

Seeds of Progress



2011 ANNUAL REPORT

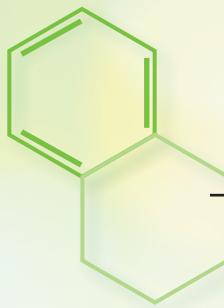


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Carolyn R. Aldigé

President and Founder

Dear Friends,

A seedling of an idea 25 years ago, the Prevent Cancer Foundation has grown and branched out to affect the lives of millions. In marking the milestone of our Silver Jubilee anniversary, I am proud of so many of the Foundation's far-reaching achievements. We are pleased and comforted that the fruits of our labor are being realized, as more and more people are not only understanding ways that cancer prevention and early detection work, but incorporating them into their daily lives. And we know our many accomplishments could not have been possible without the selfless giving of so many of you.

This year, we also celebrated two additional milestones: the 20th year of the Congressional Families Cancer Prevention Program and the 15th year of operation of the "Mammovan," (the Foundation-sponsored mobile mammography program). The Mammovan is the longest continuously-operating mobile breast screening program in the country and has provided more than 32,000 mammograms. See page 8 for further information on this life-saving program.

One of the most significant achievements of this past year was the early conclusion of the National Lung Cancer Screening Trial, the largest and most expensive clinical trial in history. The trial was stopped when analysis of the data showed a 20 percent mortality reduction in a high-risk population screened by spiral CT versus a similar population screened by conventional chest x-ray.

The Foundation has long advocated for research in the use of spiral CT technology and was a vital voice in discussions leading up to the approval of the trial. We have hosted eight workshops, funded important research grants and enabled the development of a publicly-accessible reference database for use by scientists studying this important technology.

As lung cancer is the leading cancer killer of men and women in the U.S.—and globally—spiral CT screening has the potential to provide the greatest single reduction of cancer mortality in the history of the war on cancer. Please see page 2 for more background on the Foundation's critical role.

This past year we also focused our energies on invigorating our Web site, www.preventcancer.org, with a redesign, as well as new ways to share the Foundation's message of prevention and early detection through social networking platforms. The Foundation now provides a constant flow of information through our blog, Facebook, LinkedIn and Twitter accounts.

The Foundation will continue to lead the fight to save lives through cancer prevention and early detection. I am proud of the work we have done and hope we can count on your continued support of our vision to stop cancer before it starts.

Sincerely,

Carolyn R. Aldigé

Carolyn R. Aldigé
President and Founder



PHILANTHROPIA
COME TOGETHER. GIVE BETTER.

The Prevent Cancer Foundation has been recognized by Philanthropedia, an online resource for charitable giving affiliated with GuideStar, as one of the top 16 national non-profit cancer organizations making the most significant and positive impact on cancer.

With more than

25 years

of funding cancer prevention and early detection research, the Prevent Cancer Foundation is proud to have "planted seeds of progress" through its support of early-career researchers and their potential ground-breaking research. Thanks to these researchers, major breakthroughs have been made in breast, cervical, colorectal, lung and prostate cancers.



Planting Seeds of Progress

Anna R. Giuliano, Ph.D., Cervical Cancer

Dr. Giuliano, Program Leader of Cancer Epidemiology, Chair of the Department of Cancer Epidemiology and Co-Director of the Population Science Core at Moffitt Cancer Center in Tampa, Fla., described how she became interested in cancer prevention research, and how the Foundation supported her work on developing a vaccine for human papillomavirus (HPV), which causes cervical cancer.

"After reading all the literature I could get my hands on at that point, I knew then that I wanted to work only on cancer," she said. "Cervical cancer affected a lot of women, especially underserved women. It was the most important cancer for women internationally, and to work on it satisfied all the needs I had to do something that would make a great impact."

Dr. Giuliano continued, **"I am thankful that the Foundation's mission has always been cancer prevention and early detection through research and education. Because of that initial grant, I was able to conduct research that led to the development of a vaccine that will help save the lives of thousands of women worldwide each year. It was exciting for us, and it's exciting for others to get this kind of support."**



Seventeen years later, Dr. Giuliano continues her work on HPV. She was recently awarded \$10 million by the National Institutes of Health (NIH) to study men's role in the spread of HPV. The NIH grant is the largest ever to a cancer control and prevention researcher at Moffitt Cancer Center.

Maria Elena Martínez, Ph.D., Colorectal Cancer

Over the years, the Foundation has supported several projects exploring links between diet and cancer risk. In 1999, the Foundation provided a grant to Dr. Martínez, now Co-Leader of the Cancer Prevention and Control Program and Director of the Cancer Health Disparities Institute at the Arizona Cancer Center in Tucson.



The Foundation provided funding to Dr. Martínez for the study of folate and its correlation with colon cancer. In 1999, knowledge of this area of research was less complete. Specific findings of the project included documenting a lower recurrence of colorectal adenomas among individuals with higher folate intake, as well as among those with higher plasma folate concentrations.

"I feel proud of the fact that this work, originally supported by the Foundation, has greatly contributed to our understanding of the role of folate and folic acid in colon carcinogenesis," said Dr. Martínez. "The funds provided essential seed money for pilot funding that led to the launch of my work in the field of folate and colon cancer prevention. Specifically, I was able to use these funds to generate preliminary data that were included in a large grant (PO1), funded by the NIH."

After

5 years
of tamoxifen treatment,
estrogen at physiologic
levels becomes tumorcidal
and kills sensitized breast
cancer cells.

"This would never have been
considered possible
20 years
ago, when we first made our
discovery with the funds
invested by the Prevent
Cancer Foundation."

V. Craig Jordan, Ph.D., Breast Cancer

Widely regarded as the "father of tamoxifen," Dr. Jordan is the Scientific Director of Lombardi Comprehensive Cancer Center, Vice Chair of the Department of Oncology and Professor of Oncology and Pharmacology at Georgetown University Medical Center in Washington, D.C. Dr. Jordan's research, partially supported by the Foundation ultimately led to tamoxifen's approval as the first breast-cancer chemopreventive drug. We asked Dr. Jordan to bring us up to date on his work and the current status of research on chemoprevention in light of tamoxifen's role in preventing reoccurrence.

"The exciting news with tamoxifen is that re-evaluation of treatment clinical trials continues to show not only effectiveness during treatment, but a 30% decrease in mortality for at least 10 years after the drug is stopped. The exciting news is also the fact that the funds we were given [by the Foundation] to support a Ph.D. student really paid big dividends 20 years later," stated Dr. Jordan.

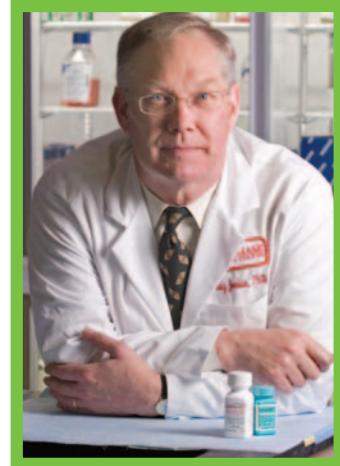
He continued, "We have focused our attention on the evolution of drug resistance to tamoxifen and we discovered that after about 5 years of tamoxifen treatment, estrogen at physiologic levels becomes tumorcidal and kills sensitized breast cancer cells. We proposed that this was why tamoxifen is so effective years after treatment is stopped. Simply stated, tamoxifen stops the growth of microscopic tumor cells, but then over the 5 year treatment period, drug resistance occurs and evolves, but when tamoxifen is stopped, estrogen, now from the woman's own body, destroys the primed tumor cells."

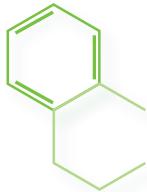
Dr. Jordan's current work is focused on understanding the mechanisms that could now be used to identify women for effective and inexpensive chemoprevention with estrogen in the future. Dr. Jordan stated, **"This would never have been considered possible 20 years ago, when we first made our discovery with the funds invested by the Prevent Cancer Foundation."**

Xifeng Wu, M.D., Ph.D., Lung Cancer

Dr. Wu is now Chair of the MD Anderson Department of Epidemiology and Director of the Center for Translational and Public Health Genomics in Houston, Texas. But in 1995, as a new tenure-track assistant professor freshly out of her post-graduate training, the Richard C. Devereaux Outstanding Young Investigator Award in Lung Cancer Prevention was the very first grant she had ever received.

Dr. Wu's research project was to test a novel hypothesis that specific chromosomal aberrations, as measured by molecular cytogenetics analysis, may be associated with increased risk of lung cancer. Dr. Wu recalled, "At that time, molecular epidemiology was still in its infancy and applying molecular cytogenetics





25 years of funding early-career researchers

The Foundation has planted seeds of progress through the support of early-career scientists whose research has led to major discoveries in the field of cancer prevention and early detection, from a vaccine for cervical cancer to the first breast-cancer chemopreventive measures. The Foundation celebrates these “harvested” successes and looks forward to continuing our support of novel, life-saving research long into the future.



in epidemiology and population studies was uncharted territory. This award allowed me to establish and refine the techniques, and it showed that specific chromosomal aberrations indeed could be used as susceptibility biomarkers for lung cancer. The concept and technique have been adopted in the field of molecular epidemiology, and my group has always been at the forefront of research in this area."

