



# Community

our legacy  
our future

2012 ANNUAL REPORT

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*Stop Cancer Before It Starts!*

The Prevent Cancer Foundation is a national non-profit health foundation whose mission is saving lives through cancer prevention and early detection.



Dear Friends,

Two thousand twelve has been quite a year—much has been accomplished as we move forward with our cancer prevention and early detection efforts. Early detection and prevention strategies are more important than ever—not only is prevention the most effective way to reduce cancer incidence and death, but it is also the most cost effective way to manage health care costs. This year, more than 1,600,000 Americans will be diagnosed with cancer and more than 575,000 will die from the disease. However, up to 60 percent of cancer cases and more than 50 percent of cancer deaths are preventable—with the knowledge we have right now.

Earlier this year Dr. Bert Vogelstein (an eminent researcher in cancer genetics at Johns Hopkins), reported on an important study in which the genomes of 3,000 sets of twins were sequenced. Dr. Vogelstein and his group concluded that even knowing the sequence of every gene in the body still cannot predict the risk of developing specific diseases. Dr. Vogelstein firmly stated: "We believe that genomic tests will not be substitutes for current disease prevention strategies. Prudent screening, early diagnosis, and prevention strategies, such as not smoking and removing early cancers, will be the keys to cutting death rates." This study provided an additional validation of the Prevent Cancer Foundation's mission of saving lives through cancer prevention and early detection.

The cost of health care continues to be a looming issue, and over the past year I have attended many conferences, meetings and workshops addressing the issue of the high and unsustainable cost of cancer treatment. The implications of this issue are staggering, as cancer costs are projected to reach \$158 billion by the year 2020.

The conference *Delivering Affordable Cancer Care in the 21st Century*, sponsored by the Institute of Medicine's National Cancer Policy Forum, centered on developing solutions to curb the escalating costs of cancer care without jeopardizing the quality of prevention and treatment. Representatives from medical, government, industry and academic fields presented sessions on current research and policy issues related to the delivery of affordable cancer care.

I also attended a *Health Technology Assessment Workshop* this past summer, which took place alongside the World Cancer Congress in Montreal, Canada. At this workshop I was introduced to innovative technologies that aim to improve cancer care and prevention as a cost-effective strategy. Attendees and presenters of the 2012 Congress included experts in cancer control from around the world who covered topics on the global cancer epidemic.

The Prevent Cancer Foundation continues its commitment to serving communities across the nation—educating the public on cancer prevention and early detection, healthy lifestyles and the importance of regular screening. The Foundation connects people with lifesaving information and direct service programs, while continuing to fund cutting edge cancer research, provides vital community outreach and education programs and advocates for important issues on Capitol Hill.

I am proud of everything we have accomplished over the past 27 years and look forward to the Foundation's future with optimism and enthusiasm.

Sincerely,

*Carolyn Aldigé*

Carolyn R. Aldigé  
President and Founder

## Cutting-Edge Research

Since 1985, the Prevent Cancer Foundation has funded innovative cancer research on prevention and early detection, awarding grants or fellowships to over 450 scientists from leading academic medical centers across the country. Proposals are reviewed by members of our

distinguished Scientific Review Panel, drawn from institutions such as the National Cancer Institute, Georgetown University Lombardi Cancer Center, MD Anderson Cancer Center, Weill Cornell Medical College and Johns Hopkins Kimmel Cancer Center. The Foundation's Board

of Directors approves funding to scientists whose work is deemed outstanding by the review panel. This year's grantees are an exceptional group, continuing to push the envelope of science. We asked some current grantees to share their thoughts.

### Vijayakrishna Gadi, M.D., Ph.D.

Fred Hutchinson Cancer Research Center

#### PREVENT CANCER FOUNDATION – LIVING IN PINK GRANT

The Foundation is supporting Vijayakrishna Gadi, M.D., Ph.D., to research a less-studied marker of breast cancer risk, fetal microchimerism (a small number of cells that move from a fetus to a woman during pregnancy), which could lead to new opportunities for secondary prevention.

**Q: What impact do you hope your research will make on the future of cancer prevention and early detection?**

**A:** Our research examines a new take on the old paradigm of how having had a child in the past protects against breast cancer in the future. Instead of simple hormonal changes, we believe that immune cells acquired from the child during pregnancy persist and participate in immune defense against breast cancer. Once we better understand the mechanism of how all this works, we will turn to vaccine-based or cell-based approaches to prevent breast cancer.

**Q: How has Prevent Cancer Foundation funding furthered your research?**

**A:** We have already begun using the funds to compare fetal microchimerism in women with a history of DCIS (ductal carcinoma in situ) and healthy control women. Our studies in blood suggest a very potent and highly statistically significant decrease of protective fetal cells in women with DCIS. We are performing final analysis for publication at this time. We have also begun the second aspect of our study, which involves DCIS tissue analysis for fetal microchimerism.

#### FIGDOR FAMILY RESEARCH GRANT

During Dr. Iris Romero's preliminary studies in ovarian cancer, metformin prevented tumor development in mice and inhibited proliferation of ovarian cancer cells. The Foundation is funding Dr. Romero to continue this research by clarifying the cancer prevention effect of metformin in high-risk groups.

**Q: What impact do you hope your research will make on the future of cancer prevention and early detection?**

**A:** My hope is that our research will identify a number of commonly used medications that also have a role as cancer prevention agents. Given the high cost and difficulty of new cancer drug development, I believe tapping into the anti-carcinogenic potential of low-cost and widely used drugs is an important paradigm shift in cancer prevention research.

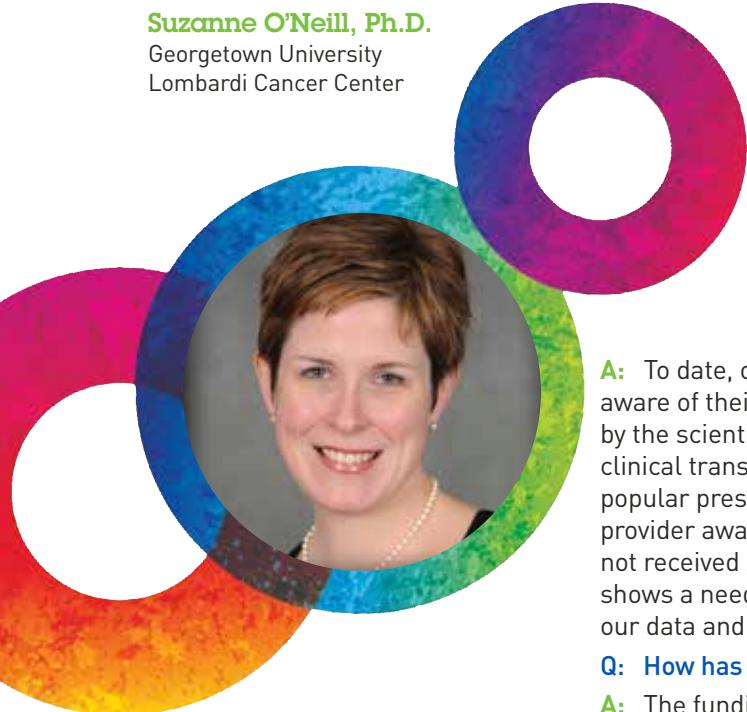
**Q: How has Prevent Cancer Foundation funding furthered your research?**

**A:** With funding from the Prevent Cancer Foundation, we have been able to demonstrate the strong effect that metformin has on the growth of ovarian cancer. Using an integrated approach, we have tested the effect of metformin on ovarian cancer using in vitro cancer biology techniques, mouse models of ovarian cancer and human clinical data and samples. We are now using these pre-clinical findings to design a randomized clinical trial of these drugs as secondary prevention in women with ovarian cancer.

### Iris Romero, M.D.

The University of Chicago

**Suzanne O'Neill, Ph.D.**  
Georgetown University  
Lombardi Cancer Center



**Bo Peng, Ph.D.**  
University of Texas,  
MD Anderson Cancer Center

### HOLDEN FAMILY GRANT IN BREAST CANCER

The Foundation is funding Suzanne O'Neill, Ph.D., to assess cognitive, emotional and attitudinal variables related to breast cancer risk, with a focus on breast density and management approaches. She will use this information to develop and pilot decision support materials aimed at increasing appropriate use of chemoprevention and enhancing screening to help prevent breast cancer in this high-risk group.

**Q: What impact do you hope your research will make on the future of cancer prevention and early detection?**

**A:** To date, our data demonstrate that a significant number of women are aware of their breast density status, perhaps due to a combination of efforts by the scientific community to integrate density into risk models to support clinical translation, more significant coverage of this health issue in the popular press, legal mandates to disclose density status in some states and provider awareness. However, many women who are aware of their risk have not received specific recommendations about how to manage this risk. This shows a need in our interventions that we will be well prepared to meet using our data and research team expertise.

**Q: How has Prevent Cancer Foundation funding furthered your research?**

**A:** The funding from the Prevent Cancer Foundation has significantly enhanced my research program, opening additional lines of research that would not have been available otherwise. These include both decision support interventions for women at increased risk and engagement in the active area of personalized risk-based screening.

