, the e-newsletters have been useful for connecting with our readers and providing them with useful information, interesting facts and Foundation news. ■

Lung cancer is the leading cause of cancer death throughout the world. As global tobacco consumption grows, there is an urgent need for screening tools for early detection and more targeted treatment options. The Foundation's fifth annual **Lung Cancer Workshop, Application of High Resolution CT Imaging Data to Lung Cancer Drug Development: Measuring Progress**, convened in April to evaluate advances in using spiral CT scanning to assess more quickly whether a new treatment is effective. The annual workshop brings together leaders in the field of early lung cancer detection from across the country. The outcome of this year's meeting demonstrated that better use of these tools can improve the detection and treatment of lung cancer at earlier stages. ■

The Foundation held its 10th Annual **Dialogue for Action in Colorectal Cancer Screening: Moving Forward Despite a Broken Health Care System** event. The conference attracted 192 prominent leaders involved in the spectrum of colorectal cancer education, screening and treatment. Conference attendees identified three top health care reform recommendations that they wanted relayed to policy makers and legislators,

so that preventive services will be included in health care reform.

1. Reimburse primary care providers for evidence-based preventive services.
2. Establish an incentives program for patients to complete preventive screening exams and participate in healthy behaviors, in addition to incentive programs for employers.
3. Support HR 1738: The Colorectal Cancer Prevention, Early Detection, and Treatment Act. ■

The Foundation also used this opportunity to honor three outstanding contributors to the cause of early detection and prevention. Anita Mitchell, a colorectal cancer survivor from the state of Washington, was awarded the *Cancer Prevention Laurel for Advocacy*. Claudia R. Baquet, M.D., M.P.H., from the University of Maryland School of Medicine, was awarded the *Cancer Prevention Laurel for National Leadership*. Joseph Sung, M.D., Ph.D., of the Chinese University of Hong Kong, was awarded the *Cancer Prevention Laurel for International Leadership*. ■

Over the past six years, seventeen states have been moved from awareness to action against colorectal cancer as part of the *Dialogue for Action* program. **The state-level program**, facilitated by the Foundation, continues to help states to develop effective action plans to meet their comprehensive cancer screening objectives for colorectal cancer. This past year, the Foundation convened these summits as the final segment of a five-year cooperative agreement with the Centers for Disease Control and Prevention. ■

Reaching Out to the Underserved

The Prevent Cancer Foundation brings its message of cancer prevention and early detection into a medically-underserved region. Community leaders hear the message and join the fight against cancer. Soon everyone in the area is taking an active interest in reducing their risk of cancer. This is just one way the Foundation continues to help the people who need it most.

The Prevent Cancer Foundation's **Community Grants Program** awarded five grants totaling \$400,000 over two years, to community-based groups for cancer screening, outreach and education programs. Thirty-eight organizations from around the country applied for these grants; five were selected by a review panel of community outreach, clinical and public health research experts who specialize in working with underserved populations. This year's community grants support prevention and early detection programs focusing on cervical, colorectal, prostate and breast cancer. By promoting local cancer awareness and screening programs across the United States for all populations, especially underserved communities, the Foundation-funded programs spread the message of cancer awareness and prevention.

Community grants were awarded to Chenango Health Network in New York, Emory

University School of Medicine in Georgia, Hispanic Health Initiatives, Inc. in Florida, Primary Care Coalition of Montgomery County, Inc. in Maryland and Rural Health Group, Inc. in North Carolina. ■



Lenny the Clown helped the Foundation raise awareness about prostate cancer at the North Dakota state fair.



Foundation funded-programs, such as those run by Hispanic Health Initiatives, Inc., help local groups to educate their communities about cancer.

Food vendors, carnival rides and farming take center stage at most **state fairs**. But this year, the Foundation made cancer prevention the real headliner. By partnering with many medical and local representatives in the summer and fall, the Foundation brought cancer prevention awareness and early detection screenings to men and women from rural areas facing many barriers to preventive services. The majority of participating state fair booths offered prostate cancer screenings and distributed educational materials. The Foundation co-hosted awareness and screening booths in seven states: Idaho, Kansas, Montana, Nebraska, North and South Dakota and Ohio –

SPREADING THE MESSAGE GLOBALLY



It was an influential year for the Prevent Cancer Foundation and for President and Founder, Carolyn Aldigé. In addition to the Foundation's efforts to reduce cancer risk across the nation, the message of cancer prevention and early detection took center stage around the world as Aldigé spoke to a variety of audiences about issues related to cancer prevention and early detection.