Dr. Wu shared with us her successes over the past 16 years since receiving a Prevent Cancer Foundation award. "I have grown my group from myself to a multi-disciplinary team of nearly 50 employees, including 20 Ph.D. or M.D. level scientists. Recently, I was named the inaugural Director of the Center for Translational and Public Health Genomics, and Chair of the Department of Epidemiology at MD Anderson Cancer Center. My research bridges the fields of epidemiology, biology, genetics, statistics, and translational research, and my group has made many pioneering findings in establishing genetic susceptibility factors and intermediate biomarkers for cancer risk and clinical outcomes and developing integrative risk prediction models for cancer risk and outcomes."

Almost two decades have passed since Dr. Wu was awarded her Foundation grant, and she fondly recalled how this award helped plant the seeds of her career in cancer research. She said, "**I have obtained over \$25 million in grant support from the National Cancer Institute (NCI), but the Richard C. Devereaux Outstanding Young Investigator Award, because it was the first award and grant for my independent academic career, will always have a special place in my heart.** I attribute my accomplishments so far to the motivation, confidence, direction and experience that I gained from this award."

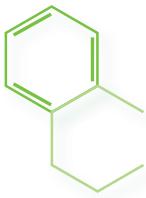
Wendy Demark-Wahnefried, Ph.D., R.D., Prostate Cancer

Dr. Demark-Wahnefried is Professor and Webb Endowed Chair of Nutrition Sciences and Associate Director of the University of Alabama at Birmingham Comprehensive Cancer Center. Dr. Demark-Wahnefried's Foundation funding in 1993 allowed her to expand her hormonal analysis of serum samples and anthropometric differences between men who were diagnosed with prostate cancer with age- and race-matched men who did not have the disease.

Dr. Demark-Wahnefried recalled, "**The funding provided an opportunity to expand the scope of this investigation, and indeed we did find that men who were diagnosed with prostate cancer had higher levels of free testosterone than men who were cancer-free. Furthermore, we found strong associations between vertex baldness and levels of free testosterone. Subsequent studies by our research team and others have found associations between vertex baldness and prostate cancer; thus our findings were corroborated by others.**"



Dr. Demark-Wahnefried's work has evolved from conducting observational studies to developing and testing diet and exercise interventions in cancer populations. She shared, "The experience gained from the PCF-funded study early in my career has been instrumental in forming the basis for my work today."



Spiral CT scans can reduce the number of people who die of lung cancer by
20%

Saving Lives Through Early Detection of Lung Cancer

Big news in 2010: In November, the National Cancer Institute announced that it was stopping the largest and most expensive clinical trial in its history, the eight-year National Lung Cancer Screening Trial (NLST). Why? Because it had found that spiral CT scans can reduce the number of people who die of lung cancer by 20 percent over conventional chest x-rays. The significance of this cannot be overstated, given that lung cancer causes almost one-third of all cancer deaths in this country. The trial validated the theory that detecting lung cancer early, before it causes symptoms, can lead to a surgical cure.

This was really a watershed moment, proving for the first time that low-dose CT scanning is both safe and effective at detecting early-stage disease. Many challenges remain: We must determine who is at high risk for developing lung cancer; who should be screened; how to develop a high-quality, effective and efficient screening program; and how to manage the workup of patients who have suspicious lesions.

The Foundation had eagerly awaited the results of the NLST, as it has long been interested in the use of CT both for screening and for assessment of response to new therapies for managing lung cancer. In fact, we planted some solid roots by hosting the "Millennium Workshop" in 2000 and brought together thought leaders from many disciplines to explore lung cancer screening through spiral CT. The consensus among these experts was that the technology had great potential to make an impact on public health and the NLST (which had been designed, but not approved) should go forward. The following year we participated in a meeting convened by the Director of the National Cancer Institute which had the same outcome—and the trial was approved and began enrolling participants in 2002.

The Foundation further nurtured the concept by hosting eight subsequent Workshops exploring the use of spiral CT as a tool for assessing response to new therapies for lung cancer, particularly when it is found in early stages (see related article on page 3). We have provided funding for a fellowship to Dr. Robert Korst at Weill Cornell Medical Center (a surgeon looking into how best to manage patients with early-stage disease), a grant to Dr. Olga Gorlova at MD Anderson Cancer Center (an epidemiologist studying how to refine the criteria that define "high risk"), and a publicly-accessible database at Cornell University that provides high-quality lung images to researchers who are trying to more effectively use computers to help determine which suspicious lesions are really cancer and which are not. We also participated in collaborative funding of an actuarial analysis of the public health impact of improving early lung cancer detection, which highlighted the singular benefit in mortality reduction that was possible through this approach to finding lung cancer in its early stages.

We hope it won't be long before CT scans become part of preventive care for anyone who is considered to be at high risk of developing lung cancer, based on scientifically-developed criteria.

8

- 8 subsequent Workshops
- Funding for fellowships
- Grant for refining "high risk" criteria and effectively using computer imaging
- Funding for actuarial analysis of public health impact

\$85 thousand
in community grants to nine organizations

Foundation Boosts Community Programs Coast-to-Coast

The Foundation awarded \$85,000 in community grants to nine organizations across the country in January. Though these projects and programs are diverse and unique, all share the goal of promoting cancer prevention and education as well as overall wellness, in culturally relevant ways.

ANCHORAGE—The Alaska Native Tribal Health Consortium will promote healthy lifestyle choices among native youth at risk for obesity by developing and distributing workbooks that emphasize traditional foods and physical activities involved in food gathering and preparation.

ORANGE COUNTY—The Orange County Affiliate of Susan G. Komen for the Cure in California is providing breast cancer education for Hispanic women in an effort to reduce late-stage diagnoses and mortality.

COLORADO SPRINGS—Peak Vista Community Health Centers will hold a no-cost skin cancer screening event, emphasizing early detection and prevention education.

TUCSON—The Skin Cancer Institute at the Arizona Cancer Center is educating parents on sun safety habits for the whole family through the "Hats On" program.

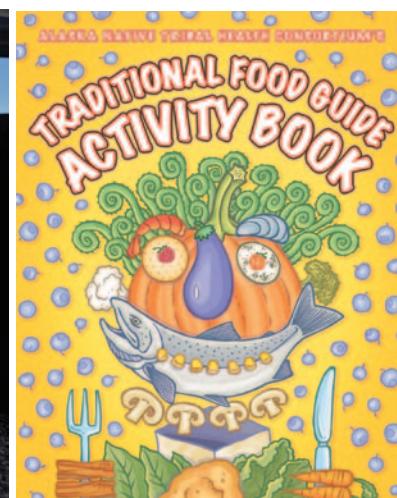
NASHVILLE—The Vanderbilt Ingram Cancer Center is encouraging women to make healthy lifestyle choices, including regular cancer screening, through an entertaining musical revue.

SARASOTA—The Gulfcoast South Area Health Education Center, Inc. is providing colorectal and prostate cancer education to medically underserved Hispanics and African Americans in Florida.

PHILADELPHIA—The Linda Creed: Fighting Breast Cancer with Heart organization is providing low-income and underinsured African American, lesbian, bisexual and transgender communities with culturally relevant breast health education.

GREENVILLE—The Upstate Prostate Cancer Alliance is educating African American males in South Carolina about prostate cancer through presentations and survivor testimonials.

FORT LAUDERDALE—Gilda's Club South Florida is educating African American women about breast cancer awareness and early detection while also encouraging them to continue the dialogue with others.



The Alaska Native Tribal Health Consortium (ANTHC) in Anchorage created workbooks that emphasize traditional foods and activities, enabling native youth to make more informed and responsible nutritional choices.

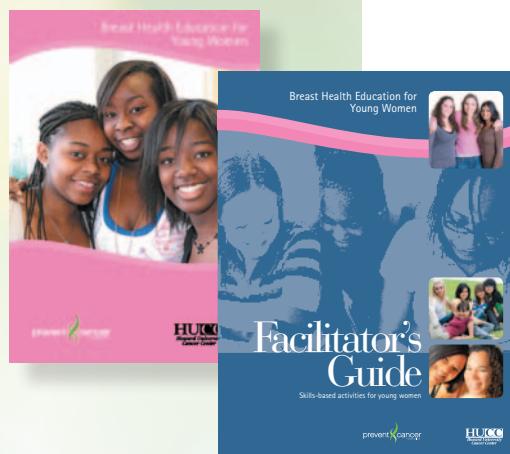
9 organizations across the country



This year's community grant recipients encompass a diverse group of organizations from all corners of the country, with a wide variety of creative programs.

"We are thrilled to be a Prevent Cancer Foundation grant recipient! The grant will help us spread the message about breast cancer to women of color replacing their fears with knowledge."

—Shelley Goren, CEO, Gilda's Club South Florida.



15 years of operation

MammoVan

As a partnership between the George Washington University Cancer Center and the Foundation, the MammoVan has provided more than 32,000 mammograms to women in the Washington, DC metropolitan area since its launch in 1996. This year, nearly sixty percent of the 2,200 mammograms performed on the van were provided to uninsured women. It is always important to note that any woman who has a positive diagnosis receives all needed follow up care regardless of her ability to pay.



Breast Health Education (BHE)

The Foundation's Breast Health Education for Young Women materials are a valuable resource for schools and communities nationwide. As a school nurse from Minnesota stated, “**I liked that the video involves younger girls and not just older women. I also like the myths and facts activity. [The activities] involved the girls so they just didn't sit there listening to me talk.**”

Developed in partnership with the Howard University Cancer Center and designed for interactive educational sessions with young women, the materials have been used by groups from nearly all 50 states, the District of Columbia and several foreign countries.

