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FROM IDEAS



TO **ACTION**

2013 ANNUAL REPORT



Stop Cancer Before It Starts!

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Stop Cancer Before It Starts!





Dear Friends,

I became intrigued with the idea of *Stopping Cancer Before It Starts!* after my father died from a cancer that could have been prevented. At the time, in 1985, very few were talking about cancer prevention and that felt like a missed opportunity. So I launched the Prevent Cancer Foundation and started raising awareness and funds for cancer prevention and early detection. Though many other organizations now recognize the value of prevention, Prevent Cancer continues to be the only nonprofit organization solely focused on this critical area.

All this emphasis on prevention and early detection is having a profound effect. Scientists now agree that we could reduce cancer incidence in the United States by up to 60 percent and cancer mortality by 50 percent by simply taking current recommendations for healthy living and translating them into everyday choices. These are seemingly mundane ideas — maintaining a healthy weight, exercising regularly, eating nutritious foods, quitting smoking and getting regular cancer screenings — but incorporating them into daily living can save lives.

As you will read in this year's annual report, Prevent Cancer is still a major catalyst for encouraging healthy lifestyle choices, funding lifesaving research and generating meaningful dialogue across a variety of communities.

Long a leader in colorectal, breast and cervical cancer screening, Prevent Cancer has also had the foresight and determination to encourage validation of lung cancer screening for those at high risk. For the past decade, the Foundation has hosted an annual Lung Cancer Workshop. By allowing lung cancer screening technology to be showcased and debated through a variety of lenses, Prevent Cancer has played a pivotal role in opening the door to a reduction in lung cancer deaths through widespread and responsible use of screening with high-quality low-dose computed tomography (i.e., CT scans). And we are gratified that annual LDCT screening has been recommended for high-risk individuals by the U.S. Preventive Services Task Force.

I very much look forward to the day when people at risk for all types of cancer can benefit from the kind of technological advances that we are now applying to lung cancer.

This future is attainable because of everyone who generously supports Prevent Cancer's research grants and other cancer prevention and early detection programs. I would like to extend particular gratitude to the expert volunteers on our Medical Advisory Board and Scientific Review Panel for ensuring that our grants are impactful and our materials are credible.

I am delighted to see the idea of cancer prevention and early detection being embraced in communities and research labs across the country, and I am eager for everyone to continue to reap the fruits of our labors in the coming years.

Sincerely,

Carolyn Aldigé
Carolyn R. Aldigé
President and Founder



FUELING RESEARCH

Since 1985, the Prevent Cancer Foundation has supported the promising research of investigators who are breaking ground on innovative approaches to preventing cancer or detecting it early. This year, Prevent Cancer awarded grants and fellowships to seven such researchers across the country. Bringing the latest technology, the keenest minds and the freshest approaches to their research, our newest grantees discuss how this funding is helping to advance the prevention and early detection of cancer.

**W. Martin Kast, Ph.D.**

University of Southern California Norris Comprehensive Cancer Center

Project Title: Sp17 as a serum biomarker for detection of early stage ovarian cancer

Named Award: Genentech Research Award in Ovarian Cancer

The funding from Prevent Cancer is making it possible to address a major medical need by exploring and developing a blood test that could diagnose the early stages of ovarian cancer.

We are preparing to do the testing of the Sp17 protein as a biomarker for early stage ovarian cancer. We have produced enough of the Sp17 and are now screening a large number of newly-made antibodies in order to increase the sensitivity of our test. The next step will be to analyze blood samples from ovarian cancer patients diagnosed at different stages of the disease.

**Joel Mason, M.D.**

Tufts University

Project Title: Obesity-induced inflammation, colonic carcinogenesis and the Wnt pathway

Named Award: Marvin M. Davis Research Award in Colorectal Cancer

The funding from Prevent Cancer enabled us to move forward on our obesity research, and we are in the midst of conducting the first animal study that was proposed in our grant. I can confirm that the states of leanness and obesity that we wished to create in our animals have been successful, and we are now continuing on to study the mechanisms by which obesity enhances cancer risk.

The Foundation's funding is particularly critical for my research because my recognized expertise in the field of nutrition and cancer is in B-vitamins, not in obesity. My efforts in obesity research represent a new avenue of research for me. Prevent Cancer's funding is my first success in securing extramural funding in that field, and it has thereby greatly facilitated opening up this new topic of research in my laboratory.



Ligi Paul, Ph.D.
Tufts University

Project Title: DHFR 19bp deletion polymorphism and folic acid utilization

Named Award: Holden Family Research Award in Breast Cancer

A common variation in the gene responsible for the conversion of synthetic folate to biological folate increases cancer risk in multivitamin users. Using funding from Prevent Cancer, I am in the process of recruiting volunteers to participate in a study that will investigate how this genetic variation increases cancer risk and how the risk might be alleviated. I hope the results of this study can help to formulate measures to reduce a preventable risk factor for cancer.



Sharon Pine, Ph.D.
Rutgers, the State University
of New Jersey

Project Title: MtDNA biomarkers for early detection and prevention of lung cancer

Named Award: The Richard C. Devereaux Outstanding Young Investigator Award in Lung Cancer Prevention

We are excited to have the Prevent Cancer support to help us study whether certain genetic biomarkers can be used to identify individuals who are at increased risk of developing lung cancer.

Since the start of our Prevent Cancer award, we have received over 1,000 lung cancer and healthy control DNA samples. We are in the process of testing the DNA samples for the genetic biomarkers and will soon be analyzing the results.

Our long-term goal is to identify former, current and never-smokers who would benefit from lung cancer screening so that the cancer could be detected earlier when it is easier to treat. Our second goal is to identify current smokers who are at higher risk of developing lung cancer and then steer them toward quitting smoking with the hope of preventing lung cancer from developing.

We anticipate a very successful project and are thankful to Prevent Cancer for giving us this exciting opportunity.

Question: How is the Prevent Cancer Foundation award improving the prevention or early detection of cancer?



Josane Sousa, Ph.D.
Vanderbilt University

Project Title: Circulating microRNAs as early stage gastric cancer biomarkers

Named Award: Speed Demos Archive Research Fellowship in Gastric Cancer



Foundation funding will enable us to evaluate the association of the newly developed dietary inflammatory index with breast and colorectal cancers. Currently, we are examining whether a diet that is rich in anti-inflammatory properties can reduce the risk of breast cancer. Ultimately, we anticipate that our results will have a large public health impact by providing support for the design and implementation of behavior modification strategies to prevent breast and colorectal cancers through dietary changes. We also hope this will strengthen the evidence for a new tool assessing the overall quality of diet and provide support for its use in other studies of diet and cancer.

Susan Steck, Ph.D.
University of South Carolina

Project Title: Dietary inflammatory index and risk of breast and colorectal cancers

Named Award: Prevent Cancer Foundation – Living in Pink Foundation Grant

Currently, the early diagnosis and complete surgical removal of gastric tumors are the predominant factors associated with increased survival in gastric cancer patients. There are no effective screening tests available with the exception of an invasive procedure, direct upper endoscopy, which must be repeated often in at-risk populations. Therefore, there is a great need for non-invasive tests that could either identify patients at increased risk for gastric cancer or those already with early-stage cancer.

The Prevent Cancer funding provides a unique opportunity for our research on the potential use of serum-detected microRNAs for early detection of gastric cancer. The Foundation's funding makes it possible to extend our preliminary work, performed on a limited number of cases, into a much more comprehensive study. Our proposal has the potential to produce results that will lead to the future development of an effective non-invasive screening test to identify patients who are at risk for gastric cancer. Considering the impact this test would have for the early detection of gastric cancer and the consequent prevention of gastric cancer-associated mortality, the results generated in our proposed project will certainly become the basis for future studies. Therefore, results obtained in this project and the knowledge and experience that I gain from it, will equip me to undertake future projects to continue researching a serum-based microRNA for the diagnosis of patients at risk for gastric cancer and the early detection of patients with gastric cancer.

Question:

How is the Prevent Cancer Foundation award improving the prevention or early detection of cancer?



Meredith Tennis, Ph.D.

University of Colorado

Project Title: Frizzled 9 and chemoprevention
of lung cancer by iloprost



Support from Prevent Cancer has enabled me to conduct research that could have a significant clinical impact on people at high risk for lung cancer.

In previous work, we had identified a genetic marker that may predict who will respond to lung cancer chemoprevention. With funding from Prevent Cancer, we have verified that this marker decreases in lung cells exposed to cigarette smoke carcinogens, and we are currently optimizing tests to measure the marker in patient samples from a successful lung cancer chemoprevention trial. This work could have a significant impact on preventing disease in people with increased lung cancer risk.

In addition, the award also helped me to earn other research funding that will significantly further my lung cancer prevention research.



