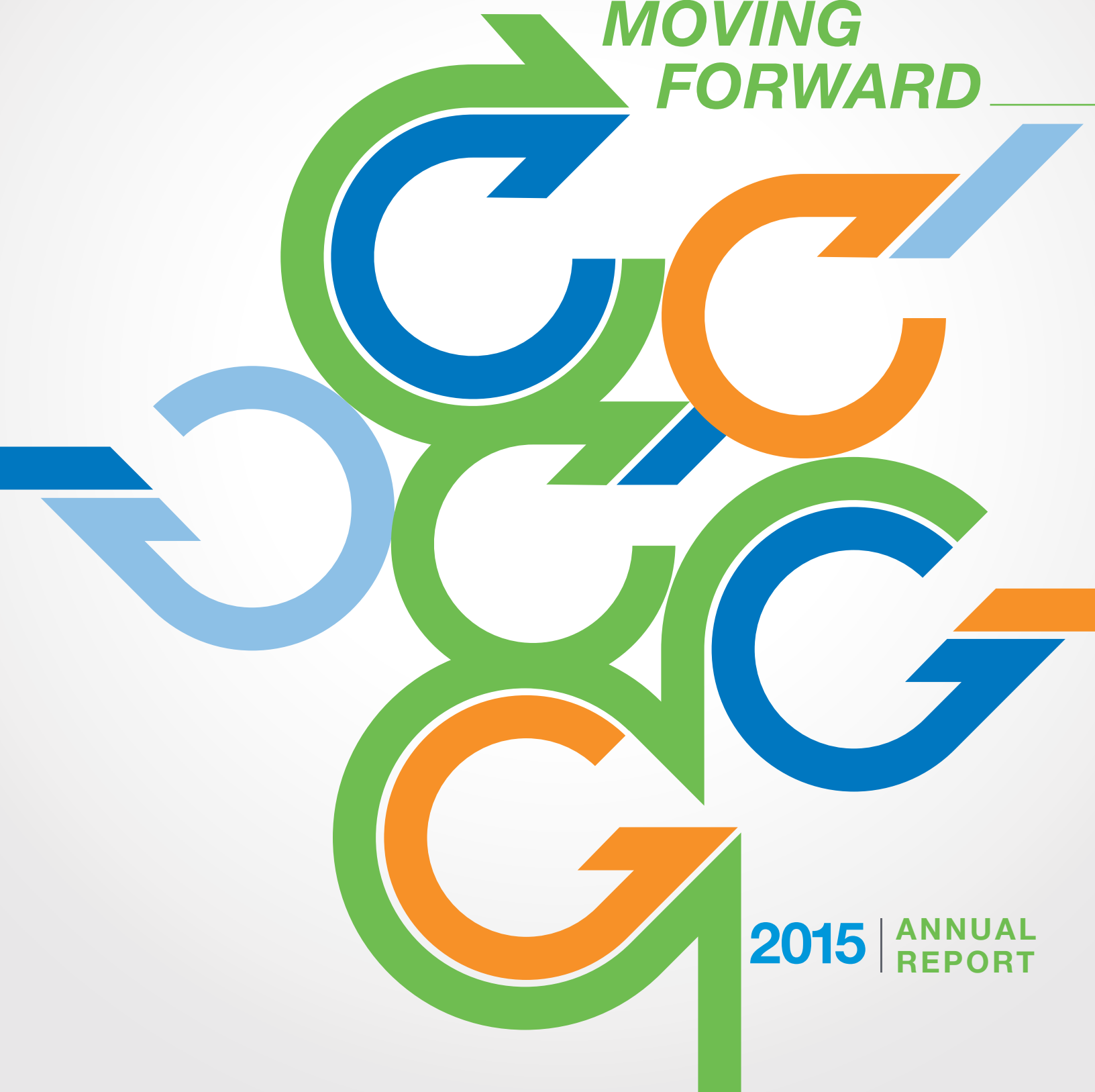


LOOKING BACK

*MOVING  
FORWARD*



**2015** | ANNUAL  
REPORT



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

Carolyn Aldigé  
PRESIDENT AND FOUNDER

Jan Bresch  
EXECUTIVE VICE PRESIDENT  
AND CHIEF OPERATING OFFICER

Karen Peterson, Ph.D.  
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CANCER PREVENTION PROGRAM

Amy Sokal  
MANAGING DIRECTOR, FINANCE AND ADMINISTRATION

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# PRESIDENT'S MESSAGE

## MOVING FORWARD

### LOOKING BACK

Dear Friends,

In the words of Robert Frost, we have taken the road less traveled—and that has made all the difference. The Prevent Cancer Foundation began at a time when most of our colleagues in the cancer world were focused solely on finding a cure, the so-called “magic bullet.”

In the three decades since, we have continued to be a leader in cancer through our focus on saving lives through prevention and early detection, as doctors, researchers and everyday people recognize prevention is the key to beating cancer.

Looking back, we celebrate our accomplishments and allow that important work to guide us as we continue to work toward our vital, though unfinished, vision to *Stop Cancer Before It Starts!*<sup>™</sup>.

In the fiscal year that ended June 30, 2015, we pushed to fund critical research, education, outreach and advocacy. Our work took us from the steps of Nationals Park, where we encouraged the community to get fit at our Annual 5k Walk/Run, to the halls of Congress, where we held numerous briefings for our nation's leaders – and to important meetings around the globe.

In July, then-Surgeon General Dr. Boris Lushniak issued a call to action to prevent skin cancer, highlighting the dangers of tanning and the steps the public should take to protect themselves. The Foundation was an active partner in spreading awareness about the most common—and most preventable—type of cancer and, in May, our Congressional Families Cancer Prevention Program hosted a briefing on Capitol Hill about the hazards and allures of indoor tanning on college campuses.

Looking toward the months ahead, we are excited by the promise and potential we see to continue to make a difference.

Drs. Andrew Dannenberg and Clifford Hudis and their team at Weill Cornell Medical Center and Memorial Sloan Kettering Cancer Center will attempt to validate a blood-based signature of fatty tissue inflammation in the breast. This promising project could be a crucial step towards developing a blood test that identifies women who are at increased risk of developing breast cancer. Dannenberg's lab has long been exploring the relationship between inflammation and cancer.