The Prevent Cancer Super Colon™ had
14 stops
around the country

The Prevent Cancer Foundation worked with partners in Iowa, Kansas, Nebraska and South Dakota to provide free cancer screenings at four state fairs in 2010.

- 4,308 free screenings provided.
- 12,775 free educational materials distributed.



¡Celebremos la Vida!

The Celebremos site in Langley Park, Md. relocated this year to the Spanish Catholic Center Montgomery Medical Clinic in Silver Spring, Md. Below, staff gather to celebrate the opening of the newly improved and expanded facilities.



English translation—“I’m happy and grateful to be a patient in the program Celebremos la vida. What the staff accomplishes with their dedication and care to those who benefit from this program is very important. I personally thank you. It definitely helps us prevent these terrible diseases. I suffered the loss of my older sister from uterine cancer. My other sister continues to be treated for bone cancer. For this reason I am very grateful and I hope God blesses all who make this possible.”

Georgetown Lombardi—Quote from patient satisfaction survey (05/14/11)

Over its 17 years of existence, the ¡Celebremos la vida! (Let’s Celebrate Life!) program has provided services to almost 7,000 women, including over 6,800 mammograms and 6,700 Pap tests at sites in Washington, DC, Silver Spring, Md. and Woodstock, Ill. Over 9,000 Celebremos participants and their friends and family members have benefitted from education on breast and cervical cancer, as well as healthy lifestyle and nutrition, along with information on colorectal cancer and other preventable cancers.

As one participant put it—“I’m infinitely grateful for my acceptance into this program and to know that if my life were in danger, it could be saved. If it isn’t in danger, I can now live my life peacefully, thanking God and all of you that gave me this great opportunity. Thank you very, very much. I ask God to bless each person who contributes even a tiny grain of sand to this program.” (from patient satisfaction survey collected at Georgetown/ Lombardi Cancer Center site, 04/09/11).

This year, the Foundation received a National Capital Area 2011 Community Grant from Susan G. Komen for the Cure®. The two-year grant allows the Foundation to work with Celebremos coordinators and a community advisory committee, made up of bilingual and bicultural health educators and community members, including Celebremos participants. In collaboration, the Foundation will design an informal outreach tool for women to use to encourage friends and family members to be screened for breast cancer. This tool will be available online to health organizations serving Hispanic communities around the country, amplifying the reach of the program.



7,000+
women received
services through
Celebremos



Dialogue for Action Conference

The 13th annual *Dialogue for Action on Colorectal Cancer Screening: Prevention Now for a Healthier Tomorrow* treated its 193 conference attendees to dynamic presentations and engaging small-group discussions on the changing health care system. Stakeholders in the field of colorectal cancer (CRC) screening came together to discuss preventive services and public health as they relate to CRC screening.

Two keynote speakers gave attendees much to think about and apply in their workplaces and communities. Marcus Plescia, M.D., M.P.H., Director of Cancer Control and Prevention at the Centers for Disease Control and Prevention, used his background in both public health and primary care to give a thoughtful talk on the emerging role of public health in 2014 and beyond. Dan Heath, co-author of *Switch: How to Change Things When Change is Hard*, delivered a lively presentation on simple techniques to encourage change.

Panel topics focused on the growing role of community health centers, the impact of change on nurses and nurse practitioners, use of electronic health records and current issues in screening modalities. Conference attendees were equipped with strategies to leverage their own resources to move forward with new ideas, helping solve the screening challenges they face in their local communities.

The Foundation continues to recognize the leaders and innovators who drive progress in cancer prevention at the annual Cancer Prevention Laurels Awards luncheon. **Dr. Whitney F. Jones**, recipient of the Laurel for Advocacy, founded the Colon Cancer Prevention Project, a nonprofit organization dedicated to increasing colon cancer screening rates in Kentucky and surrounding communities. Recipient of the Laurel for National Leadership, **Mary Katy Doroshenk** is the director of the National Colorectal Cancer Roundtable, an organization that brings together other organizations for the purpose of increasing colorectal cancer screening rates. **Dr. Sanja Percac-Lima**, who leads Cancer Outreach Programs at Massachusetts General Hospital Center for Community Health Improvement received the Cancer Prevention Laurel for Innovative Programs.



193 attendees
at the
13th
annual
*Dialogue for
Action*



Laurels Award winners from left to right: Mary Katy Doroshenk, Dr. Whitney F. Jones, Carolyn Aldigé, Dr. Sanja Percac-Lima.

"The Prevent Cancer grant provides needed support for the new initiative we are launching to reach the insured populations in our state. We feel partnering with an insurer like BlueCross BlueShield not only makes sense but it provides an extraordinary opportunity to make an impact on our screening rates. Employee rates for screening are low and yet coverage is available. Now our job is to help walk them to prevention!"

—Anjee Davis, Director of Outreach for the Center for Colon Cancer Research



Top: CCCR's Director of Outreach Anjee Davis with "Get Behind It" program participants. In addition to programs at the worksites, CCCR plans to partner with primary care providers within these communities to promote colorectal screening within their practices. **Bottom:** Volunteer barbers gave free haircuts while talking to participants about screening at one community work site.

Screening Saves Lives: "Getting Behind" Colorectal Cancer Screening

Launched on March 1, 2011 with the Colorectal Cancer Screening Saves Lives National Challenge, *Screening Saves* builds on the Foundation's long time commitment to sharing the news that if detected early, colorectal cancer is "Preventable, Treatable and Beatable." The *Screening Saves* micro-site provides an online forum where the general public and organizations can share stories, start discussions and learn about colorectal cancer and how to prevent or detect the disease early. Popular features of the *Screening Saves* site include the ability for community members to send a "Screen-A-Gram" to loved ones, encouraging them to get a colonoscopy, and a "Learn" section with basic information about the colon, and colorectal cancer prevention and early detection.

This inaugural year, eleven community organizations from across the country entered the *Screening Saves* National Challenge—a competition calling on community groups nationwide to submit their best colorectal cancer (CRC) awareness and screening projects for a grand prize of a \$5,000 educational grant and a visit from the Prevent Cancer Foundation Super Colon™.

The Center for Colon Cancer Research at the University of South Carolina won the Challenge for its innovative project "Colorectal Cancer: Get Behind It." The program will educate employees at two worksites in rural South Carolina communities about colorectal cancer and the importance of screening, prevention and early detection. By targeting those who already have employer-provided medical insurance coverage, the program is anticipating a higher success rate, as they are focusing on a group who has fewer barriers to access and screening.

The screenshot shows the homepage of the Colorectal Cancer Screening Saves Lives website. At the top, there's a navigation bar with links for "NATIONAL CHALLENGE", "LEARN ABOUT COLON CANCER", "SHARE YOUR STORY", "SCREEN-A-GRAM", and "FACEBOOK". Below the navigation is a large image of a group of people, with one person in the center holding a sign that says "WE HAVE A WINNER" and "2011 Screening Saves Lives National Challenge". To the right of the image, there's a graphic with the number "10" and the text "Years it may take a polyp to become cancer". Below the image, there's a "It's simple. Colorectal screening saves lives." button. On the left, there's a "CONGRATULATIONS to the Center for Colon Cancer Research at USC" section. On the right, there are "LEARN" and "SHARE" sections with various links and icons.

<50%

CRC screening rate
at CCCR's worksites
despite insurance
coverage before the
program began

Social Media and Networking

The advent of social media and networking has helped the Prevent Cancer Foundation engage new and untapped constituencies and has allowed the Foundation to communicate mission-driven, timely and relevant cancer prevention and early detection information more effectively. In 2011, the use of Facebook, Twitter, YouTube, and LinkedIn gave the Foundation the means to actively engage the public on a daily basis. The addition of a blog in June 2010 allowed up-to-the-minute posts about healthy living, cancer early detection, personal stories, featured recipes and Foundation news and events.

Connect with Prevent Cancer Foundation today!

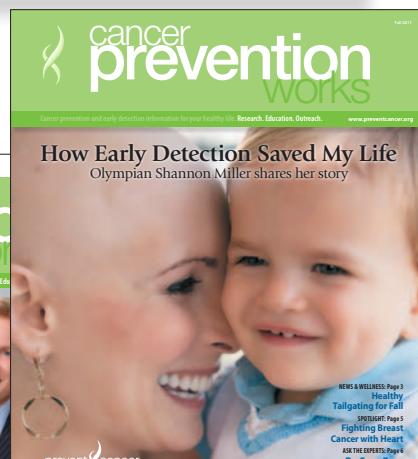
Blog: blog.preventcancer.org

Facebook: www.facebook.com/preventcancer

Twitter: @preventcancer

YouTube: www.youtube.com/user/PreventCancerFound

LinkedIn: www.linkedin.com/preventcancer



Confess!—Delivering Excellence in Interactive Education

The Prevent Cancer Foundation's cervical cancer website Confess!, received a 2011 Communicator Award of Excellence as part of the

17th Annual Communicator Awards. Confess!, dedicated to promoting cervical cancer awareness, educates and emphasizes the importance of early screening. The site won the award for health and wellness in the "Interactive Multimedia" category for surpassing industry standards with its innovative design.

Entries are judged by the International Academy of the Visual Arts (IAVA), a membership organization that includes more than 500 professionals from various media, communications, advertising and marketing firms.