In September 2007 Aldigé was in Seoul to serve on a panel that addressed participation in clinical trials for lung cancer at the biennial meeting of the International Association for the Study of Lung Cancer. Then later that same month, she was asked to give two talks at the *First on Colorectal Cancer Screening* in Hong Kong. In addition, Aldigé was invited to screening at a conference "*Colorectal Cancer in Europe*," sponsored by the European Society of Gastrointestinal Endoscopy and the International Digestive Cancer Alliance in Prague.

by the German Society of Gastroenterology and the International Digestive Cancer Alliance in August.

Finally, we were all pleased to learn that the Prevent Cancer/George Washington University Mammovan was used as a model for a similar program in Romania. Mihaela Geoana, spouse

Finally we were all pleased to learn that the Prevent Cancer/George Washington University

Finally, we were all pleased to learn that the Prevent Cancer! George Washington Chapter Mammovan was used as a model for a similar program in Romania. Mihaela Geană, spouse

Mambovan was used as a model for a similar program in Romania. Irinaela Gescu, spouse of the former Ambassador of Romania to the United States, raised funds and established the program in her home country after touring the Mambovan during the time she lived in Washington, D.C.

resulting in more than 5,600 men being screened for prostate cancer. Each booth had U.S. Senators and Representatives as honorary co-chairs. ■

Thanks to the Prevent Cancer Foundation's generous support, this year alone, more than 2,600 mammograms were provided to women in the Washington, D.C. metropolitan area on the George Washington University's **Mammovan**. This Foundation-funded program has enabled more than 1,200 uninsured women to receive mammograms free of charge at community sites and workplaces over the past twelve months. The van is equipped with state-of-the-art digital mammography equipment and the program



utilizes patient navigation services to provide any necessary follow-up care regardless of a woman's ability to pay. ■

Since 1994, the Foundation has provided more than 4,900 mammograms and more than 5,100 Pap tests to underserved Hispanic women through its ***Celebremos la Vida!*** program. The program works with participants to overcome barriers to care — such as language difficulties, cultural differences, lack of insurance and financial constraints. Using patient navigators to educate women about cancer prevention and to guide them through the complex medical system, the program ensures women get all the necessary follow-up care. This Foundation-funded program is offered through partnerships with Georgetown University Lombardi Cancer Center and the Spanish Catholic Center in Washington, D.C., as well as the Family Health Partnership Clinic in McHenry County, Illinois. ■

The state-of-the-art digital mammography van provided more than 2,600 mammograms this year.

Changing the System from the Inside

Working with key leaders in the cancer community as well as elected officials and government representatives, the Foundation has worked tirelessly to draw cancer prevention and early detection into the political arena.

MAKING A DIFFERENCE

The Prevent Cancer Foundation has worked closely with Members of the 110th Congress and the advocacy community to advance legislation and awareness among lawmakers on cancer prevention issues. Priorities have included **increasing the Federal budget for cancer research, improving access to preventive screenings, advancing embryonic stem cell research and ensuring a strong infrastructure for clinical trials.**

The Foundation worked with champions in the Senate to draft comprehensive cancer legislation and has worked with Presidential hopefuls to raise the visibility of cancer prevention in their platforms and in the minds of the electorate. We educated legislators about the importance of access to cancer screenings through briefings on cervical cancer prevention and colorectal cancer screening, and through our Congressional Families Cancer Prevention Program. We also motivated members of our growing Advocacy Action Center through action alerts and our advocacy Web site to ensure that lawmakers understand that cancer prevention is top of mind for their constituents. ■

HONORING CANCER PREVENTION CHAMPIONS

The Congressional Families Cancer Prevention Program, led by Lisa McGovern, wife of Congressman Jim McGovern (D-MA), had a busy year with many outreach and educational efforts. On September 27, 2007, the program hosted its 15th Annual Action for Cancer Awareness Awards Luncheon and honored 5 advocates. Senate spouses Barbara Grassley and Barbara



Mistress of Ceremonies Paula Zahn with award recipients Rafe Furst, Barbara Grassley, Barbara Johnson and Dr. Sanjay Gupta at Congressional Families annual awards luncheon.