Cheryl G. Healton, Dr.PH.,
receiving the first James L.
Mulshine, M.D. Leadership Award

(L. to R.) Harold Wimmer, Pres. & CEO,
American Lung Association, Carolyn "Bo"
Aldigé, President & Founder, Prevent
Cancer Foundation, Dr. Healton, James L.
Mulshine, M.D., Assoc. Provost of Research,
Rush Medical Center & Prevent Cancer
Foundation Vice Chairman, Scientific Dir.

Celebrating 10 years of Prevent Cancer's Lung Cancer Workshop

In May, the Prevent Cancer Foundation hosted Lung Cancer Workshop X, "Application of Quantitative CT Imaging to Lung Cancer Management: Accelerating Progress." The 10th meeting in this annual series focused on key uses of ever-improving high quality, low-dose spiral CT scans as a lung cancer screening tool. Topics included: the development of new therapies for managing early stage lung cancer, the development of policies for responsible, high-quality screening of high-risk populations and the development of policies for medical management of lesions detected through screening.

Attracting a multidisciplinary group of medical professionals, basic scientists and patient advocates, the meeting was once again organized by an all-volunteer steering committee chaired by Dr. James Mulshine, Prevent Cancer's Scientific Director and Associate Provost for Research of Rush University in Chicago.

The issues surrounding responsible screening of individuals at high risk of developing lung cancer were particularly timely this year, given that the U.S. Preventive Services Task Force was in the process of undertaking a review of screening guidelines. In fact, the task force released draft guidelines on July 29, recommending that individuals aged 55-79 with a 30-pack-year smoking history be screened for the deadliest of all cancers. Of note is the fact that screening also detects two other smoking-related diseases which are also leading causes of death in current and former smokers: chronic obstructive pulmonary disease and heart disease.

1985 Founder's Circle

Since its inception, the Prevent Cancer Foundation has invested more than \$41 million in innovative cancer prevention and early detection research. Our investment has resulted in groundbreaking discoveries that have saved thousands of lives.

To acknowledge the generosity of individuals and family foundations that support cancer prevention and early detection research, in 2012 the Prevent Cancer Foundation established the 1985 Founder's Circle in recognition of the year the organization was founded.

Prevent Cancer appreciates the leadership of the charter members of the 1985 Founder's Circle. Their vision ensures that vital research and vibrant new approaches to cancer prevention and early detection continue to be supported and encouraged.

Mr. and Mrs. James G. Aldigé III

Mrs. Betty C. Alewine

Cecile and Fred Bartman Foundation

Mr. Michael F. Brewer

The Honorable Frank C. Carlucci and
Mrs. Marcia Myers Carlucci

Ms. Leslie Devereaux/
Richard C. Devereaux Foundation

Mr. and Mrs. Ron Doornink/
Doornink Family Charitable Fund

Mr. and Mrs. Drew Figdor

Ms. Kimberley D. Fritts and
Mr. Francis Marion Turner IV

Mr. and Mrs. Peter J. Fitzgerald, Sr.

Mr. and Mrs. Charles Holden III

Mr. and Mrs. Terry J. Houlihan

Mrs. Cindy Staten/Debby Hudson
Colon Cancer Foundation

Mr. and Mrs. Brock R. Landry

Mr. and Mrs. Gary R. Lytle

Mr. and Mrs. Scott McIntyre

Mr. and Mrs. Jon E. Mittelhauser

Dr. James L. Mulshine and
Dr. Pamela Mulshine

Hon. Michael and Pat Oxley

Ms. Jean Perin

Mr. Thomas J. Tauke

Ms. Virginia A. Weil/VAW Family Fund

Robert C. Young, M.D.



"Through prevention research, we have begun to understand the very nature of cancer – its complex beginnings within human cells. This information is allowing us to prevent the disease, detect it earlier and to treat it more effectively. Understanding cancer's origin is promoting its demise."

Carolyn R. Aldigé, President and Founder

Gary Lytle

A quest for answers led Gary Lytle to the Prevent Cancer Foundation where he learned that research in cancer prevention and early detection can save lives.



One conversation at a time to fund cancer prevention research

"Talk to a roomful of people, and you'll find just about everyone has been affected by cancer."

Gary Lytle, co-chair of Prevent Cancer Foundation President's Leadership Council and cancer prevention advocate

Like many who have lost a loved one to cancer, Gary Lytle had more questions than answers after his beloved wife, Barbara, succumbed to ovarian cancer. He wanted to understand why these cancers were so difficult to diagnose and treat.

His quest for answers led him to Carolyn Aldigé and the Prevent Cancer Foundation, where he learned that research in cancer prevention and early detection can save lives.

With newfound determination, Gary joined Prevent Cancer's Board of Directors and learned that many exciting scientific studies become sidelined due to a lack of funding – studies that could result in groundbreaking discoveries in cancer prevention and early detection and potentially save thousands of lives.

This discovery led Gary to gain support from Prevent Cancer Board member Joyce Gates and Prevent Cancer's President and Founder Carolyn Aldigé to form the "President's Leadership Council," an advisory group of individuals committed to raising vital funds to support cancer prevention and early detection research.

The goal of the Leadership Council is to raise \$1.2 million over the next three years to fund 15 grants and fellowships to promising early career investigators. The innovative research resulting from this funding may lead to significant breakthroughs in cancer prevention and early detection.

"The key to our campaign is one-on-one conversations," says Gary. "As more people understand how many lives can be saved through either preventing cancer or detecting it early when it can still be cured, they are more likely to support cancer prevention research."

The Holden Family's commitment to fighting cancer through research

Like many families today, Charlie and Carole Holden understand the heartbreak of cancer. After losing their beloved daughter, Sherry, to breast cancer in 2001, their 2½-year-old grandson, Daniel, was diagnosed with stage 4 neuroblastoma in 2006 and then in 2009 their 10-year-old grandson, Holden, was diagnosed with a brain tumor. Thankfully, both boys are in remission today, but the family's commitment to the fight against cancer continues with the annual Holden Cup Charity Golf Tournament in Alexandria, Va. Since its inception, the annual event has raised more than \$750,000 to support pioneering research in breast and pediatric cancers.

Carole and Charlie Holden

Led by their commitment to fight cancer, the Holden Cup Charity Golf Tournament has raised more than \$750,000 to support research in breast and pediatric cancers.



"We are committed to fighting cancer in partnership with the Prevent Cancer Foundation. The money that is raised goes directly to the institutions that are conducting clinical trials and research that could one day result in saving lives."

— Charlie Holden, host of the annual Holden Cup Charity Golf Tournament



EMPOWERING through EDUCATION

15th Annual *Dialogue for Action on Cancer Screening: Hitting the Targets*

Building upon our success with increasing colorectal cancer screening through previous Dialogue for Action conferences, the Foundation broadened the focus of this year's conference to include the early detection and prevention of breast, cervical, skin, prostate and lung cancers too. The expansion was a huge success, bringing together over 200 health professionals from 35 states, the District of Columbia, six American Indian tribes, Urban Indian Health Organizations and Japan.

The Dialogue is an interactive conference designed to catalyze a lively exchange of ideas, experience and knowledge. This year, the conference in Baltimore featured an engaging keynote address from the Honorable John Polanowicz, Secretary of Health and Human Services at the Commonwealth of Massachusetts, who shared what his state is doing to prepare for the upcoming nationwide changes in healthcare. Other timely topics at the conference included putting healthcare spending on a sustainable path, overcoming structural barriers to screening, reconciling the benefits and harms of screening and ensuring the quality of healthcare in the coming years.

To view the full agenda and many presentations visit www.dialogueforaction.org



1. Massachusetts HHS Secretary John Polanowicz gives keynote address on Access, Cost and Quality of Health Care: Where We Are Headed.

2. Attendees discuss strategies for patient engagement.

3. Speakers Robert Smith, Ph.D., and Robin Yabroff, Ph.D., M.B.A., break from viewing posters to smile for the camera.

4. Laurel Awards: (L. to R.) Mary Mitchell, ACOG, Robert Smith, Ph.D., N.C.C.R.T., Carolyn Aldigé, President and Founder of the Prevent Cancer Foundation, and Laurels recipients Dr. Mulshine, Ms. Corkery DeLuca and Dr. Potter.

5. Attendees discuss cancer screening issues during a break.

4.

Twenty years of dedication and inspiration

In September 2012 the Congressional Families Cancer Prevention Program celebrated the 20th annual Congressional Families Action for Cancer Awareness Awards luncheon. Founded by Congresswoman Doris Matsui (Calif.) in 1991, the program educates Congressional spouses and family members about the latest information in risk reduction, primary prevention and screening. It provides the tools to carry this lifesaving information back to their states and districts. Congressional Families Executive Director Lisa McGovern leads the program by organizing activities to educate spouses and publishing op-eds, blog posts and newsletters. The program also hosts and participates in events to raise awareness for cancer prevention.