A screenshot of the Confess! website. The top navigation bar includes links for "Facebook", "Twitter", "LinkedIn", and "Sign up for e-mail updates". The main heading is "CONFESS! WE WOMEN DO SOME CRAZY THINGS!". Below the heading, a sub-headline reads "You know what's really crazy? Not getting screened for cervical cancer. Screening — which includes a gynecological exam — catches precancerous cells AND cervical cancer, even when you have no symptoms." The page features several colorful, overlapping post-it notes containing user-submitted anecdotes and facts about cervical cancer. A banner on the right side of the page announces the "17th Annual Communicator Awards" and provides a "POST TO THE BOARD" form for users to share their own experiences.

Confess! engages users by inviting them to anonymously submit funny or unusual personal anecdotes, which are displayed as post-it notes tacked onto a virtual bulletin board. Users can scroll through the site to read stories, educate themselves about cervical cancer screening and find other resources to learn more. Despite all the experiences that are posted, Confess! assures women that not getting screened is most foolish, and users who post on the site are encouraged to take a pledge to get screened.

Throughout the year, *cancer PreventionWorks™*, the Foundation's full-color print newsletter and complementary bi-monthly e-newsletter, continues to bring readers the latest news and information on cancer prevention and early detection. These publications reach thousands of people annually with news and wellness tips, the latest developments in research, educational messages and updates on how the Foundation is making a difference in both local communities and on the national stage.

16,000+
subscribers to the *Cancer PreventionWorks* e-newsletter

Protecting the skin during
the first 18 years of life can
reduce the risk of some
types of skin cancer by up to

78%



Baby Gracie, winner of Prevent Cancer Foundation's "Sun-Smart Baby Photo Contest" on Facebook, a part of the "Save Your Skin" skin cancer awareness campaign.

"Save Your Skin" Awareness Campaign

In May, the Prevent Cancer Foundation launched the "Save Your Skin" campaign, an initiative that engages people from all walks of life with messages about skin cancer prevention and early detection. The centerpiece of the campaign is www.preventcancer.org/saveyourskin, a fun, interactive and informative website that gives people the information they need to protect their skin from sun damage and skin cancer, plus the tools to share what they learn with others via the social web. Video messages featuring MTV's "Blonde Charity Mafia's" Katherine Kennedy and nationally recognized dermatologist Dr. Tanya Kormeili provide simple steps on how to protect and check your skin. U.S. 50K record holder Josh Cox, CNN's Brooke Baldwin and poker pro Maria Ho share personal stories about their battles with skin cancer and the need for prevention and early detection.

As part of the "Save Your Skin" campaign, the Foundation hosted a "Sun-Smart Baby Photo Contest" on Facebook, inviting parents to submit photos of babies that were well protected from the sun's harmful UV rays. Other useful features of the "Save Your Skin" site include a fun quiz that allows visitors the chance to test their knowledge about skin cancer and sun safety, tools including a city-specific UV index indicator and the latest downloadable UV index apps for mobile devices.



Left to right: Dr. Tanya Kormeili, Josh Cox, Katherine Kennedy.

The screenshot shows the homepage of the "Save Your Skin" campaign website. At the top, there's a navigation bar with links for "HOME", "ABOUT", "DONATE", and "DONATE NOW". The main header features the "preventcancer foundation" logo and the text "Save Your Skin". Below the header, there's a section titled "GET SCREENED BY A PHYSICIAN ANNUALLY" with a video thumbnail showing two women in a medical office. To the right, there's a sidebar titled "Watch & Share These Videos" with three video thumbnails: "5 Steps to Protect Your Skin from the Sun", "How to Conduct a Self Exam for Skin Cancer", and "Skin Cancer Prevention Message from US 50K Record Holder Josh Cox". Further down, there's a "Tell A Friend!" section with a link to "Facebook and Twitter" and social sharing icons for LinkedIn and Twitter. There are also sections for "Here's what else you can do to save your skin." with three video thumbnails: "5 Steps to Protect Your Skin", "How to Conduct a Self Exam for Skin Cancer", and "Skin Cancer Prevention". On the right side, there's a sidebar for "Prevent Cancer Foundation on Facebook" with a "Like" button and a count of 4,553 likes. At the bottom right, there's a blue button with a checkmark that says "Take Our Quiz".

\$228 billion
spent per year
in the nation on
cancer

Prevent Cancer on Capitol Hill

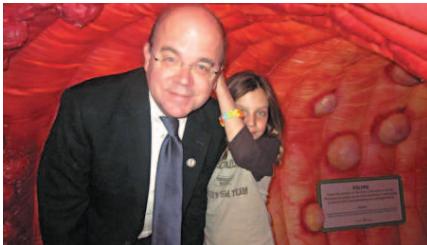
Prevent Cancer Foundation actively engages with Members of Congress on legislative and regulatory issues critical to medical research and cancer prevention. Some of our legislative priorities during the 111th and 112th Congresses have included increasing federal funding for cancer research and prevention, building support for legislation that will create a federally-funded screening program for colorectal cancer, improving the ability of the Food and Drug Administration to regulate indoor tanning beds, maintaining and funding important components of health care reform related to access to preventive services and protecting embryonic stem cell research.

We take our message to the Hill through communications, meetings and briefings. This year we hosted several Capitol Hill events, including Congressional briefings

on cancer prevention and colorectal cancer screening and prevention as well as a reception with the Prevent Cancer Foundation Super Colon™.

Engaging advocates is also critical to impacting policy. Prevent Cancer Foundation works with a network of individuals across the country to help them make their voices heard, providing them with information and tools to advocate for prevention. In March, we hosted our third annual call-in to Congress in support of access to colorectal cancer screening. In part-

nership with Fight Colorectal Cancer, we reached Members from nearly every state in the country. We urge you to join our Advocacy Action Center (www.preventcancer.org/take-action) and let your voice be heard in support of saving lives through cancer prevention and early detection.



Middle: Congressional staffer Daniel Holt, Lisa Hughes, Congressional staffer Tim Johnson, Linda Chastain, Eleanor Holt. *Bottom:* Rep. Jim McGovern speaks at the reception for the Prevent Cancer Super Colon™ on Capitol Hill

Congressional Families Lend Their Voices to Prevention

The Congressional Families Cancer Prevention Program continues to engage family members of elected officials to lend their voices and platforms in support of cancer prevention. Led by Executive Director Lisa McGovern and an active Executive Council and Advisory Board, the Congressional Families program carries important, life-saving prevention messages across the country through op-eds, PSAs, participation in events to raise awareness and educational efforts to share information about risk reduction, prevention and early detection.

This year, new spouses of the 112th Congress were introduced to the program and the Foundation during their orientation. At the annual Action for Cancer Awareness Awards Luncheon held on Capitol Hill in mid-September, media personality Paula Zahn served as Mistress of Ceremonies and we honored outstanding voices for prevention, including ABC's Weather Anchor Sam Champion, renowned Chef (and winner of the 2011 James Beard Award) José Andrés, Congressman Mike Castle, and former Senator Dave Karnes, along with Liz's Legacy, a charitable program he founded that supports education and cancer research at the University of Nebraska Medical Center's Eppley Cancer Center and Creighton University Medical Center's Hereditary Cancer Center.

Congressional Families was founded by Rep. Doris Matsui (Calif.) in 1991, when she was a Congressional spouse herself and serving a term as president of the Congressional Club, federally chartered in 1908 for spouses of members of the administration, Congress and Supreme Court. A host of luminaries, journalists and grassroots advocates for awareness have been honored at the annual awards luncheon which was first held in 1993.



Top: Distinguished Service in Journalism Award recipient ABC weather anchor Sam Champion with Mistress of Ceremonies Paula Zahn **Middle:** Paula Zahn, Congressional Families Cancer Prevention Program Executive Director Lisa McGovern, Ginny Valenze **Bottom:** Peggy Carroll, Carolyn Aldigé, Former Rep. Henry Brown, Suzie Dicks, WUSA Anchor and Foundation Board Member Andrea Roane **Right Side:** Congressional Families Cancer Prevention Program Executive Director Lisa McGovern, Former Rep. Mike Castle, Sam Champion, Paula Zahn, José Andrés, Former Senator Dave Karnes, Laurel Karnes, Carolyn Aldigé, Kalen Strickland

20 years
of the Congressional
Families Cancer
Prevention Program

8 day Tour of California

© 2011 Andy Tao/AJL Sport Photo



Breakaway From Cancer— Our Reach Continues to Grow

The Breakaway from Cancer partners represent the spectrum of cancer—from prevention to treatment to survivorship. For the third year, Prevent Cancer joined Amgen, the Cancer Support Community, Patient Advocate Foundation, and the National Coalition for Cancer Survivorship in highlighting resources available through

our organizations, as well as celebrating cancer survivors across the country. The campaign's reach grew this year, with events on Capitol Hill and in Philadelphia, Pa.; Austin, Texas; and Lewiston, Maine—as well as the eight-day 2011 Amgen Tour of California. The Breakaway from Cancer website has been expanded, offering information and resources and even a Public Service Announcement featuring actor Patrick Dempsey. And we've expanded into social media, reaching others with our resources as many respond with stories of heroism and hope. **You can find out more by visiting www.breakawayfromcancer.com**

Top Left: Chris Horner, overall winner of the Amgen Tour of California, celebrates his victory. *Top Right:* Breakaway from Cancer most courageous rider Alexander Efimkin with cancer survivor Tyler Cordova. *Middle left:* Prevent Cancer Foundation staff member Lisa Hughes with cancer survivor Lee Hansen and his wife. *Bottom:* Breakaway from Cancer Champion leads cancer survivors, caregivers and supporters in the Paso Robles, Calif. Breakaway Mile.