Johnson were honored with the Congressional Families Leadership Award. Dr. Sanjay Gupta, Chief Medical Correspondent for CNN was honored with the Distinguished Service in Journalism Award, and Phil Gordon and Rafe Furst, founders of the Bad Beat on Cancer initiative, were honored with the Excellence in Cancer Awareness Award. ■

SUPPORTING CONGRESSIONAL SPOUSES

The Congressional Families program also hosted informational seminars throughout the year featuring leading experts in a variety of areas of cancer prevention. In addition, the program assisted Congressional spouses in spreading the message of cancer prevention to their communities through local newspapers, radio stations, and community groups. ■

Helping Kids Be Kids

There is hardly anything sadder than a child who is suffering from cancer. The Prevent Cancer Foundation and its affiliated programs, Hope Street Kids and Tracy's Kids, are working hard to eliminate childhood cancer and the traumatic effects it has on the lives of children.

PASSING LEGISLATION

On July 29th, the president signed the Caroline Pryce Walker Conquer Childhood Cancer Act, legislation authored by Congresswoman Deborah Pryce (OH-15) to dramatically increase federal investment in childhood cancer research and awareness. The bill, a historic step in the fight to eradicate pediatric cancer, authorized \$150 million to hasten advancements in pediatric cancer research. ■

FUNDING RESEARCH

To further promote innovative childhood cancer research across the country, Hope Street Kids awarded its eighth round of grants and fellowships a total of \$740,000. Institutions that received awards this year are Baylor College of Medicine, Children's Hospital Medical Center – Cincinnati, Children's National Medical Center, Dana-Farber Cancer Institute, Memorial Sloan-Kettering Cancer Center, New York University School of Medicine, Stanford University, University of California – San Francisco and Vanderbilt University Medical Center.

To support its research program, HOPE STREET KIDS held its two signature events; the ninth annual "Swinging for Caroline" Golf and Tennis Invitational in Arlington, VA, which raised \$325,000 and the "Eighth Annual Caroline Pryce Walker Memorial Event" at the Columbus Zoo and Aquarium which raised \$200,000. Proceeds from both events support the pediatric cancer research awards program. ■



White House photo by Eric Draper



Top: Signing of the Caroline Pryce Walker Conquer Childhood Cancer Act of 2008 in the Oval Office of the White House.

Middle: Participants at the ninth annual "Swinging for Caroline" Golf and Tennis Invitational.

Bottom photo: Tracy's Kids Art Therapy program helps children cope with cancer.

HELPING KIDS HEAL WITH ART

"Healing through Art" reached an even greater number of children with cancer this year as the Tracy's Kids art therapy program expanded to a new location. The Children's National Medical Center's Northern Virginia outpatient clinic joined the Georgetown University Lombardi Cancer Center and the Children's National Medical Center in Washington, D.C. to offer this unique healing experience. Under the guidance of trained art therapists, young cancer patients and their families find a safe, comfortable and engaging environment to deal with the emotional stress and trauma of cancer. In and out of the hospital, Tracy's Kids enables them to share their feelings and gain a sense of control during a time when everything else seems to be spinning out of control. Tracy's Kids also helps kids lead active and fulfilling lives once they are cancer free. ■

PUTTING ART IN THE SPOTLIGHT

On February 13, 2008 the excitement of Hollywood took over Washington, D.C., even in a driving snowstorm, for the third annual "And the



Courage Award recipients Senator and Mrs. Tim Johnson, with Dr. Max Coppes and Preston Padden at "And the Winner is... Tracy's Kids" fundraiser.

Winner is....Tracy's Kids", raising over \$500,000. We were delighted to have event co-chairs Robert Iger, President and C.E.O. of the Walt Disney Company, and his wife, Willow Bay, join us and award the 3rd Annual Courage Award to Senator Tim Johnson and Mrs. Barbara Johnson, both cancer survivors. The evening's festivities would not have been possible without the Walt Disney Company, who underwrote the event, and Chevron, our major sponsor. ■

Maintaining the Mission

All of this work could not have happened without the generous support of the Foundation's friends. Each donation they have made and their continued belief in the Foundation's mission has allowed us to stretch our educational programs and research grants to bring vital health information to thousands, if not millions, of people.