Since 1993, the annual luncheon has honored individuals who have made a significant contribution to bringing attention to cancer prevention and early detection. This year, with Paula Zahn acting as Mistress of Ceremonies, the distinguished award winners included Congressional spouses Marcelle Leahy and Barbara Morris-Lent; Fox News correspondent Jennifer Griffin; 12-time Olympic medal winning swimmer Dara Torres; and spouse of the Ambassador of Monaco, Ellen Noghès.

The Congressional Families annual luncheon brings together both sides of the aisle to celebrate what the program has achieved over the previous year. We are grateful not only to our award winners for their dedication, but also to the members of Congressional families for their help in raising cancer awareness in their districts.



1. Award Recipient Jennifer Griffin of FOX News (center) introduces her daughters to fellow honoree Ellen Noghès of Monaco and event emcee Paula Zahn (far left)

2. 2012 Honorees and Presenters: Debbie Dingell, Jennifer Griffin, Ellen Noghès, Marie Royce, Barbara Grassley, Marcelle Leahy, Paula Zahn, Barbara Morris-Lent, Cecile Tauzin, Marty Hinojosa, and Dara Torres.

3. Marie Royce, Ellen Noghès, 2012 Gala Patron Laura Denise Bisogniero of Italy with program Executive Director Lisa McGovern.

4. Diplomatic spouses come together to help prevent cancer: Cecile Jørgensen Strømme, Jovana Kirn (Slovenia), Shamim Jawad (Afghanistan), Ellen Noghès (Monaco), Sally Oren (Israel), Christina Sager (Switzerland).

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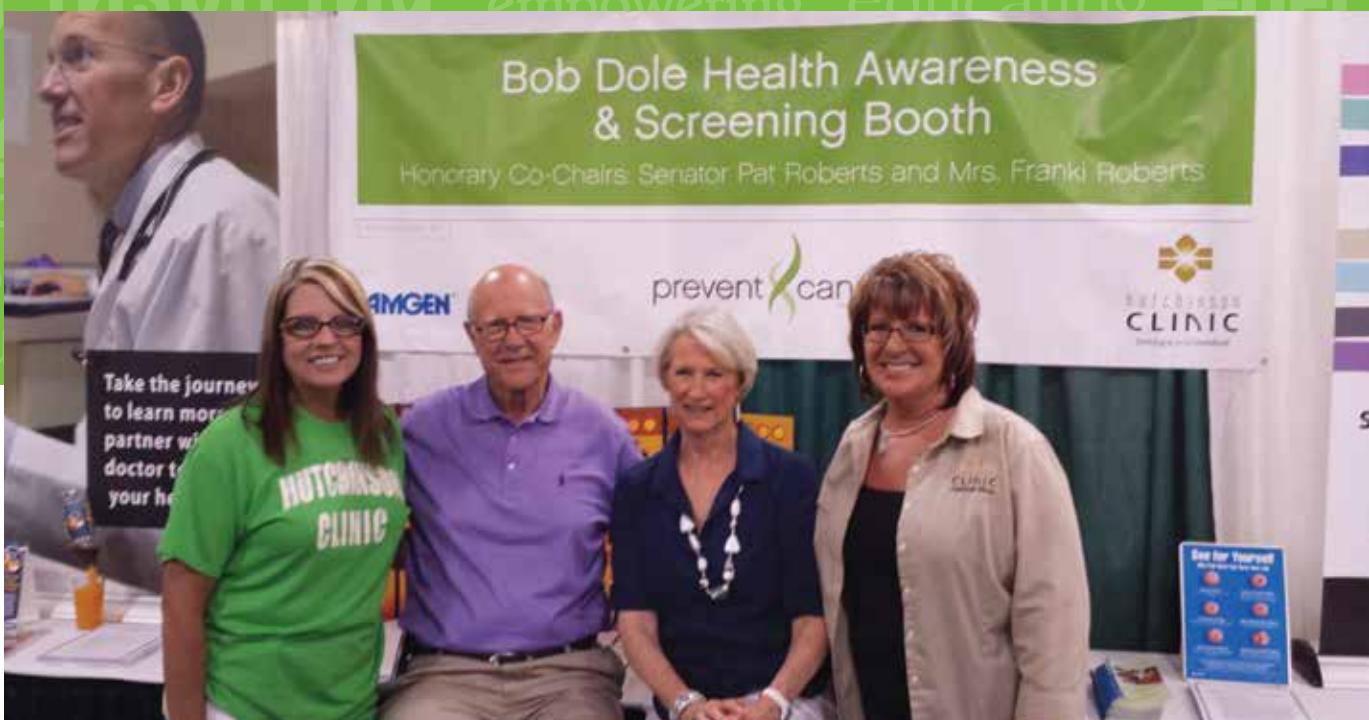
Mammovan keeps on truckin'

Since awarding a large grant to start the George Washington University Mobile Mammography program in 1995, the Prevent Cancer Foundation has continued our long-standing commitment to breast cancer screening. With annual grants to the "Mammovan", the Foundation provides screenings to women in underserved, uninsured and ethnically diverse communities of the Washington, D.C. metro area.

- More than 2,100 women were screened for breast cancer in the past year.
- Sixty-eight percent of the women were low-income and uninsured.
- Over 37,000 women have been served since the program began in 1996.
- Through this program, 120 women have been diagnosed with breast cancer.
- The program navigates women through breast cancer treatment regardless of insurance or their ability to pay for care.



Prevent Cancer Foundation on the NASDAQ Board in Times Square on March 1, 2013 during the Prevent Cancer Super Colon™ exhibit in partnership with Fight Colorectal Cancer.



State Fairs: unique venues for cancer prevention and early detection outreach and services

In 2012, approximately 1.8 million attendees flooded state fairs in Iowa, Kansas and Nebraska. At the fairs, our clinic partners enthusiastically provided cancer education and screening to underserved rural populations. With the support of our Senate honorary co-chairs (Senators Chuck Grassley, Pat Roberts and Bill Nelson) and partners, we were able to distribute more than 15,500 prevention-themed items (such as sunscreen and lip balm), disseminate educational materials and provide over 4,350 oral, colorectal, prostate and skin cancer screenings.





INFLUENCING Public Policies

(L. to R.) "Women: Drivers of Prevention" panelists Cornelia (Neli) Ulrich, Preventive Oncology, the German Cancer Research Center; Carolyn "Bo" Aldigé, Prevent Cancer Foundation; Christa Maar, Felix Burda Foundation; a man in traditional German dress; and Martina Pötschke-Langer, Cancer Prevention Unit, the German Cancer Research Center at the 2012 DLD Women Conference in Munich.



Carolyn Aldigé (second row, second from right) with her fellow members of the Global Lung Cancer Coalition during its annual meeting in Vienna, Austria, October 2013. Aldigé serves as vice-president of the coalition of 31 member organizations from 21 countries.

Cancer knows no borders

As a highly-regarded advocate for cancer prevention and early detection, Prevent Cancer Foundation's President and Founder Carolyn Aldigé is often asked to contribute her expertise to global and domestic discussions about health care.

During the past year, she has participated in several meetings and forums focused on the global patient advocacy community.

In July 2012, Aldigé served on a panel that discussed "Women as Drivers of Prevention" at the DLD (Digital-Life-Design) Women conference in Munich, Germany. The invitation-only conference focused on topics that affect women's daily lives and roles in business and society. It provided Carolyn with an opportunity to discuss disease prevention with business, creative and social leaders, key opinion leaders and influencers from around the globe.

August found her in Montreal, Canada as a participant in a symposium on the esoteric topic of Health Technology Assessment, discussing ways to evaluate cancer treatments for both their value and cost. This small meeting of thought leaders from 15 countries was followed by the biennial meeting of the Union for International Cancer Control, which attracts cancer researchers and advocates from around the world.

In September, Aldigé traveled to Vienna, Austria to spend three days with her fellow members of the Global Lung Cancer Coalition (GLCC), of which she serves as vice-chairman. The Coalition counts among its members 31 organizations representing 21 countries and 6 continents. The GLCC works in many ways to raise awareness of, and remove the stigma from, a disease that takes the lives of 6 million people around the world every year. Its slogan is "No one in the world deserves lung cancer!," a view that is wholeheartedly embraced by the Prevent Cancer Foundation.

Carolyn Aldigé was one of yet another group of advocates from around the globe who convened in April 2013 at the Faculty Club on the campus of historic Harvard University to participate in a week-long "Patient Advocacy Scholar Seminar." The meeting was organized by faculty and patient advocates associated with the International University of Catalonia in Barcelona, Spain. Twenty advocates from 17 countries heard presentations from distinguished members of the faculty of Harvard College, the Harvard Medical School, the Harvard School of Public Health, the Harvard Kennedy School and the Harvard Business School covering a wide range of topics including governance, patient safety, fundraising, measurement of organizational effectiveness, branding and health literacy.

By week's end, the Patient Advocacy Scholars were full of new and useful ideas to apply within their own organizations and Aldigé returned to the Prevent Cancer Foundation equally energized by ideas and perspectives shared by advocates with so many different backgrounds.