### RICHARD C. DEVEREAUX OUTSTANDING YOUNG INVESTIGATOR AWARD IN LUNG CANCER PREVENTION

Genetic risk factors have been identified for lung cancer, yet it is unclear how to make efficient use of individual genetic information for prevention and early detection of this disease. Foundation-funded researcher Bo Peng, Ph.D., is investigating whether it is cost-effective to use individual genetic profiles for the prevention of lung cancer.

**Q: What impact do you hope your research will make on the future of cancer prevention and early detection?**

**A:** By predicting and comparing the benefits, harms and cost of various cancer prevention strategies that make use of individual genetic profiles, my research will hopefully provide valuable information regarding the use of individual genetic information for the prevention of lung cancer. Such information can help design more cost-effective cancer prevention strategies. Even if the genetic risk factors for lung cancer are proven to be so weak that they provide no additional benefit to existing cancer prevention strategies, such negative results could help allocate resources.

**Q: How has Prevent Cancer Foundation funding furthered your research?**

**A:** The funding from the Prevent Cancer Foundation allowed me time to develop my research in an exciting new area, to gather preliminary results and compete for federal funding. It also helped me to support a student who has assisted tremendously in carrying out simulations and analyzing results. I appreciate funding from the Prevent Cancer Foundation because it provided me a great stepping stone to my career as an independent researcher, which is especially valuable in today's tough funding environment.

## DOORNINK FAMILY CHARITABLE FUND CHALLENGE GRANT

Colorectal cancer is the second leading cause of cancer deaths in the U.S. With screening, colorectal cancer can be prevented or detected early. Dr. Mori's goal is to address the challenge to better identify those at highest risk of developing colorectal cancer—those with the greatest need of colonoscopic screening and other preventive measures. This grant is made possible by the Doornink Family Charitable Fund, Mrs. Cecile Tauzin and several generous donors.

**Q: What impact do you hope your research will make on the future of cancer prevention and early detection?**

**A:** My research aspires to develop a DNA and lifestyle factor-based test for early detection of colon cancer. The test will be able to identify not only people with colon cancer or pre-cancerous abnormalities, but also people who will develop colon cancer, but don't have detectable abnormalities.

**Q: How has Prevent Cancer Foundation funding furthered your research?**

**A:** With the support of the Prevent Cancer Foundation, I have already identified two new DNA markers and 20 more candidates that may be useful in the final test. These markers are currently under rigorous examination for their diagnostic accuracy in pilot patient samples.

**Yuriko Mori, M.D., Ph.D.**  
Johns Hopkins University,  
School of Medicine

We need more information on what can be done to prevent this disease. I want to help change that, which is why I support colorectal cancer research.

– Ron Doornink



## The Decision to Make a Difference

### DOORNINK FAMILY CHARITABLE FUND RESEARCH AWARD IN COLORECTAL CANCER

When colorectal cancer took the lives of Ron Doornink's beloved sister Josien and her husband Ton, he initially felt helpless but decided to take action. He wanted to know what caused colorectal cancer and what he could do to ensure other loved ones wouldn't suffer the same fate. His search for information led him to the Prevent Cancer Foundation. Impressed with the Foundation's focus on prevention and early detection, rather than a cure for cancer, Ron knew immediately he wanted to get involved. "There are so many organizations that focus on finding a cure for cancer, but they don't tell you what you can do to prevent cancer from affecting your family in the first place."

Today, Ron is a proud member of the Prevent Cancer Foundation Board of Directors where he generously donates his time, leadership and support by sharing his story and challenging others to help share the message that cancer prevention saves lives. An example of Ron's leadership and commitment to cancer prevention and early detection was his willingness to share his family's tragic story with a room of over 800 attendees at the Foundation's 2010 Annual Spring Gala. He followed his touching remarks with a pledge to match dollar-for-dollar each donation made to the Foundation that evening. His challenge resulted in over \$118,000 raised to help "Light the Way to Prevention."

His work with the Foundation has also resulted in Ron's passionate advocacy for cancer prevention research. He strongly believes that "current funding for prevention research is nowhere near adequate to eradicate cancer in our lifetime." So in 2011, Ron and his wife Martha decided to issue a challenge to the Prevent Cancer Foundation: they would provide a matching grant of \$40,000 to fund half of a two-year research grant in colorectal cancer if the Foundation raised the matching funds to award the grant. With the support of several generous donors, the Foundation raised the required funds and Ron and Martha established the Doornink Family Charitable Fund Research Award in Colorectal Cancer.

The two-year research grant was awarded to Dr. Yuriko Mori of Johns Hopkins University School of Medicine for her study of the preclinical development of a colorectal cancer risk stratification marker. Dr. Mori's research to assess a patient's risk of either having or developing colorectal cancer is at the heart of Ron's focus to support efforts that may one day result in the prevention of colorectal cancer. "We need more information on what can be done to prevent this disease. I want to help change that, which is why I support colorectal cancer research."

Ron's story is a testament to the strength of one person's efforts to Stop Cancer Before It Starts! Over the next several years, he would like to see new advances in the field of cancer prevention research include a more open dialogue between researchers and the general public. When asked what he hopes his work with the Prevent Cancer Foundation will demonstrate to others, he simply says, "I just hope that more people decide to support prevention research because it is so critical. It took a family tragedy to open my eyes and now it just seems obvious."

## Lung Cancer Workshop IX Focuses on Accelerating Progress in Lung Imaging and Improving Patient Outcomes

The Prevent Cancer Foundation hosted the ninth in a series of Lung Cancer Workshops on catalyzing image processing research to improve lung cancer research and related health outcomes. Held on May 3-4, this year's Workshop focused on moving lung image processing into clinical applications for the detection and treatment of lung cancer. Chaired by Prevent Cancer Foundation Scientific Director Dr. James Mulshine, the Lung Cancer Workshop is a highly collaborative and multidisciplinary forum that brings together leading medical and surgical oncologists, pulmonologists and radiologists, along with representatives of federal agencies, the biopharma industry, imaging scientists and patient advocates.

The results of the recent National Lung Screening Trial have demonstrated the significant impact of spiral CT-based lung cancer screening in reducing mortality. As a result, professional associations are announcing new guidelines recommending this screening for high-risk individuals who are at risk of developing lung cancer. A critical component that will impact the efficiency of these guidelines relates to the emerging technology of using computer aided diagnosis to determine growth rates of lung nodules by comparing their volume measurements on serial CT scans. Despite recent progress in this area, there is still a bottleneck due to the lack of images and data available to researchers.

At the Lung Cancer Workshop, several large collections of high resolution images obtained across multiple time points were described and will be made freely available to the research community. These resources are a major step in advancing research into early lung cancer using a platform of Open Research, as championed by the National Institutes of Health and the Institute of Medicine.

The initial platform will provide the community with an open, transparent and thorough view of the performance of various algorithms for measuring medical images and managing patients. This transparency adheres to the scientific method that is anchored in the practice of verifying the reproducibility of published results. It is this reproducibility that empowers others to repeat experiments and track the advancements of science.

The Lung Cancer Workshop is co-sponsored by the Optical Society of America and the International Association for the Study of Lung Cancer. For more information about the Lung Cancer Workshop, visit [preventcancer.org](http://preventcancer.org).



Participants discuss informational poster abstracts during a break.





## 14th Annual Dialogue for Action on Colorectal Cancer Screening: Today's Progress, Tomorrow's Challenge

MARCH 21-23, 2012

BALTIMORE, MD.

This year's conference brought together many passionate members of the colorectal cancer community—primary care doctors, oncologists, gastroenterologists, nurses, community health workers, state health department and federal agency staff, researchers, health educators, insurers and others from across the country—all committed to increasing colorectal cancer (CRC) screening.

The Dialogue for Action is a highly interactive conference that sparks a lively exchange of ideas, experience and knowledge. Its goal is to provide people working in the field of colorectal cancer screening with recent developments in screening and in the larger arenas of public health and clinical preventive services. The conference also provides attendees with concrete steps they can take to enhance their projects, programs and practices. The Foundation is a convener of the colorectal cancer community, bringing together its members to facilitate discussion of challenges and solutions to promote advances in the field.

The 2012 conference began with a distinguished keynote panel on the quality and cost of health care, followed by sessions on what it will take to keep increasing screening rates and how the coming changes in paying for health care will affect primary care. Big changes like these will affect the delivery of health care in our country in the future. View the entire agenda and many of the presentations by visiting [www.dialogueforaction.org](http://www.dialogueforaction.org).

Keynote panelists (L to R)  
J. Sanford Schwartz, M.D.  
(University of Pennsylvania  
Perelman School of Medicine),  
Richard L. Snyder, M.D.  
(Independence Blue Cross)  
and Richard J. Baron, M.D.  
(MACP Center for Medicaid  
and Medicare Services Center  
for Innovation) are introduced  
by moderator Susan Dentzer,  
Editor-in-Chief of health policy  
journal "Health Affairs".



As part of the conference, the Foundation hosts the Cancer Prevention Laurels Awards Luncheon, co-sponsored by the National Colorectal Cancer Roundtable (NCCRT), to recognize and celebrate leaders in cancer prevention. Standing with Carolyn Aldigé, President and Founder of the Prevent Cancer Foundation on right and Robert Smith, Ph.D. of NCCRT, on far left, are Laurels recipients (L to R): Franklin Berger, Ph.D., Ms. Ann Fonfa and Sidney Winawer, M.D., who received a Lifetime Achievement Award.