ANNUAL SPRING GALA

Under the gracious patronage of Ambassador and Mrs. Nabi Sensoy, the Foundation's Annual Spring Gala's theme was "**Turkey – The Garden of the Sun,**" in honor of that beautiful country's rich heritage and culture. Held at the historic National Building Museum and underwritten again this year by the Wal-Mart Foundation, the event raised nearly \$1.4 million in support of the Foundation-funded George Washington University Mammovan, *¡Celebremos la Vida!* and the 21st Century Young Scientists Fund.



Carolyn Aldigé (far left) stands with Ambassador and Mrs. Nabi Sensoy and Nancy Brinker (far right) at the Foundation's annual gala.

More than 800 attendees including Prevent Cancer Foundation supporters, members of Congress, representatives of the business and medical community, and the diplomatic corps enjoyed Turkish-inspired cuisine and dancing.

The colorful and intricate feel of Turkey was expertly captured by celebrated event designer, Foundation board member and 2008 gala co-chair David Tutera. We were honored to have Brenda Becker and David serve as gala co-chairs along with our Honorary Congressional co-chairs, Senators Tom Harkin (D-IA) and Gordon Smith (R-OR) as well as Representatives Norm Dicks (D-WA) and Ed Whitfield (R-KY). ■



15TH ANNUAL SPORTING CLAYS INVITATIONAL

The 15th Annual Sporting Clays Invitational was held at the Prince George's County Trap and Skeet Center on Monday, October 1, 2007. A special V.I.P. preview event took place at the Center on Sunday, September 30 and welcomed family participation. Holland and Holland, the prestigious British gunsmith, again offered a shotgun demonstration and shooting with priceless firearms, followed by a family barbecue, outdoor activities for the youngsters and a practice shoot.

Co-chaired by Murray Johnston and Rick Kessler, proceeds from the tournament supported cancer research and community outreach grants. The tournament honored the late John George, a special friend of the Foundation and proprietor of J&P Sporting Clays, where the event had been held for many years. John lost his personal struggle with pancreatic cancer, having been diagnosed shortly after our 2006 tournament, which was one of the last events held at J&P Sporting Clays before it closed. ■



Top: David Tutera, event planner to the stars and Foundation board member, oversaw every detail of the exquisite evening.

Middle: Gala co-chairs Brenda Becker and David Tutera. Bottom: Penny George and her daughter Tammy Smith and her family attended the Sporting Clays Invitational honoring the late John George.

Left: Skeet shooters at the annual Sporting Clays event.

FOURTH ANNUAL BAD BEAT ON CANCER TEXAS HOLD'EM TOURNAMENT

Renowned professional poker champion and commentator Phil Gordon hosted the Prevent Cancer Foundation's 4th Annual Bad Beat on Cancer Texas Hold'em Poker Tournament in Washington D.C.'s historic Union Station on May 6, 2008.

Gordon, a Prevent Cancer Foundation board member, was inspired to support the Foundation in memory of his aunt, who lost her battle with breast cancer. As the master of ceremonies, he

was joined by fellow professional player and Prevent Cancer Foundation Board Member, Rafe Furst, to host a poker clinic prior to the evening's festivities, along with renowned professional players Andy Bloch, Annie Duke, Chris Ferguson, Rafe Furst and Howard Lederer, Gordon led a poker clinic prior to the evening's festivities. This allowed amateurs and veteran players alike to learn from world-renowned experts. Event co-hosts included members of Congress and leading Washingtonians.

The tournament fundraiser had 120 players all vying for the ultimate grand prize, a \$10,000 seat at the 2008 World Series of Poker in Las Vegas generously donated by Harrah's Entertainment, Inc.

The much-anticipated tournament raised over \$350,000 in support of Prevent Cancer's research, education and community outreach efforts. ■



Top: Phil Gordon, poker expert and Foundation board member, calls the action as renowned poker player, Chris Ferguson (in hat) surveys the table at the Foundation's annual Texas Hold'em poker tournament. Bottom: Professional poker player Annie Duke gives tips on playing at the Poker Clinic.