Signature Events

Nine hundred dancers in black tie at the National Building Museum, 140 poker players in business casual at historic Union Station and 400 runners/walkers in athletic gear at West Potomac Park in Washington, DC have one thing in common: all participated in events to raise money in support of the Foundation's prevention programs.

Signature events were directly responsible for raising over \$1.3 million in FY 2011, and were generously supported by corporate sponsors and individuals (many of whom are cancer survivors) who had a common goal... stopping cancer before it starts!

Over many years, special events have grown to contribute more than \$20 million toward cutting-edge cancer prevention and early detection research, public education and community outreach programs.

Top Left: Poker pro and Foundation board member Phil Gordon provided entertaining commentary as the tournament host. **Top Right:** Poker pro Annie Duke, Rep. Paul Tonko, Dustin Todd, Congressional Families Program Executive Director Lisa McGovern, Joe Horvat, poker pro Lee Childs. **Bottom Left:** Rep. Bobby Scott showed off his poker prowess throughout the night, finishing in 5th place overall after making it to the final table.

Bottom Middle: TJ Byrd of Fairfax Station, Va. reacts as he wins the final hand and the grand prize, a seat at the World Series of Poker. **Bottom Right:** Rep. Joe Barton celebrates a winning hand

Bad Beat on Cancer Capitol Hill Poker Tournament

Poker pros, amateurs and Members of Congress alike joined together to raise money for the Prevent Cancer Foundation during a fiercely competitive but fun-filled night of Texas Hold'em at the 7th Annual Bad Beat on Cancer. The tournament raised over \$130,000 to fund the Foundation's community outreach programs.

Professional poker player and Foundation board member Phil Gordon hosted the event, while pros Annie Duke and Lee Childs ran a poker clinic and hit the tables for charity. Rep. Bobby Scott showed off his poker prowess throughout the night, finishing in 5th place overall after making it to the final table. Other Congressional participants included Rep. Joe Barton, Sen. Mark Begich, Rep. Jim McGovern, Rep. Paul Tonko and Rep. Jim Langevin.

TJ Byrd of Fairfax Station, Va won the grand prize—a seat at the 2011 World Series of Poker valued at \$10,000. Byrd participated in the tournament as part of a large group organized by Chad Anderson, who had held his own poker tournament benefiting the Foundation a few months earlier, in honor of a neighbor's wife who had passed away from breast cancer. Their event had a great turnout, and the group ended up buying 12 seats at Bad Beat on Cancer. To further show their support for the Foundation, the group came wearing matching shirts specially made for the event.



\$3.8 million raised by BBoC for community outreach programs over the past 8 years



\$1.2+ million raised this year



Annual Spring Gala

The Foundation's oldest and most prestigious event, the 17th Annual Spring Gala, "The Enchanting Principality of Monaco," raised over \$1.2 million this year. The dazzling red and silver swathed event saluted this year's host country, Monaco. Foundation board member and celebrity event designer David Tutera transformed the National Building Museum into an incredible gala space that included 30,000 red roses, softly candlelit tables, cascading crystal centerpieces and intricate candelabra. Over 900 guests, including many prominent members of the DC diplomatic, political, business and philanthropic communities, enjoyed an evening of dinner, dancing and camaraderie.

Guests of Honor included the **Hon. José Badia, Foreign Minister**, representing **H.S.H Prince Albert II of Monaco and Mrs. Madeleine Badia; and H.E. Gilles Noghès, Ambassador of Monaco** and **Mrs. Ellen Noghès. Joyce Gates and Missy Edwards** served as Gala co-chairs.

Congresswoman Doris Matsui was honored as the Foundation's 2011 Cancer Prevention Champion for her inspiration and leadership in creating the Foundation's Congressional Families Cancer Prevention Program. (Please see page 15.) Rep. Matsui highlighted the importance of this bipartisan program in efforts to raise awareness about cancer prevention and how instrumental Congressional spouses have been in saving lives through cancer prevention and early detection.

ABC's Weather Anchor **Sam Champion** acted as Master of Ceremonies of the "Lighting the Way to Prevention" pledge drive, introducing guest speaker and melanoma cancer survivor **Daniel Holt**, a staff member in **Rep. Jim McGovern's** office. Both Champion and Holt encouraged attendees to donate during the pledge drive, raising an additional \$44,000.



Top Left: Gala Co-Chairs Joyce Gates and Missy Edwards *Bottom Left:* Ellen Noghès, David Tutera, H.E. Gilles Noghès *Top Middle:* Sam Champion *Bottom Middle:* Suzie and Rep. Norm Dicks



Top Right: Cancer Prevention Champion Award recipient Rep. Doris Matsui and Carolyn Aldigé *Second Right:* Madeleine Badia, Hon. José Badia, Rep. Doris Matsui, Brian Matsui, Ellen Noghès, H.E. Gilles Noghès *Third Right:* Rep. Ed Royce, Marie Royce, Jan Cousteau *Bottom Right:* H.I.H. Reza Pahlavi, Shamim Jawad, former Afghan Ambassador Said Jawad

900
guests

2010 Prevent Cancer Foundation

5k



Prevent Cancer Foundation 5K

The 2010 Prevent Cancer Foundation 5K drew over 300 participants and raised nearly \$50,000 during a morning of fitness and fun at West Potomac Park in Washington D.C. WUSA Television 9 Weekday Morning Anchor Andrea Roane served as mistress of ceremonies and special guest Ivan Carter, host of Comcast's Washington Post Live, ran in the event, while Senator Patrick Leahy and his wife Marcelle as well as other Foundation board members volunteered, distributing subs and water. Trainers from Sport & Health led the crowd in a pre-race warm up. Runners and walkers of all ages and abilities participated, adding to the fun.



Top Right: Individuals, teams, runners and walkers all turned out for the Prevent Cancer Foundation 5K on a beautiful day in September. *Bottom Right:* Senator Patrick Leahy, Margaret Vanderhye, Marcelle Leahy, Carolyn Aldigé, Jerry FitzGerald, Andrea Roane, Marcia Myers Carlucci

Your Dollars at Work... Making a Difference in the Fight Against Cancer

Did you know that over the last 25 years, the Prevent Cancer Foundation has directed over \$125 million in voluntary donations towards cancer research, education, advocacy and community outreach? Or that 84 cents of every dollar donated to the Foundation touches the lives of people through our education and outreach programs and helps fund cancer prevention research?

When you support the Foundation, you are an important partner on the front lines of cancer prevention. You can help ensure that millions of individuals are provided with the tools and resources they need to *Stop Cancer Before It Starts!* We invite you to continue your generous support by making a direct donation, giving through your workplace, making a planned gift or any other type of giving that helps you achieve your philanthropic goals.

Direct Donation

Make a one-time or monthly gift online by visiting www.preventcancer.org or contact the Foundation's Development division at 703-519-2119. You may also make your gift in honor or in memory of a loved one.

Planned Giving and Estate Planning

Planned giving benefits the Prevent Cancer Foundation and presents the opportunity for tax benefits and income for you. There are 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 entering into a planned gift. For more information on gift planning and gifts made through wills and estates, please contact the Director of Major and Planned Giving at 703-837-3684.

Host a Fundraiser

The Prevent Cancer Foundation benefits from many different local fundraising events, both large and small, held all across the country. From golf tournaments, Fantasy Football, bowling parties and happy hours to car washes and yard sales, you can help support the Foundation by raising valuable funds that help save lives through cancer prevention and early detection. For more information on hosting your own fundraiser, please visit www.preventcancer.org or contact the Senior Director of Special Events at 703-519-2103.

Beneficiary Events

Often we are confronted with a colleague, friend, loved-one who has received a dreaded cancer diagnosis. Our first thought is "what can I do to help?" Well...folks are "helping" all over the country by holding fundraising events in honor or memory of their loved-ones and donating the funds raised to the Prevent Cancer Foundation. During FY 2011, multiple events (e.g., golf tournaments, bake sales, car washes, bowling nights, poker parties and even a video gaming marathon) were held across the nation and raised over \$500,000 in support of cancer prevention research. These generous contributors honored wives, husbands, sisters, brothers, parents, grandparents, daughters and friends, confident that they were helping others with their efforts. The Foundation is grateful for this support and encourages others who are looking to make a difference to visit the beneficiary event website at www.preventcancer.org/donate. Small seeds of effort often grow into vast gardens of support.

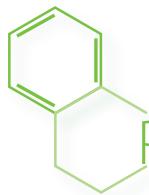


Left: The Speed Demos Archive (SDA) held a five day, round-the-clock video gaming marathon for the Foundation that raised over \$53,000. The marathon titled, "Awesome Games Done Quick" (AGDQ), took place in a Chevy Chase, Md. 4-H community center but included participants and donors from around the country and around the world.



