



THE RISING TIDE OF PREVENTION

2014 ANNUAL REPORT







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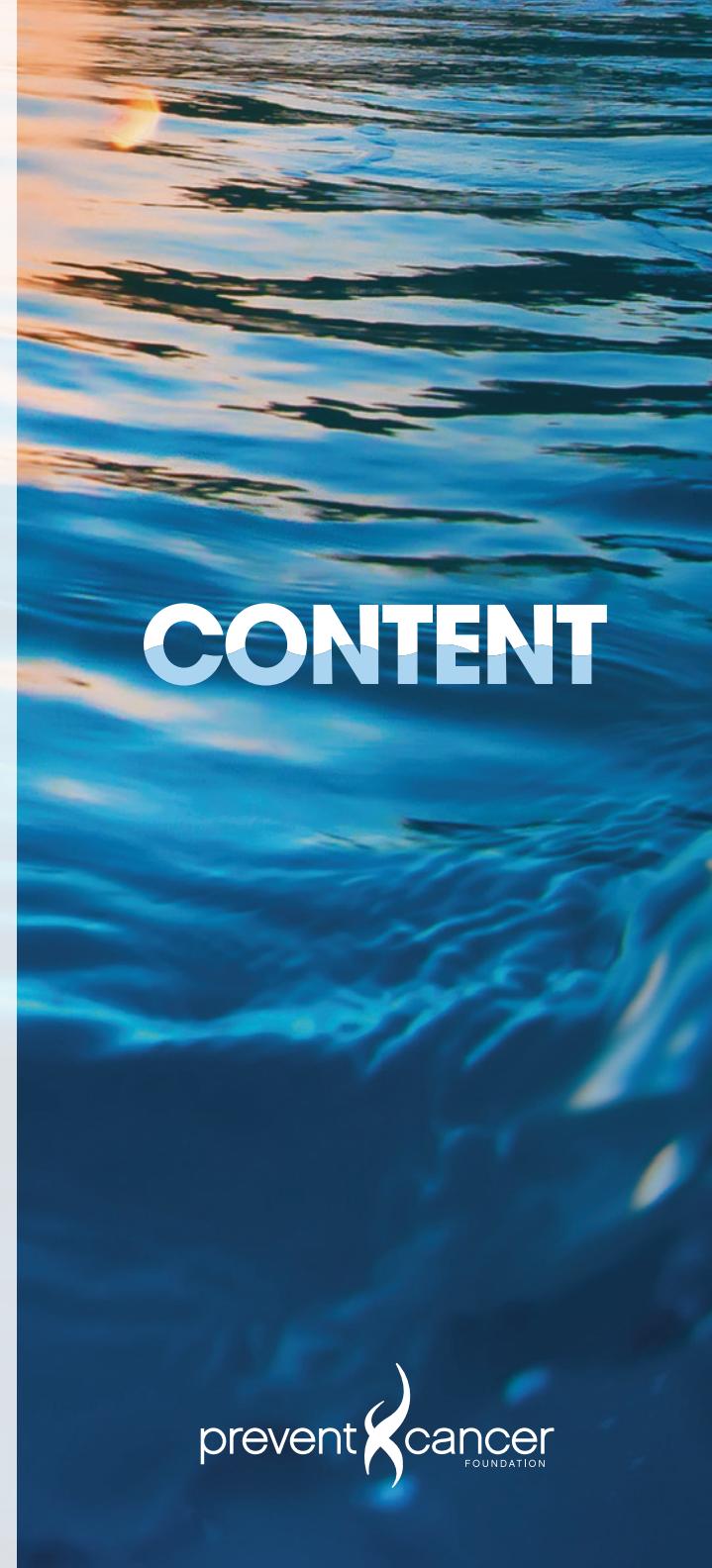
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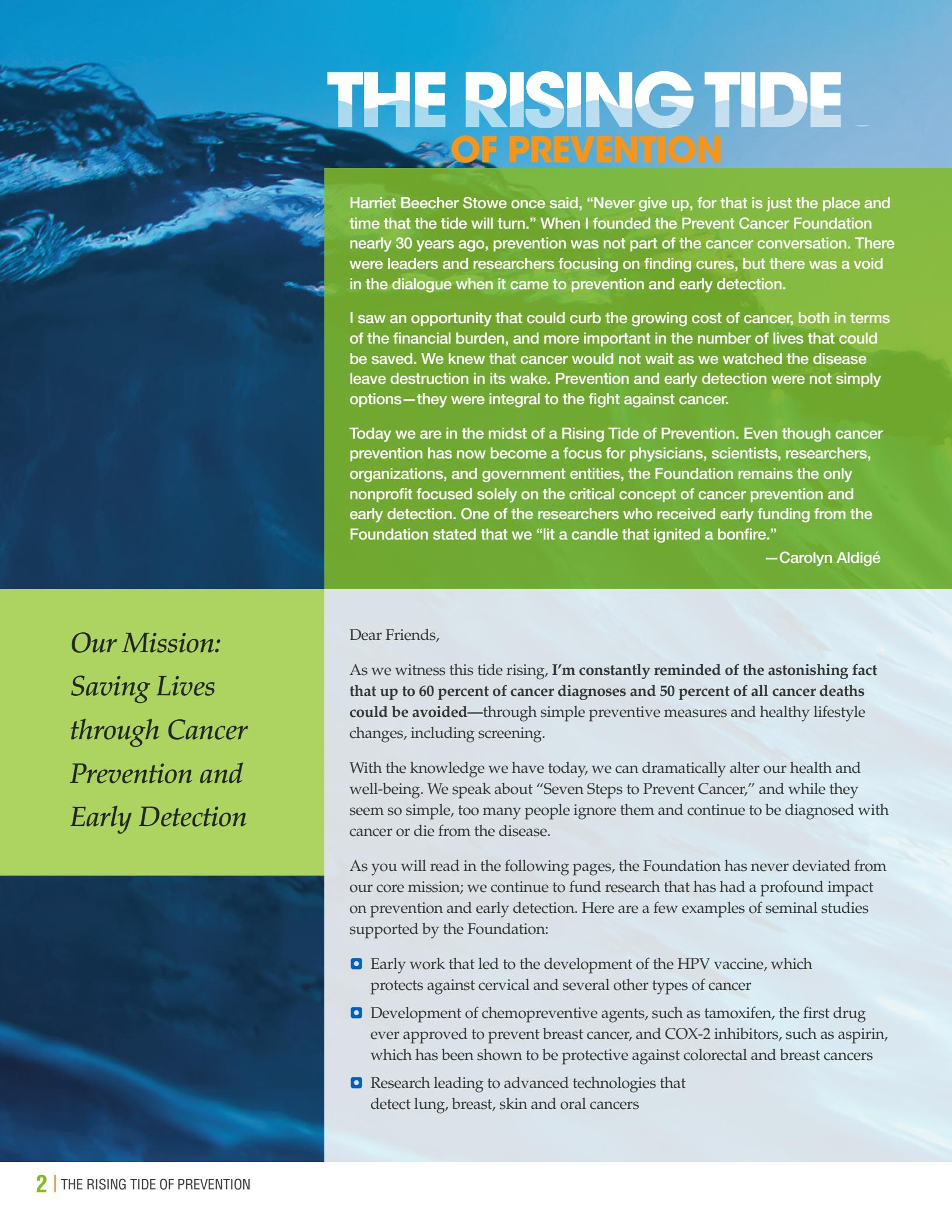
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THE RISING TIDE OF PREVENTION

