



Research. Education. Outreach.

Annual Report 2009

# Catalyst

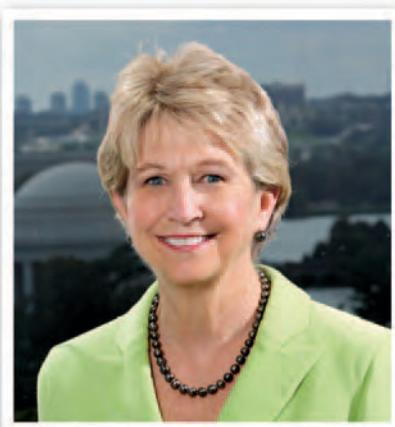


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*The Prevent Cancer Foundation is a national, non-profit health foundation whose mission is the prevention and early detection of cancer, through research, education and community outreach to all populations, including children and the underserved.*

## **From the President** Carolyn R. Aldigé



Dear Friends,

As we stand on the verge of celebrating the Prevent Cancer Foundation's silver jubilee in 2010, I am delighted to share our 2009 Annual Report.

Nearly 25 years ago, the Prevent Cancer Foundation began to raise awareness and educate the public about the power of cancer prevention. Now the nation is catching up by focusing on prevention and wellness as weapons in the fight against cancer. Since 1985, the Foundation has been a catalyst for prevention as a key to fighting cancer and also is a catalyst influencing the national health care debate.

Over the years, the Foundation has provided more than \$113 million in support of cancer prevention research, education and community outreach programs nationwide. Through its research grants and fellowships program, the Foundation has been pivotal in developing a body of knowledge that is the basis for important prevention and early detection strategies. Our public education programs have applied this scientific knowledge to teach the public on ways they can reduce their cancer risks. These are great accomplishments, ones that we are all very proud of.

Another catalyst for prevention is you: You can take steps to reduce your cancer risk. What you eat and drink, how active you are, and other lifestyle behaviors all can affect your risk for cancer. Regular physical activity and maintaining a healthy body weight, along with a healthy diet, avoidance of tobacco products and getting recommended screening, can help you "Step Away From Cancer™."

You helped us become that catalyst in memory of my father, Edward P. Richardson, the moment you decided to support the Foundation. Your donations, combined with others, funded many grants and fellowships, education programs and outreach to the underserved. We all sincerely thank you for all you have done to bring us closer to the day that cancer no longer deprives all of us of too many friends, colleagues and loved ones.

Gratefully,

*Carolyn R. Aldigé*

Carolyn R. Aldigé  
President and Founder

## **Profiles of Prevent Cancer Foundation's Researchers:** The Catalysts of Prevention

The National Cancer Institute funds fewer than one in six highly-rated research proposals and this bleak rate is causing many scientists to give up their research career. The Prevent Cancer Foundation understands the frustration of researchers and helps them continue cancer prevention and early detection investigations by providing research grants and fellowships.



### **Early Detection for Ovarian Cancer** **Animesh Barua, Ph.D.**

"In a time of economic uncertainty, grants like these from the Prevent Cancer Foundation are essential for researchers to find cancer prevention strategies," explains **Animesh Barua, Ph. D. at Rush University** and Foundation grant recipient. "Ovarian cancer is a fatal gynecologic cancer for women, and early detection is key to prevention and survival. The Prevent Cancer Foundation grant enables me to carry out this innovative research in prevention."

The Foundation grant is the first step for Dr. Barua's medical research that starts in a laboratory, but can be one of the catalysts for ovarian cancer prevention and early detection. Currently there is no early detection method for ovarian cancer; as most patients are diagnosed in the late stages of the disease. Detecting ovarian cancer early increases patient survival by 80-90 percent. Therefore, early stage detection and prevention offers the most effective and promising means of control.

Dr. Barua wants to combine enhanced ultrasound with a serum marker to create a reliable and sensitive screening method for ovarian cancer. He is working toward a medical discovery that could lead to a higher ovarian cancer survival rate. Together, Dr. Barua and the Foundation are making ovarian cancer more detectable.



## Clearing Up Colon Cancer

### Janne Nappi, Ph.D.

Funding life-saving research is what the Foundation stands for and colorectal cancer prevention is one of the eight preventable cancers that Prevent Cancer focuses on. That is why funding **Dr. Janne Nappi, Ph.D. at Massachusetts General Hospital** work was such a perfect fit for the Foundation. While current screening for colorectal cancer detects polyps, it is not easy to detect the flat growths, known as non-polypoid lesions. It is thought that these flat lesions can lead to tumor growth. Dr. Nappi aims to develop a computer-aided detection scheme for the early detection of these flat lesions using virtual colonoscopy. "This would increase the accuracy and consistency of radiologists' interpretation in detection of these lesions," explains Dr. Nappi. "With this early detection, we can prevent the number two leading cause of death in the U.S."

The Foundation is providing life-saving funding by enabling Dr. Nappi to improve the accuracy of tomographic colonography (CTC) by developing sophisticated computer algorithms that analyze the surface of the colon and indicate the locations of those hard-to-detect flat growths automatically to radiologists. Such computer-aided detection (CAD) is likely to maximize the detection accuracy and consistency of human readers in CTC, thereby providing an effective minimally invasive approach for preventing colorectal cancer.

Thanks to funding from the Prevent Cancer Foundation and Dr. Nappi's keen research initiative, a catalyst in colon cancer prevention is on its way.



## Making Leukemia Detectable

### Gregor Reid, Ph.D.

Leukemia is the most common cancer in children. Current treatments for this disease cure many patients, but are extremely harsh and can give rise to significant long-term health problems. In addition, a significant proportion of patients are not cured, and for these children, the prognosis is poor. Clearly, new treatment strategies for this disease are urgently required and that is where **Dr. Gregor Reid, Ph.D. at the Children's Hospital of Philadelphia** and the Prevent Cancer Foundation come in.

"Many of the genetic abnormalities that contribute to childhood leukemia occur during fetal development, but that disease does not develop for months or even years. Cells containing these abnormalities must, therefore, persist in the children until secondary events occur that trigger disease," explains Dr. Reid. "Many children at risk of developing leukemia could, therefore, be identified by examining blood samples collected at birth for the presence of specific genetic changes."

By funding this research, the Foundation is supporting Dr. Reid's work to determine if early immune system-based intervention strategies will prevent leukemia development in "at-risk" (those with genetic abnormalities) individuals. This research will test the ground-breaking theory that could be used to significantly reduce the number of children who get leukemia.

The Prevent Cancer Foundation research support fosters development of children's cancer prevention strategies, like Dr. Reid's ground-breaking study, leading to another possible catalyst in childhood cancer prevention.



## Prostate Cancer Prevention

### Karen Sfanos, Ph.D.

"What became very apparent to me early on in my graduate studies was that family history confers one of the greatest and real risks for prostate cancer development. However, hereditary prostate cancer can only account for a certain percentage of prostate cancer diagnoses, and prostate cancer is the most commonly diagnosed cancer among men in the United States."

**Dr. Karen Sfanos, Ph.D. a research fellow at Johns Hopkins University**, with help from the Prevent Cancer Foundation, is working to find how bacterial infections in the prostate, particularly those involving pro-inflammatory bacteria, could play a major role in prostate cancer development.

"At least 15-20 percent of all human cancers are believed to be caused by infection and/or chronic inflammation," explains Dr. Sfanos. "My hope is that this research will ultimately lead to the discovery of a species or possibly multiple species of bacteria that are specifically associated with prostatic inflammation and subsequent prostate cancer development. If the hypothesis that bacterial infections in the prostate, particularly those involving pro-inflammatory bacteria, may play a role in prostate cancer development is true, prostate cancer could be prevented with something as simple as an antibiotic."

The Prevent Cancer Foundation fellowship helps Dr. Sfanos establish herself as a young investigator and a catalyst dedicated to cancer prevention.



## More Lifesaving Research Funded by the Foundation

### Maarten Bosland, D.V.Sc, Ph.D.



*University of Illinois at Chicago*

There is a growing body of evidence to suggest that eating high levels of soy protein could reduce a man's risk of developing prostate cancer. Dr. Bosland aims to identify the critical links between eating soy and preventing prostate cancer.

### Matthew Carpenter, Ph.D.

*Medical University of South Carolina*

The tobacco industry is currently marketing new tobacco products, known as Potentially Reduced Exposure Tobacco Products (PREPs), claiming they reduce the risk of cancer and to help people quit smoking. Dr. Carpenter is studying to uncover the potential harm or benefit of PREPs prior to widespread use in the United States.