In recent work, he has used mice and human breast tissue samples to establish a link between obesity, inflammation and aromatase, a key enzyme involved in the production of estrogens. This is one of multiple potential mechanisms by which inflamed fat may increase the risk of breast cancer.

The two-year grant helping fund this project was made possible by the 2015 Awesome Games Done Quick marathon and is the largest grant in the Foundation's history.

Congress will vote on the "Protect Access to Lifesaving Screenings Act" (PALS Act), introduced in the Senate (S. 1926), and its companion bill in the House under the same name (H.R. 3339). These bills provide a two-year moratorium on implementation of recent draft guidelines from the United States Preventive Services Task Force (USPSTF) that would threaten access to mammograms for 22 million women ages 40-49. The Foundation continues to recommend that women should begin annual mammograms at age 40, and we have been actively advocating for Congress to pass the PALS legislation.

In January, we will launch a new campaign entitled Think About The Link, drawing the connection between viruses and cancer. Through this multi-year campaign, we aim to increase vaccination rates for the human papillomavirus (HPV) and Hepatitis B (hep B), as well as access to Hepatitis C (hep C) treatment in vulnerable populations.

It is with great pride that we look back on the accomplishments of the past year and with unwavering commitment that we press onward to face the challenges of the coming year. We hope you will join us as we help people of every age, race, gender, and from all walks of life, to *Stop Cancer Before It Starts!*<sup>TM</sup>

Sincerely,



Carolyn R. Aldigé  
President and Founder

---

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

*Carolyn R. Aldigé  
President and Founder*

---



**MOVING FORWARD WITH**  
**RESEARCH**

**2014 (FY15)  
AWARDEES**

*As we look back on this year's research grantees, we look forward to seeing the fruits of their labor and the impact their research will have on cancer prevention or early detection.*



**SUSAN BULLMAN, PH.D.,**  
DANA-FARBER CANCER INSTITUTE

**NAMED AWARD:**

Figdor Family Fellowship in Cancer Prevention

**WHAT SHE WILL STUDY:**

Correlation of Fusobacterium Nucleatum Bacteria Strains and Colon Cancer Risk

This work may help identify some individuals who may be at high risk of developing colorectal cancer.

*This analysis is likely to reveal subgroups among infected individuals who are at high risk for developing colorectal cancer.*

—Susan Bullman, Ph.D.



**DEREK HUFFMAN, PH.D.,**

Albert Einstein College of Medicine of Yeshiva University

**NAMED AWARD:**

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

**WHAT HE WILL STUDY:**

Effectiveness of Prevention Strategies on the Cancer Aging Interface

This work may help us better understand the relationship between getting older and developing cancer.

Colorectal cancer (CRC) is responsible for approximately 694,000 deaths annually worldwide. Recently, a particular bacterium, *Fusobacterium nucleatum* (Fn), was discovered in CRC, with the potential to form tumors in CRC animal models. Dr. Bullman and her team will identify the genomic differences between cancer and non-cancer associated Fn strains.

“This analysis is likely to reveal subgroups among infected individuals who are at high risk for developing colorectal cancer,” says Dr. Bullman. Identification of specific bacterial and host molecular signatures may reveal new biomarkers for assessing CRC risk and facilitating early detection, diagnosis or prognosis, in addition to new drug targets for cancer prevention.

While it is generally understood that cancer is a disease of older persons, how aging increases cancer risk is not well understood. One major reason for this shortcoming is most animal models used to study cancer prevention give rise to tumors while the subjects are still relatively young, rather than when they are older. Many studies show that tissue stem cells also stop working as we age, and this may contribute to diseases such as cancer. Dr. Huffman and his team will test how well-known dietary (caloric restriction) and drug (rapamycin) interventions restore tissue function and prevent cancerous tumors.



**DIVYA SAHU, PH.D.,**  
UNIVERSITY OF CALIFORNIA,  
SAN DIEGO

**WHAT SHE WILL STUDY:**

Targeting of the Arginine-Nitric Oxide Pathway to Prevent Bladder Cancer Development

This work may help identify ways to keep bladder cancer from developing or slow its growth.

*We hypothesize that arginine and downstream NO enhance bladder cancer cell survival, growth and invasion into surrounding tissue.*

—Divya Sahu, Ph.D.

In the U.S., there were an estimated 74,690 new diagnoses and 15,580 deaths in 2014 due to bladder cancer. Bladder cancer starts with early abnormalities that cannot be easily diagnosed with current methods and that progress to cancer. Dr. Sahu and her team have identified an increase in the metabolism of a particular amino acid, arginine, as well as its by-product nitric oxide (NO), in bladder cancer. Dr. Sahu notes, “We hypothesize that arginine and downstream NO enhance bladder cancer cell survival, growth and invasion into surrounding tissue.” She and her team will investigate if targeting the arginine-NO components can stop bladder cancer development and/or growth.



**QIANG SHEN, M.D., PH.D.,**  
THE UNIVERSITY OF TEXAS MD  
ANDERSON CANCER CENTER

**NAMED AWARD:**

Holden Family Research Grant in Breast Cancer Prevention

**WHAT HE WILL STUDY:**

Impact of Novel Anti-Cancer Agents like HJC0152 on Breast Cancer Prevention

This work may lead to new ways to prevent breast cancer in the future.

A pressing challenge in breast cancer research is the prevention of estrogen-receptor (ER)-negative breast cancer and triple-negative breast cancer (TNBC). Approximately 60 percent of breast cancers are not preventable with currently available chemopreventive agents, such as tamoxifen and a class of drugs known as aromatase inhibitors.



Dr. Shen and his team have developed a new class of anti-cancer agents, including HJC0152 and other compounds. They will explore how these compounds can prevent these types of breast cancer. HJC0152 has demonstrated superior promise in several functions: hindering cell proliferation and colony formation, suppressing the growth of particular types of tumors and blocking ER-negative mammary tumor formation in animal models. This study will impact cancer prevention by investigating a new target and preventive agents that may lead to new cancer preventive drugs in the future.