Harriet Beecher Stowe once said, “Never give up, for that is just the place and time that the tide will turn.” When I founded the Prevent Cancer Foundation nearly 30 years ago, prevention was not part of the cancer conversation. There were leaders and researchers focusing on finding cures, but there was a void in the dialogue when it came to prevention and early detection.

I saw an opportunity that could curb the growing cost of cancer, both in terms of the financial burden, and more important in the number of lives that could be saved. We knew that cancer would not wait as we watched the disease leave destruction in its wake. Prevention and early detection were not simply options—they were integral to the fight against cancer.

Today we are in the midst of a Rising Tide of Prevention. Even though cancer prevention has now become a focus for physicians, scientists, researchers, organizations, and government entities, the Foundation remains the only nonprofit focused solely on the critical concept of cancer prevention and early detection. One of the researchers who received early funding from the Foundation stated that we “lit a candle that ignited a bonfire.”

—Carolyn Aldigé

Our Mission: Saving Lives through Cancer Prevention and Early Detection

Dear Friends,

As we witness this tide rising, I’m constantly reminded of the astonishing fact that up to 60 percent of cancer diagnoses and 50 percent of all cancer deaths could be avoided—through simple preventive measures and healthy lifestyle changes, including screening.

With the knowledge we have today, we can dramatically alter our health and well-being. We speak about “Seven Steps to Prevent Cancer,” and while they seem so simple, too many people ignore them and continue to be diagnosed with cancer or die from the disease.

As you will read in the following pages, the Foundation has never deviated from our core mission; we continue to fund research that has had a profound impact on prevention and early detection. Here are a few examples of seminal studies supported by the Foundation:

- Early work that led to the development of the HPV vaccine, which protects against cervical and several other types of cancer
- Development of chemopreventive agents, such as tamoxifen, the first drug ever approved to prevent breast cancer, and COX-2 inhibitors, such as aspirin, which has been shown to be protective against colorectal and breast cancers
- Research leading to advanced technologies that detect lung, breast, skin and oral cancers

- Studies looking at links between naturally-occurring elements in the diet (e.g., resveratrol, curcumin) and cancer
- Research leading to the understanding about how certain heavy metals (e.g., cadmium, titanium) cause cancer
- Important behavioral studies leading to advances in understanding how to help smokers quit
- Studies on genetic links to cancer and how they are related to diet and other lifestyle choices

The Foundation was involved in early conversations that led to the funding of one of the largest (50,000 participants) and most expensive (\$250 million) clinical trials ever conducted, to determine whether screening individuals at high risk of developing lung cancer through the use of low-dose computed tomography (LDCT) would save lives.

The trial was positive and this past year the U.S. Preventive Services Task Force recommended screening to reduce death from lung cancer, the number one cause of cancer death in the U.S. Now the tide has risen on LDCT lung cancer screening, and it is time to ride the wave to finally reduce the number of lives lost to this lethal disease.

Unfortunately, what isn't rising is the amount of funding from the federal government for biomedical research. Funding levels have been stagnant since 2003 and after adjusting for inflation, the National Institutes of Health has actually lost ground—with funding dropping by 22 percent.

The Prevent Cancer Foundation continues its commitment to serving communities across the nation—educating the public on cancer prevention and early detection, healthy living—and the importance of regular screening.

The Foundation connects people with lifesaving information and direct service programs, while funding leading-edge cancer research, providing vital community outreach and education programs, and advocating for important issues on Capitol Hill and throughout the nation. We hope that the many ways we contribute to reducing cancer incidences and mortality through prevention will bring about a "rising tide that lifts all boats."

Each story you will read has in some way helped the tide of prevention rise.

I am proud of everything we have accomplished over the past 29 years and look forward to increasing the rising tide of prevention into our 30th year and beyond.

Sincerely,

Carolyn Aldigé

Carolyn Aldigé
President and Founder



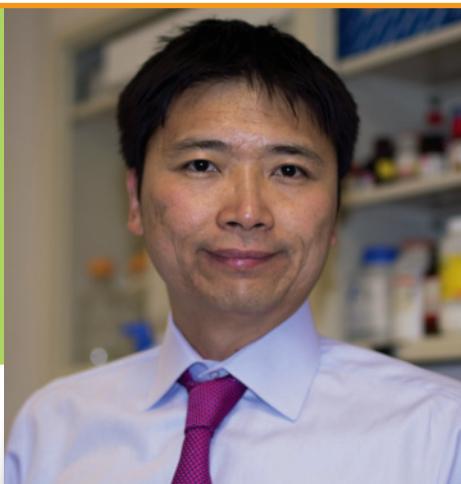
Stop Cancer Before It Starts!

THE RISING TIDE OF RESEARCH

A rising tide doesn't raise people who don't have a boat. We have to build the boat for them. We have to give them the basic infrastructure to rise with the tide. —Rahul Gandhi

"Liver cancer is the third leading cause of cancer-related deaths worldwide; it already took two friends from me. I am going to fight back using my research as a weapon."

—Ying Fu, Ph.D.



YING FU, PH.D.,
GEORGETOWN UNIVERSITY

NAMED AWARD:

Marcia and Frank Carlucci Charitable Foundation Award in Cancer Prevention and Early Detection

WHAT HE WILL STUDY:

Omega-3 fatty acids for liver cancer prevention

Hepatocellular carcinoma (HCC) is the third leading cause of cancer-related deaths worldwide. Currently, there are no known biomarkers for early detection, and death often occurs soon after diagnosis. Dr. Fu, a postdoctoral fellow in Dr. Fung-Lung Chung's laboratory at Georgetown University, is examining a potential biomarker for the early detection of liver cancer and also is examining a mechanism-based method combining omega-3 fatty acids and the antioxidant from green tea as a novel cancer chemopreventive agent.