GRATEFUL BENEFICIARY

The Foundation is grateful to the many friends nationwide who have designated us as a beneficiary of their fundraising events in the past fiscal year.

Those events include the Scope It Out 5K Walk/Run for Colon Cancer Awareness in Washington, D.C. and Inverness, Fla.; the Living In Pink Luncheon in Washington, D.C.; the Holden Cup Golf Tournament in Alexandria, Va.; 18 Holes for Hope Golf Tournament in Fairfax, Va.; Alaska Poker Association in Wasilla, Alaska; Trick Shot Billiards, Inc. in Longwood, Fla.; the Michele and Drew Figdor 3rd Annual Poker in New York City and the World Series of Poker in Las Vegas. ■

SHOP FOR PREVENTION

The Foundation is honored to partner with Silvermark in New York City; Stem in Atlantic City, N.J.; Mac Heist in Littleton, N.H.; Leopard Park in Richmond, Va.; Giftback.com; Honey Bean.com and Share with My Group.com to raise funds to help expand the reach of the Foundation-funded cancer prevention research, education and community outreach nationwide. ■



Front row: (left to right) Dr. Ann Kulze, Marcelle Leahy, Joseph Conti, Carolyn Aldigé, Marcia Myers Carlucci, and Michael Manganiello. Back row: (left to right) Mike Brewer, Jeremy FitzGerald, David Paik, Kathryn West, Jean Perin, Gary Lytle, and Margaret Vanderhye.

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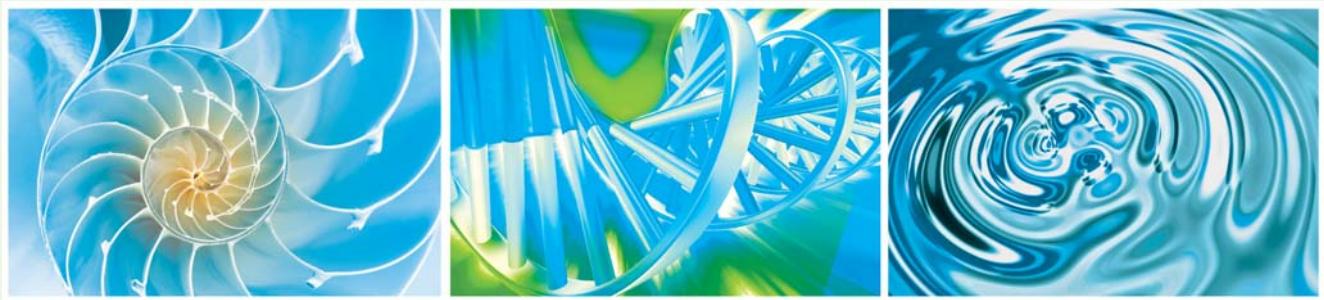
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Helping Prevent Cancer

Through the generous support of its donors over the last 23 years, the Prevent Cancer Foundation has been able to provide more than \$106 million in support of cancer prevention research, education and outreach programs nationwide. This support has played a pivotal role in developing a body of knowledge that is the basis for important prevention and early detection strategies. More than 12 million cancer survivors are living proof of the value of cancer research and education. But with more than 1.4 million new cases diagnosed and an estimated 565,000 deaths from cancer this year alone, clearly much more needs to be accomplished. There are a variety of ways in which you can support the Foundation's work.

UNRESTRICTED GIFTS

The Prevent Cancer Foundation relies on unrestricted gifts to sustain its day-to-day commitments and allow our board of directors and scientific review panel the opportunity to channel resources into those research, education and community outreach efforts that are most promising. An unrestricted gift may be designated for a specific program or type of cancer research.

PREVENTION PIONEERS

Prevention Pioneers is a monthly giving program designed to make contributing to the Foundation fast and efficient. Secure, automatic donations are drawn from credit, debit or bank accounts and go right to work funding cancer prevention research and education programs.

PLANNED GIFTS

Planned gifts are a thoughtful way to support the Prevent Cancer Foundation while providing yourself and your family with possible tax benefits and income. They allow for long-range planning and guarantee funding for the Foundation's research and education efforts.

RESEARCH ENDOWMENT FUND

A gift to the Research Endowment Fund allows the Foundation to ensure lifesaving cancer prevention research continues in perpetuity. You may make an endowment gift to this fund in your name, or in the name of a loved one you wish to honor or memorialize.