*TNBC means that a woman is estrogen-receptor negative, progesterone-receptor negative and negative for the protein known as HER2. Taken together, this means that she will not respond to hormone therapy or targeted therapy using an antibody to HER2*



**XIAOFENG ZHOU, PH.D.,**  
UNIVERSITY OF ILLINOIS AT CHICAGO

**NAMED AWARD:**

Lilly USA Research Award in Cancer Prevention and Early Detection

**WHAT HE WILL STUDY:**

Development of MicroRNA Biomarker Diagnostic Tools for Early Oral Cancer Prevention

This work may lead to new ways to detect oral cancer earlier.

Since 2003, deaths associated with oral cancer have increased by about nine percent because oral cancer is routinely discovered at late stages. Oral cancers are preceded by pre-cancerous lesions, and approximately 18 percent become cancer. We need new technologies to predict which lesions will become cancerous. Dr. Zhou and his team will examine pre-cancerous tissue samples to identify features (microRNA biomarkers) that are unique to pre-cancerous lesions.

*These unique genomic features will provide us with molecular bases for early detection diagnostic tools of those aggressive lesions.*

— Xiaofeng Zhou, Ph.D.

For more detailed information, please visit: <http://preventcancer.org/our-work/grants-fellowships/2014-awardees/>



## MOVING FORWARD WITH EDUCATION



Deputy Surgeon General of the United States, Rear Admiral Boris Lushniak, M.D., M.P.H.



Dan Shapiro, Ph.D., childhood cancer survivor and author of "Mom's Marijuana."

### DIALOGUE FOR ACTION™ IN CANCER SCREENING

The National Dialogue for Action™ in cancer screening is an annual conference that convenes diverse stakeholders committed to realizing the lifesaving potential of cancer screening in all communities. The conference covers issues related to cancer screenings driven by guidelines (colorectal, cervical, breast and lung) and other cancer screenings (such as liver, skin and prostate).

#### Dialogue by the numbers:

265 participants hailed from: 37 states, the District of Columbia, and Puerto Rico

15 American Indian/Alaska Native tribes and organizations, and

two other countries, Japan and Israel

*"The panel discussions were all very well done so as to present varying but complementary viewpoints."*

*"The beauty of this meeting is the diversity in this room."*

- Deputy Surgeon General of the United States, Rear Admiral Boris Lushniak, M.D., M.P.H.

#### Their post-Dialogue plans:

85% intend to be part of the 2016 Dialogue.

About one-half intend to implement change in their workplaces or in their communities as a result of attending the conference.

65% plan to network with colleagues they met at the 2015 Dialogue.

*The James L. Mulshine, M.D., Leadership Award was presented to Dr. Claudia Henschke, a pioneer of the use of low-dose spiral CT to screen for lung cancer. Left to right: Andrew C. von Eschenbach, M.D., Claudia Henschke, Ph.D., M.D., Carolyn Aldigé and James L. Mulshine, M.D.*



## LUNG CANCER WORKSHOP XII

### Lung Cancer Screening now covered by private insurers, Medicare and Medicaid

The twelfth annual workshop in utilizing low-dose spiral CT screening to accelerate progress in developing new therapies for early lung cancer and other tobacco-induced diseases took place in May. This meeting has been the catalyst to put lung cancer imaging on the map as a tool for early diagnosis of lung cancer.

Due in large part to participants at the Workshop, the CT screening for lung cancer was rolled out as a core, reimbursed cancer screening service under provisions of the Affordable Care Act (ACA), as well as Medicare and Medicaid.

The purpose of the workshop was multifold:

- ▲ to improve screening quality by refining ways to measure tumor growth
- ▲ to drive the development of patient-donated databases
- ▲ to accelerate progress in the development of new therapies for the management of early disease
- ▲ to showcase the role of advocacy organizations in driving the science of lung cancer management
- ▲ to include COPD and heart disease as targets for early detection with a single CT

The Workshop has been the spark for advocacy around national lung cancer screening implementation. As a result, physicians are finding an ever growing number of early stage lung cancer for which we have no enhanced medical therapies.

The Foundation continues to work with all stakeholders to ensure that low-dose CT screening is accessible and of high-quality, and includes smoking cessation counseling. Together, screening and cessation could provide a significant public health benefit which the Workshop will continue to explore.

# CONGRESSIONAL FAMILIES CANCER



Rep. Debbie Wasserman Schultz talking about the importance of mammograms.

Congressional Families Cancer Prevention Program on Lifestyle Matters (left to right) Lisa McGovern, Dr. Lisa Nelson, Rep. Richard Neal and Carolyn Aldigé.



The Congressional Families Cancer Prevention Program held its 22nd annual Action for Cancer Awareness Awards luncheon on September 18. The Program recognized CVS Health, Dr. Nancy Snyderman of NBC News and Congressional spouse Linda Bachus for educating the public about cancer prevention and early detection and encouraging healthy lifestyle choices. More than 50 Congressional spouses, 20 Members of the House and Senate and members of the Diplomatic Corps attended, along with leaders from the cancer community.

The Program also hosted four educational events on Capitol Hill:

- ▲ In November, the focus was **Disparities and Disservice in Health Care for Women Veterans**. Representative Tim Walz, the highest-ranking enlisted soldier ever to serve in Congress, served on the panel of experts.

- ▲ A **Lifestyle Matters** briefing with Dr. Lisa Nelson was held in March; Rep. Richard Neal (D-Mass.) made introductory remarks. Dr. Nelson engaged the audience about the importance of healthy living as it relates to cancer prevention, driving home the significant impact diet has on our health.

- ▲ **Hazards and Allure of Indoor Tanning Beds on College Campuses** was held in May and addressed the risks of using tanning beds. Speakers explored the current landscape of colleges and universities that enable tanning on or near campus. Representatives Rosa DeLauro (D-Conn) and Charlie Dent (R-Penna) spoke, along with Dr. Elizabeth Tanzi, a dermatologist, and Dr. Sherry Pagoto, a leading researcher on indoor tanning on college campuses. The briefing was referenced in more than 18 publications, including CNN, *Newsweek*, The Huffington Post, *Boston Globe* and Kaiser Health News.

Lourdes E. Alvarado-Ramos and Rep. Tim Walz at the Disparities and Disservice in Health Care for Women Veterans briefing.