### Yu Chen, Ph.D.

*University of Maryland – College Park*

Improvements in early detection of breast cancer greatly impact survival after diagnosis. Dr. Chen seeks to make screening for breast cancer more precise by combining two imaging technologies into a thin diameter imaging device for real-time optical screening.



### Tran Chieu, Ph.D.

*Marquette University*

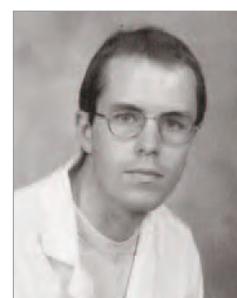
Screening tools currently used to for the early detection of breast cancer are not perfect. Dr. Chieu seeks to develop this novel and high performance bioimaging instrument that can sensitively and accurately detect breast cancer cells at an earlier stage.



### Dallas Donohoe, Ph.D.

*University of North Carolina – Chapel Hill*

Studies have shown that a high-fiber diet is correlated with reduced incidence of colorectal cancer. However, it is unknown how fiber protects against colorectal cancer. Dr. Donohoe will examine different combinations of fiber (high and low) in the diet and how it interacts with the microbiotic environment of the gut. These experiments will help improve the understanding of the chemopreventive effects of fiber.



### Jed Fahey, Sc.D.

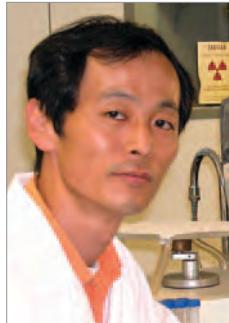
*Johns Hopkins University*

Dr. Fahey is evaluating how a person's diet and the bacteria in the gastrointestinal tract may determine how much of a prevention boost they can receive from consuming fruits and vegetables. This project could take the first step in correlating disease incidence with gastrointestinal metabolism.

### **Koji Itahana, Ph.D.**

*University of North Carolina  
in Chapel Hill*

Dr. Itahana aims to understand breast cancer genetics and lay the groundwork for identifying a new gene to help physicians assess cancer risk in patients.



### **Subhashini Jagu, Ph.D.**

*Johns Hopkins University*

Commercial HPV (human papillomavirus) vaccines currently only target two to four of the 15 known HPV types that cause cancer and these vaccines are expensive — costing over \$300 per patient. Dr Jagu, under the guidance of Richard Roden, Ph.D., aims to develop a lower-cost vaccine that protects more broadly against HPV infection, and ultimately, cervical cancer.

### **Lauren Trepanier, D.V.M, Ph.D.**

*University of Wisconsin – Madison*

Dr. Trepanier will try to determine whether women with low levels of certain enzymes are at higher risk for breast cancer. These studies could improve patients' understanding of their risk of breast cancer and may help patients make lifestyle choices.



### **Pak Kim Wong, Ph.D.**

*University of Arizona*

Dr. Wong is working to understand how chemopreventive compounds work in the prevention of many types of cancer. Additionally, this study will provide

valuable information about the regulation of important genes.



### **Partnership Grants**

#### **American Society of Clinical Oncology (ASCO)**

The ASCO-Prevent Cancer Foundation Young Investigator Award was given to Joyce Liu, MD of the Dana-Farber Cancer Institute in Boston, MA in memory of Barbara A. Lytle.

#### **American Society of Preventive Oncology (ASPO)**

The ASPO-Prevent Cancer Foundation 2009 Cancer Prevention Research Fellowship was awarded to Karen Wernli, PhD of the Fred Hutchinson Cancer Research Center in Seattle, WA.

#### **International Association for the Study of Lung Cancer (IASLC)**

The IASLC-Prevent Cancer Foundation/Eli Lilly fellowship was awarded to Naomi M. Horiba, MD, MPH of the University of Maryland in Baltimore, MD.

### **Sponsored Grants and Fellowships**

#### **Bad Beat on Cancer**

The Bad Beat on Cancer Breast Cancer research grant was awarded to Lauren Trepanier, D.V.M., Ph.D., at the University of Wisconsin at Madison funding for her study of women and breast cancer risk.

#### **Bristol-Myers Squibb/Prevent Cancer Foundation**

The Bristol-Myers Squibb/Prevent Cancer Foundation research grant was awarded to Karen Sfanos, Ph.D. at Johns Hopkins University funding for her research into the connection between bacteria and the development of prostate cancer.

#### **Bristol-Myers Squibb/Prevent Cancer Foundation**

The Bristol-Myers Squibb/Prevent Cancer Foundation was awarded to Pak Kim Wong, Ph.D. at the University of Arizona for his work in chemopreventive compounds work in the prevention of many types of cancer.

### **Cecile and Fred Bartman Foundation**

The Bartman Foundation Research Grant for the Study of Prostate Cancer was awarded to Maarten Bosland, D.V.Sc., Ph.D at the University of Illinois at Chicago to identify the critical links between eating soy and preventing prostate cancer.

### **Congressional Families Cancer Prevention Program**

The Congressional Families Cancer Prevention Program Research Grant in early detection has awarded funding to Dr. Animesh Barua, Ph. D. at Rush University for his research in enhancing early ovarian cancer detection.

### **Miss Leslie C. Devereaux**

The 17th Richard C. Devereaux Outstanding Young Investigator Award in Lung Cancer Prevention was awarded to Michael Carpenter, Ph.D. at the Medical University of South Carolina as he uncovers the potential harm or benefit from Potentially Reduced Exposure Tobacco Products (PREPs) prior to widespread use in the United States.

### **The Sarah Howard Childhood Cancer Fund For Our Children's Health**

The Sarah Howard Childhood Cancer Fund grant for childhood cancer research was awarded to Brian Rood, M.D. at the Children's National Medical Center in Washington, D.C. for his work to study and manage pediatric blood disorders and cancerous diseases.

### **The Holden Family Fellowship**

The Holden Family Fellowship in Breast Cancer was awarded to Yu Chen, Ph.D, at the University of Maryland, College Park, for his work for precise breast cancer screening by combining two imaging technologies into a thin diameter imaging device for real-time optical screening.

### **Living in Pink**

The Living in Pink – Prevent Cancer Foundation Grant was awarded to Koji Italana, Ph.D. at the University of North Carolina at Chapel Hill as he aims to increase the understanding of breast cancer genetics to identify a new gene to help physicians assess cancer risk in patients.

### **Richard and Marianne Stohlman Family Foundation**

The Stohlman Family Fellowship in Breast Cancer Prevention was awarded to Dr. Tran Chieu, Ph.D. of Marquette University for his work to develop a high performance bioimaging instrument that can sensitively and accurately detect breast cancer cells at an earlier stage.



## Educating the Nation

**K**nowledge is empowering. The Prevent Cancer Foundation empowers communities across the nation through its educational outreach programs on cancer prevention and early detection. These programs touch many lives, especially underserved individuals and communities, giving them the knowledge to live longer, healthier lives.

### Breast Health Education

The Foundation's *Breast Health Education for Young Women* toolkits are reaching communities far and wide. These materials are designed to increase young women's knowledge about breast cancer screening and lifelong breast health. The educational DVD and facilitator's guide were developed in partnership with the Howard University Cancer Center for use in interactive education sessions.

This year 160 DVDs and 300 facilitator guides are in 35 states across the U.S. and three foreign countries. From urban schools in Minnesota and health fairs in New York, to a health center in Bermuda, educators use the

materials to teach the importance of good breast health practices to young women in their communities.

"The materials were straightforward and easy to use," commented a facilitator from Texas. Reaching teens in her school, a school nurse from Louisiana found the video to be "current and informative." The materials have helped nurses, health educators and group leaders talk to young women about breast cancer myths and facts, breast self-exams and advocating for one's health. ■

**Breast Health Education for Young Women**

Materials you can use for school and community groups.

**HUCC**  
Howard University  
Cancer Center

**Check Your Status**  
A Prevent Cancer Foundation Program

**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.

The best cancer survival rate is 90% if detected early. That means you have the power to do something about it. To learn if you're at an increased risk, visit [www.preventcancer.org](http://www.preventcancer.org).

preventcancer.org



## American Indian and Alaska Native Dialogue Projects

### Increasing Colorectal Cancer Screening in Indian Country

The Foundation continues its initiatives to increase colorectal cancer awareness, screening and treatment among American Indian and Alaska Native communities across the country. This year, the Foundation worked on multiple initiatives, including advocacy tools, a presentation at the National Indian Health Board conference, networking meetings and a tailored educational booklet.