The unifying message of all these conferences is that cancer is a worldwide public health problem and we can benefit from a global perspective and approach to preventing it, detecting it early, curing it and finally defeating it.

[Editor's Note: The Prevent Cancer Foundation is committed to transparency and being a good steward of donors' funds. To that end, it is important to note that each of the above-described conferences was hosted by a nonprofit organization that covered the costs of participants' travel.]

Moving the cancer prevention and early detection needle through policy and advocacy

The Prevent Cancer Foundation engages and educates Members of Congress, the Administration (including regulators, such as the Federal Drug Administration) and state legislators to promote the enactment of laws and development of policies that support cancer research and prevention. Our work on legislation and policy individually and as a member of 12 cancer coalitions continues to be a successful strategy to influence the country's commitment to research, access to screening and primary prevention.

Among the legislative and regulatory accomplishments of the Prevent Cancer Foundation and its colleagues in the cancer community for the past year are:

- The passage of the Recalcitrant Cancer Act requiring the National Cancer Institute to develop scientific frameworks to help provide the direction needed to make progress against deadly cancers such as pancreatic and lung.
- Advocacy against the use of tanning beds, resulting in a number of states passing laws banning or restricting their use by minors.
- Many attempts to restore funding cuts to the National Institutes of Health and National Cancer Institute.
- Much activity around issues intended to ensure that more Americans have access to high quality cancer prevention, screening and treatment after the Affordable Care Act is fully implemented.

An important change accomplished at the administration level was the draft recommendation from the U.S. Preventive Services Task Force that individuals at high risk of lung cancer be screened annually with a low-dose CT scan. Prevent Cancer had been involved in this issue since the clinical trial validating the significant reduction in mortality was being planned. Since lung cancer is the leading cause of cancer death, thousands of lives can be saved through screening.

The policy and advocacy work Prevent Cancer does as an organization, and in collaboration with partners in coalitions, would not be possible without the support of individual advocates in communities across the nation. Visit preventcancer.org and join the Prevent Cancer Foundation Advocacy Action Network to add your voice to the many others working to *Stop Cancer Before It Starts!*





INSPIRING Communities

Racing toward cancer prevention

Prevent Cancer Foundation is honored to be one of four nonprofit partners in Breakaway from Cancer, an educational initiative of the week-long Amgen Tour of California professional cycling race.

Breakaway nonprofit partners empower patients with education, resources and hope. The partners represent a diverse team with expertise in preventing cancer, facing a new diagnosis, caring for a loved one and struggling with financial issues. Prevent Cancer helped staff the Breakaway from Cancer tent throughout the race, which began on May 12 in Escondido, Calif. and ended May 19 just north of San Francisco.



1.



2.



3.

1. Spirited participants in the one-mile Breakaway from Cancer walk raise cancer awareness and celebrate survivorship in Santa Barbara.

2. Educational materials are distributed by Prevent Cancer Foundation staff, Cheryssa Jensen & Carolyn Schmidt, at the Breakaway from Cancer tent during the Amgen Tour of California race.

3. Cyclists finish day four of the eight-day Tour de France-style cycling race that generated over 2 million spectators and provided help and support to cancer survivors and their families.

Photo Credit: Andy Tao/AJT Sport Photo

Actively raising awareness and funds for cancer prevention

Nearly 500 individuals and families (including pets) gathered at Nationals Park on September 30 to demonstrate their commitment to cancer prevention and early detection at the 4th annual Prevent Cancer 5k Walk/Run, led by Nationals' baseball team mascot, Racing President Teddy.

As participants completed the five kilometer course, stadium guests enjoyed music and refreshments, visited the Nationals dugout and batting cages (where they could actually swing at balls), toured the Prevent Cancer Super Colon™ and played with hula hoops and giant Jenga pieces. Disease prevention was highlighted even further with free oral cancer screenings and flu shots courtesy of Walgreens.

The mission-driven event raised over \$112,000 to support Prevent Cancer's research, education, community outreach and advocacy efforts.





3.



1.

1. Over 100 video game players from as far away as Australia attended the event, while tens of thousands of gamers from around the world watch from their computers and make an on-line donation when their favorite game is being played, to support a game character, to name a game character, to change an attribute of a game character, or for various other reasons.

2. Executive Vice President and C.O.O. of Prevent Cancer, Jan Bresch, poses with SDA members during a visit to the marathon.

3. Cancer survivor and SDA member, Marc Dziezynski, wears the hat his wife knitted with the Prevent Cancer logo to support him during the marathon.



2.

Fast games for urgent work

Video gamers are often depicted sitting alone in front of the TV with controller in hand, next to a box of pizza. The group Speed Demos Archive (SDA) proves this stereotype just isn't true. SDA is a tight-knit community of gamers that shows how video games can be used for something truly noble and lifesaving – cancer prevention and early detection. During the first week of January, event organizer Mike Uyama and fellow SDA members hosted a week-long, international marathon, called Awesome Games Done Quick, which raised more than \$450,000 for the Prevent Cancer Foundation.

Beating Cancer and having fun doing it

Marc Dziezynski spent his 21st birthday in a hospital as he underwent chemotherapy for an aggressive form of non-Hodgkin lymphoma. While stuck in the hospital for many weeks, Marc discovered "speed running" – playing video games as quickly as possible – and soon became an active member of the Speed Demos Archives (SDA) community.

Marc's wife, Jessica, saw his love of gaming help him get through the difficult experience of chemotherapy. So, when SDA was looking for a charity organization to support in 2010, Marc, along with others, suggested they support a cancer organization. This led SDA to partner with the Prevent Cancer Foundation. Marc and Jessica love what the Foundation stands for and they travel from Connecticut every year to participate in Awesome Games Done Quick, SDA's speed running marathon that benefits Prevent Cancer.

Hosting events that help

Throughout the year, individuals and organizations organize and host events benefiting the Prevent Cancer Foundation. These events vary in size and type and include everything from art shows and water skiing competitions to video game marathons and silent auctions. Though different in so many ways, these events all have one thing in common: they raise awareness and funds for cancer prevention and early detection.

- Since 2006, the Ron Ruffennach Golf Classic has been held at Riverside Golf Club in Prairie, Texas, and has raised more than \$59,000 for cancer research.
- VP Racing Fuels donates a percentage of the proceeds from the sales of their pink racing motorsport containers to support the cancer prevention research, education and community outreach programs of the Prevent Cancer Foundation. VP Racing Fuels donated nearly \$8,000 this past year.
- Drew Figdor and his wife, Michele, hosted the fifth annual "Bad Beat on Cancer" poker tournament. The event raised more than \$108,000 to support research in cancer prevention and early detection.



Drew and Michele Figdor have hosted charity beneficiary events over the years for the Prevent Cancer Foundation, including this year's fifth annual "Bad Beat on Cancer" poker tournament at Astra in New York City.

Creating champions for breast cancer screening

The *Campeonas contra el cáncer de seno* (Champions against breast cancer) project was created to help address breast health disparities in the Latina community. The project includes a four-hour course to train women who have already been screened to encourage their female friends and family members over 40 to get screened regularly. The Campeonas project was developed by a bilingual, multicultural team and then pilot-tested in the Washington, D.C., metro area.

The Campeonas project is an outgrowth of Prevent Cancer's ¡Celebremos la vida! (Let's celebrate life!) program – a breast and cervical cancer education and screening program that has been assisting medically underserved Latinas since 1994.

The Foundation would like to express appreciation to Susan G. Komen for the Cure®, Amgen and Novartis Oncology for generous support of the ¡Celebremos la vida! program.

You can find Prevent Cancer's easy-to-use, culturally-appropriate Campeonas training guide as well as materials for community leaders in both Spanish and English at campeonas.org.



2. Prevent Cancer's Vice President of Programs Karen Peterson congratulates Campeonas at the end of their training. Also in the photo are trainers Gloria Elliott and Mary Jo Vazquez and clinic coordinator Mary Woźniak.

3. Foundation staff member Sarah Abou-El-Seoud shows educational materials to volunteer Ben Nwoji at the Komen Global Race for the Cure where the Foundation educated runners about the Campeonas project.



1. Campeonas trainers, clinic and Foundation staff gather to discuss successes and challenges of discussing breast cancer screening with underserved Latinas.



Providing prized community grants

Since 2006, the Foundation's community grants have supported cancer awareness, education and screening programs across the United States. This year, Prevent Cancer received 107 grant applications from organizations in 31 states, demonstrating the strong need for this funding.

A dedicated external panel of cancer professionals from Washington, D.C., to Alaska volunteered their time and expertise to review the diverse and competitive applications. The Foundation awarded each selected program a \$10,000 grant. This year's grant recipients are: Custer Health in North Dakota, the Lake Cumberland District Health Department in Kentucky, Nueva Vida in Maryland and the Skin Cancer Foundation in New York.