## PREVENTION PROGRAM



- ▲ In June, the **Breast Cancer Screening: Ending the Confusion** panel discussion focused on the widespread variation in guidelines for mammograms. Rep. Debbie Wasserman Schultz (D-Fla) spoke passionately from her perspective as a breast cancer survivor, emphasizing the critical need for annual mammograms for all women beginning at age 40.
- ▲ Executive Director **Lisa McGovern** spoke at the **University of Massachusetts Medical School** on the role meditation can play in cancer prevention by reducing stress. Massachusetts Representatives Jim McGovern and Tim Ryan joined medical experts in discussing the benefits of meditation on health.

With a successful and impactful year in the rearview mirror, the Congressional Families Cancer Prevention Program is driving forward to make a difference in the months ahead, both on and off Capitol Hill.

## BREAKAWAY FROM CANCER®



*(pictured right, top to bottom)  
Journalist and breast cancer survivor Joan Lunden speaks to the crowd at Breakaway from Cancer®.*



*Carolyn Aldigé and actor Patrick Dempsey celebrate raising funds for cancer awareness.*



*Special Events Manager Jessie Edington (left) and Managing Director of External Affairs Jeanne Ellinport meet with hundreds of attendees at the Prevent Cancer Foundation's booth.*

*MOVING FORWARD WITH*

# OUTREACH



## COMMUNITY GRANTS

---

For the past eight years, the Foundation has been awarding community grants in an effort to help people prevent cancer or detect it earlier when it is more treatable.



**American Samoa Community Cancer Coalition** will work to motivate 750 American Samoan women to seek breast and cervical health information, screening services and follow-up of abnormal screening results in order to reduce late-stage diagnoses, through the culturally sensitive *Tautai Leveai'i* (Talk Story) project.

**Esperanza Health Centers** seeks to improve colorectal cancer screening rates among uninsured and Medicaid-enrolled Latino adults, as well as insured patients, on the southwest side of Chicago. This will be accomplished through coordinated patient navigation, education and screening services. The Colorectal Cancer Pilot Project will provide colorectal education and screening to at least 1,000 patients ages 51 to 80.





**Martin Luther King Health Center** will provide risk reduction and prevention education to at least 10,000 individuals, as well as screening services and needed follow-up care for at least 350 medically disenfranchised residents in northwest Louisiana. Targeted cancers include breast, cervical, prostate, colon and head, neck and throat.

**Nevada Health Centers Inc.** will use their mobile mammography unit to provide mammograms to women who otherwise would not have access to them. The purpose of the program is to increase early detection of breast cancer and to reduce breast cancer death rates. The grant will provide mammograms for 80 women in geographically-isolated areas throughout Nevada.







You can't protect them from everything, but you can protect them from HPV cancers.

Talk to your doctor today about protecting your American Indian preteen sons and daughters from cancer later in life with the HPV vaccine.

American Indian Cancer Foundation  
www.aicaf.org



**Mt. Sinai Breast Health Resource Program** will implement the BreastCare Education and Screening Program through a partnership with Greenhope Services for Women, a residential treatment program for formerly incarcerated and addicted black and Hispanic women. The program aims to educate 200 women and provide screening services to at least 40 women in New York City.

**The Center for Rural Health Development Inc.** will convene a statewide HPV Vaccination Stakeholder Summit in West Virginia to improve and sustain HPV vaccination rates among 9 to 26-year-olds. The goal is to reduce incidence and mortality due to HPV-related cancers. Stakeholders will create an action plan that includes the development of coordinated traditional and social media messages, training opportunities, policy recommendations and evidence based-strategy recommendations. Virtually all cases of cervical cancer are caused by HPV. In addition, HPV is responsible for more than 90 percent of anal cancers, 65 percent of vaginal cancers, 50 percent of vulvar cancers and 35 percent of penile cancers.



# MOVING FORWARD WITH ADVOCACY

## LOOKING FORWARD TO CHANGE THROUGH ADVOCACY

This year the Prevent Cancer Foundation solidified its policy priorities. We are accomplishing each by working with the U.S. Congress, the executive branch (including federal agencies) and state legislatures, as well as colleague organizations and relevant stakeholders, including grassroots advocates.

Our priorities:

**Prevention** – Support and work toward policies and education efforts that will reduce cancer diagnoses and preventable deaths.

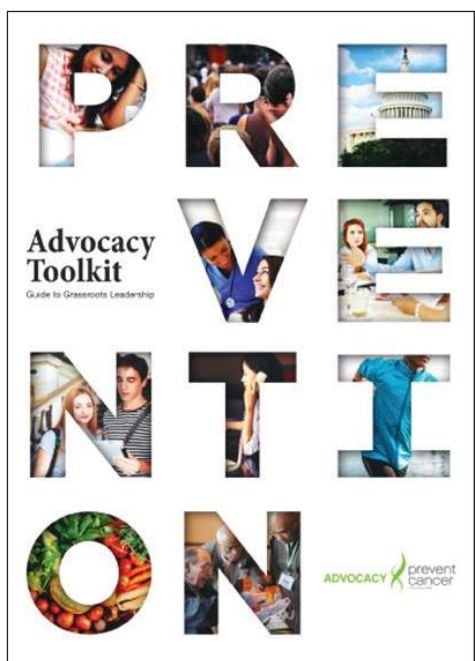
**Access** – Increase access to necessary health care services, including cancer prevention and screening, as well as resources for prevention and early detection.

**Disparities** – Reduce the barriers for all individuals (particularly those who are underserved) to achieve optimal health and wellness, including access, affordability and quality care.

**Funding** -Ensure adequate funding for cancer research, prevention and early detection efforts at federal and state levels.

**Health Care** – Promote patient-centered, accessible, integrated, high-quality health care for all.

This past year the Foundation hosted two key advocacy events that examined the state of prevention for cancer and across the disease spectrum. The first, held on December 3, 2014, focused on “*Prevention in the 114th Congress.*” The second, on June 30, 2015, was called “*Prevention Across the Spectrum*” and included advocates from other chronic diseases as well as cancer. In conjunction with the first event, the Foundation unveiled a new Advocacy Toolkit. The Toolkit is available in hard copy or a version can be downloaded from the advocacy website. It can be used by grassroots advocates who are trying to influence policy.