*A Call to Action and Tribal Resolution* were developed as tools to gain support for increasing colorectal cancer screening in Indian Country. Foundation staff worked at both the grassroots and national levels to garner signatures and support for the *Call to Action and Resolution*, including support from the National Indian Health Board.

Through generous awards from Amgen and Spirit of Eagles, travel support was provided to American Indian/Alaska Native Dialogue team coordinators and leaders from the Minnesota state-level *Dialogue* project for a capstone meeting last November and the Foundation's *National Dialogue for Action* conference in April. ■

## National Dialogue for Action to Increase Colorectal Cancer Screening - 2009 Annual Conference

The 11th Annual Dialogue for Action in Colorectal Cancer Screening: Harnessing the Power of Success was held April 1 – 3, 2009 in Baltimore, MD, bringing together national leaders in colorectal cancer screening to evaluate specific techniques and approaches for promoting prevention and early detection. **Vince Papale, former Philadelphia Eagle** who is a colorectal cancer survivor, delivered a motivational keynote address to open the conference while **Karen Pollitz, of the Georgetown University Health Policy Institute**, delivered the closing keynote.



**Top:** Foundation Board Chairman Marcia Carlucci reviewing posters at 2009 Annual Dialogue for Action Conference.

**Bottom:** Participants at the Foundation's 11th Annual Dialogue for Action in Colorectal Cancer Screening conference listen to speakers discuss screening rates.



**Top:** 2009 Laurel Award recipients Dr. Tim Byers, Dr. Diane Dwyer and Joe Arite.

**Bottom:** Participants at the Foundation 11th Annual Dialogue for Action in Colorectal Cancer Screening review the first ever Poster Presentation.

This year's meeting highlighted successful programs and techniques in communication, outreach, policy and advocacy. Moreover, the successful first-time poster session displayed 20 posters, including seven research and 13 outreach projects.

During the conference, the Foundation honored three champions of colorectal cancer prevention. **Joe Arite, Director of Policy for the Colorectal Cancer Coalition was awarded the Cancer Prevention Laurel for Advocacy.** Dr. Tim Byers, MPH, interim Director of the University of Colorado Cancer Center was awarded the Laurel for National Leadership and Dr. Diane Dwyer, Medical Director for the Maryland

## Department of Health, received the Cancer Prevention Laurel for Innovative Programs.

The awards were co-sponsored by the National Colorectal Cancer Roundtable. ■



## State-Level Dialogue For Action

Over the past seven years, 17 states have moved from awareness to action against colorectal cancer as part of the *Dialogue For Action* program.

The state-level program, facilitated by the Foundation, is in its final year of the multi-year cooperative agreement with the Centers for Disease Control and Prevention. The agreement supported five years of the Dialogue for Action program work in 11 of the 17 states as well as ten American Indian and Alaska Native communities.

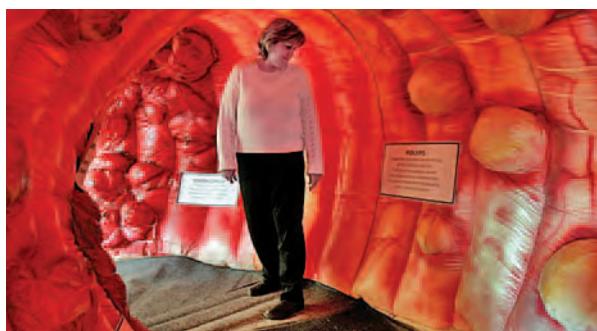
A successful state-level Dialogue summit was held in June, 2009 in Lexington, Kentucky, with approximately 117 attendees. The summit focused on crafting, communicating and disseminating colorectal cancer screening awareness to the state, engaging leadership to increase state-wide colorectal cancer screenings. Following the summit, a committee was formed to implement an action plan based on the recommendations that emerged from the conference. ■



From left to right: Rachael King, Jennifer Redmond, Angela Champion and Elizabeth Westbrook at the Kentucky Dialogue site visit.

## Prevent Cancer Super Colon™ and the National Colorectal Cancer Awareness Campaign

In late February, the 2009 National Colorectal Cancer Awareness Campaign kicked off with the Prevent Cancer Super Colon™ in Times Square, New York. A special thanks to Marriott International for making this venue possible. During the year, the Prevent Cancer Super Colon™ visited more than 90 communities across the nation, especially those with high colorectal cancer incidence to help raise awareness about the disease. The campaign and the inflatable, walk-through exhibit earned over 2 million media impressions. Stops on the tour included NASCAR Motor Speedways, the Fond du Lac Indian Reservations in Minnesota, Pueblo of Sandia in New Mexico, the Missouri Black Expo/Health Fair in St. Louis, the African American Heritage Festival in Maryland, the Hispanic Health Initiatives, Inc. in Florida as well as communities in most other states. The tour was sponsored by our partners sanofi-aventis and Amgen.



**Top:** Prevent Cancer Super Colon™ makes its Broadway debut in Times Square.

**Bottom:** Prevent Cancer Super Colon™ exhibit.

A screenshot of the Prevent Cancer Foundation website. The header features the "prevent cancer" logo and navigation links for Research, Prevention, Newsroom, About Us, Our Founder, and Donate. Below the header is a large image of Denise Austin, a celebrity fitness trainer, smiling and wearing a pink tank top. To her right is a sidebar with a vertical stack of small thumbnail images. The main content area includes a "Cover Story" section about a 5K run/walk with Denise Austin, and a "Prevention Works" newsletter section.

## Prevent Cancer Foundation's Publications

cancer  
*PreventionWorks*™, the Foundation's hardcopy color newsletter and its electronic monthly e-newsletter component reached over 12,000 people with their informational articles, news, features about our researchers' work, and foundation supporters, while providing prevention tips and screening guidelines to live a healthier lifestyle. Please see more of the Foundation's online resources on page 21.

## Lung Cancer Workshop VI

Lung cancer continues to be the leading cause of cancer death. As global tobacco consumption grows, there is a need for better ways to detect and treat the disease in its early stages. The Foundation's sixth annual Lung Cancer Workshop Application of High Resolution CT Imaging Data to Lung Cancer Drug Development: Measuring Progress convened in May to evaluate the advances in spiral CT scanning to assess the effectiveness of new therapies. This annual workshop draws key opinion leaders from a diverse group of specialties.

## Reaching Out

The Foundation brings cancer prevention to the forefront in medically underserved communities nationwide through our unique community outreach programs and vehicles. Community leaders understand and join in the fight against cancer by using our tools and programs to help their communities reduce their risk of cancer. This is just one of the ways the Foundation helps people *Step Away from Cancer*™.

### Community Grants

Launched in 2006, the Foundation's community grants support local cancer awareness, education and screening programs across the country for all populations, especially underserved communities. The beneficial and important grants fund life-saving programs and help to educate communities about screening and cancer prevention guidelines.

Reaching out to individuals in soup kitchens, at health fairs and through local radio programs, the Prevent Cancer Foundation's community grantees are making a difference in rural and urban communities. Community grants are one way the Foundation shares vital information with the people who need it most. Facing limited resources and large underserved populations, these five community grantees are making a tremendous impact by providing valuable cancer prevention education and screening services. Here is a snapshot of the Foundation's community grants program:



Foundation funded community grants, like the Chenango Health network, educate communities about cancer through billboards.

- **Chenango Health Network, Chenango County, NY** – The Chenango Health Network received a grant from PCF to educate women in a medically underserved region of New York about cervical cancer. Staff and volunteers reached over 2,300 women with important cervical cancer information and provided cervical cancer screenings to over 500 women. Community events, food banks, church groups and hair salons were among the various settings for this educational campaign featuring local women. The campaign shared the educational information through computer kiosks, local radio and print media to help educate the community about cervical cancer and screening.



Foundation funded programs, like Hispanic Health Initiatives, Inc., educate communities about cancer.

**■ Emory University School of Medicine, Atlanta, GA** – Con Amor Aprendemos (With Love We Learn) is an interactive program that educates Hispanic/Latino couples about HPV and cervical cancer. Through a train-the-trainer course, this program is creating a network of promotoras (health educators) that share and help to educate about cancer prevention in their own Latino communities in Georgia.

**■ Hispanic Health Initiatives, Inc., Casselberry, FL** – Through health fairs, community events and media outlets, peer health educators reached out to over 40,000 women in Florida with education regarding the importance of annual screening and early detection for breast cancer. The women are mostly uninsured or under-insured Latinas with very limited English proficiency. The group utilizes over 70 active volunteers and a team of peer educators to provide health information and facilitate access to health care. Because of this beneficial program, over 700 women were referred for annual clinical breast exams and mammograms in the past year.