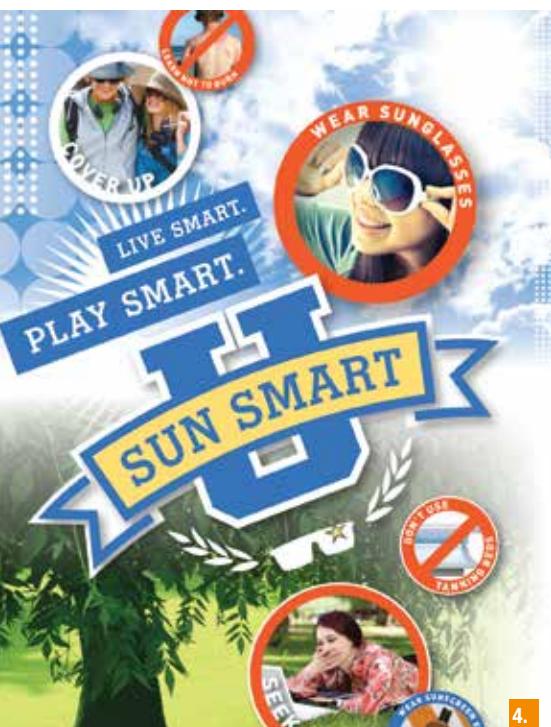
1.



2.



3.



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"This funding will make a notable difference in our ability to get the word out to teachers about our youth education program, Sun Smart U."

—Whitney Potter, Director of Special Projects
at the Skin Cancer Foundation

Competing for colorectal cancer prevention

The Foundation's third annual Colorectal Cancer Screening Saves Lives National Challenge seeks to support the best community-level projects for colorectal cancer prevention. This year, the projects competed for funding by engaging the public with online posts, videos and stories and by collecting votes of support. An external review panel of cancer professionals determined the winners.

First place: **Virginia Cancer Network** will educate worksites about the importance of colorectal cancer screenings and healthy lifestyles. The Network received a \$3,000 grant and a Prevent Cancer Super Colon™ exhibit stop.

Second place: **Wyoming Cancer Resources Services** will distribute educational materials and host radio shows.

Third Place: **St. Regis Mohawk Tribe in New York** hosted a community wellness day in July.

Visit screeningsaves.org to view all 2013 entries and to learn how communities across the country are reducing their colorectal cancer risks.



1., 4. The St. Regis Mohawk Tribe in Hogansburg, NY, uses fun, healthy activities to educate the community about cancer risk factors and screening, with the goal of ultimately reducing colon cancer mortality on their reservation. The Tribe ranked third in Prevent Cancer's National Challenge.

2. The Virginia Cancer Network's winning project includes three interactive worksite sessions. In addition to group exercise and healthy cooking demonstrations, the participants will be given colorectal cancer educational materials and educated about screening and their employee health benefits.

3. Wyoming Cancer Resource Services Polyp — A woman dressed as polyp delivers colorectal cancer prevention information at health fairs across the state for the Wyoming Cancer Resources Services, second place winner of the Foundation's National Challenge.



SEEKING Support for Prevention

A golden evening for prevention

The Prevent Cancer Foundation's Annual Spring Gala is a signature event that attracts more than 900 guests from the business, diplomatic, government, medical, sports, media and social communities.

(L. to R.) The Honorable Ellen Tauscher receives the 2013 Cancer Champion award from Senator Diane Feinstein with Joann Piccalo, 2013 Gala Chair and Carolyn "Bo" Aldigé, President and Founder of Prevent Cancer. Guests were visibly moved as Tauscher explained how her Stage II-III esophageal cancer required "removing my entire esophagus and rebuilding it with my stomach".

Guests enjoyed dancing to the band, Fresh Air, and celebrated the colorful Italian ambience created by designer and Prevent Cancer Foundation board member, David Tutera.



The gala is held every year at the National Building Museum, and it is recognized as one of "Washington's Top 10 Charity Events" by BizBash magazine. Most recently, the gala raised over \$1.3 million to invest in the Foundation's national research grants and fellowships as well as in the community outreach and education programs.

A black-tie affair, the evening consists of a reception; dinner; a short program, including the presentation of the Annual Cancer Champion Award; a silent auction; the "Lighting the Way to Prevention" pledge drive; and dancing.

Every year, after careful consideration, Prevent Cancer selects a country to celebrate, which sets the theme for the décor and menu. Countries are represented by their respective Ambassadors to the United States, who serve as Honorary Patrons of the event. The 2013 Gala saluted Italy, under the gracious patronage of His Excellency, the Ambassador of Italy Claudio Bisogniero and Mrs. Laura Denise Bisogniero.



Honorary Patrons, His Excellency, the Ambassador of Italy Claudio Bisogniero and Mrs. Laura Denise Bisogniero.

Annie Sue Davis

Her courageous spirit led Marvin Davis to dedicate his life savings to cancer prevention and early detection research.



One man's wish results in a legacy of cancer prevention and early detection for generations

Known simply as "Buddy Red" to family and friends, Marvin Maceo Davis led a simple life. He lived in the same two-bedroom house for nearly 40 years. Though he never married nor had children, his love for family led him to create a legacy of cancer prevention and early detection research.

During the final years of his 30-year tenure as a nurse's aide at the Veterans Hospital in Little Rock, Ark., Marvin would often make the long drive to his hometown of Nash, Texas, to care for his ailing mother Annie Sue. In 1983, she lost her long battle with colorectal cancer.

Then in 1984, just 11 months after losing his mother, his sister also died of colorectal cancer. She had hidden most of her cancer battle from Marvin because she knew he was already caring for their mother. Years later in 1995, the disease struck Marvin's family once again, when his brother Fred died of prostate cancer.

With a strong mind and a determined spirit, Marvin, who died in 2011 at the age of 85, named the Prevent Cancer Foundation as the beneficiary of his estate, donating more than \$325,000 – his life savings – to fund research in the prevention and early detection of colorectal and prostate cancer.

"I think he wanted to do whatever he could to prevent this disease from affecting other families the way it touched his," says his nephew Sammie E. Davis.

Marvin's passionate wish to see progress in cancer prevention will provide four researchers, who otherwise may not have received grant funding, an opportunity to pursue groundbreaking cancer prevention research that could one day result in thousands of lives saved.



Marvin Davis

Marvin Davis's wish to see progress in cancer prevention will ensure young research receive the opportunity to pursue groundbreaking cancer prevention research that could one day result in thousands of lives saved.



Partnership in prevention: Make an investment in the fight against cancer

"If we ever mean to fully prevent cancer, or at least push its reach dramatically back, we need a team: visionaries, people who can 'see' beyond the status quo; and sponsors, people who care and can identify with the vision to the level that they are willing to enable an attempt to overcome the challenges. It is true that a single attempt might be unsuccessful, but we will never get there if we don't try."

— Dr. Ehsan Samei of Duke University Medical Center

Over the past 27 years, through the generous support of individuals like you, the Prevent Cancer Foundation has invested more than \$134 million in support of our mission: 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!* Whether you choose to make a direct donation a gift in honor or in memory of someone special or host a fundraiser, we appreciate your commitment to cancer prevention and early detection.

Workplace giving

Employees participating in their company's workplace giving campaigns, Combined Federal Campaign and United Way programs have invested millions of dollars in Prevent Cancer's research, education, advocacy and community outreach programs. To learn more about how your company can partner with Prevent Cancer, contact our Annual Fund Manager at 703-519-2109.

Planned giving

Planned giving provides you with multiple advantages to make a larger gift to Prevent Cancer than you might have otherwise thought possible, while also gaining the opportunity for tax benefits and income. There is a wide variety of gift vehicles to consider, ranging from a bequest in your will (see story about Marvin Davis, page 23) to various types of charitable trusts. For more information on gift planning, please contact our Director of Major Gifts and Planned Giving at 703-837-3684.

Corporate partnerships

Many corporations and small businesses partner with Prevent Cancer to support our work through cause marketing and sponsorships. These companies are able to highlight outstanding corporate citizenship, increase customer loyalty and improve marketing reach while Prevent Cancer gains greater visibility for our mission and raises critical funds for cancer prevention and early detection. For information on developing a corporate partnership with Prevent Cancer, please call 703-519-2117.

For other ways you can make a difference in the fight against cancer, please visit preventcancer.org or contact the Foundation's Development Division at 703-837-3684. You may also email us at Dev.assistant@preventcancer.org.

Prevent Cancer Foundation awarded Taproot Foundation service grant

The Prevent Cancer Foundation is proud to be one of 10 organizations in the Washington, D.C., metropolitan area chosen to receive a service grant from the Taproot Foundation. The grant amounted to \$55,000 in pro-bono marketing services. It developed new brand positioning and messaging strategies to help Prevent Cancer advance its mission of saving lives through cancer prevention and early detection.

The successful completion of the six-month Taproot project provided clear recommendations for brand positioning, established the Foundation brand values and laid the groundwork for key messaging.