## Community Grants: Funding Nationally, Acting Locally

**PROJECT:** Powwow for Hope: Dancing for life, love & hope

**ORGANIZATION:** The American Indian Cancer Foundation (AICAF)

**LOCATION:** Minneapolis, Minn.

**TARGET POPULATION:** American Indian Families

**DESCRIPTION:** The American Indian Cancer Foundation (AICAF) organized the Powwow to create a positive, culturally appropriate environment to honor and support cancer survivors, caregivers and families affected by cancer and to increase cancer awareness and prevention knowledge for American Indian families. This very special event was held April 28, 2012 with over 2,000 participants from several tribal nations across the Midwest. Notable guests included Red Lake Nation Tribal Chairman Buck Jourdain and U.S. Senator Al Franken.

By empowering people to get involved as volunteers, dancers, drummers, singers, educators, or to contribute monetarily, they successfully met their goals and raised over \$30,000, which will be used for community defined cancer initiatives for cancer support groups and cancer screening incentives. Powwow for Hope provided opportunities for Native people to get the support that has been missing when it comes to dealing with cancer. The Powwow for Hope was an immensely positive and successful event.

Powwow for Hope was a dream shared by spiritual leader Michael Dahl of the White Earth Anishinaabe. “Michael is an energetic and passionate leader and volunteer for AICAF because he, like so many of us, has experienced the devastation caused by the cancer epidemic among American Indians.”

—Kris Rhodes, AICAF Executive Director



**PROJECT:** L.E.A.P. AYA Cancer (Learning, Education, Awareness, Prevention)

**ORGANIZATION:** Research Institute at Nationwide Children's Hospital

**LOCATION:** Columbus, Ohio

**TARGET POPULATION:** Medical students and residents

**DESCRIPTION:** The definition of the adolescent and young adult (AYA) cancer patient has evolved over time, but recently has been defined as those diagnosed with cancer at ages 15 through 39. The incidence of cancer in the AYA population has steadily increased over the last 25 years, but the overall survival in these patients has not improved. AYA patients are a unique population with regard to both cancer epidemiology and psychosocial needs. Patients are caught between two worlds, childhood and adulthood.

The AYA Oncology program identifies the urgent need for education, training and communication activities to raise awareness and recognition of AYA preventable cancers at both public and professional levels. A new outreach program, “L.E.A.P. AYA Cancer (Learning, Education, Awareness, Prevention)” is a combination of “teach the teacher” and “pay it forward”. The program provides knowledge regarding the most common AYA cancers, the signs and symptoms associated with them, and information about the many ways to prevent these cancers to medical students and residents.

“By empowering these medical professionals with this knowledge early in their learning, we hope to influence the way they examine and educate patients throughout their medical career. Armed with this knowledge, several residents have already volunteered to ‘pay it forward’ and in the fall will be going out into the community to educate high school and college students.”





**PROJECT:** Play it Safe Utah

**ORGANIZATION:** Utah Department of Health

**LOCATION:** Salt Lake City, Utah

**TARGET POPULATION:** Hispanic and non-Hispanic youth and their parents in two underserved/low income communities and one community shown to have a high risk for skin cancer.

**DESCRIPTION:** Utah has the second highest melanoma incidence rate in the nation at 28.1 cases per 100,000 population in 2008. The Utah Cancer Control Program will implement an educational intervention that will encourage Utah children and their parents to practice sun safe behaviors.

The Program is partnering with professional soccer player Chris Wingert and local sunscreen manufacturer Shaka Laka to educate Utahns through local parks and recreation youth soccer leagues in low income and underserved areas, as well as other counties in Utah with high melanoma incidence rates. Materials will include information on the dangers of the sun as well as information on sun safety. The program has three major components: education, provision of sunscreen and evaluation.

"The Prevent Cancer Foundation funding made this program possible! When Chris first approached us we didn't have a way to support a new project, but the Prevent Cancer Foundation funding allowed us to capitalize on the opportunity to work with him."

—Kristi Smith, Health Program Specialist, Utah Department of Health



**PROJECT:** Health Care Access Programs

**ORGANIZATION:** Women's Resource Center

**LOCATION:** Larimer County, Colo.

**TARGET POPULATION:** Women at risk of breast or reproductive cancers (cervical, ovarian and uterine), especially women facing barriers and disparities to care, including low income, uninsured and ethnic and cultural minorities.

**DESCRIPTION:**

The Women's Resource Center seeks to double the number of mammograms offered through mobile mammography vans, and to improve and expand patient navigation and other services. The Women's Resource Center uses an innovative continuum of care model that provides a full spectrum of breast and reproductive cancer services. WRC connects clients to medical homes, facilitates access to specialist providers for women's cancers and develops a package of financial support tailored to individual clients that makes health care affordable. Patient navigation services are offered to decrease barriers to care and increase treatment compliance.



## Colorectal Cancer Prevention Through Community Screening

This spring the Foundation held its second annual **Screening Saves Lives National Challenge**, a competition that champions grassroots community projects aimed at increasing awareness of colorectal cancer prevention and early detection. This year's theme was "Families and Colorectal Cancer." After the public voted online for their favorite projects, the top third of vote-getting projects went on to be reviewed by an external committee to determine the winners.

Good Samaritan Hospital in Kearney, Neb. won first place and received a \$5,000 grant for its colorectal cancer awareness project and a visit from the **Prevent Cancer Super Colon™**. The hospital, in partnership with the local YMCA, will put on an event for their rural Nebraska community with educational presentations and materials and a family "fun run" to promote physical activity, healthy eating and regular screening. The project aims to provide education to 3,000 individuals and screening services to 2,000 individuals.

The second-place winner was Advocate Christ Medical Center in Oak Lawn, Ill. which was awarded social media counsel from the Prevent Cancer Foundation. There were many excellent applicants for this year's National Challenge—visit [screeningsaves.org](http://screeningsaves.org) to view all the 2012 entries.

## Prevent Cancer Super Colon

- ➊ 14 stops in 14 cities throughout the year.
- ➋ Over 6,415 visitors.

This year included a special five-stop tour through Michigan's upper and lower peninsulas. Sponsored by the Inter-Tribal Council of Michigan, the tour was able to bring much needed colorectal cancer education and awareness to more isolated parts of Indian country.

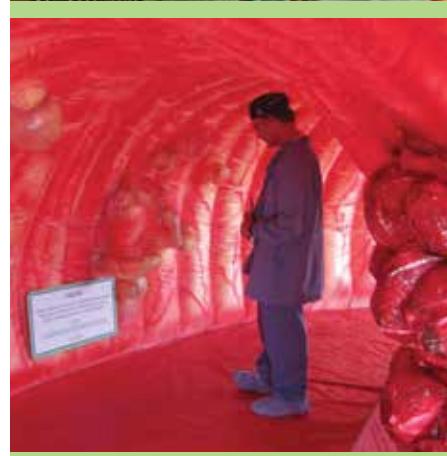
## *¡Celebremos la vida!* (Let's Celebrate Life!)

Over its 18 years of existence, the *¡Celebremos la vida!* program has provided services to over 8,100 women, including over 7,900 mammograms and 7,400 Pap tests at sites in Washington, D.C., Silver Spring, Md. and Woodstock, Ill. Over 10,200 Celebremos participants, their friends and family members have benefitted from education about breast and cervical cancer, as well as healthy lifestyle, nutrition, colorectal cancer and other preventable cancers.

To further expand the reach of this successful program, the Foundation is completing a two-year grant from Susan G. Komen for the Cure®, including the design and testing of an informal outreach tool for women to use to encourage friends and family members to be screened for breast cancer. The women are trained as *campeonas* (champions) and use educational resources such as a conversation guide and novella to engage and discuss breast health with others.

*"I am very satisfied with the service. To me it would be great if this service would be expanded to more people like me, who have no health insurance and need programs like this one. Thank you very much to all staff for their time and dedication."*

—Participant from Georgetown University Lombardi Comprehensive Cancer Center, Washington DC (comment translated from Spanish)



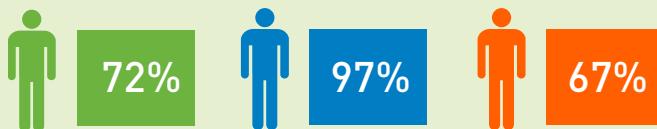
## Reaching Rural Populations: State Fairs

Since 1993, the Foundation has provided free cancer screenings and prevention education through Health Awareness and Screening Booths at state fairs across the country, partnering with local health care providers and members of the U.S. Senate. The goal of this project is to reach largely underserved rural populations with cancer screening and risk reduction information. In 2011, the Foundation sponsored projects in Kansas, Nebraska, South Dakota and Iowa.

This past year was the start of a beneficial partnership in Iowa with the Iowa Farm Bureau Federation. The Farm Bureau's large, centrally placed tent at the fair increased our visibility to fairgoers and allowed us to offer screenings on-site. The Nebraska project included the screening and education booth at the state fair, a booth at the Cattleman's Ball reaching rural ranchers, the Black Health and Wellness Fair reaching African-Americans and the South Omaha Community Health Fair, reaching Hispanics and migrant workers.

### MEASURES OF SUCCESS\*

\*Based on data from Kansas, Iowa, S.D.