#### ■ Primary Care Coalition of Montgomery

**County, MD** – This program is increasing cancer prevention among an underserved community in Maryland by providing colorectal cancer education and screening and utilizing a new referral system for mammograms. The new system has resulted in decreasing the time from referral to screening by over 100 days. The coalition has partnered with local hospitals and clinics to create a safety net for those women ineligible for other county programs. To date, colorectal cancer screening has been provided to 26 women and mammograms to 98 women. The group is also utilizing medical records to improve care coordination for colorectal cancer screening.

#### ■ Rural Health Group, Roanoke Rapids, NC –

Ten local community organizations joined a partnership created by the group to promote prostate awareness and prevention among African American men who are at highest risk for prostate cancer in three North Carolina counties. The groups are co-sponsoring prostate cancer awareness events in communities, churches and civic groups. Over 400 men received prostate cancer screenings and 16 lay health advisors have been trained to provide health education. ■



The Foundation's community grants helped the Primary Care Coalition of Montgomery County to educate the underserved about colorectal cancer and mammograms.



Barbara Johnson, wife of Senator Tim Johnson of South Dakota, helps to educate state fair attendees of prevention and screening guidelines.



Larry Kucharo gets screened at the Kansas State Fair.

## Prevention at State Fairs

Food, fun, carnival rides and farming are central to the spirit of state fairs. But prevention education took center stage as the Foundation provided cancer screening and education at eight state fairs in Idaho, Iowa, Kansas, Montana, Nebraska, North Dakota, Ohio and South Dakota.

The *State Fair Program* started in Kansas in 1993, when the Foundation partnered with Senator Bob Dole and the Hutchinson Clinic to bring free PSA tests to screen for prostate cancer for eligible men according to screening guidelines. Today, the *State Fairs Program* has expanded to include screening for additional cancers and fair participants receive important cancer prevention and early detection information and tips, even if they did not get screened.

"This [screening] is the only reason I come to the fair," said a visitor at the Kansas State Fair in September 2008.

The Foundation collaborates with local medical partners and state government organizations for each fair, with some fair-goers traveling long distances to participate in these free screening opportunities, which they might not otherwise have closer to home. A total of **5,868** screenings were provided in the eight states. ■





The state-of-the-art digital mammography van provided more than 2,400 mammograms this year.

### George Washington University Medical Center Mammovan Partnership

The Foundation continued its commitment to reaching underserved women in the Washington metropolitan area through its partnership with the George Washington University Medical Center. This past year, more than 2,400 free mammograms were provided in workplace settings and home communities, where 61 percent of the women screened were uninsured. Directed by respected radiologist Dr. Rachel Brem, the Mammovan is outfitted with state-of-the-art digital mammography equipment and the program utilizes patient navigation and donated medical services to provide necessary follow-up care regardless of a women's ability to pay. ■

### *Celebremos la vida!*

The Foundation celebrated the 15th year of the *Celebremos la vida!* program. Since the program's start in 1994, this Foundation-funded program has been a mainstay of underserved Hispanic communities in the Washington, DC metropolitan area and McHenry County, Illinois. The program provides much-needed preventive services while removing many health care barriers, such as language and cultural barriers. Using patient navigators to educate women about

cancer prevention and to guide them through complex medical system, the program ensures that the women get the follow-up care.

*Celebremos* participants receive breast and cervical cancer screening and health education. All these services are provided regardless of the ability to pay. The program expanded to a fourth site at the Spanish Catholic Center-Langley Park, MD clinic, which allowed *Celebremos* to reach many more women, especially those receiving their first screening mammogram.



Hispanic women learn about breast health through the *Celebremos la Vida!* program.

Throughout the year, *Celebremos* provided over 750 mammograms and over 650 Pap tests across the four sites. Several of the women screened required follow-up care, and were guided through the process by the *Celebremos* patient navigators. Participants in the program continue to be overwhelmingly satisfied with the services and staff. Ninety-six percent of participants felt they learned some or a lot about cancer prevention, and 98 percent were satisfied or very satisfied with the program overall. Another measure of success is the high annual return rate, important because annual screening is the best way to detect these two cancers early. Programs like *Celebremos*, which are accessible and culturally appropriate, overcome many barriers to care, helping to decrease health disparities facing many Hispanic communities. ■

## Affiliated Programs

### Helping Kids Be Kids

We are all too familiar with the heartbreak of children stricken by cancer. The Foundation and its affiliated programs, *Hope Street Kids* and *Tracy's Kids*, are working hard to eliminate childhood cancer and its devastating effects on the lives of children. ■



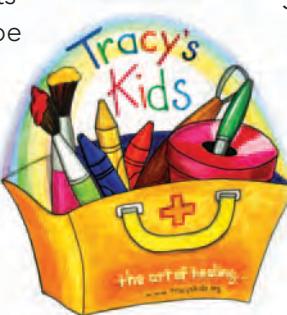
### Funding Research

Hope Street Kids' education and advocacy initiatives focus the nation's attention on the critical needs of children with cancer, and

its thriving research program is identifying the most promising new treatments for pediatric cancer. To support its research program, Hope Street Kids held its two signature events: *The Tenth Annual Swinging for Caroline Golf and Tennis Invitational in Arlington, VA* and *The Ninth Annual Caroline Pryce Walker Memorial Event at the Columbus Zoo and Aquarium in Columbus, OH*, and raised nearly \$800,000. ■

### Kids Healing Through Art

Over the past year, *Tracy's Kids* provided 9,000 children with cancer the opportunity to heal through art. By engaging the kids who are going through cancer treatment in art and play therapy, young cancer patients and their families learn to cope with the emotional stress and trauma. Currently, the program is provided in four Washington Metro-area cancer centers: Georgetown University Lombardi Cancer Center, Children's National



Medical Center in Washington, D.C., The Children's National Medical Centers Northern Virginia outpatient clinic and Inova Fairfax Hospital's Life with Cancer. Under the guidance of trained art therapists, the young cancer patients can share their feelings through artistic expression and gain a sense of control during a time of chaos. *Tracy's Kids* also helps children lead active and fulfilling lives once they are cancer free. ■

### Advancing Lung Cancer Research - Protect Your Lungs



With more deaths from lung cancer each year than from prostate, breast and colon cancer combined, the Foundation took an even bolder stand against this widespread disease this year. Because the disease is usually detected in advanced stages when the probability of successful treatment is low, the Foundation joined forces with *Protect Your Lungs*, an independent program focused on funding research to develop more effective methods for the early detection of lung cancer.

*Protect Your Lungs* was established after Patricia Stern, a beloved wife, mother and grandmother, succumbed to lung cancer after a long battle with the disease. Through her struggle, the Stern family witnessed the devastation and heartbreak caused by cancer late-stage diagnosis. Determined to bolster research funding for lung cancer research and to de-stigmatize the disease, the Stern family founded *Protect Your Lungs* in December 2008. Their ultimate goal is to fund research that creates an effective screening protocol to detect lung cancers while they are localized, treatable and beatable. ■

## Changing the System Through Advocacy

Working with Federal legislative and regulatory leaders is key to focusing the public policy debate on cancer prevention and early detection. The Foundation strives constantly at all levels to do so, engaging and educating grassroots advocates, Congressional family members, and legislators nationwide through policy expertise and guidance.

### Working to Make Prevention a Genuine Catalyst in Health Care

The Foundation worked closely with Members of the 111th Congress to help build support for passage of legislation that improves access to prevention, screening and education in cancer prevention. This year, the Foundation worked with members on a number of initiatives, including the Education and Awareness Requires Learning Young Act (EARLY Act); the Colorectal Cancer Prevention, Early Detection, and Treatment Act; and the 21st Century Cancer ALERT Act, one of whose co-sponsors was the late Sen. Edward M. Kennedy.

The Foundation also engaged in efforts to increase federal funding for medical research and cancer prevention at the National Institutes of Health and Centers for Disease Control and Prevention, and to help guide policies that allow Federal support of embryonic stem cell research and regenerative medicine, regulation of tobacco, obesity prevention and wellness, and access to clinical trials.

Making our voices heard is critical to effecting action, which is why the Foundation engages grassroots advocates in efforts to impact cancer prevention policy through the Advocacy Action Center and communications to Capitol Hill offices. In 2009, the Foundation hosted its first lobby day, where key Congressional staff met with members of the Foundation's Medical Advisory Board. Moreover, the Foundation had its first Congressional call-in day in support of colorectal cancer screening and prevention legislation.