*The Advocacy Toolkit may be downloaded at [www.preventcancer.org](http://www.preventcancer.org)*





*The Advocacy Academy brought advocates together to discuss the best ways to expand health care for all.*

*(from left to right)  
Fernando Ascencio, MBA, Christine Rodriguez, M.P.H, Tiffany Gary-Webb, Ph.D. and Elmer Huerta, M.D. discuss health disparities in cancer prevention.*



In 2015, the Foundation advocated for the following issues:

- ▲ Increasing federal funding for cancer research.
- ▲ Protecting public health through the regulation of indoor tanning beds.
- ▲ Enabling Medicare beneficiaries to undergo colonoscopies without having to pay coinsurance. This could ultimately increase screening rates and reduce the incidence of colon cancer.
- ▲ Saving Physical Education Program (PEP) grants so that school-aged children still have the opportunity to have physical education. Physical activity is a proven factor in preventing cancer and other diseases.

- ▲ Passing the 21st Century Cures Act (H.R.6), legislation which could create positive change in how biomedical research is conducted, modernize the drug approval process and increase medical research funding. (Stay tuned. We hope that the Senate version will be introduced in the coming year.)

The work of the Prevent Cancer Foundation, along with the efforts of our grassroots advocates, is more critical than ever before. As we reach the end of the 114th Congress, and the next Presidential election cycle heats up, prevention must be promoted and protected as a cost-effective strategy and—most important—as a way to save lives.

**David Tutera, the Party Planner**  
45 mins · VA

Check out the PSA I did for the Prevent Cancer Foundation. Save lives through cancer prevention and early detection. Stop Cancer Before It Starts!



402 Views

Like Comment Share

Ira Cramer, Nellie Torres, Lisa Craven Pilgrim and 83 others like this. Most Relevant · 2 shares

**FOX 5 DC** @fox5newsdc · Feb 19  
New ad campaign uses provocative images to promote cancer detection and prevention. [myfoxdc.com/story/28144431...](http://myfoxdc.com/story/28144431...)



View photo

Larry Hogan retweeted

**Prevent Cancer** @preventcancer · 8m  
MD Gov @LarryHogan asks supporters to help others. One way - talk to your fam about prevention & early detection. [ow.ly/FXky](http://ow.ly/FXky)

**Miss Illinois United States**  
2 hrs · VA

Seven easy steps you can use to be proactive in the fight against cancer!



Like Comment Share

Prevent Cancer Foundation likes this.

Write a comment...

**The Frisky** @TheFrisky · Feb 3  
The "Check Your Mate" Campaign Makes Cancer Prevention Sexy [frisky.me/Ap38eZ](http://frisky.me/Ap38eZ)

Howard Cole, author of Forbes article, 2,024 followers

**Howard Cole** @Howard\_Cole · Feb 11  
"Prevent Cancer Foundation Scores with Sexy 'Check Your Mate' PSA Campaign" @Forbes @preventcancer @BWAA. [forbes.com/sites/howardco...](http://forbes.com/sites/howardco...)



prevent cancer FOUNDATION

# IN THE NEWS



Five different Prevent Cancer Foundation ads were displayed from April through September at the corner of 42nd and Broadway in Times Square.

**WASHINGTON**  
THE INSIDER'S GUIDE TO THE CAPITAL

**SELF**  
SOCIETY FASHION BEAUTY FITNESS FOOD WELLNESS GAMES POOR BEST PICKS

**4 Things You Should Know About Cancer Prevention and Screening**  
An apple-a-day is a good start. Here's what else you need to know.



**How can I reduce my risk?**

Don't smoke, avoid UV rays, wear lots of hats and sunglasses, and exercise regularly. "If people did everything we know about preventing cancer, obesity, we could save half of cancer incidence and prevent half of deaths," says Carolyn Abate, president and CEO of the Prevent Cancer Foundation. Tobacco—recently implicated in nearly half of all deaths across a dozen types of cancer—is the second killer.

**Prevent Cancer Foundation**  
The Irish Ambassador seeks to prevent cancer in the United States and abroad

BY HUGH JACKSON, HONORARY CHAIRMAN OF PREVENT CANCER FOUNDATION

Back here, afflicted by cancer, his national flag, one country is finally committed to being on the forefront of the fight against the disease.


The Prevent Cancer Foundation is the only U.S. non-profit organization dedicated solely to cancer prevention and early detection. It was founded nearly 30 years ago, when "oncologists" were not part of the medical or mainstream health conversations. Over the years, the foundation has fought head-on to change that, and has helped to ensure that prevention and early detection are now seen as integral to the overall effort.

The objective is to stop cancer before it starts — through lifestyle choices, screening, and early diagnosis. That approach will be an important part of Ireland's new National Cancer Strategy to be adopted this year. It also indicates our national goal of becoming a tobacco-free society by 2025.

We're working together to save lives and change the way we think about cancer. It's time to make sure that the Prevent Cancer Foundation is here to reduce your cancer risk, please visit [www.preventcancer.org](http://www.preventcancer.org).

**CNN** News Regions Video TV Features  
World Sport Technology Entertainment

Still, in response to these and other warning signals, the Food and Drug Administration mandated that tanning beds have clear labels informing customers including the American Academy of Dermatology, have for years. And 43 states already have laws that either ban tanning bed operators from signing.



"They're [indoor tanning companies] finding young women in near schools," Pagoto said. She noted companies like Sun Tan Atlantic and Midwest states, give money to sponsor football games free tanning to cheerleaders. "They're finding ways to become another."

Lisa McGovern, executive director of the Prevent Cancer Foundation, said her group is working on a grassroots campaign to get colleges to not allow students to pay for tanning with college. Pittsburgh and University of Illinois have already agreed.

"If we keep up that pressure, others will follow," DeLauro said, there are free tanning facilities offered to their children in colleges. Students to pay for tanning with those cards.

**Promoted Stories**

- When the Cat Comes
- 20 New Cars You Do
- The Warm

# prevent cancer FOUNDATION



Aubry Bozanno, Miss Illinois United States stopped by the Foundation to speak with the staff about her platform, cancer prevention.

YAHOO! HEALTH

Search

HEALTH HOME FITNESS NUTRITION SEX & LOVE MIND VIDEO

place for cancer cells to grow." (These 8 simple, relaxing meditations can help—and absolutely anyone can do them.)