BY THE NUMBERS

The Foundation has funded **10** research projects on liver cancer prevention/early detection since 1985

Researchers in **7** different institutions in the U.S. have received Prevent Cancer funds to study liver cancer prevention/early detection

The first liver-cancer award was made in **1991**

Number of awards that have focused on biomarkers for liver cancer: **6**

Since **1985** our research program has funded more than **480** grants or fellowships at more than **150** of the most prestigious academic institutions and medical centers across the country.

Each year researchers receive an annual
\$40,000 award for 2 years.

With each grant we award, the tide rises.

The Foundation has funded **28** research projects on prostate cancer prevention/early detection since 1985

Researchers in **21** institutions across the country have received Prevent Cancer funds to study prostate cancer prevention/early detection

The first prostate cancer focused grant was awarded in

1992



"The funding from the Prevent Cancer Foundation will allow me to conduct critical experiments to study how hormones may be linked to prostate cancer. This could lead to identification of ways to prevent this major malignancy."

– Maarten Bosland, D.V.Sc., Ph.D.

MAARTEN BOSLAND, D.V.Sc., Ph.D.,
UNIVERSITY OF ILLINOIS AT CHICAGO

NAMED AWARD:

Awesome Games Done Quick Research Grant in Prostate Cancer

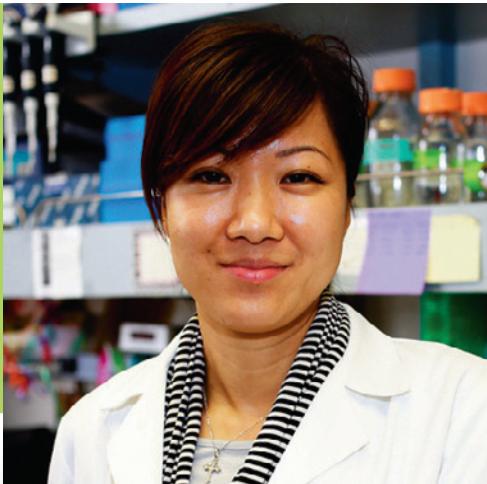
WHAT HE WILL STUDY:

Prevention of hormone-induced prostate cancer

After skin cancer, prostate cancer is the most common cancer in men, yet its causes are unknown. Male sex hormones (androgens) are considered critical factors in prostate cancer development. Because estrogens are formed from androgens in males, it is conceivable that estrogens play a role in prostate carcinogenesis. Dr. Maarten Bosland, Professor at University of Illinois at Chicago, and his team plan to collect preliminary data to examine how androgens and estrogens interact, and how interference with their interactions may strengthen our understanding of how to prevent prostate cancer.

"In a tight funding climate, especially for junior research investigators, the support from the Prevent Cancer Foundation is extremely important in advancing my current work with e-cigarettes and helping me remain competitive for future awards from other grant agencies."

– Stacy Park, Ph.D., M.S.



STACY PARK, PH.D., M.S.,
UNIVERSITY OF CALIFORNIA,
LOS ANGELES

WHAT SHE IS STUDYING:

The role of e-cigarettes in the pathogenesis of lung cancer

Public health concern has risen with the growing availability and visibility of electronic cigarettes (e-cigarettes) across the country, yet very little research on the health effects of e-cigarettes currently exists. In fact, some manufacturers are promoting e-cigarettes as a safer alternative to cigarettes even though their potential toxicity, or cancer-causing ability, has not been evaluated. Enter Dr. Stacy Park, a postdoctoral fellow in Dr. Steven Dubinett's laboratory at the University of California, Los Angeles. Dr. Park is looking at whether normal lung cells turn into cancerous cells after exposure to e-cigarettes. This research is among the first to determine if e-cigarettes have the potential to cause cancer. This contribution to the evidence base for e-cigarettes and their long-term health effects may advance tobacco-control policies and significantly impact lung cancer prevention.

The Foundation has funded **48** research projects on lung cancer prevention/early detection since **1985**

Researchers in **31** institutions have received Foundation funds to study lung cancer prevention/early detection

The first lung cancer focused grant was awarded in **1987**

Researchers in **17** states have received Prevent Cancer funds to study prostate cancer prevention/early detection

Number of awards that have focused on prostate cancer chemoprevention:

17



"I was struck that much of the published literature focused on treatment of prostate cancer rather than prevention. This became my research focus—identifying non-toxic therapies to prevent or delay the development of prostate cancer."

— Ronac Mamtani, M.D., M.S.C.E.

RONAC MAMTANI, M.D., M.S.C.E., UNIVERSITY OF PENNSYLVANIA

NAMED AWARD:

Figdor Family Research Award
in Cancer Prevention

WHAT HE IS STUDYING:

The impact of metformin on the risk of prostate cancer

After skin cancer, prostate cancer is the most common cancer in men. Screening the public for prostate cancer is not currently recommended until a more reliable screening test becomes available. Therefore, primary prevention of prostate cancer is more important than ever.

Dr. Ronac Mamtani of the University of Pennsylvania is studying metformin, a drug commonly used to treat Type 2 diabetes, as a possible drug to prevent the onset of prostate cancer. Metformin is safe, inexpensive and has been linked to a decreased risk of several cancers. Dr. Mamtani is comparing metformin with another type of drug for Type 2 diabetes to see if metformin is associated with lower risk of prostate cancer or less-aggressive forms of the disease. His results may lead to rapid clinical translation after further trials of metformin as a preventive agent for prostate cancer.

"My family's struggles with breast cancer have brought the lack of clear-cut prevention strategies to my attention. My hope is that I can make a meaningful difference in the development of prevention strategies for breast cancer and help generations of women to come."

– Sonia de Assis, Ph.D.



SONIA DE ASSIS, PH.D. GEORGETOWN UNIVERSITY

NAMED AWARD:

Holden Family Research Grant
in Breast Cancer Prevention

WHAT SHE IS STUDYING:

Paternal obesity and reprogramming
of breast cancer risk in their offspring

Obesity is one of the few modifiable risk factors for breast cancer. Some studies show that a mother's obesity and nutrition during pregnancy can also affect her daughter's breast cancer risk; however, no studies have used an animal model of the disease to investigate the impact of a father's obesity or dietary habits on breast cancer risk in his children. Dr. Sonia de Assis of Georgetown University will investigate whether paternal obesity around the time of conception reprograms a father's germ-line epigenome (chemical switches that turn genes on and off) and increases a daughter's likelihood of developing breast cancer. Her study could uncover a new source of breast cancer risk, eventually leading to new approaches for breast cancer prevention and new biomarkers for early detection.

BY THE NUMBERS

The Foundation has funded
87 research projects on
breast cancer prevention/early
detection since 1985

Researchers in **56**
different institutions have
received Foundation funds to
study breast cancer prevention/
early detection

The first breast cancer award
was made in **1998**



The Foundation has granted more than \$3 million since 1995 towards the purchase and operation of the Mammovan run by the GW Faculty Associates.