When the Taproot grant ended, the Foundation's dedicated staff continued working to squeeze as much value as possible from the recommendations in order to help us be even more effective at raising awareness and funds for the prevention and early detection of cancer.

Translating recommendations into action

Taproot recommended that the Foundation should reach out to a key demographic that is often overlooked in cancer messaging — teens and young adults — to educate and inspire them to make healthy lifestyle choices.

We acted by bringing our upbeat and approachable message of cancer prevention and early detection to Virgin Mobile Freefest, a huge music festival in Maryland with an estimated audience of 50,000 young people. The Prevent Cancer booth was brightly decorated in our signature green and our volunteers wore Foundation-branded green tank tops and sunglasses. Concert attendees enthusiastically welcomed the Foundation's message while DJs and bands played on the Dance Forest stage adjacent to the booth.



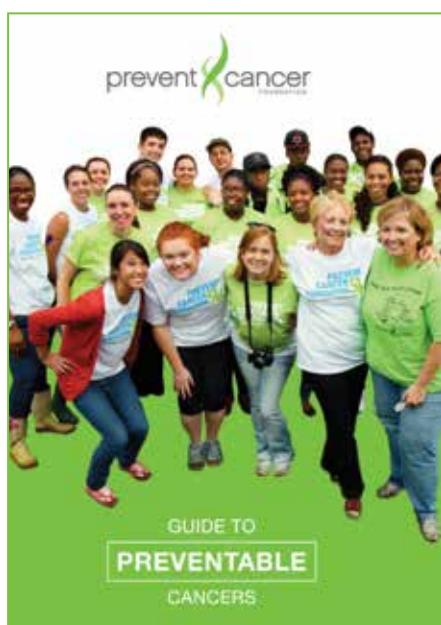
"I liked the mix of policy experts, scientists and state/local government representation... Overall, excellent variety and high quality information."

—2013 Dialogue for Action in Cancer Screening participant



Taproot recommended that the Foundation should engage "Mommy bloggers" as an effective strategy to broadcast the message that early lifestyle choices can reduce cancer risk later in life.

We acted by hosting two webcasts, "Knowing Your Family Medical History: Why and What You Should Know" and "Healthy Strategies for Children and Families," which were designed to appeal to mommy bloggers and families. With support from the National Association of Broadcasters and the Congressional Families Cancer Prevention Program, the live broadcasts helped to share Prevent Cancer's information about cancer prevention, early detection, and health and wellness and positioned the Foundation as a trusted and valuable resource for parents.



Taproot recommended that the Foundation better differentiate Prevent Cancer from other organizations to highlight Prevent Cancer's helpful resources and opportunities that are uniquely dedicated to prevention and early detection.

We acted by emphasizing the Prevent Cancer brand through promotional items, signage, and informational materials at Foundation-sponsored events such as the Prevent Cancer 5k Walk/Run, Dialogue for Action conference and Prevent Cancer Super Colon® exhibit stops. We also highlighted our mission-driven work at external events such as a program entitled "Empowering Women on Prevention" and Awesome Games Done Quick, a video-gaming marathon that raised substantial funds for Prevent Cancer.

"Thank you for helping us reach more people with the message of prevention."

— Deborah K. Bassett, Program Manager at Wyoming Cancer Resource Services Region IV, second-place winner of the 2013 Colorectal Cancer Screening Saves National Challenge.



HELP YOUR LOVED ONES PREVENT CANCER

AVOID SMOKING & DRINKING ALCOHOL

- SEEK** support for loved ones to fight addiction.
- TALK** to your loved ones about the dangers of smoking and drinking.
- PROTECT** loved ones by making your home smoke and alcohol free.
- NO MORE** than two drinks per day for men and one drink per day for women.

GET YOUR FAMILY MOVING

- START** walking as a family, taking bike rides or playing touch football.
- EXERCISE** 5 or more days per week for 30 to 60 minutes.

GET ROUTINE CANCER SCREENINGS

- WHY?** The earlier a disease is detected through screening, the more easily and effectively it can be treated.
- OFFER** to schedule a screening for a loved one and take him or her to the appointment.
- ROUTINE** screening can reduce the number of people who die from colorectal cancer by at least 80%.

HEALTHY DIET

- FEED** your loved ones five veggies and fruits per day.
- LIMIT** sugar and salt intake and introduce healthy snacks.
- ENGAGE** children in learning how to cook healthy dishes.

KNOW YOUR FAMILY HISTORY

- UNDERSTAND** the history of cancer in your family to help better understand your own risk.
- TALK** with your family members, take notes and share the information with your doctor.
- KEEP** a family health history and know your family's cancer risk.



Maintaining momentum

Some additional enhancements to the Foundation brand and communications efforts stemming from Taproot recommendations:

- Developed infographics with tips for maintaining healthy weight and for protecting loved ones from cancer.
- Created cohesive digital and print publications to reinforce recognition of Prevent Cancer's valuable work.
- Illustrated the serious childhood obesity epidemic with a popular infographic that was shared by many people using social media.
- Expanded the Prevent Cancer community with an innovative social media campaign.

The Taproot recommendations provided Prevent Cancer with a solid starting point to bring the cancer prevention and early detection message to new audiences, to improve the effectiveness of our work and to raise funds to *Stop Cancer Before It Starts!*



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"Congratulations to the Prevent Cancer Foundation! Hard work and persistence do turn aspirations into reality. The USPSTF's decision [to recommend lung cancer screening] 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 [Prevent Cancer's Scientific Director] deserves a special shout out. He has been tireless from his days at the NCI until [the present time] to save the lives of lung cancer patients by early detection and treatment."

— Andrew C. von Eschenbach, M.D., President, Samaritan Health Initiatives Inc.; former Commissioner, Food and Drug Administration; former Director, National Cancer Institute

Prevent Cancer Foundation – 2013 Annual Report Donor Honor Roll

The Edward Perry Richardson Legacy Society

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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These tributes are special ways to honor friends, loved ones and colleagues. Honor gifts often mark a special occasion like Mother's or Father's Day, bar/bat mitzvahs or a birthday. Many couples also designate the Prevent Cancer Foundation as a recipient of contributions in lieu of wedding or shower gifts. In return, the Foundation sends a card acknowledging these thoughtful donations.

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(\$25,000 and above)

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 chemicals found in tobacco smoke.

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Lt. Col. and Mrs. William Konze

\$50,000 to \$99,999

Miss Leslie C. Devereaux/

Richard C. Devereaux Foundation

Estate of Paul Escalante

Estate of Alfred J. Shaw

\$25,000 to \$49,999

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The Burkitt Society

\$10,000 to \$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.

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Dr. and Mrs. Ralph W. Alewine III
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Mr. and Mrs. William G. Cox
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TTR Sotheby's International Realty
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Venable Foundation, Inc.
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The Peto Society

\$5,000 to \$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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The Devereaux Society

(\$1,000 to \$4,999)

In 1993, Leslie Cameron Devereaux established the Richard C. Devereaux Outstanding Young Investigator Award. This grant or fellowship supports promising lung cancer prevention research, in honor of Leslie's father.