### Grassroots Advocacy

This year, the Prevent Cancer Foundation was honored to participate in **Breakaway from Cancer**, a partnership among Amgen, the Foundation, the National Coalition for Cancer Survivorship, the Wellness Community and the Patient Advocate Foundation. The Breakaway from Cancer Campaign is an educational component of the **Amgen Tour of California**, an elite professional cycling competition that highlights information and resources available to cancer patients, covering the spectrum from prevention to survivorship. The Foundation met thousands of individuals along the route of the Amgen Tour of California and highlighted the triumphs and journeys of cancer survivors. The event was attended by federal and state legislators including **California Governor Arnold Schwarzenegger and California Congressman Elton Gallegly, along with celebrities Luke Wilson and Patrick Dempsey.** ■



Patrick Dempsey and Foundation Policy and Advocacy Director Lisa Hughes at the 2009 Breakaway from Cancer-Amgen Tour of California.



Hon. Patrick Kennedy of Rhode Island and Carolyn Aldigé celebrate 10 years of colorectal cancer education.

### Celebrating 10 Years of Colorectal Cancer Education

Ten years ago, the Foundation partnered with Members of Congress and advocacy partners to pass a resolution designating March as the first National Colorectal Cancer Awareness Month. Since then, colorectal cancer screening education and policy have improved dramatically. In March, the Foundation partnered with C3: Colorectal Cancer Coalition to celebrate the tenth anniversary of the resolution by hosting a Congressional briefing and reception featuring the Prevent Cancer Super Colon™. Among those speaking or otherwise supporting the event were oncologist **Michael Pishvaian, MD, PhD, from the Lombardi Comprehensive Cancer Center at Georgetown University**, **Congressman Patrick Kennedy of Rhode Island**, **Congressman Jim McGovern of Massachusetts** and **Congressman Jim Moran of Virginia**, along with offices of many current and former Congressional champions of colorectal cancer prevention. ■

### Honoring Cancer Champions

The Congressional Families Cancer Prevention Program, led by Lisa McGovern, spouse of Congressman Jim McGovern, had an eventful year. On September 25, 2008 the program recognized four deserving award recipients at its 16th Annual Action for Cancer Awareness Awards Luncheon: **Suzie Dicks and Diana Enzi were honored with the Congressional Families Leadership Award**; **Robin Roberts from ABC's Good Morning America was honored with the Distinguished Service in Journalism Award**; and **Congresswoman Deborah Pryce was honored with the Excellence in Cancer Awareness Award**. The program held regular educational seminars; among the guests were the American Legacy Foundation and the new Attending Physician of Congress, Dr. Brian Monahan. As always, the program assists spouses in reaching out to their own communities through local papers, radio and television stations, and community groups. ■



**Top:** Robin Roberts from ABC's Good Morning America together with Lisa McGovern, Executive Director of Congressional Families and Katie Lapidus, Public Affairs Manager, at the annual awards luncheon.

**Bottom:** Top row from left to right: Cindy Pearson, Leslie Hayes, Barbara Grassley and Freda Manzullo. Bottom row from left to right: Ginny Pitts, Jackie Tancredo and Julie Reichert.

## Extending the Mission

Donors, both large and small, make the Foundation's work possible. Their unwavering support of the Foundation's mission allows the Foundation to expand our educational and community outreach programs and research initiatives that bring vital cancer prevention and screening information to so many people.

### Annual Spring Gala

Under the gracious patronage of **His Excellency, the Ambassador of Peru, Felipe Ortiz de Zevallos**, the Foundation's annual spring gala, *Peru~Experience the Exotic*, was held in March and saluted the country's diverse culture. Held at the historic National Building Museum, with Pfizer as Presenting Sponsor and sanofi-aventis as the underwriter, the gala raised over \$1.4 million in support of the Foundation-funded George Washington University Hospital Mammovan, *¡Celebremos la vida!* and the 21st Century Young Scientists Fund. **John and Laura Pemberton** co-chaired the beautiful and festive event.



2009 Gala Co-Chairs John and Laura Pemberton



**Dr. Elmer Huerta**, director of the Cancer Preventorium at the Washington Cancer Institute at the Washington Hospital Center, was our inaugural Cancer Prevention Champion. Local CBS anchor **Andrea Roane** delivered a poignant talk regarding the importance of prevention and early detection based on a personal story and encouraged gala guests to consider donating to our "Shine a Light on Prevention" solicitation. This effort raised nearly \$51,000 in donations.

The gala attracted more than 800 attendees, including our Honorary Congressional chairs **Max Baucus, Jon Kyl, Gregory Meeks and Ileana Ros-Lehtinen** and many members of Congress, as well as other Foundation supporters, representatives of the business and medical community and members of the diplomatic corps, all of whom enjoyed Peruvian inspired cuisine and entertainment. ■



Dr. Elmer Huerta and Ambassador Felipe Ortiz de Zevallos

## Sporting Clays Invitational

The 16th annual Sporting Clays Invitational was held at the Prince George's County Trap and Skeet Center on Monday, October 6, 2008 and raised more than \$84,000. Holland and Holland, the prestigious English custom gunsmith, again offered a select shotgun demonstration.

**Chaired by Joe Cunniffe**, proceeds from the tournament supported prostate cancer research, and honored **Jim Rogers**, a long time supporter of the event. Jim, a prostate cancer survivor, spoke at the awards ceremony and expressed the importance of early detection, urging all men to follow screening guidelines. ■



Jim Rogers (2nd from left) and his team at the annual Sporting Clays event.



**Top:** 2009 Bad Beat on Cancer winner Jesse Kerns with Phil Gordon, poker expert and Foundation board member.

**Bottom:** Professional poker players Howard Lederer, Phil Gordon, Foundation Executive Vice President and COO Jan Mahrer, Jason Young, Lee Childs and Rafe Furst.

champions as well as noted members of the government, corporate and sports communities.

Gordon, a Prevent Cancer Foundation board member, was inspired to support the Foundation in memory of his late aunt, who lost her battle with breast cancer. **Rafe Furst**, fellow board member and professional player, joined Gordon to host a pre-tournament poker clinic prior to the "main event", along with professional players **Howard Lederer, Lee Childs and Jason Young**. The poker clinic assisted tournament veterans and amateurs with instructional practice hands prior to the actual games.

This fundraiser had players vying for the special grand prize, a \$10,000 seat at the 2009 World Series of Poker in Las Vegas which was generously donated by Harrah's Entertainment, Inc. This much anticipated tournament raised nearly \$200,000 in support of Prevent Cancer's research, education and community outreach efforts. ■

## Bad Beat on Cancer Texas Hold'em Tournament

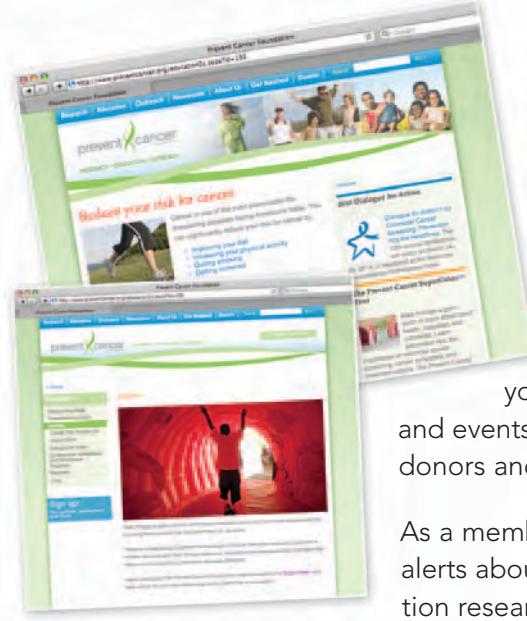
Hosted by renowned professional poker champion and commentator **Phil Gordon**, the fifth annual Bad Beat on Cancer Texas Hold'em tournament was held at historic Union Station on April 28, 2009. This popular event featured special guests, including top professional poker



Event chair, Joe Cunniffe and his wife Amy



Hon. Ruben Hinojosa and Marty Hinojosa



## Foundation's Online Tools

The Foundation brings together the latest information on cancer prevention and early detection on our Web site: [www.preventcancer.org](http://www.preventcancer.org). Here are a few of the ways you can stay in touch and learn more:

Sign up for Prevent Cancer's e-news and learn about ways to reduce your risk for cancer. Enjoy healthy eating and exercise tips, Foundation news and events, research profiles, personal stories and more. Volunteers, participants, donors and sponsors can explore options and sign up for upcoming events.

As a member of the Advocacy Action Center, receive periodic updates and action alerts about legislation being considered by Congress that impacts cancer prevention research and affiliated health policy.