THE RISING TIDE OF EDUCATION

I truly appreciate the Dialogue for Action work and its dedication over the past decade to supporting the work around colorectal and other cancers for our challenged American Indian communities. Your support has made a difference!
— Chi Miig Wech

2014 DIALOGUE FOR ACTION™: RIGHT-SIZING CANCER SCREENING

For the past 16 years the Foundation's National Conference, Dialogue for Action™ on Cancer Screening, has brought together professionals committed to realizing the lifesaving potential of cancer screening for all communities. Dialogue convenes a diverse group of stakeholders: primary-care clinicians and advocates, medical specialists, survivors and advocates, researchers and health educators, third-party payers and staff from public health agencies on the national, state and county levels, all interested in cancer screening. Dialogue for Action™ is considered to be the "can't miss" conference that provides participants with concrete tools and effective strategies for use in both clinical and public health settings.

What participants said about the 2014 Dialogue:

"The excellent agenda covered a wide range of cancer topics that were very applicable to my work."

"The speakers were really excellent this year, the content of the information shared was exceptional. I was very pleased."

"The content of the conference was on target for cancer screening and overall cancer care. I respect the caliber of the speakers; they are experts in their fields of study. I applaud the courage of Prevent Cancer to present both the Pro and Con of the issues; a true dialogue."

Acting as a convener for education has been an important role for the Foundation. It was and is critical.

BY THE NUMBERS

205 participants came from **33** states, **9** American Indian/Alaska Native tribes and organizations, Japan and Israel

49% intend to implement change in their workplaces or communities as a result of attending the Dialogue

67% plan to contact colleagues they met at the Dialogue to discuss or collaborate on cancer screening activities

92% plan to attend the 2015 Dialogue for Action





Dr. James L. Mulshine, Prevent Cancer Foundation scientific director and chairman of the Workshop Steering Committee, and Carolyn Aldigé present the 2014 James L. Mulshine, M.D. Leadership Award to Nancy Gagliano, M.D., Chief Medical Officer of CVS Minute Clinic and Senior Vice President of CVS Health.

In the words of Dr. von Eschenbach, “Congratulations to the Prevent Cancer Foundation! Hard work and persistence do turn aspirations into reality. The USPSTF’s decision is directly due to your advocacy and insistence that data be placed into its proper context to make wise public health decisions. Dr. Jim Mulshine deserves a special shout out! He has been tireless from his days at the NCI until now to save the lives of lung cancer patients by early detection and treatment.”

Andrea Mitchell, recipient of the Distinguished Service in Journalism Award, Mrs. Debbie Dingell and Lisa McGovern, Executive Director of the Congressional Families Cancer Prevention Program.



LUNG CANCER WORKSHOP

In May, the Prevent Cancer Foundation hosted its annual workshop on the use of low-dose spiral CT (LDCT) screening to both detect lung cancer and other tobacco-induced diseases (particularly cardiovascular disease and COPD, also known as emphysema) and to more rapidly evaluate response to new treatments.

Imaging of the chest by LDCT has become even more significant as a tool for early detection of cancer now that the United States Preventive Services Task Force, “an independent, volunteer panel of national experts in prevention and evidence-based medicine,” has recommended that adults ages 55-80 who are at high risk for lung cancer be screened—and now that private insurers will be required to pay for the testing beginning January 1.

The first of these workshops was organized by the Foundation in 2000 and within a year, the decision was made by Dr. Andrew C. von Eschenbach, then the director of the National Cancer Institute (NCI), to launch the National Lung Screening Trial (NLST), one of the largest (50,000 participants) and costliest (\$250 million) clinical trials in its history. Prevent Cancer Foundation President Carolyn Aldigé and Scientific Director Dr. James Mulshine participated in discussions held at the NCI about whether to conduct the trial. The NLST was halted in 2010 when it achieved its goal of proving that LDCT screening reduced death from lung cancer by at least 20 percent.

CONGRESSIONAL FAMILIES CANCER PREVENTION PROGRAM

The Congressional Families Cancer Prevention Program brings together a bipartisan, bicameral group of Members of Congress and their spouses to help prevent cancer through education, awareness and outreach activities throughout the year. The highlight of the year was a series of women’s health panels, which convened spouses, staff and Members of Congress.

Actress and activist Fran Drescher helped garner attention for *Women’s Cancers: New Science, New Activism*, co-hosted with the Heinz Center for Science, Economics and Environment. Leading scientists Dr. Linda Birnbaum, Director, National Institute of Environmental Health Sciences at the National Institutes of Health and Dr. H. Kim Lyerly of Duke University School of Medicine led the discussion.

The Congressional Families Cancer Prevention Program also hosted the 21st annual *Action for Cancer Awareness* Awards Luncheon. Since 1993, this event has honored individuals who have made a significant contribution to cancer prevention and early detection. Fox News National Security Correspondent Jennifer Griffin, a survivor of triple negative breast cancer, served as master of ceremonies. Distinguished award recipients included congressional spouse Landra Reid (wife of Senate Majority Leader Harry Reid), NBC News anchor Andrea Mitchell and Olympic gymnast Shannon Miller. Each of these survivors was recognized for using her visibility and public influence to help fight cancer. A Special Recognition Award was presented to the Department of Defense’s *Healthy Base Initiative* for its work to combat obesity and tobacco use on military installations.

THE RISING TIDE OF OUTREACH

You can judge a leader by the size of the problem he tackles. Other people can cope with the waves, it's his job to watch the tide. — Antony Jay

Since 1991, the Foundation's community outreach has been reflected in the millions of dollars invested in support of cancer awareness and screening programs in communities across the country. These include ongoing support of the Mammovan, run by the Medical Faculty Associates of George Washington University, *Celebremos la Vida!* and Health Awareness and Screening Booths at State Fairs in rural America.

HEALTHY FAMILIES / HEALTHY COMMUNITIES CANCER PREVENTION PROJECT

The Foundation for Healthy Communities in New Hampshire will develop a presentation on breast, cervical and colorectal cancer screening tailored to specific cultural and low-literacy needs. The Bhutanese and African communities in New Hampshire, along with other under-served communities, will have an opportunity to learn why cancer screening is important and how to access screenings through this project.

An important component of this project is that the information will reach a very diverse audience, being translated into six languages—**Spanish, Nepali, Portuguese, Arabic, Swahili and American Sign Language**—and will include the latest screening guidelines, how to communicate with one's primary care provider and how to access low-cost screening programs.



There are thousands of people in parts of country where prevention isn't part of the conversation. Cancer was only thought about in terms of treatment. Through the Prevent Cancer Foundation's Peer-Reviewed Community Grants program we raised the tide of prevention in communities across the United States.