Over 72% of attendees surveyed felt staff and volunteers were helpful in answering their questions

Over 97% felt informed about the screenings provided at the booths

Over 67% reported being screened for cancer at the booth/fair

Total screenings .....

4,504

Total materials distributed .....

24,390

including ColoCARE Kits,  
educational materials  
and sunscreen



## Mammovan

The Prevent Cancer Foundation continues its 17 year partnership with the George Washington University Cancer Center to fund the traveling mammography van, the "Mammovan."

- Over 2,400 women were screened for breast cancer in FY12.
- More than half the women were low-income and uninsured.
- Over 35,000 women have been served since inception of the program.
- There have been 116 breast cancer diagnoses since inception – and all women received treatment regardless of insurance or ability to pay for care.

## Breakaway from Cancer

This year the Prevent Cancer Foundation celebrates its fourth anniversary of joining the Breakaway from Cancer partnership and we could not be more thrilled! Founded in 2005 by Amgen, Breakaway from Cancer unites four nonprofit organizations – the Prevent Cancer Foundation, Cancer Support Community, Patient Advocate Foundation and National Coalition for Cancer Survivorship - with the goal of empowering people through knowledge. Together we are able to educate the public about the entire cancer care continuum, from prevention through survivorship.

We were grateful to meet thousands of people at events in Lewiston, Maine; Greenville, S.C.; Austin, Texas; and throughout the eight-day 2012 Amgen Tour of California. As a partner in Breakaway from Cancer, we are privileged to not only get the chance to share our resources with the wonderful people we meet, but to also hear their personal stories about cancer. It is truly inspiring to see such large groups of people, most of whom have been touched by cancer in some way, coming together to help each other and fight cancer. To learn more, please visit [www.breakawayfromcancer.org](http://www.breakawayfromcancer.org).



## Advocating for a Cancer-Free Future

The Prevent Cancer Foundation engages lawmakers through education and advocacy to promote the enactment of laws that support cancer research and prevention. We work individually and as part of an entire community of grassroots advocates and other health advocacy organizations to maximize our influence. We strive to improve the country's commitment to research, access to screening and primary prevention.

Our network of grassroots advocates continues to grow. It is these voices that can help influence the commitment of legislators to support laws that will reduce cancer incidence and mortality for current and future generations. The Prevent Cancer Foundation extends our reach through engaging in coalitions including the National Coalition for Cancer Research, the Coalition for the Advancement of Medical Research, Cancer Leadership Council, One Voice Against Cancer and the Coalition for a Stronger FDA, to demonstrate unity and collaboration within the cancer community.

Among the Foundation's legislative successes in 2012 are:

**RESEARCH FUNDING:** Despite extremely tight Federal budgets, funding for medical research and cancer control programs at the National Institutes of Health and the Centers for Disease Control and Prevention received modest increases in the FY 2012 budget. This increase in funding ensures that there will continue to be progress in reducing the burden of cancer within our communities.

**REGENERATIVE MEDICINE:** We have led efforts to maintain support for embryonic stem cell research, working with the Coalition for the Advancement of Medical Research, on Capitol Hill and in tandem with the Department of Justice to ensure the continuation of a Presidential Executive Order enhancing regenerative medicine research. This field of research holds great promise for future breakthroughs for diseases that affect millions of individuals. We hosted a "Members Only" briefing on Capitol Hill, speaking to lawmakers about adult and embryonic stem cell advances across diseases.



## BUILDING SUPPORT FOR LEGISLATION THAT IMPROVES PATIENT ACCESS TO SCREENING:

Prevent Cancer worked to build support for legislation in Congress that improves access to screening. Two examples of these bills are the S. 752/H.R. 1394, the Lung Cancer Mortality Reduction Act of 2011 and HR 4120, the Removing Barriers to Colorectal Cancer Screening Act of 2012.

**TANNING BED REGULATION:** Indoor tanning has been strongly linked to skin cancer. The Foundation engaged advocates in approximately 20 state and local efforts to regulate the indoor tanning bed industry. In Utah, legislation was enacted that requires all minors under 18 to be accompanied by a parent, updated warning signs and tighter facility permit requirements. Legislation is still pending in many other states.

## Uniting Communities Across the Aisle: Congressional Families Cancer Prevention Program

This year the Congressional Families Cancer Prevention Program celebrated its twentieth anniversary, highlighting this milestone during our 19th Annual Congressional Families Action for Cancer Awareness Awards luncheon, held in September. Founded in 1991 by Congresswoman Doris Matsui (Calif.), the program educates Congressional spouses and family members about the latest information in risk reduction, screening and primary prevention and provides them the tools to carry this lifesaving information back to their districts. Under the leadership of Executive Director Lisa McGovern, the program continues to include op-eds, public service announcements (PSAs), newsletters and participation in awareness-raising events.

Since 1993, the Congressional Families Cancer Prevention Program has presented awards to individuals who have made extraordinary contributions in raising awareness about cancer prevention and early detection. With Paula Zahn acting as Mistress of Ceremonies, we had the honor of bestowing awards to several inspiring recipients. Congressional spouse Freda Manzullo, Congresswoman Lois Capps, seven-time Emmy winning journalist Steve Andrews and his daughter, ESPN broadcaster and Emmy winner Erin Andrews, joined our distinguished roster of award winners.

Both sides of the aisle joined together to celebrate the work that the program has achieved during the past year – and throughout the past two decades. While honoring our 2011 award winners, we thank Congressional families for their service throughout the year. The annual luncheon inspires them to recommit to the fight against cancer by highlighting the stories of exceptional individuals.



# Digital Media – Expanding the Prevent Cancer Community

There has been a lot written about digital or social media. Many feel it is the province of the young, but others who would not classify themselves as “young” have wholeheartedly embraced social media in one way or another. The Prevent Cancer Foundation has worked diligently on digital media (our website, micro-sites for the Prevent Cancer Foundation 5K, Dialogue for Action and Screening Saves Lives) and via our social media platforms (Facebook, Twitter, LinkedIn and, most recently, Pinterest) not to accumulate millions of followers, but to make genuine connections with people from around the country and around the world. Our goals remain the same: to expand the Prevent Cancer community by reaching out to new audiences with health and wellness information that will help them **Stop Cancer Before It Starts!**

## SOCIAL MEDIA OUTREACH AND PARTNERSHIPS

Engaging and connecting with people and discovering new ways to partner continues to reap benefits for the Foundation. Over the last year, social media partnerships have yielded both friend-raising and fundraising results:

**SCREENING SAVES NATIONAL CHALLENGE** – Launched in 2010, the Colorectal Cancer Screening Saves National Challenge invites community organizations to submit colorectal cancer awareness and screening proposals each March. These organizations are encouraged to utilize social media as well as traditional media to energize local supporters to vote online during the Challenge. Participation in the National Challenge and the Screening Saves community forum continues to grow, doubling the number of participants in this year's Challenge.

**DAVID TUTERA FACEBOOK CONTEST FOR THE 2012 ANNUAL SPRING GALA** – Host of WeTV's “My Fair Wedding,” celebrity party planner and Prevent Cancer board member David Tutera generously hosted a competition on his Facebook page. David invited his more than 129,000 Facebook fans to donate to the Prevent Cancer Foundation Annual Spring Gala. Donors were entered to win one of three of his signature watches. During the month-long appeal, \$2,300 was raised.

**DAILYFEATS** – The Foundation partnered with the Cigna Foundation and DailyFeats, a website which encourages people to make healthy choices for which they earn points. DailyFeats members could donate those points to the Foundation and Cigna matched the points with a cash donation.

The Foundation also partnered with Daily Feats on the **Stop Cancer Before It Starts! Challenge** that encouraged members to eat healthy, exercise daily and not smoke. The **Sun Safety Challenge** encouraged members to get in the habit of keeping their skin healthy and safe in the summer and all throughout the year.

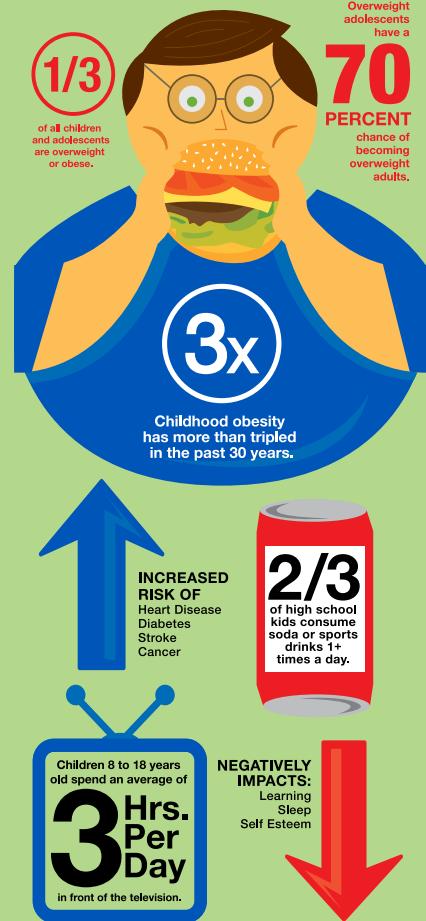
## WHAT'S NEXT?