Learn more about the *Prevent Cancer Super Colon™* and book it online for your next community event, health fair or convention.

To further unite the cancer prevention community, check out the Prevent Cancer Foundation on the following social networks:



## Grateful Beneficiary

The Foundation is grateful to our many special friends nationwide who have designated us as a beneficiary of their fundraising efforts over the past fiscal year, raising in excess of \$120,000.

These beneficiary events include the following:

- Scope It Out 5K Walk/Run in Inverness, Florida
- Living In Pink Luncheon in Washington, DC
- Holden Cup Golf Tournament, Alexandria, VA
- WSOP, Las Vegas, NV
- Marine Corps Marathon, Washington, DC
- P.F. Chang's Rock & Roll Marathon, Scottsdale, AZ
- InsideSTL.com Poker Tournament, St. Louis, MO
- "Love to Love," Washington, DC
- Ron Ruffennach Classic, Arlington, TX
- Christina Smith Charity Poker Tournament, Longwood, FL
- LA Boxing – O'Connell's Irish Restaurant, Alexandria, VA
- Colon Cancer Awareness, Patchogue, NY ■

## Many corporate and foundation contributors

support the Foundation as an underwriter or sponsor of special events such as our Annual Spring Gala, and the Bad Beat on Cancer Texas Hold'em Poker Tournament. There are numerous levels of sponsorship for each event with recognition opportunities.

Or host your own fundraiser for cancer prevention. Through local events such as golf tournaments, jewelry sales, car shows, bowling parties and road races, your friends and neighbors are raising thousands of dollars for the Foundation each year. We can help you with your event by:

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

For more information about Prevent Cancer events, please contact the Development Department at (703) 836-4412.

## Gratitude to our Friends

The Prevent Cancer Foundation is deeply grateful to its individual, organizational, corporate, and foundation donors for their support. Through their generous support for nearly 25 years, the Foundation has been able to fund over 400 researchers, providing over \$113 million for cancer prevention research, education and community outreach programs nationwide. Each and every contribution makes a difference!

### Workplace Giving Support

Individual gifts to nonprofit organizations account for more than 80% of all donations in the United States, providing the lion's share in philanthropy. The Foundation is deeply grateful to all those individuals, representing over 450 different corporate workplace giving programs, who have contributed to the Foundation either through the *Combined Federal Campaign*, the *United Way Program* or through their individual company's *Charitable Giving Programs*. In many cases, employees' donations are matched with employer funds, multiplying the benefits of workplace giving.

In fiscal year 2009, employees and matching gift programs contributed \$377,753.06 to the Prevent Cancer Foundation. ■



Susanne Hartman and Dr. Sandra Read with Exxon employees at a workplace education and giving event.

### Ways to Give

To assist those who would like to make a contribution in support of cancer prevention but need more information on the options available, please contact the Foundation's Development Department staff who can provide additional information on:

- Automatic Monthly Giving (Prevention Pioneers)
- Online Donations
- Planned Giving – estates, IRAs, charitable gift annuities, securities
- Memorial and Honor Gifts
- Car Donations

Please call the Foundation's Development Department at (703) 836-4412 or toll free at (800) 227-2732. You can also contact them online at [info@preventcancer.org](mailto:info@preventcancer.org).

Donations may also be sent to:  
Prevent Cancer Foundation  
P.O. Box 34885  
Alexandria, VA 22314

## Prevention Partners

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

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## Cause Related Marketing

The next time you are looking for that gift for a special occasion – a thank you bouquet, or need new software for your computer – consider one of Prevent Cancer Foundation's Shop for Prevention Partners.

**Mac Heist:** MacHeist, the Web site that sells Mac shareware bundles, donates a portion of its sales to the Foundation. Interested Mac users can purchase these bundles on [www.macheist.com](http://www.macheist.com).

**Giftback.com:** Giftback.com designates 10% of every floral and gift arrangement sale to the Foundation. When gifts are shipped, a personalized message indicates that a portion of the proceeds went to the Foundation. Visit [www.Giftback.com](http://www.Giftback.com).

For more information about Prevent Cancer Foundation workplace giving programs and cause marketing opportunities please contact the Development Department at 703-836-4412 or toll free at (800) 227-2732 or at [info@preventcancer.org](mailto:info@preventcancer.org). For a complete list of participating workplace giving programs go to [www.preventcancer.org/workplacegiving](http://www.preventcancer.org/workplacegiving).

## Memorial and Honor Gifts

**Memorial Gifts** and **Honor Gifts** are special ways to remember either a deceased loved one or to honor a loved one, friend, and colleague or mark a special occasion such as a wedding, Mother's Day or birthday. Many young couples designate the Prevent Cancer Foundation as a recipient of contributions in lieu of wedding or shower gifts and the Foundation sends a card acknowledging these thoughtful donations.

<b>Memorial Gifts</b>						
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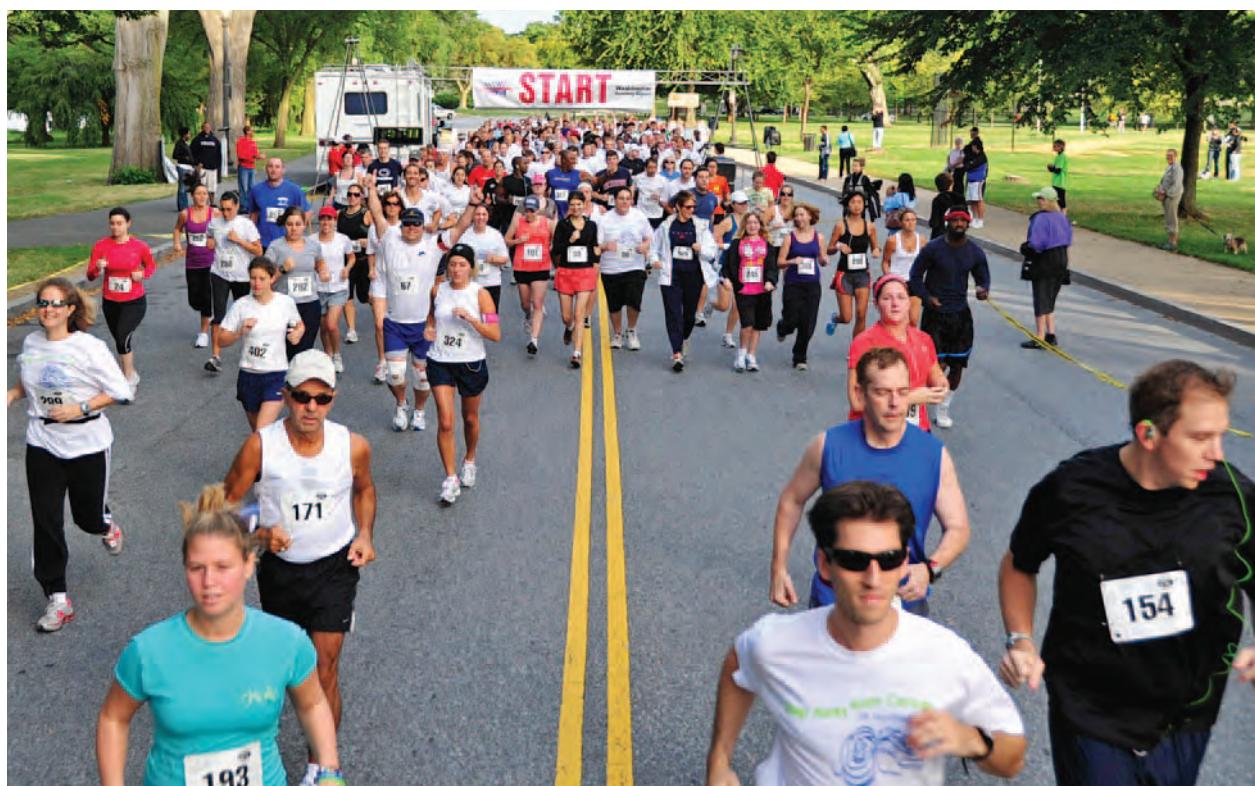
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Call the Foundation's Development Department to find out how you can turn that clunker into a cancer prevention vehicle.