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Michael and Carolyn Schmidt	Hallmark Iron Works, Inc.	Ms. Jennifer M. Boyer	Mr. and Mrs. Geoffry Levin	Chevron Humankind Matching Gift Program
Mr. Peter Schultz	HSBC Philanthropic Programs	Ms. Jan Bresch	Rachel and Gilead Light	Cindi's Boutique
Mr. Edwin Sheridan	King Spruce Company	Mr. and Mrs. Tom Buchanan	Mr. Clifford Lyter	Clark & Sampson, Inc.
Mr. and Mrs. Mark Shores	Mark Krueger & Associates, Inc.	Mr. James Butler	Mr. Stephen Maresco	Columbia National Real Estate Finance, LLC
Mr. and Mrs. Brian K. Shure	Lil Rat Racing	Mr. Burton J. Carbino	Dr. Joseph W. Marin	DLT Solutions
Mr. Justin Simmons	Lung Cancer Alliance	Mr. Richard L. Chadakoff	Mr. Alex Marshall	Employees Community Fund of the Boeing Company
Mr. Neil Sing	Marathon Oil Corporation	Mr. Ronald I. Christie	Mr. James Martell	The Foundation of Hope & Innovation
Mr. Gregory Singer	Missy Edwards Strategies, LLC	Mr. Brian Clifford	Mr. Darren Martian	The Giving Campaign
Mr. Russel Snyder	Morphotek	Mr. Kevin Colangelo	Mr. Francis Shawn Martin	JUSTGIVE
Mr. Gene Song	The National Museum of Women in the Arts	Ms. Diane L. Colasanto	Mr. Edmund McMillen	Lee's Summit West Titans Booster Club
Mr. David Spickermann	Nevada Community Foundation/ Poker Gives Foundation	Mr. Arthur B. Crozier	Mr. Larry W. Miller	Lindsay Management Company LLC
Mr. Bruce Stanski	New York City Transit Authority	Mr. and Mrs. Wallace L. Darneille	Dr. Philip J. Miller	Microsoft Matching Gifts Program
The Honorable and Mrs. Kenneth W. Starr	Panther Expedited Services, Inc.	Mr. Brandon Daush	Mr. David Morton	Network For Good
Mr. and Mrs. Ronald Steele/ Steele Family Foundation	Personal Care Products Council	Mr. Dick Davis	Mr. Ryan O'Connell	PNC Foundation Matching Gift Program
Mr. and Mrs. Ted Stettinius	Peterson Family Foundation	Mr. Max Delgadillo	Mr. James Oxtoby	Raymore Peculiar High School Baseball Team
Ms. Barbara A. Stohlman	Pfizer Foundation Matching Gifts Program	Mr. Henry de Vegvar	Mr. Charles G. Pardee	Sand Bar
Mrs. Marianne Stohlman/ Richard & Marianne Stohlman Family Foundation	Pioneer Roofing Systems, Inc.	Mr. and Mrs. E. K. Delph	Mr. Daniel Parson	Spray of Sunshine
Mr. Jacob Thompson	Reico	Mr. Richard M. Dillon	Mr. and Mrs. Delbert W. Parsons	Sunbrushed Inc.
Mrs. Annie S. Totah	Securities Industry and Financial Markets Association	Mr. Gaulte Dirdal	Ms. Elizabeth C. Patti	The T. Rowe Price Program for Charitable Giving
Mr. Kevin Tung	Service Distributing Inc.	Mr. Nicholas Doumlele	Mr. Kevin Pereira	Top 10 Wellness & Fitness Secrets, Inc.
Mr. and Mrs. Hannes F. van Wagenberg	S.L. Hinson Associates	Ms. Amy Downing	Mr. Spencer Perreault	Trowbridge Steel Co. Inc.
Mr. and Mrs. Robert A. Vanderhye	Sunoco, Inc.	Mr. Timothy Dube	Mr. Tito Piccolo	United Social Sports Inc.
Mr. and Mrs. Antonio Ventura	Superior Iron Works, Inc.	Mr. Kyle Duffy	Lt. Col. (Ret.) and Mrs. Joseph T. Pisciotta	Versatile Marketing Solutions, Inc.
Mr. Troy Warmboe	Thomson Reuters	Mr. and Mrs. Robert Dunn	Mr. Phillip Polito	Wells Fargo Community Support Campaign
Mr. and Mrs. Howard Waltzman	TMA Direct, Inc.	Mr. Luke Thomas Earl	Mr. and Mrs. Stuart S. Prince	
Ms. Kathryn West	TRUIST	Mr. Roger Edwards	Mr. Naram Qashat	
Mr. and Mrs. Donald W. Westfall	United Way of Greater Philadelphia & Southern New Jersey	Mr. and Mrs. Samuel M. Ellsworth	Mr. and Mrs. Phillip Quintana	
Mr. and Mrs. Anthony Westreich	United Way of the Greater Triangle	Mr. Andrew Entrekin	Mr. Bryan Joseph Radigan	
Mr. and Mrs. D. Anderson Williams/ The Christian Giving Fund	United Way of the National Capital Area	Mr. Michael Fastert	Mr. Glenn C. Randall	
Mr. James W. Wood	Vanderbilt University Medical Center	Mr. William R. Findley	Mr. Neil Reader	
Dr. Robert C. Young	Washington Capitals Charities	Mr. Michael Fisher	Mr. Thomas Refenes	
Mr. and Mrs. Kenneth Ziman	Waterborne Environmental, Inc.	Mr. Nick Frigillana	Mr. Anthony C. Reiner	
Organizations		Mr. J.J. Foote	Mr. Buford Richardson II	
1-800 Contacts, Inc.		Mr. Michael V. Girard, Sr.	Mr. Aaron Ritter	
American Cancer Society		Mr. Fabien Gavand	Mr. and Mrs. J. Ritzenberg	
American Cancer Society Cancer Action Network, Inc.		Dr. Michael T. Gocke	Mr. Loren Le Rouzic	
American Lung Association		Ms. Kelsey Gower	Mr. Michael L. Russell	
Ameriprise Financial Annual Giving Campaign		Ms. Keli Hambleton	Dr. Wayne Ryan/ The Ryan Foundation	
Ameriprise Financial Employee Gift Matching Program		Ms. Martha F. Hay	Mr. Jonathan E. Salzberger	
Amgen Foundation		Mr. Rene Heroux	Mr. David Sapery	
Biotechnology Industry Organization		Dr. and Mrs. Jonathan Herschler	Mr. Ian Savage	
Blackburn & Company Foundation		Mr. Drew Hill	Mr. Cory D. Schneider	
Burke & Herbert Bank & Trust Co.		Mr. Anders Hoddevik	Ms. Cara S. Schreiber	
Calpine Corporation		Mr. Gregory G. Hoffmann	Mr. Fred D. Schwartz	
Cancer Support Community		Mr. and Mrs. Charles S. Houser	Mr. Stephen R. Sieke	
Chubb & Son		Mr. Dustin Hulsizer	David J. Simon Family Charitable Foundation	
City of Seattle		Ms. Stephanie Hurst	Mr. Edward Sorensen	
Dance Trance Fitness		Mr. Robert J. Hymans	Mr. Felix Spielmann	
Debby Hudson Colon Cancer Foundation Inc.		Ms. Jodi A. Janosko	Mr. Noah Tomlin	
Dominion Employee Giving Program		The Honorable and Mrs. Said Jawad	Mr. Owen Traeholt	
The Drescher Foundation		Mr. Ethan Johnson	Ms. Jane M. Twomey	
Electronic Source		Mr. Heath Johnson	Mr. Max VanDuyne	
Epigenomics, Inc.		Ms. Kari Johnson	Ms. Elizabeth G. Verville	
		Mr. Matthew Jones	Mr. Mishustin Vladimir	
		Mr. William E. Keller	Ms. Theresa J. Walker	
		Mr. Sean Kelly	Ms. Eliza Weber	
		Mr. Zach Kessler	Mr. Amichai Weissman	
		Mr. William Kessler	Ms. Terese T. Williams	
		Ms. Rebecca D. Kinnebrew	Mr. Jonas Wills	
		Mr. and Mrs. Jonathan M. Kitei	Mr. Scott W. Winter	
		Mr. Paul Koehler	Mr. Patrick Bayley	
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.				
Individuals				
Mr. Samuel Ahboltin				
Mr. Stephen Antosh				
Mr. Andrew Araki				