BY THE NUMBERS

Since **2007** the Foundation has awarded **34** peer-reviewed grants in **23** states.

CHECK YOUR MATE



The Prevent Cancer Foundation celebrated Valentine's Day in 2014 by launching the "Check Your Mate" campaign, which encouraged partners to perform breast, testicular, and skin cancer checks on one another. The Foundation created shareable online cards specifically targeted toward millennials and the campaign quickly gained traction. As unique and innovative education tools, the cards were utilized by colleague organizations, bloggers and social media influencers across the country.



BY THE NUMBERS

The cards were each retweeted an average of **72** times.

Weekly Facebook impressions totaled **643,045**.

The campaign was most popular with **18-24** year olds.

DEVELOPING LIFESTYLE MODIFICATION TIPS FOR THE "DOWN HOME HEALTHY LIVING" COOKBOOK

African-Americans have the highest colorectal cancer incidence and mortality rates among any racial/ethnic group. This project aims to address lifestyle behaviors such as diet, exercise and cancer screening to combat this cancer disparity. A unique cookbook, providing culturally appropriate recipes, will educate the African-American community on healthy lifestyles to prevent colorectal cancer. The Georgia Regents University will develop and evaluate the lifestyle tips (diet, physical activity and screening) component of the Down Home Healthy Living Cookbook—and will distribute it to 7,200 African Americans in 11 states as part of a CRC screening intervention. These lifestyle tips, which will provide practical action steps for good health and cancer prevention, will be developed with the input of African-American women in Miami, Chicago, Philadelphia and Los Angeles.

"The Prevent Cancer Foundation community grant has allowed us to incorporate the voice of women in this cookbook. The tips belong to the women, they believe in them and therefore are much more likely to adopt them and achieve their goals for healthier diets and exercise."

— Dr. Selina Smith, Director of the Institute of Public & Preventive Health at Georgia Regents University.



Women in Miami helped develop the lifestyle tips for the 2014 community grant project.

DEVELOPMENT OF CULTURALLY SENSITIVE EDUCATIONAL MATERIALS ON HPV FOR AMERICAN INDIAN COMMUNITIES

The cervical cancer mortality rate for American Indian women is five times the national rate. This high death rate, coupled with low vaccination rates and a lack of culturally-appropriate cancer prevention education materials for American Indians, underscores the importance of this community grant.

The Minnesota Cancer Alliance is developing and testing culturally-specific mailings and educational materials on HPV vaccinations to be used in Minnesota's America Indian communities for the prevention of cervical cancer and other HPV-associated cancers. The cancer prevention materials will be distributed throughout the state to reach the parents of American Indian children ages 11-18 and the adolescents themselves.

"There is a lack of knowledge and awareness about HPV and the vaccine," said Heather Hirsch, Cancer Program Manager for the Minnesota Department of Health. This grant will help reach American Indian youth ages 11-18 years and their parents with educational materials for HPV vaccinations. Parents were used as a focus group to help determine which messages and photos are effective, depending on the specific culture.

UNIDAS EN ROSA: BREAST HEALTH EDUCATION FOR LATINAS

The Los Angeles County Affiliate of Susan G. Komen® is implementing a culturally-competent outreach and education program, reaching community members at faith-based events, training lay health advocates (*Promotoras*) and motivating Latinas to seek breast health information and screening services in order to reduce late-stage diagnoses.

- "Through the support of Prevent Cancer Foundation, our *Unidas en Rosa* program has been able to educate 111 Latinas through six culturally-sensitive sessions at churches, train 23 *Unidas en Rosa Promotoras* on health communication and breast health basics and reach over 240 Latinas through three community-hosted events," said Gwen Barker, Director of Mission Programs for Susan G. Komen, Los Angeles County Affiliate.
- The group adapted the Foundation's *Campeonas* materials for their train-the-trainer events.
- Halfway through their grant year, this grantee has already reached 351 Latinas in the community and trained 23 *Promotoras*.



With the Foundation's grant the American Indian Cancer Foundation spreads the word about cancer prevention.

Pictured top to bottom:
Unidas en Rosa training of lay health advocates.

Promotora training equips women in the community to encourage others to learn about breast health and to get screened.



THE RISING TIDE OF ADVOCACY

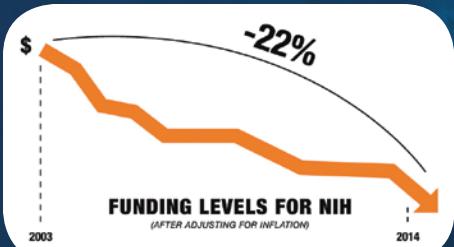
The past year has brought significant shifts in both cancer prevention policy and advocacy efforts by the Prevent Cancer Foundation, to ensure that all Americans have access to the tools they need to lead healthy lives. Along with a new strategic advocacy vision, the Foundation launched a website—www.preventcancer.org/advocacy—to educate, engage and empower grassroots advocates across the nation.

Health Care Reform

There has been a sea change in health care policy since 2010, when the Patient Protection and Affordable Care Act (ACA) was signed into law. The most important goals of this legislation were to expand access, improve quality and control costs. We are grateful that the law also covers significant preventive care services, offering 15 benefits including tobacco cessation programs, screening for many cancers, obesity counseling and cancer-protective vaccines.

Cancer Research Funding

Investments in medical research are critical to our ability to successfully prevent, diagnose and treat chronic illness, including cancer. Yet federal funding for the National Institutes of Health (NIH) has been steadily declining since 2003. The NIH is the largest source of funding for medical research in the world, supporting scientists, universities and research institutions in every state and internationally, yet funding has dropped by 22 percent (adjusted for inflation).



NIH funding has dropped 22% since 2003.

Advocacy Priorities

This year, the Foundation advocated for the following issues:

- Increasing federal funding for cancer research
- Supporting funding for clinical trials
- Protecting the public health through the strict regulation of e-cigarettes as well all tobacco products, including cigars
- Advocating against a recommendation that the Centers for Medicare and Medicaid Services (CMS) not be required to cover low-dose computed tomography (LDCT) scans to detect lung cancer in seniors.

- Enhancing transparency and accountability for the United States Preventive Services Task Force (USPSTF)
- Waiving Medicare coinsurance for colorectal cancer screening tests
- Opposing payer-generated clinical pathways
- Expediting FDA approvals for sunscreen ingredients
- Banning tanning bed use for minors
- Improving the nutritional quality of school lunches and imposing an excise tax on sugar sweetened beverages

The ebb and flow in cancer prevention and early detection policy means that the work of the Prevent Cancer Foundation, along with the efforts of our grassroots advocates, is more critical than ever before. As we prepare for the 114th Congress, prevention must be promoted and protected as a cost-effective strategy and—most important—as a way to save lives.