**8. Screen yourself**

Getting screened can't necessarily prevent cancer, but it can alert doctors to precancerous warning signs (like a polyp in your colon or a suspicious-looking mole). That's why the American Cancer Society recommends getting screened for cancer as early as in your 20s. Women should undergo a clinical breast exam every three years until age 40, when annual mammograms become key (according to the Prevent Cancer Foundation, screening can reduce your risk of fatal breast cancer by as much as 25%); Pap smears, which can detect cervical cancer, are recommended every three years (cervical cancer deaths have dropped 74% since the 1950s, mostly due to Pap screening); and checks for colon cancer should start at age 50 (or sooner if there's family history of the disease). "Catching cancer early is critical," says Masters, "and early cancer is much more curable."

**Related: What Most Americans Get So Wrong About Their Cancer Risk**

msn | health & fitness

Prevention

© iAN/ISTOCK/Science Photo Library/Getty Images

We think it's a safe bet that your partner is probably willing to get familiar with your breasts. You don't need to marry a doctor skilled in a formal breast exam; simply knowing your body well enough to notice any changes could make all the difference when it comes to early detection of breast cancer. Campaigns like "Check Your Mate" from the Prevent Cancer Foundation are all about this kind of shared responsibility, with tongue-in-cheek e-cards you can deliver right to your partner's inbox with oh-so-romantic proposals like "Babe please, let me give them a squeeze."

And while Fryhofer has several patients whose husbands have found lumps in their breasts, it's not only women who can benefit from a partner knowing their bodies. "I have a colleague whose wife found his testicular cancer," says Wanda D. Filer, MD, a physician. "Developmental and medical school of the American Association of Cancer Surgeons"

FORBES.COM

ROLL CALL

HEARD ON THE HILL

Step-Dancing the Night Away to Fight Cancer

The Wichita Eagle

new seasons, new styles

Letters to the Editor

Letters on health booth, about energy, Fair Tax, sports cov

**Stop at health booth at State Fair**

There's nothing better than a visit to the Kansas State Fair. I hope you'll stop at the Hutchinson Clinic and the Prevent Cancer Foundation's Health Screening Booth in the Sunflower South Building. There you can learn yourself against cancer, Type 2 diabetes and heart disease.

This year the clinic is challenging us all to take action toward better health.

Forbes

Prevent Cancer Foundation Scores with Sexy "Check Your Mate" Valentine's Day PSA Campaign

To get me to click, send an email with a subject like this: "A sexy health campaign - with baseball." Then picture me grinning as I read the message.

With lines like "Baby you're the best, let me feel your breasts" and "Be my brat, check my testes," along with the accompanying provocative images, the Prevent Cancer Foundation got the intended rise out of this reporter. Fun intended.

"Not very romantic stuff, huh? We beg to differ. What's more romantic than saving your partner's life by detecting cancer at its earliest and most treatable stage? A good question, and one I'll put to the test this very evening, wife permitting."

With its entirely in-house created Valentine's Day PSA campaign, the Prevent Cancer Foundation is "encouraging people to 'Check Your Mate' - get to know your partner's body, and check for any irregularities that could be the first sign of cancer." Call your doctor with any concerns.

Opinions

Style Travel Money

and Drug Administration last year

ers of the risks. Medical groups,

ars targeted the use of tanning beds.

use by young people or require pants

Future of Personal Health

Tracing the Changes in Cancer Prevention Research

EDUCATION AND RESEARCH The U.S. is lagging behind in medical research. Foreign countries are investing more, bringing discoveries to market quicker and encouraging researchers to return to their home countries.

22 SHARES

Targeted Therapies Are Changing Everything We Know About Cancer

In the past, cancer care consisted primarily of chemotherapy given intravenously or as pills. It affected every cell in the body, but that was not always the best.

Medoplon USA

Medoplon USA

Medoplon USA

THE CHRONICLE OF PHILANTHROPY

NEWS

Video-Game Marathon Raises \$1.5-Million for Cancer Group

By Rebecca Rivlin

For six days in early January, hundreds of young men and women in comfortable clothes gathered around television screens in a hotel outside of Washington, D.C. They had two objectives: to complete entire video games as quickly as possible and raise as much money as possible for the Prevent Cancer Foundation.

The small nonprofit collected \$1.5-million in donations during the 165-hour event, the sixth annual Awesome Games Done Quick video-game marathon.

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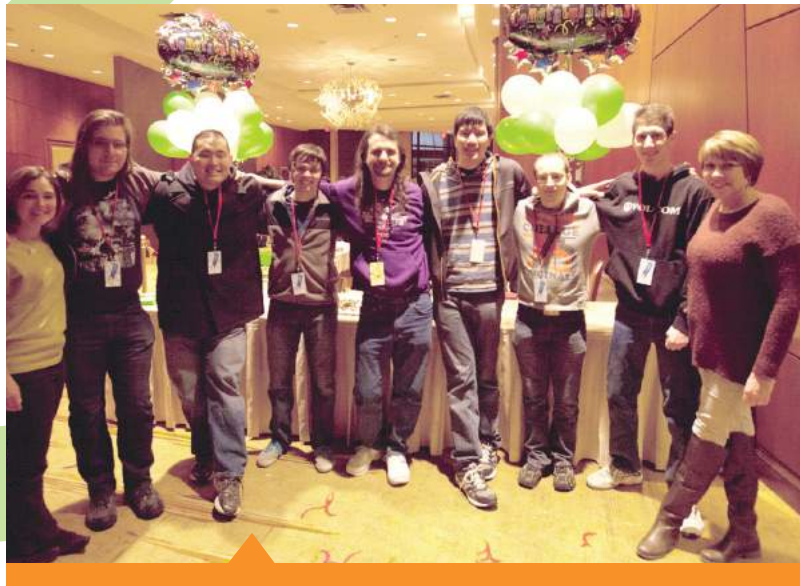
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MOVING FORWARD WITH

# EVENTS AND VOLUNTEERS



*Speedrunners from Germany, Poland, The U.K. and the United States pose with Managing Director of External Affairs Jeanne Ellinport (far left) and Executive Vice President & Chief Operating Officer Jan Bresch (far right).*

## AWESOME GAMES DONE QUICK

From January 4 – 10 more than 1,000 gamers from around the world came together in Dulles, VA to play speed games during the Awesome Games Done Quick marathon. Thanks to the 24/7 live streaming from TwitchTV, more than 25,000 donors from across the globe who watched the games donated more than 1 million dollars. The funding was used in part for the following:

### Research Grant

The Foundation awarded an Awesome Games Done Quick research grant to Andrew Dannenberg, M.D. at the Weill Cornell Medical College in New York, and Clifford Hudis, M.D. of the Memorial Sloan Kettering Cancer Center for their study of blood-based biomarkers of white adipose inflammation, which could be a tool for cancer risk reduction in breast, prostate and tongue cancers.