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 Estate of Sara H. West  
 Mr. and Mrs. D. Anderson Williams  
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 Estate of Murlyn V. Wolstenholme  
 Mr. Robert H. Zeps

Edith M. Zimmerman Estate  
 Estate of Bernice Zuber

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 Agouron Pharmaceuticals  
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 Alaska Poker Association  
 Alberto Culver USA, Inc.  
 Alcalde & Fay  
 Allied Domecq Spirits & Wine USA, Inc.  
 American Airlines, Inc.  
 American Beverage Association  
 American Cancer Society  
 American College of Radiology  
 American Council for Excellence & Opportunity  
 American Express Foundation  
 Employee Gift Marching  
 American Gaming Association  
 American Gastroenterological Association  
 American Insurance Association  
 American Society of Clinical Oncology  
 American-Italian Cancer Foundation  
 AmeriChoice Health Services, Inc.  
 AmerisourceBergen  
 Amgen  
 Amgen Foundation  
 The Lance Armstrong Foundation  
 Arthur Andersen LLP  
 AstraZeneca LP  
 AT&T  
 AT&T Services Inc.  
 Aventis Pharmaceuticals, Inc.  
 Bank of America  
 Beckman Coulter  
 The Beer Institute  
 Black Entertainment Television  
 BlueCross BlueShield Association  
 BlueCross BlueShield of Nebraska  
 The Boeing Company  
 Boston Scientific  
 Bristol-Myers Squibb Oncology  
 C-Change  
 The Capital Group Companies, Inc.  
 Cars4Charities  
 CBS

CBS Corporation  
 Cellular Telecommunications & Internet Association  
 Charles A. Kraenzle Colon Cancer Foundation  
 Chevron  
 Christus Health  
 Cingular Wireless  
 Cisco Systems, Inc.  
 Citigroup Inc.  
 Coalition of Cancer Cooperative Groups, Inc.  
 The Coca-Cola Company  
 Comcast Corporation  
 COMSAT International Holdings  
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 ConAgra Foundation, Inc.  
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 The Focus Foundation  
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 Friedman Billings Ramsey Charitable Foundation, Inc.  
 Full Tilt Services Corporation  
 Fund to Prevent Cervical Cancer  
 Game Time Marketing, LLC  
 GE Company  
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General Dynamics Corporation	Merck & Co., Inc.	Pokerstars	Tele-Communications, Inc.
General Electric Company	Microsoft Corporation	PricewaterhouseCoopers, LLP	The Holden Cup Classic
General Motors Foundation	Middle-Atlantic Section of the PGA	Progress Energy	Time Warner, Inc.
The George Washington University Breast Care Center	Millennium Pharmaceuticals, Inc.	The Prostate Cancer Foundation	Toyota Motor North America, Inc.
Georgia Department of Education School & Community Nutrition	Mortgage Insurance Companies of America	Quest Diagnostics	Tribune Company
GlaxoSmithKline	Motion Picture Association of America, Inc.	Quinn Gillespie & Associates, LLC	TXU Business Services
Graphix Zone Inc.	Motorola	Qwest Communications	Tyco Electronics
Grocery Manufacturers of America, Inc.	The NASDAQ Stock Market, Inc.	Recording Industry Association of America	Union Pacific Corporation
Harrah's Entertainment Inc.	National Association of Broadcasters	Reliant Resources, Inc.	United Airlines
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The Gloria Heyison Breast Cancer Foundation	National Association of Convenience Stores	Roche	United States Telecom Association
Hunton & Williams	National Cable & Telecommunications Association	Rocksprings Foundation	United Way Crusade of Mercy
IBM Employee Services Center	National Dialogue On Cancer Foundation	Rockwell Automation	United Way of Southeastern Pennsylvania
International Physician Networks LLC	National Race for the Cure	Ron Ruffennach Golf Classic	United Way of the National Capital Area
Jack Horner Communications, Inc.	NBC Universal	Salt River Project	United We Care
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Peter Kiewit Sons', Inc.	Novartis Corp	Schering-Plough Corporation	Verizon Wireless
Koch Industries, Inc.	Opus East, L.L.C.	Schering-Plough Foundation, Inc.	Viacom International, Inc.
KPMG LLP	OSI Pharmaceuticals, Inc.	Schering-Plough Legislative Resources L.L.C.	VISA U.S.A., Inc.
Mark Krueger & Associates, Inc.	Patton Boggs LLP	Searle & Co.	Vodafone U.S. Foundation
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Living In Pink, Inc.	The Pfizer Foundation	Siemens Corporation	Wal-Mart Stores, Inc. and Sam's Club
Lockheed Martin Corporation	Pfizer Inc	SIFMA	Wal-Mart/Sam's Club Foundation
Vincent T. Lombardi Cancer Center	Pharmaceutical Research and Manufacturers of America	Southern Company	Warner Music Group
Mac Heist	Pharmacia Corporation	Sprint Nextel Corporation	Washington Council Ernst & Young
Mayfair Partners, L.P. Boston Market	Poker Players Alliance	Stohlman Volkswagen, Inc.	WEST*GROUP Management LLC
		Sun Safety Alliance	Wilmer Cutler Pickering Hale and Dorr LLP
		Sunoco, Inc.	Wine and Spirits Wholesalers of America
		Susan G. Komen for the Cure	World Reach, Inc.
		Taste Of The South	Wyeth

## The Doll Society (\$25,000 or more)

Sir William Richard Shaboe Doll, a distinguished British physician and epidemiologist, was the first scientist to establish the link between smoking and lung cancer. This singular discovery led scientists to identify a genetic mutation which is caused by the chemicals found in tobacco smoke.

### \$100,000 AND MORE

#### INDIVIDUAL FRIENDS

Miss Leslie C. Devereaux  
Ms. Tirzah A. Lassahn

#### ORGANIZATION FRIENDS

Amgen  
Bristol-Myers Squibb Oncology  
Merck & Co., Inc.  
Pfizer Inc  
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### \$50,000 - \$99,999

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Marian A. Schwab Revocable Trust  
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Mac Heist  
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### \$25,000 - \$49,999

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Abbott Laboratories  
Fund to Prevent Cervical Cancer  
Hunton & Williams  
Susan G. Komen for the Cure  
Living In Pink, Inc.  
Middle-Atlantic Section of the PGA  
Novartis Corp  
Pharmaceutical Research and  
Manufacturers of America  
Pokerstars  
The Coca-Cola Company

## The Burkitt Society (\$10,000 – \$24,999)

Denis Parsons Burkitt was the pioneering British surgeon who first discovered that some cancers could be cured with chemotherapy. He is also known for associating a low-fiber diet with many of the serious diseases in Western society.

### INDIVIDUAL FRIENDS

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American Legacy Foundation  
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AT&T  
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National Association of Chain Drug Stores  
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Tyco Electronics  
Tyco Worldwide  
United Airlines  
Velous LLC  
VISA U.S.A., Inc.  
Xcel Energy



Charlie Holden presenting a check to Carolyn Aldigé on behalf of the Holden Cup Golf Tournament.

## The Peto Society (\$5,000 – \$9,999)

Sir Richard Peto is a distinguished physician and epidemiologist whose 1981 research at Oxford University with Sir William Doll, connected diet and cancer. This work, along with that of other investigators, confirmed that 35 percent of certain cancers may be prevented by eating a healthy diet.

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Verizon Communications  
Wine and Spirits Wholesalers of America  
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ZGS Communications, Inc.

## The Devereaux Society (\$1,000 – \$4,999)

In 1993, Leslie Cameron Devereaux established the Richard C. Devereaux Outstanding Young Investigator Award, which sponsors promising lung cancer prevention research, in honor of her father.

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BGR Foundation, Inc.  
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C2 group, LLC  
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Charles A. Kraenzle Colon Cancer  
Foundation  
Chesapeake Dining, LLC  
City of Seattle  
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Cypress Group, LLC  
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Farmers Insurance Group  
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Fritts Group  
George Washington University -  
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GHC Associates, Inc.  
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GreenStone Farm Credit Services  
Hallmark Iron Works, Inc.  
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Howard University Hospital  
Iditarod Systems Inc.  
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Jamison & Sullivan Inc.  
Kerzner  
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Foundation  
NBC Corporate Staff  
OppenheimerFunds Legacy Program  
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Center  
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Vital Care Charitable Foundation Inc.  
Wachovia Foundation Matching  
Gifts Program  
Washington Capitals Charities  
WEST\*GROUP Management LLC  
Women's Shooting Sporting  
Foundation of the National  
Capital  
World Bank Community  
Connections Fund



Carolyn Aldigé with her father, Edward Perry Richardson.

### The Richardson Society (\$500 – \$999)

Edward Perry Richardson was the father of Carolyn R. Aldigé, founder and president of the Foundation. His struggle against cancer inspired her to establish the organization and his memory has sustained the Foundation's mission.