Above: The Holden Cup Golf Tournament is widely recognized as one of Washington, D.C.'s premier charity pro-am golf events, attracting the region's top local pros and scratch amateur golfers. The Holden Cup has raised more than \$431,000 for the Prevent Cancer Foundation since 2007. *Above Right:* Chad Anderson of Fairfax Station, Va. organized a 52-person poker tournament at his home benefitting the Foundation in memory of a neighbor's wife who lost her seven year battle with breast cancer. *Bottom Right:* In Flint, Mich., Georgeann Ricketts hosted the "Martin Thomas Benefit" for the Prevent Cancer Foundation: A Celebration of Life" in honor of close friend Martin "Marty" Thomas, who was battling lung cancer. The event included dinner and live music from six bands, and raised more than \$3,000 for cancer research and prevention.





Prevent Cancer Foundation Officers & Directors 2010–2011

Pictured—Front Row Left to Right: Alan Dye, Joyce Gates, Carolyn Aldigé, Ron Doornink, Marcia Carlucci, Margaret Vanderhye. Back Row Left to Right: Jeremy FitzGerald, George Swygert, Scott McIntyre, Catherine Bennett, Brock Landry, Kathryn West, Jon Mittelhauser, Kimberly Fritts

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*Deceased



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We are proud to have the advice and guidance of our 53 members—all of whom are leaders in the field of cancer prevention or early detection in the United States—to continually update and review the information we use to educate the public.

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53 Medical Advisory Board Members

continued

"I cannot think of a charitable foundation that I value more than Prevent Cancer." —J.M. Mullien, Ph.D., Lankenau Institute for Medical Research



"I know I am alive because of Prevent Cancer Foundation advice. Thank you isn't enough, but thank you."—Marcelle Leahy, Foundation Board Member, Congressional Spouse, Sen. Patrick Leahy

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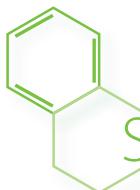
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Robert C. Young, M.D.
Chancellor, Fox Chase Cancer Center



The Advisory Council acts as Ambassadors of Bad Beat on Cancer, (an initiative of the Prevent Cancer Foundation), to local and national business communities and to other individuals to assist in advancing the mission of the Foundation through fundraising, public relations and marketing efforts.

- | | | |
|---------------|-----------------|------------------|
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| Jan Bresch | Marcus Forman | Jon Mittelhauser |
| John Caldwell | Rafe Furst | Chris Russo |
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| Colin Cooley | Phil Gordon | Rick Wampler |
| Michael Craig | Jay Greenspan | |



Scientific Review Panel

This group of world-renowned experts conducts a rigorous review of our grant applications to ensure the Foundation funds the country's most promising prevention and early detection research.



"In essence, this first grant provided the stepping stone that got me up and running in my own lab. Now, having come full circle, to the point where I have had the honor to serve on the PCF Scientific Review Panel, I'm extremely impressed by the clarity of mission set forth by the leadership, a key goal being to furnish this exact opportunity to junior cancer prevention scientists. This is extremely valuable given the current federal funding levels, which are challenging for scientists at every level, but particularly daunting for junior investigators seeking simply to get started." —Dr. Louise R. Howe, Weil Cornell Medical College

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(Co-Chair)**

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MD Anderson Cancer Center,
University of Texas

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Associate Director
Center for Biomarker Discovery
Department of Pathology and
Oncology
Johns Hopkins Medical
Institutions

Our Deepest Thanks—*Gratitude to Our Friends*

In these challenging economic times, the generosity of the Prevent Cancer Foundation's friends is a beacon of hope for cancer prevention and early detection. We are grateful to all of our individual, corporate and foundation partners for their philanthropy and partnership to advance our mission of saving lives through cancer prevention and early detection. The crucial contributions made this year, together with every donation made to the Foundation over the past 26 years, are the cornerstone of the Foundation's pioneering work in the field.



Prevention Partners are special friends of the cancer prevention research who have graciously provided for the foundation 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.



"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." —Ron Doornink, Prevent Cancer Foundation Board Member and colorectal cancer prevention advocate

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

"Over the past five years we have been very pleased with our partnership with the Prevent Cancer Foundation. It has afforded us the opportunity to direct funds towards the types of cancer research that have directly affected our family. We have a strong appreciation for their medical review board and cutting edge research grants and we hope to keep this partnership going for many more years."

—Scott Holden

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Making a Difference One Poker Chip at a Time

Michele and Drew Figdor

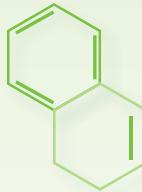
Annual Texas Hold'em Poker Tournament

New York, N.Y.

After losing her beloved grandmother to colorectal cancer and watching several other loved ones suffer, Michele Figdor decided she'd had enough. After watching a Today Show special on colorectal cancer that featured the Prevent Cancer Foundation Super Colon™, Michele vowed to get involved and become a part of the solution. Drawn to the Foundation's efforts to fund prevention research and awareness about cancer prevention and early detection, she contacted the Foundation to see how she could help.

That was nine years ago and today, Michele and her husband Drew are lifelong supporters and friends of the Prevent Cancer Foundation. Their annual Texas Hold'em Poker Tournament, which they personally underwrite, has raised nearly \$300,000 in support of the Foundation's cancer prevention research program. As a result of their long established relationship with the Foundation, Michele and Drew know that their investment in the Foundation is making a difference. "It's nice to see where the funding goes," says Michele, "to know that it is reaching individuals who will greatly benefit from the education, outreach and research support provided by the Foundation. That makes us feel good and lets us know we're making a difference."

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**From Cancer Prevention to Survivorship:
Corporate Philanthropy Making a Difference
Breakaway from Cancer®, Amgen, Inc.**

Amgen, Inc. is a leader in the field of biotechnology, but its core values stem from its dedication to helping people fight serious illnesses and diseases like cancer. That's why, in 2005, Amgen developed Breakaway from Cancer®, a national initiative created to raise awareness of the comprehensive continuum of resources available to cancer patients—from prevention to patient support to financial support to survivorship. Through the initiative, Amgen hopes to help "clear a pathway to care," says Kathryn West, Director of Advocacy in the Amgen Oncology Business Unit and Prevent Cancer Foundation board member. By collaborating with nonprofit organizations like the Prevent Cancer Foundation, which is dedicated to empowering those affected by cancer with education and resources, West says, "Amgen hopes to be seen as a partner in the effort to enact change in the fight against cancer and ensure that prevention remains a core component in the continuum of cancer care."

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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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"I'm a general surgeon who does colonoscopies and I think that the Super Colon is a great teaching tool for people to see. We're always trying to get people to do colonoscopies at age 50 and every 5 to 10 years afterwards. It's a very embarrassing thing that most people don't even want to deal with, and it's very hard for them to talk about. This is a great way to introduce it to them."—Dr. Jerry Dixon, Prevent Cancer Super Colon™ visitor, Atlanta, Ga. stop



(\$10,000–\$24,900)

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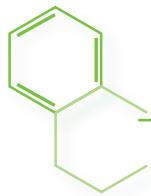
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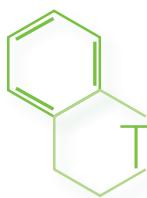
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Sir Richard Peto is a distinguished physician and epidemiologist whose 1981 research at Oxford University with Sir William Doll connected diet and cancer. This work, along with that of other investigators, confirmed that 35 percent of certain cancers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



The Devereaux Society

(\$1,000–\$4,999)

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

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 - Mr. Michael Shure
 - The Honorable and Mrs. Kenneth W. Starr
 - Mrs. Marianne Stohlman
 - Mr. Robert S. Weil
 - Ms. Valerie M. White
- Organizations**
- Active Network

Individuals

- Agir Ltd.
- Alston & Bird, LLP
- Apollo Group, Inc.
- AstraZeneca LP
- B.K. Miller Company, Inc.
- Baker & Hostetler, LLP
- Beckman Coulter
- The Brink's Company
- Cardinal Bank
- The Cecile & Fred Bartman Foundation
- Chicago Mercantile Exchange
- China PharmaHub Corp
- Clove Hitch Partners LLC
- Daimler
- Epigenomics, Inc.
- Expert Insight LLC
- Florida Power & Light Company
- Genentech, Inc.
- Georgetown University
- Hoffman Management Operating
- Merck & Co., Inc.
- Metropolitan Meat, Seafood & Poultry Co.
- Middle-Atlantic Section of the PGA

Individuals

- Millennium Pharmaceuticals, Inc.
- mindSHIFT Technologies
- National Beer Wholesalers Association
- New York Life Foundation
- Nuclear Energy Institute
- Oppenheimer Funds Legacy Program
- Otsuka America Pharmaceuticals, Inc.
- Park Strategies, LLC
- Pinnacle West Capital Corporation
- Research in Motion
- Rockwell Automation
- Rush-Presbyterian-St. Lukes Medical Center
- Siemens Corporation
- SNR Denton
- TJX Foundation, Inc
- Union Pacific Corporation
- United States Telecom Association
- Wine and Spirits Wholesalers of America
- Xcel Energy
- Yahoo!