### International Grant

We awarded an international grant to Philip Castle, M.D. of the Albert Einstein College of Medicine to evaluate mobile phone technology for



## 5K WALK/RUN AND HEALTH FAIR

2014 5k Walk/Run and Health Fair brought more than

1,300 participants

from 16 states and

raised more than

\$230,000

Participants could get oral or skin cancer screenings and flu shots, eat healthy food and try the batting cages at Nationals Park.



Volunteers cheer on walkers and runners as they finish the 5k Walk/Run.



5k participants received blood pressure checks, oral cancer screenings, skin checks and more at the 5k Health Fair.

cervical cancer screening. The study will evaluate the new imaging technology developed by ODTMobile, an Israeli startup, as part of an NIH multi-year grant in Rwanda.

### Think About the Link National Campaign

Event proceeds provided startup funding for a multi-year campaign designed to raise the public's awareness of the link between several viruses and certain types of cancer, (cervical, oropharyngeal and liver), as well as encouraging at-risk groups to take action and to significantly lower their chances of developing the disease.

### World Cancer Leaders' Summit

Prevent Cancer was able to sponsor the 2015 World Cancer Leaders Summit in Istanbul, Turkey, an exclusive annual event that includes leaders from the United Nations, Ministries of Health, international cancer and non-communicable disease-focused organizations, academia and the private sector who come together to consider ways we can improve international collaboration. The conference is organized by the Union for International Cancer Control in Geneva, Switzerland.





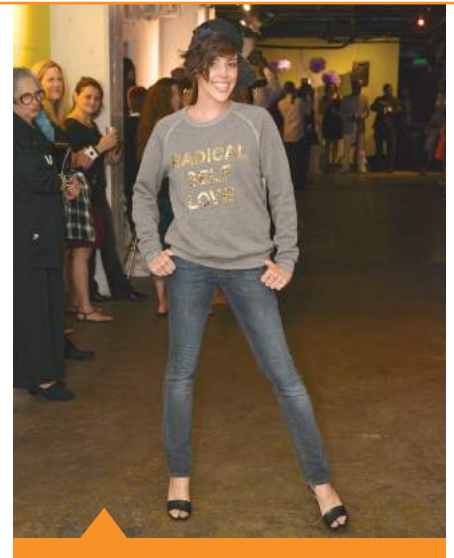
The Newswomen of DC raised \$10,000 for the Foundation at the annual NewsBash for Breast Cancer.

## NEWSBASH/NEWSWOMEN OF DC



Fox 5 News Anchor Laura Evans speaks to the crowd about the importance of cancer prevention.

The Foundation was honored as one of the 2015 beneficiaries for the Newswomen of DC's NewsBash for Breast Cancer. The annual event raises awareness and funds for breast cancer causes. The event began in 2009 when a group of good friends in the TV news industry decided to get together for this cause. Supporters, survivors, politicians and friends come together for the evening to help raise awareness for breast cancer and to raise funds for research and education. Proceeds supported the Foundation's *!Celebremos la Vida* program for medically underserved Latinas. We were honored that Rep. Linda Sanchez (D-CA) joined us to make remarks.



Cancer survivors created and modeled in the *AliveAgain!* Fashion Show to raise money for the Foundation.





Ambassador of Ireland Anne Anderson with the Irish dancers from the Culkin School of Original Irish Dance.

## 21<sup>ST</sup> ANNUAL SPRING GALA

### Ireland: Legendary and Contemporary

Recognized as one of “Washington’s Top 10 charity events” by *BizBash* and covered in *Washington Business Journal*, *Washington Life*, *Bisnow* and the *Diplomatic Pouch*, the 2015 Annual Gala raised more than **\$1.6 million** to advance the Foundation’s mission of saving lives across all populations through cancer prevention and early detection. Event proceeds support research, outreach and education programs.

This Gala allowed the Prevent Cancer Foundation to showcase the rich history and vibrant culture of Ireland. Her Excellency, the Ambassador of Ireland Anne Anderson joined us as honorary patron as we honored “Ireland:

Legendary and Contemporary.” Once again, celebrity designer and board member David Tutera transformed the National Building Museum into an unforgettable work of art. Senator Mike Crapo, a prostate cancer survivor and our 2015 Cancer Champion, was honored for his efforts to keep cancer prevention and early detection at the forefront of the minds of his colleagues.

The Prevent Cancer Foundation Annual Spring Gala attracts more than 900 guests from the business, diplomatic, government, medical, sports, media and social communities. The gala is held each year at the National Building Museum and is one of Washington’s premier events.



(from left to right) Jennifer Griffin, Carolyn Aldigé, Ambassador Anne Anderson and Greta Kreuz.



## MOVING FORWARD

# FOUNDATION LAUNCHES NEW PUBLIC AWARENESS CAMPAIGN

In January 2016, the Foundation will launch the *Think About the Link* (TATL) Campaign, an effort to raise awareness of the connection between certain viruses and specific types of cancer.

At any given time, one in every four people in the U.S. is infected with at least one strain of human papillomavirus (HPV). Virtually all cases of cervical cancer are caused by HPV. In addition, HPV is responsible for more than 90 percent of anal cancers, 65 percent of vaginal cancers, 50 percent of vulvar cancers and 35 percent of penile cancers. These cancers are preventable through vaccination!

Approximately 3.5–5.3 million people in the U.S. are living with chronic hepatitis B (hep B) and hepatitis C (hep C) infections—and 65 percent and 75 percent of the infected population are unaware that they have hepatitis B and hepatitis C, respectively. Over the next 10 years, approximately 150,000 people in the U.S. will die from liver cancer and end-stage liver disease associated with chronic hepatitis B or hepatitis C. Many of these deaths could be prevented through immunization (hepatitis B) or screening and treatment (hepatitis C). What's more, cervical cancer is the leading cancer killer of women in Central and South America and sub-Saharan Africa. Liver cancer is the second leading cause of cancer death worldwide.