BREAKAWAY FROM CANCER®

Breakaway from Cancer® is a partnership among four cancer-related national non-profits: the Prevent Cancer Foundation, Cancer Support Community, Patient Advocate Foundation and the National Coalition for Cancer Survivorship.

We are honored to have been part of Breakaway from Cancer® since it began in 2005, and participate in the Breakaway educational booth at the Amgen Tour of California, a professional eight-day cycling race through the state of California, from Sacramento to Thousand Oaks. Foundation staff were on hand to provide educational materials on cancer prevention and early detection and speak with visitors about their experiences with cancer. A fun part of this year's tour was a photo booth dedicated to building the world's largest cancer support team through social media.



THE RISING TIDE OF FUNDING

TWENTIETH ANNUAL SPRING GALA RAISES RECORD FUNDS IN SUPPORT OF THE MISSION

Spring 2014 was ushered in by the 20th annual Prevent Cancer Foundation gala, a celebration of "Graceful, Gracious Japan." The evening brought together 1,000 guests from Washington's business, diplomatic, government, medical and social communities. The Ambassador of Japan Kenichiro Sasae, and Mrs. Nobuko Sasae, served as honorary patrons of the gala, which **raised more than \$1.7 million. Over the past two decades this signature event has raised more than \$21 million** for cancer research and screening in under-served communities.

Under the leadership of gala co-chairs Gail and Jeff MacKinnon and corporate leadership committee co-chairs Linda and Rich Tarplin, we achieved both record attendance and record funds raised. The Foundation is especially grateful to Presenting Sponsor Eisai Oncology and premier benefactors Pfizer Inc and Otsuka Pharmaceuticals.

Highlights of the evening included recognition of Ellen Noghès, wife of the former Ambassador of Monaco Gilles Noghès, with the annual Cancer Champion Award. A three-time cancer survivor, Mrs. Noghès has been a strong advocate and leading voice in cancer prevention and education for two decades. The evening also showcased the strength and courage of Fox News National Security Correspondent Jennifer Griffin, who shared the riveting personal story of her triple negative breast cancer diagnosis.



Left to Right: Mrs. Laura Denise Bisogniero, His Excellency, Ambassador of Italy Claudio Bisogniero, Carolyn Aldigé, former Ambassador of Monaco Gilles Noghès and Ellen Noghès, Mrs. Nobuko Sasae and His Excellency, Ambassador of Japan Kenichiro Sasae.



Carolyn Aldigé presents Ellen Noghès with the annual Cancer Champion Award.

"The annual Spring Gala is our way of thanking supporters for everything they do to advance our mission of saving lives through cancer prevention and early detection. At the same time, we have the opportunity to raise vitally-needed funds to continue supporting the groundbreaking research of early-career scientists and providing cancer screenings to underserved populations."

— Carolyn Aldigé,
Prevent Cancer Foundation
President and Founder

A GREAT DAY AT NATIONALS PARK FOR CANCER PREVENTION AND EDUCATION

Research shows that up to 60 percent of cancer can be prevented by healthy lifestyle choices. The Foundation is committed to educating the public on steps they can take to reduce their risk and live a healthier life. A mission-related signature event is our annual Prevent Cancer 5k and Health Fair. On September 29th, we covered the Washington Nationals ballpark in Prevent Cancer Foundation green, with more than 1,500 runners and walkers of all ages taking steps to better health, while raising funds to help the Foundation support community programs. After running or walking along the beautiful Capitol Riverfront, participants explored Nationals Park, including the batting cages and dugouts, and stopped in at health fair booths, where community partners offered skin and oral cancer screenings, flu shots, information on breast health and appointments for mammograms, blood pressure and BMI checks and tours of the Prevent Cancer Super Colon™.

Under the leadership of event chair Alison Hutchins, and bolstered by the support of Presenting Sponsors Breakaway from Cancer® and Amgen, this year's event raised \$140,000.



Chairman Emeritus of the board of directors of the Prevent Cancer Foundation, Marcia Carlucci and her family participate in the 5K.



Jan Bresch, Executive Vice President & Chief Operating Officer of the Prevent Cancer Foundation, with members of her 5K team and Teddy.



Volunteers cheering on participants as they finish the 5K.

BY THE NUMBERS

This year's event raised
\$140,000



Nancy Butler, best known to her family as "Mom" or "Nanners."

"We started this event three years ago as a way to use the incredible popularity of fantasy football to raise money for the Prevent Cancer Foundation, a great organization we wanted to support further. The draft night and short season fantasy football format has been a lot of fun for participants and we feel we've achieved our goal of raising awareness and money for Prevent Cancer."

Nanner's grandkids, Lucy and Teddy Stettinius, walking in her memory at the Prevent Cancer Foundation's 5K.



A GAME OF FANTASY BRINGS IN THOUSANDS OF DOLLARS

As a young adult, Headley Butler never imagined that watching football and trading players would have a connection to kicking cancer. However, when cancer touched Headley and his family, it became clear to them the important role that prevention can play and the potential there is to save lives through early detection. In 1998 Headley's aunt was diagnosed with stage 4 lung cancer, which claimed her life in a few short months. Then, 11 years later, Headley's mother, Nancy, received a similar diagnosis and the fight against cancer became even more personal and important to Headley and his three siblings.

A long-time friend of Carolyn Aldigé, Headley learned through her that there are actions people can take to detect cancer earlier and potentially save lives. The support and information he and his family received from the Foundation during their aunt's and mother's cancer experiences motivated Headley to want to do more. His family had always supported the Foundation, but Headley was now looking to engage more people with the Foundation's message of prevention and early detection—and to raise funds in the process.

In 2011, Headley teamed up with his siblings along with close friends Stuart Prince, Roger Edwards and Victor Maddux to organize a Fantasy Football benefit that has raised more than \$30,000 for the Foundation. His siblings, nephews, niece and fiancée all play in the charity fantasy league. Headley is excited to have found a unique way to take something that people love to do and use it to raise money, while at the same time providing education on cancer prevention. He doesn't consider himself a fund-raiser, but has become passionate about trying to get others to create their own beneficiary events. Headley is eager to help anyone who would like to plan a Fantasy Football event to benefit the Prevent Cancer Foundation.



Nancy Butler, far left, with her family in Cumberland Island, GA.

AWSOME GAMES DONE QUICK

It is estimated that nearly 200 million people in the U.S. play video games, with about five million of those gamers playing 40 or more hours a week. Some people (mostly parents) ask: "Can't you find something better to do with your time?"