WORKPLACE GIVING

The Prevent Cancer Foundation continues to be generously supported through workplace donations, which are a simple way to make cash gifts through payroll deduction plans. You can designate the Foundation through your company's Charitable Employee Giving Program, the Combined Federal Campaign or the United Way Program (CFC #11074/United Way #0481). Many companies match or double charitable donations made by employees through employee matching gifts programs. Contact your human resources department to find out if the Foundation qualifies for a matching gift from your employer.

MEMORIAL AND TRIBUTE GIFTS

Memorial and tribute gifts are a very special way to honor a loved one, friend or colleague. The Prevent Cancer Foundation will send a card to the family of the deceased or to the honoree acknowledging your thoughtful donation.

We are pleased that many couples ask that contributions be made to the Foundation in lieu of wedding gifts.

DONATE A CAR

Our car donation partner, Cars4Charities, picks up cars nationwide. It's an excellent way to help the foundation continue funding research, education and outreach programs nationwide.

SPONSORSHIPS AND SPECIAL EVENTS

Many corporate and foundation contributors to the Prevent Cancer Foundation support our work through annual or endowment gifts, cause-related marketing initiatives, program grants and sponsored research fellowships. They also support the Foundation as an underwriter or sponsor of special events such as our **Annual Spring Gala**, **Sporting Clays Invitational** or the **Bad Beat on Cancer Texas Hold'em Poker Tournament**.

There are numerous levels of sponsorship for each event, all including sponsor recognition opportunities.

In addition, each year many friends and community partners designate the Foundation as the beneficiary of their fundraising events.

TWO MORE WAYS TO SUPPORT THE PREVENT CANCER FOUNDATION

HOLD A FUNDRAISER FOR CANCER PREVENTION

Through local events such as golf tournaments, jewelry sales, car shows and road races, your friends and neighbors are raising thousands of dollars for the Prevent Cancer Foundation each year. You can too! Let us help by:

- Offering advice and expertise on event planning
- Providing a letter of support to validate the event's authenticity
- Attending the event or check presentation
- Acknowledging direct contributions to the Prevent Cancer Foundation

CAUSE-RELATED MARKETING IN THE CORPORATE COMMUNITY

Friends in the business community partner with the Prevent Cancer Foundation to create cause-related marketing opportunities that are a "win-win" for both. Your company can highlight outstanding corporate citizenship, increase customer loyalty, and widen marketing reach, while at the same time, the Foundation gains greater visibility for our mission and raises vital funds.

WAYS TO GIVE

- Make a secure donation online by visiting www.preventcancer.org.
- Cash, check or credit card
- Bequests in your Will
- Charitable gift annuity provides income for you and benefits the Prevent Cancer Foundation
- Charitable remainder trust provides income for you and benefits the Prevent Cancer Foundation
- Charitable lead trust provides income for Prevent Cancer Foundation and passes tax savings to heirs
- Individual retirement accounts and plans, or life insurance
- Real estate or tangible property
- Appreciated securities
- Life insurance



THE PREVENT CANCER FOUNDATION IS READY TO HELP.

- Contact our Development Department at (703) 836-4412 or toll free at (800) 227-2732
- You can also contact them through the web at: info@preventcancer.org
- Donations may be sent to:
Prevent Cancer Foundation
P.O. Box 34885
Alexandria, VA 22314

Gratitude to Our Friends

With each contribution we receive, the Prevent Cancer Foundation is able to continue to its mission of cancer prevention and early detection through research, education and community outreach to all populations, including children and the underserved. The following reflects gifts made between July 1, 2007 and June 30, 2008.

PREVENTION PARTNERS

The following Prevention Partners are special friends of cancer prevention research who have graciously provided for the benefit and future of the Foundation by naming the Prevent Cancer Foundation as a beneficiary in their will, charitable gift annuity, charitable trust, individual retirement account or plan or life insurance policy, or made a gift of real estate or tangible personal property.