Mr. and Mrs. Jonathan Bergner	Mr. Tyler Knopf	Mrs. Joyce Spracklen	British Open WPAFB Charity Putting Tournament	The Honorable and Mrs. James P. McGovern
Mr. Richard W. Berman	Mr. Daniel Koivisto	Mr. Jan St. Croix	Community College of Allegheny County – Anime & Video Game Club	Mr. Frank Mermoud and Mr. Ned Shannon
Ms. Michele Blair	Mr. David Kovaz	Mr. Vadim Stetsyuk	CrossFight Against Cancer	Mr. Michael J. Meyer
Mr. James R. Blinka	Mr. Joseph J. Kronk	Mr. Tim Stiles	DailyFeats	The Honorable and Mrs. Frank Murkowski
Mr. Richard C. Boeder	Mr. Lars Krutadal	Mr. Richard Stohlman	Denver Mountclair International School Penny Harvest	His Excellency The Ambassador of Monaco and Mrs. Noghès
Mr. James Bray	Mr. and Mrs. Michael Lazerow	Mr. Beau Sullivan	Dubstep Cures Cancer	Mr. and Mrs. Philip A. Odeen
Mrs. Claudius P. Brownley III	Ms. Cynthia Lee	Dr. Paul Talalay and Dr. Pamela Talalay	Fantasy Football League	Her Excellency The Ambassador of India
Mr. Christopher Bruno	Mr. David Levine	Mr. Corey Tallman	Michele & Drew Fidgor's 5th Annual Bad Beat on Cancer Texas Hold'em Tournament	The Honorable Pat Roberts and Mrs. Roberts
Mr. Frank Cappelleri	Mr. Scott Logan	Mr. Andy Tao	Holden Cup	Mr. and Mrs. Richard F. Rodgers
Ms. Yvette Carlucci	Mr. Simon Lövgren	Mr. Jimmy Tarakkamäki	The Foundation of Hope & Innovation Casino Night	His Excellency The Ambassador of Switzerland and Mrs. Sager
Mr. Aral Celebiogh	Mr. Ryan Mah	Mr. Wilfred-Xavier Tomas	Lee's Summit West Titans Booster Club	Ms. Melissa Stewart
Mr. Stephen Chaput	Mr. Nick Massarelli	Mr. Keegan Trenero	Nevada Community Foundation Bad Beat on Cancer	Mr. Nigel Tully
Mr. Thomas Chenet	Mr. Greg Alan Margolis	Mr. Nicolas Tujetsch	Piccirillo Wedding	Mr. David Tutera
Mr. Felix Cho	Mr. John H. Marino, Jr.	Mr. Karol Urbaski	Revolution House Restaurant Happy Hour	Mr. Philippe Valy
Mr. Owen Christensen	Ms. Sonia Maroudas	Mr. Francis Vaillancourt	Ron Ruffennach Classic	Mr. and Mrs. D. Anderson Williams
Mr. H. Colley	Ms. Joan Marshall	Mr. Vincent van Deemter	Sand Bar Wear Pink Event	Organizations
Mr. Pierre-Yves Coffin	Mr. Nicholas Marston	Mr. Brett Vinokur	William C. "Dub" Sharp Memorial Speed Demos Archive –Awesome Games Done Quick 2013	
Mr. Loïc Courtois	Ms. Georgette McCance	Mr. Ryan Vogt	Ventura Wedding	
Dr. Kenneth H. Cowan	Mr. Duncan McFarland	Mr. John Weghorst	VP Racing Fuels	
Mr. Clayton Culver	Mr. Alan McGrath	Mr. and Mrs. Randy L. Wilde	Alton Lane	
Mr. and Mrs. Kyeson A. Cummings	Ms. Yvonne A. McIntyre	Mr. and Mrs. Thomas B. Wilner	Amgen	
Mr. James Davidowitz	Mr. Michael McKenzie	Mr. James B. Witrock	Belle Haven Golf Shop, Inc.	
Dr. Robert W. Day	Mr. Scott Melville	Mr. Aaron Wright	Body Armor	
Mr. Alexander De Santis	Mr. Roger Mendoza	Dr. David Yankelevitz and Dr. Claudia Henschke	Caesar's Entertainment Inc.	
Mr. Lawrence F. Del Pizzo	Mr. Matthias Metzner	Organizations	Carmine's DC LLC	
Mr. and Mrs. Richard B. Dolovich	Dr. Frank L. Meyskens, Jr.	Bank of America United Way Campaign	Clyde's Restaurant Group	
Mr. Robert A. Ellis	Mr. and Mrs. Jeffrey S. Mezera	Abram C. Becker Fund of the Lutheran Community Foundation	Columbia National Real Estate Finance, LLC	
Mr. Steven Fanara	Mr. Garry Mitrovic	The Brooks Group and Associates, Inc.	Comcast NBCUniversal	
Mr. Paul Fangrow	Ms. Rachel Moseley	Cantor Fitzgerald Securities	Design Cuisine	
Mr. Keith Farley	Mr. Erik Muskaivitch	The Clorox Company Foundation	Diageo North America, Inc.	
Mr. Robert Fisher	Mr. Monroe Nash	Edwin Chinito Silva Memorial Foundation Corp	Event Strategies Inc.	
Mr. Maximillian Fuse	Sis Nash Memorial Fund of the Hampton Roads Community Foundation	Embassy of the Russian Federation	Flywheel Sports	
Mr. Jason Flynn	Mr. Valentin Neiger	Exclusiva Eventi, LLC	Fransmart	
Mr. Mark Friedman	Mr. Jason Nicholas	Feed The Children	Giant Food	
Mr. Michael Furness	Mr. Aaron Olsen	FINRA (Financial Industry Regulatory Authority)	H. Bloom	
Ms. Barbara L. Furst	Mr. Joseph A. Parrott III	Genentech GivingStation	Hauck & Associates Inc.	
Mr. Kurt Gallagher	Ms. Josefiene Pertosa	Global Impact	The Hill	
Mr. and Mrs. Walter W. Garnsey, Jr.	Mr. Eric Peterson	IBM Retiree Charitable Campaign	Landon Butler & Company	
Mr. Lucien Gerber	Ms. Theresa Phillippe	Luke's Lobster	Leslie Berman, Inc.	
Mr. James Gerrie	Mr. and Mrs. Douglas Mark Platt	MGM Resorts Foundation	Lifespan, Inc.	
Mr. Isaac Gingerich	Mr. Victor Quan	PayPal Giving Fund	The Life Tie Project	
Mr. Gregory W. Gingery	Mr. David Quaranta	PG&E Corporation	National Association of Broadcasters	
Ms. Jennifer Glodowski	Mr. Spencer Ragen	Revolution House Restaurant LLC	Occasions Caterers, Inc.	
Mrs. Virginia A. Good	Mr. Steven Raigoza	Yahoo!	Ocean Reef Club	
Mr. and Mrs. Gregory D. Grant	Mr. Jonathan Rajavuori	Beneficiary Events	Reston Limousine	
Mrs. Nancy M. Gray	Mr. Jordan Ritz	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, online video games, to fantasy football and silent auctions.	Ristorante Tosca	
Mr. Lukasz Grochocki	Mr. James Rodriguez	Breakaway Stars and Stripes Challenge	Sports Authority	
Mr. Cyrus Hall	Mr. and Mrs. James H. Rooney		Stohlman Volkswagen Inc.	
Mr. Matthew Hall	Mr. Jeremy Rose		Vineyard Vines	
Mr. Jared Hartley	Mr. and Mrs. Donald Rothblatt		The Walt Disney Company	
Mr. Christopher Hassall	Mr. Marc Sabo		Washington Nationals	
Mr. and Mrs. James R. Heller	Mr. Antoine Savage		Washington Redskins	
Ms. Cori Hill	Mr. Carl Schecter		WUSA	
Mr. Christopher Hines	Mr. Philip Schiffirin		Windows Catering Company	
Estate of Maria Hoemann	Ms. Sarah Scott		ZPizza International, Inc.	
Mr. Matt Housh	Mrs. Gail F. Serfaty			
Mr. Warren Howarth	Mr. Sonak Shah, Sr.			
Mr. Kim Huldén	Ms. Stephanie Shiman			
Mr. Chris Hutchins	Mr. and Mrs. Derek Sickling			
Mr. Harry I. Hunter	Mr. Logan Silberg			
Mr. Stephen Jezewski	Ms. Elaine Simone			
Mr. Staffan Johansson	Mr. and Mrs. Michael Singer			
Mr. Peter Jones	Mr. Morten Skaaning			
Mr. Don Keibel	Mr. Michael P. Skarzynski			
Mr. Daniel Kellogg	Mr. and Mrs. Henry B. Smith			
Mr. and Mrs. Howard D. Kelsey	Ms. Jennifer Smith			
Ms. Kate Kennedy	Mr. Dan Spencer			
Mr. Lennard Kildelund				

Statement of Financial Position

For the year ended June 30, 2013

Assets

CURRENT ASSETS	
Cash and cash equivalents	1,052,930
Accounts and pledges receivable	488,324
	\$1,541,254
INVESTMENTS	
General	2,671,725
Donor restricted and Board designated funds	5,062,664
	\$7,734,389
PROPERTY	
Office Furniture and Equipment	169,401
Accumulated Depreciation	(150,996)
Total Property Assets	\$18,405
OTHER ASSETS	
Prepaid Expenses	23,415
Deposits	24,736
Charitable Gift Annuities	202,574
Interest in Remainder Trusts	378,675
Deferred Compensation Plan	117,316
	746,716
Total Organization Assets	\$10,040,764

Liabilities

CURRENT LIABILITIES	
Accounts Payable and Accrued Expenses	98,615
Deferred Income	—
Grants Payable	388,440
	\$487,055
LONG-TERM LIABILITIES	
Charitable Gift Annuities	79,170
Deferred Compensation	117,316
	196,486
Total Liabilities	\$683,541
NET ASSETS	
Unrestricted	7,059,257
Temporarily Restricted	2,019,553
Permanently Restricted	278,413
	\$9,357,223
Total Liabilities and Net Assets	\$10,040,764

Statement of Activities and Changes in Net Assets

For the year ended June 30, 2013

Support and Revenue

Contributions	2,906,554
Bequests and Other Income	438,159
Investment Income	587,356
In-kind Contributions	365,150
Special Events	1,640,163
Less: Costs of Direct Benefit to Donors	(297,905)
Total Support and Revenue	\$5,639,477

Expenses

Program	
Research	991,333
Education and Public Awareness	1,918,850
Community Outreach	893,497
Management and General	424,073
Fundraising	618,756
Total Expenses	\$4,846,509
Decrease in Net Assets	792,968
Net Assets, Beginning of Fiscal Year	8,564,255
Net Assets, End of Year	\$9,357,223



Expenses by percentage

- 40% Education and Public Awareness
- 20% Research
- 18% Community Outreach
- 13% Fundraising
- 9% Management and General

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exploring nurturing motivating educating **fueling**
influencing **inspiring** empowering exploring nurturing
MOTIVATING educating **stimulating** influencing
inspiring empowering exploring **nurturing**
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inspiring empowering **exploring** nurturing
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educating stimulating influencing **inspiring** empowering



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MOTIVATING educating **stimulating** influencing
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