On January 5-12, 2014, 550 players from across the country and around the world put their gaming to good use, filling a local Washington, DC-area hotel for the 6th Annual Awesome Games Done Quick Marathon, benefiting the Prevent Cancer Foundation. Another 100,000 gamers and fans tuned in online. Each year, the marathon features speed runs by "rock stars" of the gaming community who play popular games such as Legend of Zelda, Mega Man, Jak and Daxter and Super Mario Brothers. In just one week, 24 hours a day, the gamers played 115 games and raised over \$1 million to fund cancer prevention research and outreach programs across the nation!



Some gamers taking a little break pose for a photo.



Internet Banner Ads promoted the event across the world.



MAKING PAR

Pro Golfer Brendon de Jonge, who was a standout on the PGA Tour, has made a generous \$50,000 donation to the Prevent Cancer Foundation as part of the annual Holden Cup Charity Golf Tournament that benefits the Foundation, bringing tournament proceeds to over \$1,000,000. The donation was made in honor of tournament organizer Charlie Holden, his friend and mentor.

de Jonge was selected this year by well-known PGA Pros, and the iconic captains of the Presidents Cup, Ernie Els and Nick Price, to be a member of the International Team for the first time in his career. de Jonge, who attended college on a Holden Family Golf Scholarship, joined the pro tour in 2008 and was invited to play in the 2014 Masters.

In 2001, after losing his daughter Sheri to breast cancer, Charlie Holden and his family vowed to make a difference and keep other families from knowing the heartache of losing a loved one to cancer. "We're committed to fighting cancer in partnership with the Prevent Cancer Foundation. The money raised goes directly to cancer prevention and early detection research that one day may result in lives saved," said Holden recently.



Left to Right: Carolyn Aldigé, Charlie Holden, Jon Guhl and John F. Madden.

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*— James L. Mulshine, M.D., Associate Provost for Research,
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WAYS OF GIVING

HELP US CONTINUE TO RAISE THE TIDE OF PREVENTION

The Prevent Cancer Foundation depends upon the support of generous individuals like you. Over the past 29 years we have been able to invest over \$138 million in support of our mission of saving lives through cancer prevention and early detection. We value your partnership and hope you will continue to support our vision to *Stop Cancer Before it Starts!* There are many ways you can donate, and whatever way you choose to support the Foundation, please know that we appreciate your commitment to cancer prevention and early detection.

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To make a direct donation, please visit our website www.preventcancer.org or contact the Foundation's Development division at 703-519-2119. You may also make your gift in honor or in memory of a loved one.

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Making a recurring gift provides an opportunity to support the Foundation's mission now and in the future. Please visit our website to learn how you arrange to have a predetermined gift amount automatically charged to your credit card on a regular basis. You will be providing the Foundation with a steady, reliable source of funds to support its lifesaving work in prevention and early detection.

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For more information on how you can make a difference
in the fight against cancer, please visit our website
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Edward Perry Richardson was the father of Carolyn R. Aldigé, president and founder of the Prevent Cancer Foundation. His struggle against cancer inspired her to establish the organization and his memory has sustained Prevent Cancer's mission of saving lives through cancer prevention and early detection. Members of the Edward Perry Richardson Legacy Society are special friends of the Prevent Cancer Foundation who have committed to ensuring the legacy of Prevent Cancer by naming it as a beneficiary in their will, charitable gift annuity, charitable trust, individual retirement account or life insurance policy, or have made a gift of real estate or tangible personal property.

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Memorial Fund
Alexandria Toyota
Alloro Collection LLC
Ameriprise Financial Annual
Giving Campaign
Ameriprise Financial Employee Gift
Matching Program
Assurant, Inc.
Becton, Dickinson & Company
Cartier North America
CenterPoint Energy
Charity Buzz Inc.
Chubb
CIT Group Inc.
City of Seattle
Clear Channel
Club Managers Assn. of America
Conquer Cancer Foundation
Corporate Press
D.A. Davidson & Co.
Debby Hudson Colon Cancer
Foundation Inc.
Dominion Employee Giving Program
Epigenomics, Inc.
Fairview Golf Course Inc.
Gannett Foundation

GHC Associates, Inc.
Hallmark Iron Works, Inc.
Harlan Laboratories
Hartford Fire Insurance Company
Heather Podesta + Partners
Henry A. Latimer & Son, Inc.
John Hopkins University
JPMorgan Chase
King Spruce Company
Mark Krueger & Associates, Inc.
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Lowe, Brockenbrough & Co Inc.
Microsoft Matching Gifts Program
Network for Good
New York City Transit Authority
Ourisman Chrysler Jeep Dodge
Panther Expedited Services, Inc.
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Personal Care Products Council
Pfizer Foundation Matching Gifts Program
Pioneer Roofing Systems, Inc.
Printing Industries of America
Reico
Robert A. Millikan Middle School Student Body
The Juliet Rosenthal Foundation, Inc.
Securities Industry and Financial Markets Association
Service Distributing Inc.
Shiffman & Shiffman, P.C.
Sila Solutions Group
Simpson Development Inc.
S.L. Hinson Associates
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TMA Direct, Inc.
TRUIST
Twenty-First Century Group, Inc.
United Way California Capital Region
United Way of Greater Philadelphia and Southern New Jersey
United Way of New York City
Mike Uyama LLC
Vanderbilt University Medical Center
Verizon Foundation
Waterborne Environmental, Inc.
Wells Fargo Advisors, LLC
Wells Fargo Insurance Services USA, Inc.
Whole Foods Market
Winston Partners Group, L.L.C.
World Bank Community Connections Fund
ZogSports - Play for Your Cause

THE KESHISHIAN SOCIETY

(\$500 to \$999)

Harold M. Keshishian was a founding board member of the Prevent Cancer Foundation. His leadership and commitment to Prevent Cancer's mission helped change the landscape of cancer prevention and early detection for generations of individuals affected by cancer.

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Arc Thrift Stores
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Cars4Charities
The Foundation for the Catholic Diocese of Arlington, Inc.
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Employees' Community Fund of the Boeing Company
ETQ Management
Fairgrounds LLC
Farr, Miller & Washington, LLC
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Manheim, Inc.
mindSHIFT Technologies

ONEHOPE Foundation
U.S. Charitable Gift Trust
United Way of the National Capital Area
Wells Fargo Community Support Campaign

THE PITT SOCIETY

(\$250 to \$499)

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

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Mr. Milan Nikic
Mr. Johan Nilsson
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Mr. Samuel Niu
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Mr. Adam Northey
Ms. Darcy Nowaczek
Mr. and Mrs. Nathaniel Orme
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Angela & Roi LLC
 ArcelorMittal Matching Gifts Program
 Bank of America United Way Campaign
 Bovine Ignition Systems
 The Caminiti Insurance Group, LLC
 The Clorox Company Foundation
 Dixon Hughes Goodman
 Dynamark Security of Richmond, Inc.
 FirstGiving
 Give a Heart, Inc.
 Health Advances LLC
 Howard W. Phillips & Company
 IBM Retiree Charitable Campaign
 Maryland Charity Campaign
 McLanahan Towing Inc.
 Morgan Stanley
 NSI Neal Systems Inc.
 Passport Toyota
 PG&E Corporation
 Schenck Media Group
 Studio Zoe
 Wilson Tavern

BENEFICIARY EVENTS

Individuals and organizations select the Prevent Cancer Foundation to be the beneficiary of funds raised through an event they organize and host. Beneficiary events vary in size and type, and include everything from lemonade stands, art shows, water ski competition and online video games, to fantasy football and silent auctions.