Individuals

- Gwyn and Nancy Ackland Memorial Fund
- Mr. and Mrs. James G. Aldigé III
- Mr. Khalid F. Al-Faisal
- Estate of Dewey V. Allen
- Mr. and Mrs. Jon Ashley
- Mr. Edmonds Bafford, Jr.
- Ms. Carolyn Marie Bechtel
- Mr. Michael Beerman
- Dorothy G. Bender Foundation, Inc.
- Mr. Blake Bennett
- Mr. David Bischoff
- Mr. Andrew E. Bloch
- Mr. and Mrs. Nathaniel L. Bohrer
- Mr. William H. Brakefield
- Mr. Frank Cappelleri
- Mr. David Carraturo
- Mr. Eugene Castro
- Mr. Lewis Cheney
- Mr. A. James Clark
- Mr. Jeremy Coon
- Ms. Jennifer Cox
- Mr. Tim Day
- Mr. Brendon De Jonge
- Ms. Raffaella De Laurentiis
- Mr. and Mrs. E. K. Delph
- Ms. Concetta DiLeo
- Mr. Ivan Dolowich
- Dr. and Mrs. Paul C. Domson
- Mr. and Mrs. Stephen M. Dowicz
- Ms. D. Chris Downey
- Mr. Troy Draizen
- Mr. Alan P. Dye
- Elizabeth R. Black Revocable Trust
- Mr. and Mrs. Samuel M. Ellsworth
- Ms. Linda K. Eyestone
- Mr. and Mrs. Peter J. Fitzgerald, Sr.
- Ms. Giovanni Fortes
- Mr. and Mrs. Scott Francoeur
- Connie Frank Foundation
- Mr. and Mrs. Rafe Furst
- The David E. Gallo Foundation
- Mr. and Mrs. Jacques S. Gansler
- Mr. Sam Geduldig
- Ms. Christina Ginsburg
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- Mr. and Mrs. Philip Goldstein
- Dr. Gary Gordon
- Mr. Jacob Hawkinson
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- Mr. Mike Hopke
- Mr. and Mrs. Leo S. Horey III
- Mr. Thomas Horn
- Mrs. Deborah Houlihan
- Mr. Terry J. Houlihan
- Mr. and Mrs. Charles Houser
- Mr. and Mrs. John W. Howard, Jr.
- Mr. Samuel Ing
- Mr. and Mrs. Robert C. Jones
- Mr. Jeffrey A. Joseph
- Mr. and Mrs. Thomas Karr
- Mr. Harry J. Katrichis
- General and Mrs. Paul X. Kelley
- Mr. and Mrs. Steven M. Kellner
- Mr. Frederick T. Kieferle, Jr.
- Mr. and Mrs. Jonathan M. Kitei
- Lt. Col. and Mrs. William Konze
- Mr. Jurgen Kropf
- Ann Kulze, M.D.
- Mr. and Mrs. Thomas M. Lawler, Jr.
- Mr. and Mrs. Geoffrey Levin
- Mr. William Levy

The Devereaux Society

continued



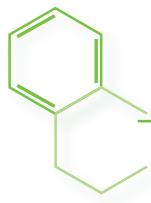
"I've worked with many non-profits over the years and yours truly stands out as a star."—

Karen Green, Akin Gump Strauss Hauer & Feld LLP, longtime Gala sponsor



"I congratulate the Prevent Cancer Foundation on the occasion of their Silver Jubilee and offer my heartfelt gratitude for all they have done throughout the past 25 years to promote cancer prevention and early detection."—Ellen Noghès, wife of H.E. Gilles Noghès, Ambassador of Monaco, Guest of Honor at this year's Gala.

- Mr. and Mrs. Gerald E. Long
Mr. and Mrs. Matthew Lubman
Mr. and Mrs. Gary R. Lytle
Mr. and Mrs. Ray Mahmood
Malek Family Charitable Trust
Mr. Parag Matalia
Mr. and Mrs. John C. Mauk
Mr. James McCrink
Bonnie McElveen-Hunter Fund
Mr. and Mrs. Scott McIntyre
Mr. Michael McLary
Mr. and Mrs. Dennis I. Meyer
Mr. Alan Miller
Mr. Alex Mistri
Mr. and Mrs. Jon E. Mittelhauser
Dr. James L. Mulshine and Dr. Pamela Mulshine
Ms. Annie Murray
Mr. Charles P. O'Connor
Mr. and Mrs. Edward J. Oshrin
Mr. and Mrs. Greg Pensabene
Mrs. Marjorie F. Perin
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Ms. Jessica Rosen
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Mr. and Mrs. Mark Shores
Mr. Christopher Smith
Mr. Jeffrey Solomon
Ms. Katherine Steele
Mr. Joel B. Stumpf
Mr. George Swygent
Mr. and Mrs. Robert J. Test
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Mr. Harry Thomas
Mr. Jeff Thornberg
Mr. and Mrs. Sami Totah
Mr. Carl M. Trevisan
Mr. and Mrs. Nicholas Trivisonno
Mr. and Mrs. Robert A. Vanderhye
Ms. Jennifer Vedadi
Ms. Virginia A. Weil
Dr. David C. Weinritt
Mr. and Mrs. Donald W. Westfall
Ms. Karen Ziman
- Organizations**
- 805 Living
Accounting Financial Tax Consultants, Inc.
Aetna Health Plans
Alexandria Toyota
Alpha Kappa Alpha Educational Advancement Foundation
American Cancer Society Ameriprise Financial Annual Giving Campaign
Associated Jewish Charities of Baltimore
AT&T United Way Employee Giving Campaign
Becton Dickinson & Company Biotechnology Industry Organization
Blackburn and Company Foundation
BlueCross BlueShield Association
Bockorny Group, Inc.
Burke & Herbert Bank
Calvin Cafritz Investments
CapitalKeys, LLC
Cassidy & Associates, Inc.
The Christian Giving Fund
Chubb & Son
City of Seattle
Clarke & Sampson, Inc.
Community Foundation
Consumer Energy Company
Dell Computer Corporation
Dell Direct Giving
Dominion Resources Services, Inc.
Entergy Corporation
Eric Gleacher Foundation
F/S Capitol Consulting, LLC
Farmers Insurance Group
George Washington University Cancer Institute
GHC Associates, Inc.
Gioia Limited Partnership
Great American Restaurants
Hallmark Iron Works, Inc.
Hampton Veterinary Hospital
Jack Taylor's Alexandria Toyota
JB Advocacy LLC
Kaiser Permanente
Kraft Foods, Inc.
Legal and General
Lindsay Lexus of Alexandria
Lindsay Management Company LLC
Live Nation Worldwide, Inc.
National Association of Broadcasters
Network For Good
New York City Transit Authority
North Atlantic Distribution, Inc.
Northeast High School
Omaha Community Foundation
Pacific Gas & Electric
Pacific Sports
Panther Expedited Services, Inc.
Passport BMW
Pioneer Roofing Systems, Inc.
PSEG Services Corp.
Reico
Richemont North America, Inc.
S.L. Hinson Associates
Service Distributing Inc.
Sila Solutions Group
Simpson Development
Societe Generale Monte Carlo
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Spray of Sunshine
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Sunoco, Inc.
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Wells Fargo Insurance Services USA, Inc.
World Bank Community Connections Fund



The Richardson Society

(\$500–\$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.



On behalf of the Global Lung Cancer Coalition, Foundation president Carolyn Aldigé and colleague Win Boerckel of Cancer Care present a Distinguished Journalism Award to Katie Couric. The presentation took place during Lung Cancer Awareness Month 2010. Ms. Couric was honored for a lung cancer feature story she reported.

Individuals

Mr. Tomas Abreu
Dr. Jasjit S. Ahluwalia
Mr. Kamil Akcali
Ms. Cynthia L. Albert
Mr. Jim Ardrey
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Ms. Terri L. Bartlett
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Mr. Timothy J. Byrd
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Gregg & Jean Frankel Foundation
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Mr. Michael Gribbon
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Mr. Christopher Leach
Mr. Alan Levine
Ms. Monica Levinson
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Mr. Robert Long
Mr. and Mrs. Douglas Lowey
Mr. Philip J. Lyons
Mr. Darren Martian
Mr. Tony Martig
Mr. Stephen Mason
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Ms. Yony McCloskey
Mr. Kyle S. McNay
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Mr. Larry Miller
Dr. and Mrs. Phillip J. Miller
Mr. Patrick Moffitt
Mr. and Mrs. Matthew Murrell
Mr. Ryan O'Connell
Mr. Walter M. Oliver
Mr. Christopher O'Neill
Mr. John O'Sullivan
Ms. Mary Jo Otsea
Mr. Christopher R. Parandian
Mr. and Mrs. Delbert W. Parsons
Mr. and Mrs. Brett A. Patelsky
Mr. and Mrs. Douglas M. Platt
Mr. and Mrs. Peter B. Reilly
Mr. Anthony C. Reiner
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Mr. Christopher Rizzo
Mr. David Sapery
Mr. and Mrs. Thomas J. Sargeant
Mr. Barry W. Scanlon
Ms. J. Kathleen Schaefer
Mr. Carl Schechter
Ms. Susan Scherr
Ms. Tami Schneider
Mr. Douglas Schultz
Mr. Scott Segal
Mr. and Mrs. Simon H. Serfaty
Mr. and Mrs. Steve Shaw
Mr. and Mrs. Ron Sherman
Mr. David Siegal
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Mr. Christopher Smith
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Mrs. Sharon Stark
Mr. Eric Stearns
Ms. Sarah Stettinius
Ms. Barbara A. Stohlmeyer
Mr. Viyas Sundaram
Ms. Maria Theodoulou
Mr. Richard Thomas
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Mr. Mike Uyama
Mr. Jonathan Van Orden
Ms. Elizabeth Verville
Mr. Joe F. Viar, Jr. and Ms. Bonnie Christ
Mr. Richard D. Wampler
Mr. Kenneth M. White
Mr. David Willmes
Mr. David Zeidner

Organizations

Allstate Giving Campaign
Arban & Carosi, Inc.
Bank of America United Way Campaign
Capital Running Company
Cars4Charities
Columbia Country Club Golf Shop
Commercial Carpets of America, Inc.
David J. Simon Family Charitable Foundation
Dorothy C. Boyce Fund
Environmental Fund For Maryland
Friends of John Tanner
George Washington University Hospital
Global Impact
Guiffre Distributing Company
Howe & Russell, P.C.
J. McLaughlin
Kohl's
Landon Butler & Company
Le Vine Foundation
MarcParc Valet
mGive Foundation
Microsoft Corporation
PG&E Corporation
Queen Bee Designs, LLC
Rancho Cucamonga High School
Sazerac Co., Inc.
Shulman, Rogers, Gandal, Pordy & Ecker, P.A.
Stanislaus Community Foundation
The Abram C. Becker Fund of the Lutheran Communi
Thorsen French Advocacy, LLC
Township of Washington Volunteer Fire Department
United Way California Capital Region
United Way of King County
Via Nova, Inc.
Weeden & Co., LP
Wells Fargo Community Support Campaign



(\$250–\$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.