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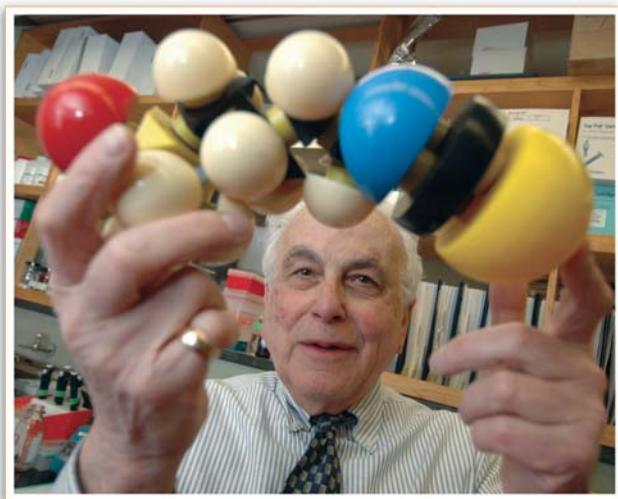
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Edward Perry Richardson (1918 - 1984) was the father of Carolyn R. Aldigé, founder and president of the Prevent Cancer Foundation. His struggle against cancer inspired her to found the organization. His memory has sustained its mission of prevention and early detection of cancer through research, education and community outreach.

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	Mr. Yony McCloskey	Mr. and Mrs. Frank L. Trippett	Glazer Capital
	Mr. Kyle S. McNay	Ms. Martha Tuohy	Inventory Locator Service, LLC
	Mr. David Mehlman	Mr. David Tutera	John A. Cable Foundation
	Mr. Richard Melzer	Ms. Elizabeth Verville	Kearney & Company
	Mr. and Mrs. Jonathan Mottashed	Mr. Joe F. Viar, Jr. and Ms. Bonnie Christ	Microsoft Giving Campaign Program
	Mr. Alfred E. Mottur	Mrs. Sharon Borg Wall	Morgan Stanley Employee Giving
	Mr. Ramaswamy Murari	Ms. Dorothy A. Walsh	Mortgage Bankers Association of Fayetteville, Inc.
	Mr. and Mrs. Edward J. Oshrin	Ms. Kathryn West	National Alliance For Choice In Giving
	Mrs. Anne T. Overman	Ms. Wendy N. Zimmerman	Network For Good
	Mr. David Y. Paik		Noblis, Inc.
	Mr. John Pappas		Sanford Health
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	Mr. David J. Perry		United Way of Central Maryland
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	Mr. Jeffrey Ricchetti		
	Mr. and Mrs. John W. Richardson		
	Lollee J. Richardson Trust		
	Ms. Magdalene Riuli		
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	Mr. Todd S. Stern and Ms. Jennifer L. Klein		
	Mr. Vanstan L. Stevenson and Ms. Blair Ann Zucker		
	Ms. Crystal Stone		
	Dr. Richard T. Stone		
	Mrs. Barbara W. Stuhlmann		
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	Mr. Chris Tampio		
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THE PITT SOCIETY (\$250 - \$499)

Robert H. Pitt II was the first chairman of the board of directors of the Prevent Cancer Foundation. His commitment, wisdom and leadership played a great role in the Foundation's growth.

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When preparing a report of this nature, unintentional errors may occur. If we have misspelled, or mistakenly listed or omitted your name, please accept our apologies and contact the Foundation by e-mailing info@prevent-cancer.org, or calling (703) 836-4412.

Statements of Financial Position

for the year ended June 30, 2008

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$ 3,906,317
Accounts and pledges receivable	<u>\$828,792</u>
Total Current Assets	\$4,735,109

INVESTMENTS

General	\$4,621,181
Endowment programs	<u>\$5,480,239</u>
	\$10,101,420

PROPERTY

Office furniture and equipment	\$156,373
Accumulated depreciation	<u>\$(119,341)</u>
	\$37,032

OTHER ASSETS

Deposits	\$19,289
Charitable gift annuities	\$144,116
Interest in remainder trusts	\$302,295
Deferred compensation plan	<u>\$12,837</u>
	<u>\$478,537</u>

TOTAL ASSETS

\$15,352,098

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable and accrued expenses	\$247,361
Deferred income	\$298,300
Grants payable	<u>\$2,873,765</u>
Total Current Liabilities	\$3,419,426

LONG-TERM LIABILITIES

Charitable gift annuities	\$71,797
Deferred compensation plan	<u>\$12,837</u>
Total Long-Term Liabilities	<u>\$84,634</u>
Total Liabilities	\$3,504,060