In the rapidly changing landscape of digital media, the Prevent Cancer Foundation is vigilant in spotting new ways to effectively reach people interested in cancer prevention, early detection and health and wellness information. The next wave of change is already underway.

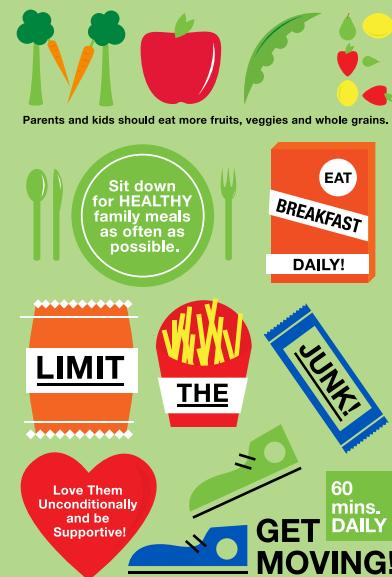
At the time of this article, there are 30,000 health-related apps for smart phones and tablets. Optimizing the Foundation's web content for mobile platforms is a priority and the development of cancer prevention and early detection mobile apps is already in discussion. The Foundation sees these technological advances as opportunities to reach more people in whatever manner they prefer to receive lifesaving information.

Infographic Presented by:  
**preventcancer**  
FOUNDATION  
Stop Cancer Before It Starts!

# CHILDHOOD OBESITY



## SOLUTIONS



Source: CDC, U.S. Department of Health and Human Services, Mayo Clinic, College of William & Mary, Healthchildren.org

The National Challenge is a project of the Prevent Cancer Foundation that aims to engage participating organizations in an online community supportive of colorectal cancer screening efforts across the country.

We invite you to join our community > [JOIN](#)

**SHARE AN IDEA, ASK A QUESTION**

You must be logged in to submit an idea or question.

I am an:

- Organization
- Individual

[SUBMIT](#)

**PREVENT CANCER FOUNDATION 5K**  
taking steps / saving lives

[HOME](#) [ABOUT US](#) [FIRST STEPS](#) [REGISTER](#) [SPONSOR](#) [VOLUNTEER](#) [LOG-IN](#)

**KATHERINE KENNEDY**  
is the 2012 Prevent Cancer Foundation Young Professional. Check out her top individual fundraiser and top team fundraising prize!

**TAKING STEPS**  
It's never too early to start planning for next year's race! Check out our tips for getting started!

**SAVING LIVES**  
Every donation brings us closer to our fundraising goal.

**Dance Trance Moves to Prevent Cancer!**  
Posted by Sarah Sauer Bands on September 19th, 2012 at 10:00 AM

**Event** **Share** **Comment**

**OVER \$7.8 MILLION GRANTED**

**Mammogram**  
Since 1998, the Prevent Cancer Foundation has supported the George Washington University School of Medicine's mobile mammogram van to increase access to mammography services among underserved women in the Washington, D.C. area. The program has provided more than 25,000 mammograms to women in need and increased its breast cancer detection rate.

**[Celebra]mos la Vida!**  
A breast and cervical cancer education and early detection program for Hispanic underserviced women in the Washington, D.C. area. Since 1998, the Foundation has provided more than 10,000 breast and cervical cancer screening exams and more than 1,000 pap smears in D.C., Maryland and Virginia.

**State Fair**  
Beginning XI, November 2009, the Foundation partnered with Verizon and the Indianapolis Colts to provide free prostate cancer screening exams to men in the Indianapolis and surrounding areas. In 2010, the Foundation expanded their screening efforts to the Cincinnati campaign, and our partner organizations, the Society for Women's Health Research, Share, and the American Academy of Family Physicians, provided additional screening services to women in rural areas and community groups throughout the country.

**Community Grants**  
Launched in 2008, the Prevent Cancer Foundation's Community Grants program supports cancer awareness, education, and prevention programs in communities throughout the United States.

**Earlier Projects**  
The Foundation's first major grant was the American Polio Vaccine General Cancer Research Grant. Since its inception in 2003, PFC has Healthier Lives grants to support cancer screening, education, and community groups working to prevent cancer nationwide.

**COMMUNITY OUTREACH FUNDING BY STATE**

State	Funding Amount
California	\$1,000,000+
Florida	\$100,000+
Illinois	\$50,000+
Michigan	\$50,000+
North Carolina	\$50,000+
Ohio	\$50,000+
Washington	\$50,000+
Wisconsin	\$50,000+

GRANTS AWARDED: The Prevent Cancer Foundation had 144 new outreach programs granted over the past year totaling \$1,000,000.00.

\* Other grants not included due to confidentiality and legal restrictions.

The Foundation uses its many microsites and engaging web assets to reach people in a variety of ways.

## PREVENT CANCER FOUNDATION 5K

Following a torrential downpour on Friday, the sun was shining on the 3rd Annual Prevent Cancer Foundation 5K held on Saturday, September 24, 2011. Four hundred runners, walkers, strollers and pets came together at West Potomac Park in Washington D.C. to show their commitment to a healthy lifestyle and cancer prevention!



Team Prostate Captain Dr. Karen Sfanos was a Prevent Cancer Foundation funded research fellow! Karen assembled a team of fellow researchers, family and friends for this year's 5K.



This year's event had several generations of participants devoted to cancer prevention and early detection. Event director Linda Chastain poses with her family.





Team "Friends For Prevention" stops to pose for a photo.



KK's Cancer Kickers took first place in the team fundraising category, with an impressive total of \$10,000. Local radio personality Chilli Amar emceed the event and energetically warmed-up the enthusiastic crowd. With the support of corporate sponsors, teams and individual fundraisers, the 2011 5K raised over \$92,000 (doubling the previous year's total) in support of cancer prevention research, education and community outreach programs.

Top fundraising team KK's Cancer Kickers with President and Founder Carolyn Aldigé and event emcee Chilli Amar.





Honorary Patrons His Excellency the Ambassador of Switzerland  
Manuel Sager and Mrs. Christine Sager with Swiss Embassy staff  
dressed in traditional garb.

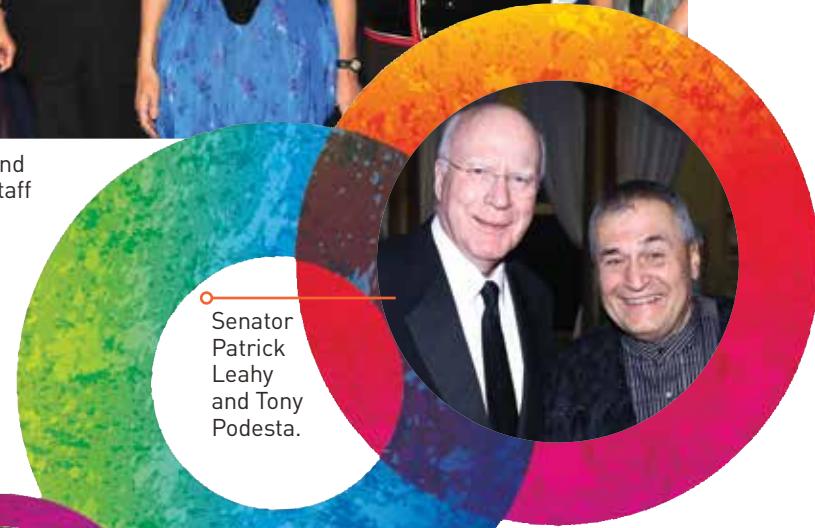
## Annual Spring Gala Dazzles Once Again at Modern+Majestic=Switzerland

Since its inception in 1994, the Annual Spring Gala remains the much anticipated signature special event of the Prevent Cancer Foundation. Over the past 18 years, the Foundation's community of supporters has gathered at the Gala, contributing over \$21 million in support of cancer prevention and early detection research and programs.



From L to R: Ambassador of Monaco Gilles Noghès, Ellen Noghès,  
David Short, Marie Royce, Rep. Ed Royce.

Senator  
Patrick  
Leahy  
and Tony  
Podesta.



Grant  
Allen and  
Katherine  
Kennedy.

Julie  
Delgado.





Prevent Cancer Foundation President and Founder Carolyn Aldigé, Cancer Champion Award Recipient the Honorable Mike Oxley, Gala Chair Joann Piccolo.

On March 9, Prevent Cancer Foundation board member, celebrity event planner and host of WeTV's "My Fair Wedding" David Tutera (who donates a large portion of his services), waved his magic wand and transformed the National Building Museum into a spectacular Swiss landscape, accented by lighted acrylic tables, soaring sculptures and contemporary vases filled with white calla lilies and hydrangea. Nearly 100 candlelit tables were swathed in shades of azure and silver featuring shimmering crystal accent pieces as the Foundation celebrated "Modern+Majestic=Switzerland", under the patronage of Ambassador Manuel and Mrs. Christine Sager. Greeted by Swiss Embassy staff dressed in traditional dress, 900 guests were entertained by the beautiful and lingering melody of Swiss alphorns.

Joann Piccolo served as the gala chair and honored guests included former Ohio Congressman and lung cancer survivor Mike Oxley, our 2012 Cancer Champion. Oxley is a long-time advocate for cancer research, prevention, improved treatment and survivorship issues.