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Ms. Sharie Zaimi  
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Mr. and Mrs. Edward Zavala

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Commercial Carpets of America, Inc.  
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Independent Project Analysis  
Ivy Foundation of Northern Virginia  
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PG&E Corporation  
SmithKline Beecham Corporation  
Trick Shots Inc.  
Tutera's Penguins  
United EWay  
United Way California Capital Region  
United Way of Bergen County  
United Way of Central Maryland  
United Way of Greater Los Angeles  
United Way of San Diego County  
United Way of the Greater Capitol  
    Region, Inc.  
United Way of Treasure Valley  
VOCMED, INC.  
Wells Fargo Community Support  
    Campaign

### The Pitt Society (\$250 – \$499)

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

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Front row: (left to right) Gordon (Don) Hutchins, Carolyn Aldigé, Gary Lytle, Marcia Myers Carlucci and Rafe Furst.  
Back row: (left to right) Jeremy FitzGerald, Dr. James Mulshine, Jean Perin, David Paik, Karen Fuller and Marcelle Leahy.

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*The University of Texas M.D. Anderson  
Cancer Center*

James L. Mulshine, M.D. (Co-Chair)

*Associate Provost for Research*

*Rush University Medical Center*

Chris Albanese, Ph.D.

*Associate Professor, Departments of Oncology  
and Pathology*

*Lombardi Comprehensive Cancer Center  
Georgetown University Medical Center*

Janet Audrain-McGovern, Ph.D.

*Assistant Professor, Department of Psychiatry  
University of Pennsylvania*

David Berrigan Ph.D., M.P.H.

*Applied Research Program  
Division of Cancer Control and  
Population Sciences  
National Cancer Institute*

Rebecca L. Blanchard, Ph.D.

*Associate Director, Clinical Pharmacology  
Merck & Co., Inc.*

Robert Clarke, Ph.D. D.Sc.

*Professor of Oncology and Physiology & Biophysics,  
Department of Oncology  
Lombardi Comprehensive Cancer Center  
Georgetown University Medical Center*

Jennifer Eng-Wong, M.D., M.P.H.

*Medical Director, Capital Breast Care Center  
Department of Hematology/Oncology  
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Leena Hilakivi-Clarke, Ph.D.

*Professor of Oncology  
Georgetown University*

Louise R. Howe, Ph.D.

*Assistant Professor, Dept. of Cell &  
Developmental Biology  
Weill-Cornell Medical College and  
Head, Mammary Tumorigenesis Laboratory  
Strang Cancer Research Laboratory*



James Mulshine, co-chair of the Foundation's Scientific Review Panel.

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*Professor and McKean Love Chair,  
University of Texas at Austin and  
Professor of Carcinogenesis  
University of Texas-MD Anderson Cancer Center*

Mary Beth Martin, Ph.D.

*Associate Professor, Departments of Oncology  
and Biochemistry and Molecular Biology  
Lombardi Comprehensive Cancer Center  
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Suzanne M. Miller, Ph.D.

*Senior Member, Division of Population Science;  
Director, Psychosocial and Behavioral  
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Susan G. Nayfield, M.D., M.Sc.

*Chief, Geriatrics Branch  
Geriatrics and Clinical Gerontology Program  
National Institute on Aging, NIH*

Marsha E. Reichman, Ph.D.

*Surveillance Research Coordinator  
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Marc D. Schwartz, Ph.D.

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Co-Director, Cancer Control  
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Director, Cancer Genetics and Epidemiology  
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College of Pharmacy/ Dept. of  
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Bruce J. Trock, Ph.D.

*Director, Division of Epidemiology  
Associate Professor of Urology, Epidemiology,  
Oncology, and Environmental Health Sciences  
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Kent E. Vrana, Ph.D.

*Penn State Milton S. Hershey Medical Center  
Penn State College of Medicine*

Zhen Zhang, Ph.D.

*Associate Professor and Associate Director  
Center for Biomarker Discovery  
Department of Pathology  
Johns Hopkins University School of Medicine*

# Statement of Financial Position

for the year ended June 30, 2009

## ASSETS

### CURRENT ASSETS

Cash and cash equivalents	\$ 2,827,283
Accounts and pledges receivable	<u>\$780,118</u>
Total Current Assets	\$3,607,401

### INVESTMENTS

General	\$3,287,748
Endowment programs	<u>\$4,531,394</u>
	\$7,819,142

### PROPERTY

Office furniture and equipment	\$143,978
Accumulated depreciation	<u>\$(120,894)</u>
	\$23,084

### OTHER ASSETS

Prepaid Expenses	\$24,275
Deposits	\$32,846
Charitable gift annuities	\$123,300
Interest in remainder trusts	\$251,334
Deferred compensation plan	<u>\$25,430</u>
	\$457,185

TOTAL ASSETS

\$11,906,812

## LIABILITIES AND NET ASSETS

### CURRENT LIABILITIES

Accounts payable and accrued expenses	\$121,186
Deferred income	\$270,676
Grants payable	<u>\$1,871,410</u>
Total Current Liabilities	\$2,263,272

### LONG-TERM LIABILITIES

Charitable gift annuities	\$55,319
Deferred compensation plan	<u>\$25,430</u>
Total Long-Term Liabilities	\$80,749
Total Liabilities	\$2,344,021

## NET ASSETS

Unrestricted	\$5,860,987
Temporarily restricted	\$3,423,391
Permanently restricted	<u>\$278,413</u>
Total Net Assets	\$9,562,791

**TOTAL LIABILITIES  
AND NET ASSETS**

**\$11,906,812**

# Statement of Activities and Changes in Net Assets for the year ended June 30, 2009

## SUPPORT AND REVENUE

Contributions	\$4,677,411
Bequests and other income	\$1,032,403
Investment income	<u>\$(1,784,881)</u>
In-kind contributions	\$515,144
Special events	\$2,722,189
Less: Costs of direct benefits to donors	<u>\$(295,997)</u>
Net assets released from restrictions	—
<b>TOTAL SUPPORT AND REVENUE</b>	<b><u>\$6,866,269</u></b>

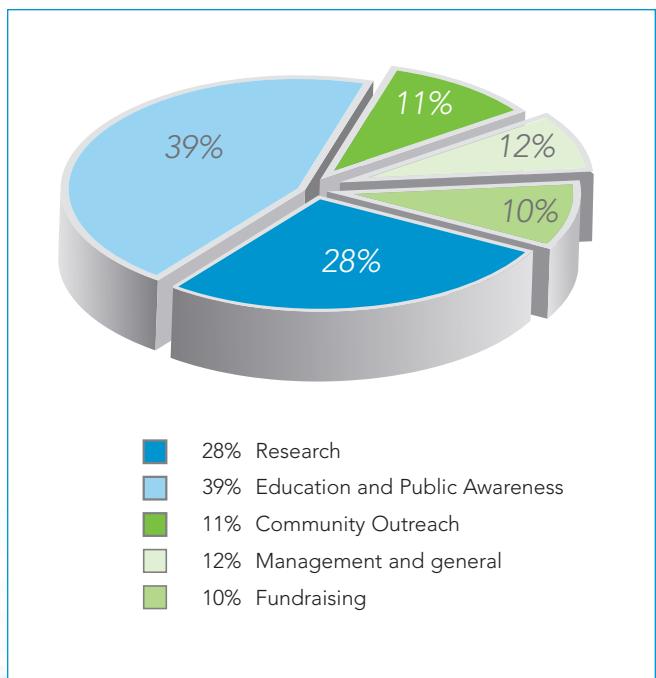
## EXPENSES

Program:	
Research	\$2,566,705
Education and public awareness	\$3,607,722
Community outreach	\$1,032,635
Management and general	\$1,060,403
Fundraising	<u>\$884,051</u>
<b>TOTAL EXPENSES</b>	<b><u>\$9,151,516</u></b>

## DECREASE IN NET ASSETS

NET ASSETS, BEGINNING OF YEAR	<u>\$11,848,038</u>
	<u><b>\$9,562,791</b></u>

## NET ASSETS, END OF YEAR



**PREVENT CANCER FOUNDATION**

1600 Duke Street

Suite 500

Alexandria, Virginia 22314

Tel (703) 836-4412

Fax (703) 836-4413

800-227-2732

[www.preventcancer.org](http://www.preventcancer.org)

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Research. Education. Outreach.

The Prevent Cancer Foundation has been the **Catalyst** for prevention as key to the fight against cancer and a **Catalyst** in influencing the national health care debate. Through its mission – research, education and outreach – the Prevent Cancer Foundation has demonstrated that prevention and early detection are **Catalysts** for winning the war against cancer.