Awesome Games Done Quick/
 Speed Demos Archive 2014
 Dixon Hughes Goodman Jeans Day
 Fantasy Football League

Frank J. Romano Foundation Inc.'s Rock & Run 5K
 Holden Cup
 Home Made Runway Models Show
 Robert A. Millikan Middle School Student Body Fundraiser
 Rob Rigg Hundred Hole Hike
 Video Game Night Marathon
 "The View for a Cure" Fairview Golf Course Tournament
 VP Racing Fuels
 ZogSports - Play for Your Cause

IN-KIND DONORS

The following donors have supported the Prevent Cancer Foundation with in-kind gifts and services during the year.

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 His Excellency, The Ambassador of Italy and Mrs. Bisogniero
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 His Excellency, The Ambassador of Portugal and Mrs. Brito
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 Her Excellency, The Ambassador of Liechtenstein
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Her Excellency, The Ambassador of Finland
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 Mr. and Mrs. Richard F. Rodgers
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 His Excellency, The Ambassador of Japan and Mrs. Sasae
 Ms. Melissa Stewart
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 Her Excellency, The Ambassador of Ecuador

Mr. David Tutera
 Mr. Mike Uyama
 George J. Weiner, M.D.
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Alton Lane
 Athena Water
 Azamara Club Cruises
 Cartier North America
 Clyde's Restaurant Group
 Columbia National Real Estate Finance, LLC
 Design Cuisine
 Diageo North America, Inc.
 The Dylan Amsterdam
 Edelman
 Reston Limousine
 The Ritz-Carlton, Tysons Corner
 Robert's Grove Beach Resort
 Shakespeare Theatre Company
 Singing Sands Inn
 Skyland Foods
 The St. Regis Hotel
 Subway
 Susan Gage Catering
 Tiger Woods Foundation
 Tosca
 Washington Kastles
 Washington Redskins
 Whole Foods Market
 Willard InterContinental Hotel
 Windows Catering Company



Juanita Cawley, Rotary International District 7610 Governor, looks on as Peter Knetemann, president of the Alexandria, VA chapter, presents Carolyn Aldigé with the "Citizen of the Year" Award. Aldigé was chosen from among 54 nominees who exemplify "Service Above Self."

STATEMENT OF FINANCIAL POSITION

For the year ending June 30, 2014

ASSETS

CURRENT ASSETS	
Cash and cash equivalents	1,622,144
Accounts and pledges receivable	340,073
	1,962,217
INVESTMENTS	
General	3,005,959
Donor restricted and Board designated funds	5,776,348
	8,782,307
PROPERTY	
Office Furniture and Equipment	182,396
Accumulated Depreciation	-157,488
	24,908
OTHER ASSETS	
Prepaid Expenses	39,689
Deposits	29,736
Charitable Gift Annuities	214,921
Interest in Remainder Trusts	467,974
Deferred Compensation Plan	162,527
	914,847
Total Organization Assets	11,684,279

LIABILITIES

CURRENT LIABILITIES	
Accounts Payable and Accrued Expenses	61,461
Deferred Income	-
Grants Payable	549,046
	610,507
LONG-TERM LIABILITIES	
Charitable Gift Annuities	86,026
Deferred Compensation	162,527
	248,553
Total Liabilities	859,060
NET ASSETS	
Unrestricted	8,555,782
Temporarily Restricted	1,991,024
Permanently Restricted	278,413
	10,825,219
Total Liabilities and Net Assets	11,684,279

STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

For the year ending June 30, 2014

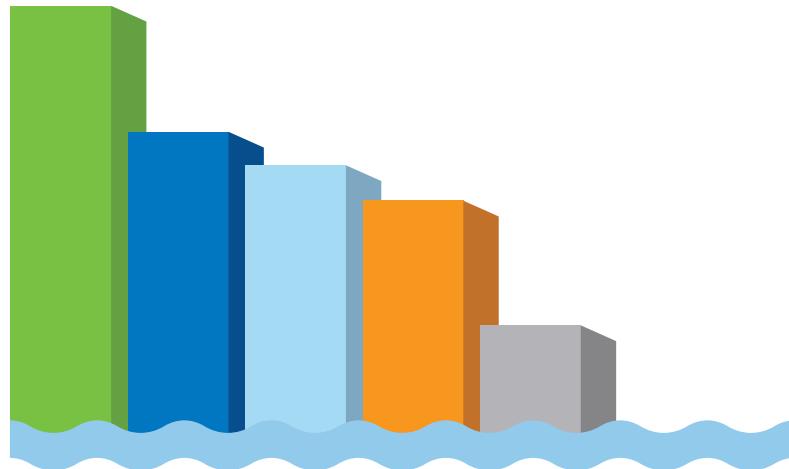
SUPPORT AND REVENUE

Contributions	1,563,975
Bequests and Other Income	692,691
Investment Income	1,156,208
In-kind Contributions	138,124
Special Events	3,005,500
Less: Costs of Direct Benefit to Donors	(287,131)
Total Support and Revenue	6,269,367

EXPENSES

Program	
Research	1,072,470
Education and Public Awareness	1,658,703
Community Outreach	895,142
Management and General	406,619
Fundraising	768,437
Total Expenses	4,801,371

Change in Net Assets	1,467,996
Net Assets, Beginning of Fiscal Year	9,357,223
Net Assets, End of Year	10,825,219



EXPENSES BY PERCENTAGE

- 35% Education and Public Awareness
- 22% Research
- 19% Community Outreach
- 16% Fundraising
- 8% Management and General



Carolyn Aldigé
President and Founder

Jan Bresch
Executive Vice President and Chief Operating Officer

Karen Peterson, Ph.D.
Vice President of Programs

Jeanne H. Ellinport
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Liz Davey
Managing Director, Development

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Executive Director, Congressional Families
Cancer Prevention Program

Amy Sokal
Senior Director, Finance and Administration



Stop Cancer Before It Starts!

1600 Duke Street, Suite 500
Alexandria, VA 22314

Phone: 703.836.4412
Fax: 703.836.4413
Toll-free: 800.227.2732

www.preventcancer.org