Local WUSA 9 TV personality and board member Andrea Roane acted as Mistress of Ceremonies of the "Lighting the Way to Prevention" pledge drive, introducing cancer survivor and vocalist Julie Delgado. Julie has been touring the country singing and inspiring all who hear her with the story of her courageous battle against breast cancer.

The 2012 Annual Spring Gala raised over \$1.4 million through sponsorships, donations and our inaugural "Bidding for Good" silent auction. We are grateful to our individual donors and corporate supporters who enabled the Foundation to reach such an ambitious goal while keeping overhead to a low 16 percent.



Prevent Cancer Foundation Board Member Kathryn West with two Gala guests.



Ashley Taylor, Dinner Committee Chair  
Nicole Rodgers and Aimee Steel

## Beneficiary Events

Each year, the Prevent Cancer Foundation is the beneficiary of funds raised by individuals or groups who hosted a fundraiser on our behalf. Here is just a sampling of some of the events hosted during fiscal year 2012.



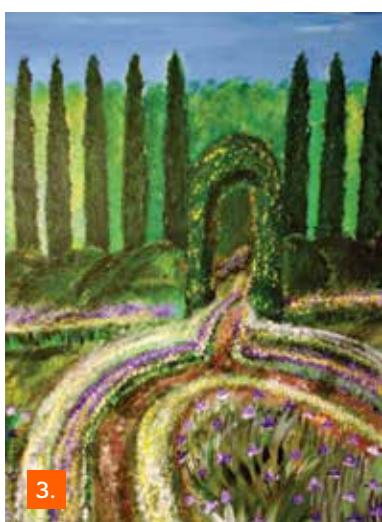
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**1. Casino Night: Downey, Calif.**—A mother and daughter visit the Prevent Cancer Foundation table at the Oncology Institute's Casino Night. Attendees were treated to a catered event with casino games and raffle prizes. The May 18 event raised \$1,000.

**2. Casino Night: Downey, Calif.**—A volunteer distributes Prevent Cancer Foundation information and Buddy Bracelets at the Oncology Institute's Casino Night. Cancer patients were invited to enter a photography contest, with the winning photographs displayed during the event.

**3. Matt Morris Painting: Santa Clara, Calif.**—Matt Morris, a local architect and amateur painter, was asked to display his artwork at Inferno Real Estate during the month of March. With a daughter who had melanoma and a mother-in-law who died of ovarian cancer, Matt decided to donate all the proceeds from the art sold to the Prevent Cancer Foundation and raised \$600 in an auction of his artwork.

**4. Crossfight: Evanston, Ill.**—Crossfit participants take a breather after raising \$13,500 for cancer prevention. Two local gyms, Crossfit Shoreside and Crossfit E-Town of Evanston, Ill. came together for the first ever "Crossfight Against Cancer".

**5. Crossfight: Evanston, Ill.**—Matt Pogodzinski M.D., organizer of "Crossfight," takes a well-earned rest after completing his WOD (workout of the day): 3,001 squat thrusts in 5 hours and 4 minutes. Not only do Crossfitters believe in an active lifestyle but also a healthy one.

**6. Crossfight: Evanston, Ill.**—Peter Cummins completes his WOD (workout of the day) in honor of his son Nicholas who was successfully treated for two brain tumors while he was a child. Peter was the highest individual fundraiser at Crossfight, raising over \$5,000.

**7. SDA 2012: Chevy Chase, Md.**—Mike Uyama and co-organizers of Speed Demos Archive's "Awesome Games Done Quick 2012" put down their controllers for a picture. The marathon lasted nonstop for six straight days in January—members played games during every hour of the day.

**8. SDA 2012**—Speed Demos Archive, "Awesome Games Done Quick 2012" participants celebrate raising \$143,000 for cancer prevention and early detection. Eighty gamers from 28 countries participated in this round-the-clock marathon in Maryland that was streamed live online.



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**9. SDA 2012**—Speed Demos Archive participants cheer on the gamers as they finish their game in record time. During the peak viewership, there were over 12,000 online viewers.

**10. Skierpalooza: Orlando, Fla.**—

Organizers and volunteers Chris Sullivan, Matt Rini, Jim Stanley, Brett Hargrave and Chris Rossi (L. to R.) take a quick break before participants arrive for Skierpalooza. Participants were treated to a day of test rides on all of Radar Water-ski's new equipment.

**11. Holden Cup: Alexandria, Va.**—The Holden Cup Golf Tournament was held on August 8-9, 2011 at Belle Haven Country Club. Since 2007 the event has raised over \$500,000 for the Prevent Cancer Foundation. Proceeds from the Holden Cup support individual research grants in breast cancer prevention and early detection.

**12. Skierpalooza: Orlando, Fla.**—Matt Rini and Brett Hargrave take a break from demo-ing Radar Water-Skis and test out their new Radar tube. When not on the water, it makes a comfortable place to sit down in the shade! Held on April 28, Skierpalooza raised over \$5,000.

**13. Fantasy Football: Washington D.C.**—

The Prevent Cancer Foundation Fantasy Football League was founded by Headley Butler, Roger Edwards, Victor Maddux and Stuart Prince during the 2011 NFL season. In creating this league, the four wanted to promote cancer prevention and early detection awareness while combining their passion for football as a way to raise money. The league raised over \$9,000 for the Prevent Cancer Foundation.



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## Host a Fundraiser

The Prevent Cancer Foundation benefits from many unique local fundraising events, held across the country. No event is too large or too small—every dollar raised makes a difference and helps save lives! For more information on hosting your own fundraiser, please visit [www.preventcancer.org](http://www.preventcancer.org) or contact our Special Event Coordinator at 703-519-2119.



## Three Bedrooms and Two Baths: A Brick Ranch with a Lifesaving Legacy

### SAMUEL D. HALL, JR. 2011 PREVENTION LEGACY PARTNER

Sam Hall was always a survivor.

In 1975, he survived the death of his beloved mother after a long fight with breast cancer.

In 1981, he survived for 12 hours in a lifeboat in the Atlantic Ocean. His sailboat, "Satan's Mercy," a 58-foot cruising yacht he was sailing from Massachusetts to Bermuda, blew a hole through its hull, forcing him to abandon his boat for safety.

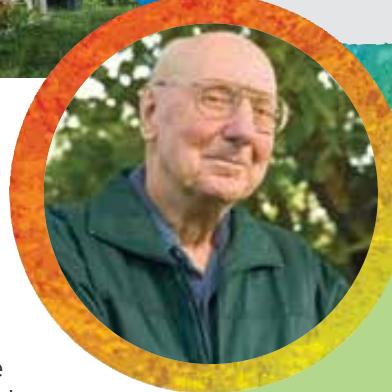
In 1990, Sam survived a diagnosis of colorectal cancer. Detected during a routine colorectal screening exam, Sam's treatment was swift and successful. He knew that early detection and prompt treatment were what saved his life.

"Early detection and prevention are so important. That's what sets the Prevent Cancer Foundation apart from all the other cancer charities – and it's why in 1988 I began donating to the Prevent Cancer Foundation. I know what it's like to face a cancer diagnosis – and how painful it is to watch someone you love die of the disease."

Throughout his life, Sam understood that the key to his survival was education – both at sea and when it came to his health. As a result, he wanted to ensure his legacy would provide others with the same opportunities for survival. That's why in 2004, after nearly 24 years of donating small monthly gifts of 5-15 dollars, Sam decided to amend the deed to his home by making the Prevent Cancer Foundation the property owner upon his death. His other assets were left to family and other charities close to his heart.

"I decided to donate my house to the Foundation so that I could continue funding cancer prevention research and education that will help others," Hall said.

In December 2011, the Foundation was notified that Sam had died. His thoughtfulness and generosity – a three bedroom, two bath brick ranch home—resulted in a lifesaving legacy of over \$170,000. This incredible contribution will be used to help ensure that countless others are given the same opportunities for survival – life saving screenings and education. Beyond Sam's life, his gift continues to give to many future generations.



**"I decided to  
donate my house  
to the Foundation  
so that I could  
continue funding  
cancer prevention  
research and  
education that will  
help others."**

**– Samuel D. Hall, Jr.**

## Carrying the Torch for Cancer Prevention and Early Detection

### JEREMY "JERRY" HARDY FITZGERALD

Jerry Fitzgerald has always believed in the power of prevention.

At just 10 years old, she lost her father to stomach and esophageal cancer. As she stood outside his hospital room, she listened as the doctor murmured, "I wish there was something we could have done." Years later, she remembered these words as she watched her mother, grandmother and aunt suffer through the devastating disease of breast cancer.

In 1995, she would remember these words once again during a routine mammogram when her radiologist said to her, "You need to contact an oncologist immediately." She did and she also reached out to her friend Carolyn Aldigé for advice.

Thankfully, Jerry's cancer was discovered early - and she has been cancer free for over 17 years. Watching so many loved ones suffer through cancer has taught her the importance of early detection. It is this same wisdom that she has conveyed to her two daughters who, as a result of their family history, are also at risk of developing breast cancer. She strongly believes that, "everyone needs to own their own health by taking advantage of screening. It is one of the best ways we can help combat this devastating disease."