**Charity Starts in the Workplace
ExxonMobil Employee Favorite Charity
Campaign, Fairfax, Va.**

Each year, September marks the start of the Workplace Giving Campaign season, in which employees across the country support charities like the Prevent Cancer Foundation, through workplace giving programs that make a difference in the lives of those in need in the communities in which they live and work.

Workplace giving programs throughout the world have raised over \$7.5 million in support of the Foundation's programs and the ExxonMobil Employee Favorite Charity Campaign in Fairfax, Va. has been a strong partner in this effort. In just seven years, since the Foundation became an "employee selected" charity in the campaign, ExxonMobil employees have contributed nearly \$46,000 in support of the Foundation's cancer prevention and early detection programs. Through their workplace giving program, ExxonMobil employees are working hard to Stop Cancer Before It Starts, one campaign year at a time.

Individuals

Mr. Edward D. Adler
Ms. Michille Al Faisal
Mr. Robert P. Avary, Jr.
Mr. and Mrs. Charles W. Ballou
Mr. Dayle Bass
Mr. Michael Beckerman
Mr. and Mrs. Jonathan Bergner
Mr. Richard W. Berman
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Mr. and Mrs. Harvey R. Boltwood
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Mr. Thomas Butler
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Mr. H. Colley
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Ms. Janice O. Cousteau
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Mr. Gregg Frankel
Mr. and Mrs. Mark Friedman
Her Excellency Claudia Fritzsche The Ambassador of Lichtenstein
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Mr. David Kranz
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Ms. Jessica E. Magee
Mr. Rafat Mahmood
Mr. Gerald Mahoney
Mr. Joel P. Manion
Marian A. Schwab Revocable Trust
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Mr. Wayne Minami
Mr. John Morris
Ms. Melinda A. Morrow
Dr. Janne J. Nappi
Mr. David Nichols
Ms. Elizabeth A. Nunley
Mr. and Mrs. Charles Oliver
Mrs. Anne T. Overman
Mr. John Pappas
Mr. Jason P. Pool
Ms. Loree B. Potters
Mr. Peter Preston
Mr. and Mrs. Thomas L. Regnall
Mr. and Mrs. Thomas E. Riley
Mr. and Mrs. Jim L. Ritzenberg
Mr. Eric G. Rizzo
Mr. Brad Rossin
Mr. Jeff Rothwell
Mr. Clifford H. Routh
The Honorable Ed Royce and Mrs. Royce
Mr. William A. Rozenwaser
Ms. Elizabeth M. Ruffin
Mr. Michael Sandwick
Mr. Robert M. Schutsky
Mr. Peter Seegers
Mr. and Mrs. Steve Sembler
Mr. and Mrs. Nathan Shmalio
Lt. Gen. R. Shoemaker
Mr. and Mrs. Brian K. Shure
Mr. and Mrs. Michael Skehan
Mr. Bryan Spadaro
Mr. Brian S. Spitzer
Mr. and Mrs. Joseph G. Spitzer
Mr. and Mrs. Robert Spracklen
Mrs. Doris D. Sprong
Mr. and Mrs. Roy T. Starry
Mr. Richard Stohlman
Mr. George Tacovacci
Dr. Paul Talalay and Dr. Pamela Talalay
Mr. David R. Taylor
The 1989 Potter Living Trust
Mr. and Mrs. Robert D. Thomas
Mr. William Thomas
Mrs. Rita Thompson
Mr. Gordon J. Thumudo
Mr. Mark Tindall
Mr. Randolph J. Tompkins
Mr. Mike Tullar
Mr. and Mrs. Joseph Tutera
Ms. Jane M. Twomey
Mr. Jim von Herrmann
Mr. Mark E. Waldron
Mr. Rick Walker
Mr. Marius Weinreb
Ms. Yvonne Weinreb
Mr. and Mrs. Mac Wilcox
Mr. Brandon Winfrey
Mr. James W. Wood
Mr. and Mrs. Harvey B. Yaris

Organizations

Allapattah Flats K-8 School
Blackbaud, Inc.
CA Technologies Inc.
Caminiti Insurance Group
Cindi's Boutique
Corpus Christi School
Deutsche Bank Americas Foundation
Dynamark Security of Richmond, Inc.
Fannie Mae Foundation
Finopstrat Advisors LLC
IBM Retiree Charitable Campaign
Jones Lang LaSalle Americas JUSTGIVE
Knight Capital Group
MFE Incorporated
Mike's Italian Restaurant, LC
Passport Toyota
Penn Credit Corp
Recycle 4 Charity
Sidell Tilghman Photography, Inc.
Sis Nash Memorial Fund of the Hampton Roads Community Foundation
Sprouse Land & Development Company
Teva Pharmaceuticals USA, Inc.
United Way of Greater Niagara
ZogSports

Statement of Financial Position

As of June 30, 2011

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$1,647,958
Accounts and pledges receivable	494,031
	<u>2,141,989</u>

INVESTMENTS

General	1,323,908
Donor restricted and board designated funds	4,920,965
	<u>6,244,873</u>

PROPERTY

Office furniture and equipment	149,821
Accumulated depreciation	(140,443)
	<u>9,378</u>

OTHER ASSETS

Prepaid expenses	26,873
Deposits	23,636
Charitable gift annuities	122,491
Interest in remainder trusts	318,860
Deferred compensation plan	75,300
	<u>567,160</u>

TOTAL ASSETS

\$8,963,400

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable and accrued expenses	\$48,898
Deferred income	0
Grants payable	207,160
	<u>256,058</u>

LONG-TERM LIABILITIES

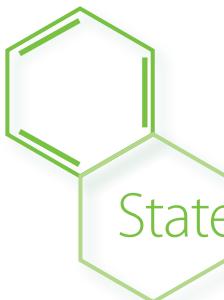
Charitable gift annuities	61,645
Deferred compensation plan	75,300
	<u>136,945</u>

NET ASSETS

Unrestricted	6,672,202
Temporarily restricted	1,619,782
Permanently restricted	278,413
	<u>8,570,397</u>

TOTAL LIABILITIES AND NET ASSETS

\$8,963,400



Statement of Activities and Changes in Net Assets

for the year ended June 30, 2011

SUPPORT AND REVENUE

Contributions	\$2,369,428
Bequests and other income	441,178
Investment income	1,096,044
In-kind contributions	504,544
Special events	1,500,071
Less: Costs of direct benefits to donors	(237,637)
TOTAL SUPPORT AND REVENUE	\$5,673,628

EXPENSES

Program	
Research	954,021
Education and public awareness	2,596,283
Community outreach	1,017,243
Management and general	480,623
Fundraising	632,877
TOTAL EXPENSES	\$5,681,047

Decrease in net assets

17% Research

Net assets, beginning of year

46% Education and Public Awareness

(7,419)

18% Community Outreach

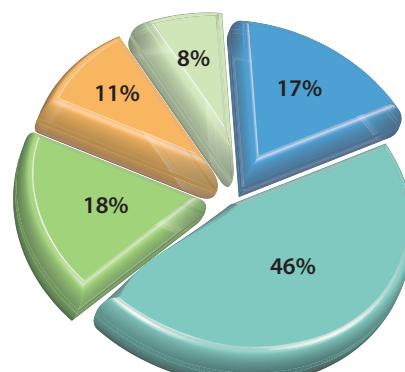
8,577,816

11% Fundraising

NET ASSETS, END OF YEAR

8% Management and general

\$8,570,397





Stop Cancer Before It Starts!

1600 Duke Street • Suite 500 • Alexandria, Virginia 22314
Phone 703-836-4412 • Fax 703-836-4413 • Toll-free 800-227-2732
www.preventcancer.org



Carolyn R. Aldigé
President and Founder

Jan Bresch
Executive Vice President and Chief Operating Officer

Karen Peterson
Vice President, Programs

Eileen Sexton
Managing Director, Marketing and Communications

Carolyn Schmidt
Managing Director, Development

Liona Chan
Lead Editor/Writer

Gary Landsman
Landsman Photography
Board Photographer

Tony Brown
Imijination Photography
Gala Photographer