NET ASSETS

Unrestricted	\$8,160,004
Temporarily restricted	\$3,305,018
Permanently restricted	<u>\$383,016</u>
Total Net Assets	\$11,848,038

TOTAL LIABILITIES AND NET ASSETS

\$15,352,098

Statements of Activities and Changes in Net Assets

for the year ended June 30, 2008

SUPPORT AND REVENUE

Contributions	\$5,289,634
Bequests and other income	\$1,196,480
Investment income	<u>\$(627,740)</u>
In-kind contributions	\$577,725
Special events	\$3,053,455
Less: Costs of direct benefits to donors	<u>\$(283,505)</u>
Net assets released from restrictions	—
TOTAL SUPPORT AND REVENUE	\$9,206,049

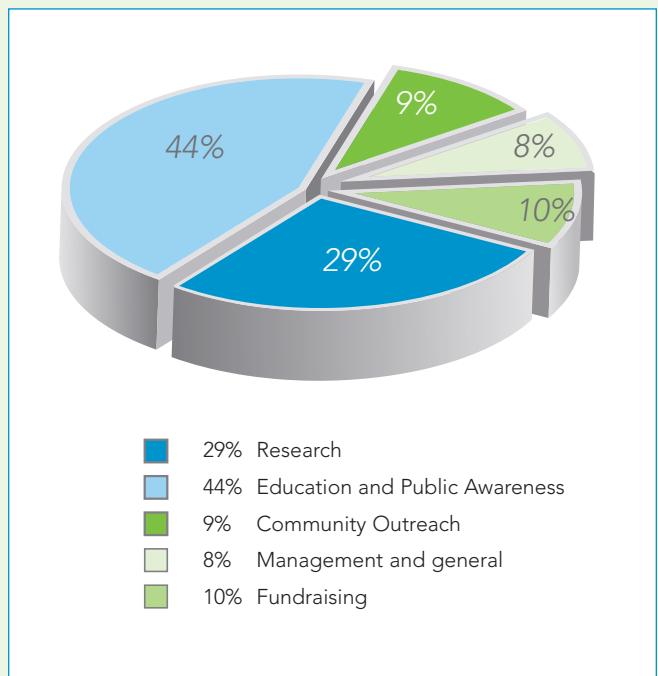
EXPENSES

Program:	
Research	\$3,380,553
Education and public awareness	\$5,140,757
Community outreach	\$1,014,191
Management and general	<u>\$988,611</u>
Fundraising	<u>\$1,158,159</u>
TOTAL EXPENSES	\$11,682,271

DECREASE IN NET ASSETS

NET ASSETS, BEGINNING OF YEAR

\$11,848,038



Our New Public Service Campaign

PREVENT

CANCER

FOUNDATION

The image displays six distinct public service campaign posters arranged in a grid-like layout, each featuring a different cancer prevention message:

- Top Left:** A tree growing from a cigarette butt with the text "Come back to life." and "It's never too late to quit smoking. Reduce your risk for cancer. Quit NOW."
- Top Middle:** A woman dressed as Elvis Presley singing into a microphone with the text "Remember this? Then it's time to get screened for colon cancer. Starting at 50, you can reduce your risk by talking to your health care professional."
- Top Right:** A group of women gathered around a birthday cake with the text "Don't blow it off another year! Reduce your risk for breast cancer. Starting at 40, use your birthday as a reminder to get a mammogram and a clinical breast exam every year."
- Middle Left:** A woman receiving a skin check with the text "Start early. Never stop. Reduce your risk for skin cancer. Limit sun exposure between 10 a.m.–4 p.m. Wear sunscreen & protective clothing. Have an annual skin exam."
- Middle Right:** A man in boxing gloves with the text "Knock it out. Beat prostate cancer to the punch. Talk to a health care professional about screening—as early as your 40s if you are African American."
- Bottom Left:** A small inset poster with the text "You can detect skin cancer early by routinely examining your skin & having an annual skin exam by a health care professional. Learn more about lowering your risk at [www.preventcancer.org](#). You can Reduce Your Risk."

Each poster includes the "prevent cancer FOUNDATION" logo and a "check your status" logo.

PREVENT CANCER FOUNDATION

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www.preventcancer.org



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