Jerry's life experiences, along with a strong desire to educate others about the importance of prevention, led to her active involvement with the Prevent Cancer Foundation. Today - 18 years later - she is an esteemed member of the Foundation's Board of Directors. Her strong belief in the Foundation's mission has resulted in her raising substantial sums for cancer prevention and early detection programs. She has also demonstrated her commitment and leadership by acting as a surrogate for her dear friend Carolyn Aldigé, the Foundation's Founder and President, sharing her story with neighbors, friends and volunteers.

Over the years, the words uttered by her father's doctor have helped to spur her lifelong mission to be an advocate for prevention and early detection. Jerry equates her mission to the eradication of small pox. She says, "because of the development of vaccines, we no longer have to worry about a cure for small pox. The same should be true for cancer... all we need to do is prevent it."

**"Everyone needs to own their own health by taking advantage of screening. It is one of the best ways we can help combat this devastating disease."**

**– Jerry Fitzgerald**



## **Partnership in Prevention... Making an Investment in the Fight Against Cancer**

Through the generous support of individuals like you, over the last 27 years the Prevent Cancer Foundation has invested more than \$130 million toward our mission of saving lives through cancer prevention and early detection. With you and donors like you who recognize the importance of cancer prevention, the Foundation touches the lives of individuals in need nationwide through lifesaving education and community outreach programs, advocacy initiatives and innovative cancer prevention research.

We value your partnership and hope you will continue to invest in our vision to Stop Cancer Before it Starts! Whether you choose to make a direct donation, contribute through your workplace giving program or make a planned gift, we appreciate your charitable support.

### **DIRECT DONATION AND HONOR/MEMORIAL GIFTS**

Make a one-time or monthly gift online, by phone or through the mail. You may also make your gift in honor or in memory of a loved one, colleague or friend.

### **WORKPLACE GIVING**

Employees participating in their company's Workplace Giving Campaign, Combined Federal Campaign or the United Way have raised more than \$7.5 million over the last 10 years in support of the Foundation's programs in cancer prevention and early detection. Many companies match or double charitable donations made by their employees through matching gift programs.

### **PLANNED GIVING AND ESTATE PLANNING**

Planned gifts are an essential part of the Prevent Cancer Foundation's funding and present the opportunity for tax benefits and income for the donor. There is a wide variety of gift vehicles to consider, ranging from a bequest in your will to various types of charitable trusts. Because planned giving involves your assets, philanthropic goals and family needs, we suggest you consult your attorney or financial planner before considering a planned gift.

For more information on how you can make a difference in the fight against cancer, please contact the Foundation's Development Department at 703-519-2119 or email us at [Info@PreventCancer.org](mailto:Info@PreventCancer.org).



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Chancellor, Fox Chase Cancer Center

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Professor (Emeritus), MD Anderson Cancer Center, University of Texas

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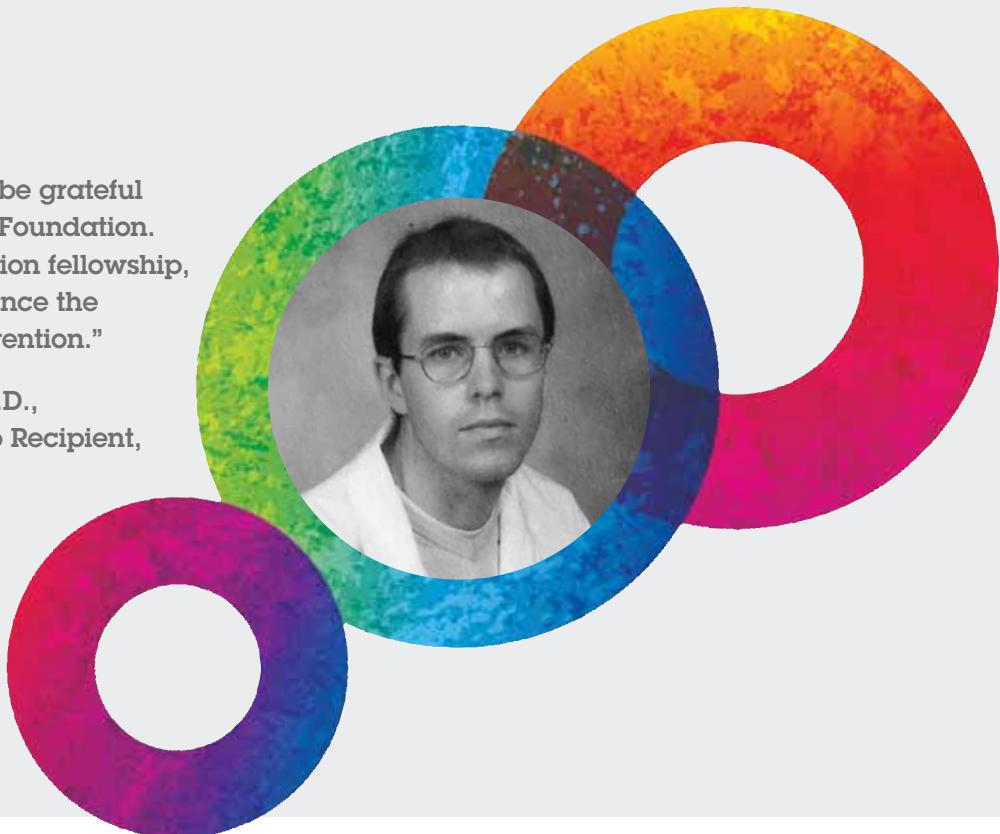
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"I am and forever will be grateful to the Prevent Cancer Foundation. Thanks to the Foundation fellowship, my research will advance the science of cancer prevention."

— Dallas Donohoe, Ph.D.,  
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— Suzie Dicks, spouse of Representative Norm Dicks, Washington

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

Sir Richard Peto was 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, which sponsors promising lung cancer prevention research, in memory of her father.

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Peterson Family Foundation  
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Reico



President and Founder Carolyn Aldigé participated in the “Women: Drivers of Prevention” panel at the DLDwomen’s Conference in Munich. Moderated by a prominent German talk show host, the panel discussed why education, research and advances in prevention seem to have been led by women.

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

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

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## 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 a great role in the Foundation's growth.

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Mr. Brian Rudnick  
Ms. Elizabeth M. Ruffin  
Ms. Larene R. Rullman  
Mr. and Mrs. Stephen F. Rutz, Sr.  
Mr. Shawn Salvant  
Mr. Mark Sarubbi  
Mr. James Schweitzer  
Ms. Kim B. Shedd  
Ms. Mandy Shefman  
Mr. James D. Shelton  
Mr. and Mrs. David M. Sherman  
Ms. Fumiko Shido  
Ms. Marilyn R. Shingleton  
Lt. Gen. R. Shoemaker

Mr. and Mrs. Brian K. Shure  
Mr. Richard E. Sickmon  
Mr. Richard A. Sidey  
Ms. Sandra R. Singer  
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Mr. Lee Slater  
Mrs. Susan R. Smerker  
Mr. Steven A. Skylstad  
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Mr. and Mrs. Frederick D. Smith, Jr.  
Mr. Ian D. Smith  
Mr. Thomas W. Smith  
Ms. Debra D. Sobiech  
Mr. and Mrs. Randy Stark  
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Mr. and Mrs. Leonard Tydrick  
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Mr. David Warshaw  
Ms. Judith Weinstein  
Mrs. Joan Whelehan  
Ms. Carolyn M. White  
Mr. Kenneth M. White  
Mr. and Mrs. Robert L. Whittle II  
Ms. Eva Wilson  
Ms. Virginia P. Wilson  
Ms. Nancy P. Wojcik  
Mr. William Woodruff  
Mr. Donald Wright  
Mr. and Mrs. Greg Wright  
Ms. Naomi Wurdeiman  
Mr. David A. Wysong  
Mr. Henry Yee  
Ms. Barbara J. Young

## 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, online video games, to fantasy football and silent auctions. The Prevent Cancer Foundation would like to recognize the following events, which raised over \$1,000 and increased awareness of the importance of cancer prevention and early detection.

Breast Cancer Bites – 94.7 Fresh FM  
Call of Duty Marathon  
Casino Night – The Oncology Institute  
CrossFight Against Cancer  
DailyFeats  
David Tutera Facebook Campaign  
Fantasy Football League Draft Night and Silent Auction  
Holden Cup  
Skierpalooza  
Speed Demos Archives – Awesome Games Done Quick 2012

## In-Kind Donors

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

### INDIVIDUALS

Ms. Gina F. Adams  
Mr. and Mrs. James G. Aldigé III  
Ms. Linda J. Aufenkamp  
Ms. Catherine P. Bennett and Mr. Fred Frailey

Mr. Charles Black  
Ms. Jan Bresch  
Ms. Anne Jerome Cobb  
Mr. Michael H. Cole  
Mr. Dane Davenport  
Ms. Megan Davidson  
His Excellency, the Ambassador of Indonesia  
Dr. Dino Patti Djalal and Dr. Rosa Djalal  
Mr. and Mrs. Ron Doornink  
Mr. Ethan Firestone  
Mr. and Mrs. Peter J. Fitzgerald, Sr.  
Mr. Terry Fitzpatrick  
Her Excellency, the Ambassador of Liechtenstein Claudia Fritsche  
Mr. and Mrs. Bruce A. Gates  
Ms. Lauren Gaudry  
Ms. Chanthel Gonzalez  
Mr. Albert M. Gore  
Mr. and Mrs. John H. Guy  
Ms. Lulu Gyourg  
Mr. Kevin Hamm  
Mr. and Mrs. Delk and Jill Hamaker  
Mr. Bill Homan  
Mr. Fred H. Jennings  
Ms. Sabine Kern  
Mr. Sam Lancaster  
The Honorable and Mrs. Patrick J. Leahy  
Ms. Elizabeth Locke  
Mr. Leo Maissen  
The Honorable and Mrs. Jim McGovern  
Mr. Michael Meyer  
Mr. Eric Michael  
Ms. Sharon M. Morris  
Ms. Elizabeth Nibley  
Ms. Alice Nisbet  
Ms. Angie Noss  
Mr. Phil Odeen  
Mr. Anthony Podesta  
Mr. Andrew Ponder  
Mr. Rory Riggs  
Ms. Nicole Rodgers  
Mr. Paolo Sacco  
His Excellency the Ambassador of Switzerland Manuel Sager and Mrs. Christine Sager  
Mr. Clark Sarullo  
Mr. Ross Sebek  
Mr. Heike Schmidt and Ms. Jan Stiller  
Mrs. Cathy Stohlmeyer  
Ms. Kristen Shaw  
Mr. Christopher Sorel  
Ms. Erin Sweeney  
Ms. Carole Tomlinson  
Mr. and Mrs. James Michael W. Turner  
Ms. Elizabeth Wells Berkes

Mr. Anderson Williams  
Ms. Elizabeth Williams  
Ms. Abby Wren  
**ORGANIZATIONS**  
Baby Banz, Inc.  
Carmine's DC LLC  
Clyde's Restaurant Group  
The Coca-Cola Company  
Design Cuisine  
Don Beyer Volvo of Alexandria  
Fincannon and Associates, Inc.  
Giant Food  
Laporta's Restaurant  
Mott 50  
Peacock and Company Inc.  
PopChips  
Red Acquisition Warehouse, LLC  
RoadID  
Sampson and Company Inc.  
Shadowlight Pictures, LLC  
Shoppers Food & Pharmacy  
Sports Authority  
Subway  
Utz  
Vineyard Vines  
Washington Sports Club  
W\*USA 9

# Statement of Financial Position

For the year ended June 30, 2012

## Assets

CURRENT ASSETS	
Cash and cash equivalents	606,145
Accounts and pledges receivable	589,712
<b>\$1,195,857</b>	
INVESTMENTS	
General	2,493,670
Donor restricted and Board designated funds	4,736,663
	<b>\$7,230,333</b>
PROPERTY	
Office Furniture and Equipment	152,195
Accumulated Depreciation	(146,880)
<b>Total Property Assets</b>	<b>\$5,315</b>
OTHER ASSETS	
Prepaid Expenses	27,089
Deposits	23,636
Charitable Gift Annuities	110,218
Interest in Remainder Trusts	299,831
Deferred Compensation Plan	86,337
	<b>547,111</b>
<b>Total Organization Assets</b>	<b>\$8,978,616</b>

## Liabilities

CURRENT LIABILITIES	
Accounts Payable and Accrued Expenses	82,144
Deferred Income	—
Grants Payable	195,887
<b>\$278,031</b>	
LONG-TERM LIABILITIES	
Charitable Gift Annuities	49,993
Deferred Compensation	86,337
	<b>136,330</b>
<b>Total Liabilities</b>	<b>\$414,361</b>
NET ASSETS	
Unrestricted	6,596,069
Temporarily Restricted	1,689,773
Permanently Restricted	278,413
	<b>\$8,564,255</b>
<b>Total Liabilities and Net Assets</b>	<b>\$8,978,616</b>

# Statement of Activities and Changes in Net Assets

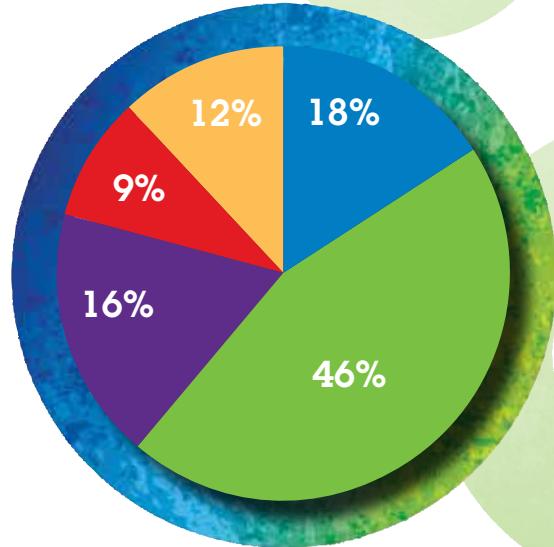
For the year ended June 30, 2012

## Support and Revenue

Contributions	2,606,778
Bequests and Other Income	393,011
Investment Income	76,889
In-kind Contributions	869,631
Special Events	1,679,989
Less: Costs of Direct Benefit to Donors	(261,416)
<b>Total Support and Revenue</b>	<b>\$5,364,882</b>

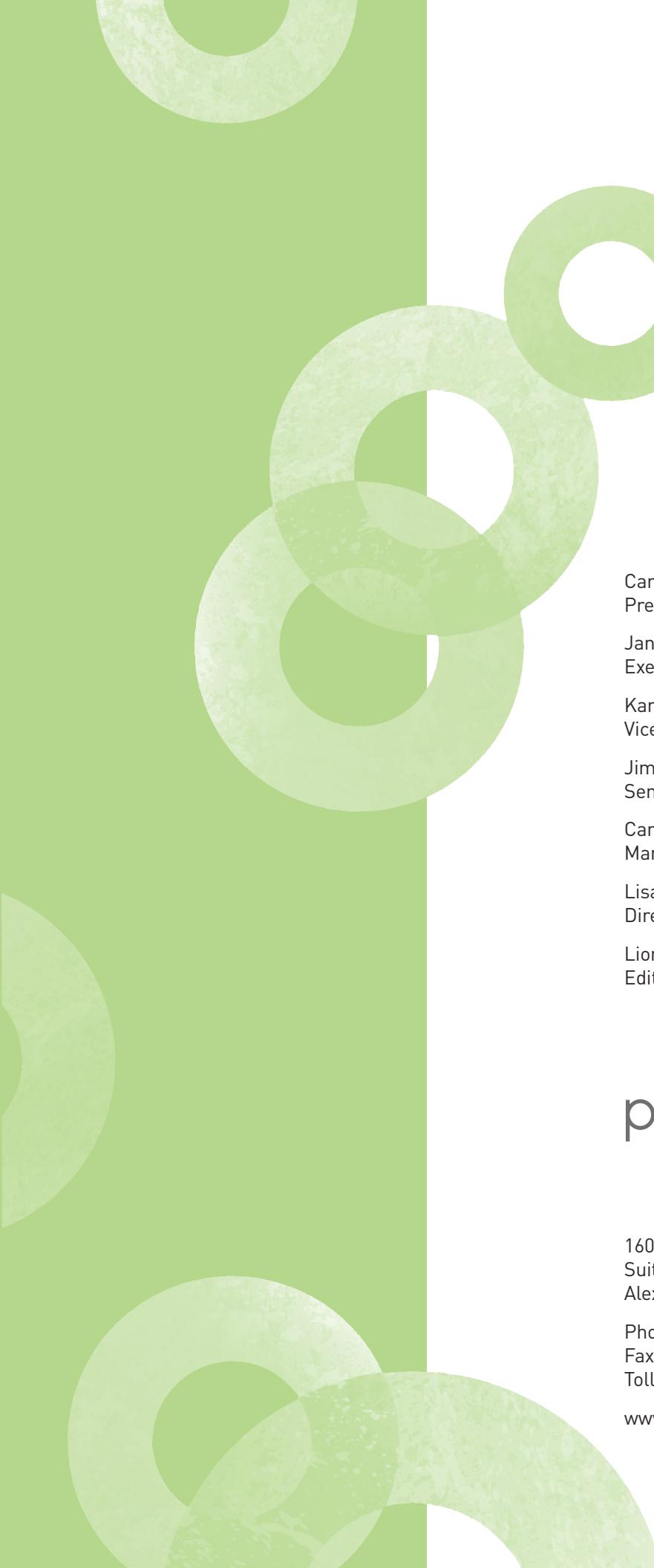
## Expenses

Program	
Research	847,868
Education and Public Awareness	2,455,795
Community Outreach	949,694
Management and General	485,513
Fundraising	632,154
<b>Total Expenses</b>	<b>\$5,371,024</b>
Decrease in Net Assets	(6,142)
Net Assets, Beginning of Fiscal Year	8,570,397
<b>Net Assets, End of Year</b>	<b>\$8,564,255</b>



## Expenses by percentage

- 46% Education and Public Awareness
- 18% Community Outreach
- 16% Research
- 12% Fundraising
- 9% Management and General



Carolyn R. Aldigé  
President and Founder

Jan Bresch  
Executive Vice President and Chief Operating Officer

Karen Peterson  
Vice President, Programs

Jim Wood  
Senior Director, Marketing and Communications

Carolyn Schmidt  
Managing Director, Development

Lisa Hughes  
Director, Policy and Advocacy

Liona Chan  
Editor



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*Stop Cancer Before It Starts!*