Through *Think About the Link*, the Foundation aims to increase immunization rates for the HPV and hepatitis B vaccine series, as well as access to treatment for hepatitis C in chronically-infected populations, first in the U.S. and, subsequently, worldwide.



## ANNIVERSARY

With your continued help through making contributions, attending events, assisting a grantee or advocating for legislation, we look forward to celebrating the Foundation's "pearl anniversary," our 30th. In the coming year you will hear about our 30 Pearls of Prevention. If you have a memory you would like to share about the Foundation, please email us at [pcf@preventcancer.org](mailto:pcf@preventcancer.org)

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*Here's how you can continue to support our vision to Stop Cancer Before it Starts!™*

*The future of the Prevent Cancer Foundation depends upon sustained contributions from individuals like you. For nearly 30 years, the Foundation has been able to invest over \$140 million in lifesaving cancer prevention and early detection programs. On behalf of the Foundation, we appreciate your partnership and ongoing generosity.*

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## DIRECT GIVING

Outright gifts of cash or equities to the Foundation, regardless of amount, can support various projects, programs or annual operations, based on your area of interest.

## TRIBUTE GIVING/MEMORIAL GIVING

Tribute contributions honor friends, family and colleagues. They also make ideal gifts for special events like birthdays and weddings. Memorial gifts honor the life of a loved one or friend.

## SUSTAINED GIVING

Monthly and/or annually recurring gifts provide the Foundation with a reliable source of funds, now and in the future. The Foundation's website, [www.preventcancer.org](http://www.preventcancer.org), explains how you can arrange to have a predetermined gift amount automatically charged to your credit card on a regular basis.

## PLANNED GIVING

Estate gifts support the Foundation while providing you and your family with possible tax benefits and/or life income. There are a wide variety of vehicles to consider, ranging from a bequest in your will to various types of charitable trusts.

## WORKPLACE GIVING

As a corporate employee, you and/or your spouse may be able donate to the Foundation by participating in your company's workplace giving campaigns, Combined Federal Campaign and United Way programs. If your and/or your spouse's company offers a matching gift program, you may be able to double or triple the value of your gifts.

*For more information on how you can make a difference in the fight against cancer, please visit the giving link on our website at <http://preventcancer.org/get-involved/donate/>, or contact the Foundation's Development Office at 703-519-2117.*

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

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

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*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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(\$5,000 to \$9,999)

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

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*In 1993, Leslie Cameron Devereaux established the Richard C. Devereaux Outstanding Young Investigator Award in memory of her father who died of lung cancer. This grant or fellowship supports promising lung cancer prevention research.*

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## THE KESHISHIAN SOCIETY

(\$500 to \$999)

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

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(\$250 to \$499)

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

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BNY Mellon Wealth Management  
The Caminiti Insurance Group, LLC  
The Clorox Company Foundation  
Deckerville Community Hospital  
Hampton Roads Community Foundation  
IBM Retiree Charitable Campaign  
Johnson & Wimsatt, Inc.  
JUSTGIVE  
MGM Resorts Foundation  
Midsouth Building Supply of Maryland  
Schwab Charitable Fund  
The Virginia Cotillion  
Wells Fargo Community Support Campaign

## BENEFICIARY EVENTS

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

Awesome Games Done Quick 2015  
Badminton Fundraiser  
Deckerville Hospital Fundraiser  
Kearney & Company Jeans Day  
Fantasy Football League  
Figdor "Bad Beat on Cancer" Poker Tournament  
Frank J. Romano Foundation Inc.'s Rock & Run 5K  
Genilee Bootcamp  
Holden Cup Golf Tournament  
Living Proof  
News Women News Bash  
Robert A. Millkan Middle School Student Body Fundraiser  
Ron Ruffennach Golf Tournament  
Showtime  
Sober October  
Soul Cycle  
Susan's Birthday Bash  
Swim for Them  
Wisconsin Poker Run

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

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Mars  
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The Nutured Palate  
Occasions Caterers  
Ocean Reef Club  
PhRMA  
Robert's Grove Beach Resort  
Shakespeare Theatre Company  
The Shelbourne Dublin  
Singing Sands Inn  
Southwest  
Stohlman VW  
Subway  
Tosca  
Total Wine and More  
Washington Kastles  
Whole Foods Old Town

# STATEMENT OF FINANCIAL POSITION

FOR THE YEAR ENDING JUNE 30, 2015

## ASSETS

### CURRENT ASSETS

Cash and cash equivalents	1,903,984
Accounts and pledges receivable	306,930
	<u>2,210,914</u>

### INVESTMENTS

General	3,118,911
Donor restricted and board designated funds	5,933,315
	<u>9,052,226</u>

### PROPERTY

Office Furniture and Equipment	193,011
Accumulated Depreciation	-164,382
<b>Total Property Assets</b>	<u><b>28,629</b></u>

### OTHER ASSETS

Prepaid Expenses	40,268
Deposits	22,636
Charitable Gift Annuities	207,465
Interest in Remainder Trusts	459,251
Deferred Compensation Plan	182,202
	911,822

**Total Organization Assets** **12,203,591**

## LIABILITIES

### CURRENT LIABILITIES

Accounts Payable and Accrued Expenses	121,087
Deferred Income	-
Grants Payable	605,296
	<u>726,383</u>

### LONG-TERM LIABILITIES

Charitable Gift Annuities	75,175
Deferred Compensation	182,202
	<u>257,377</u>

**Total Liabilities** **983,760**

### NET ASSETS

Unrestricted	8,947,577
Temporarily Restricted	1,993,841
Permanently Restricted	278,413
	<u>11,219,831</u>

**Total Liabilities and Net Assets** **12,203,591**

# STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

## SUPPORT AND REVENUE

Contributions	1,907,363
Bequests and Other Income	219,653
Investment Income	225,957
In-kind Contributions	213,218
Special Events	3,538,426
Less: Costs of Direct Benefit to Donors	(346,654)

**Total Support and Revenue** **5,757,963**

## EXPENSES

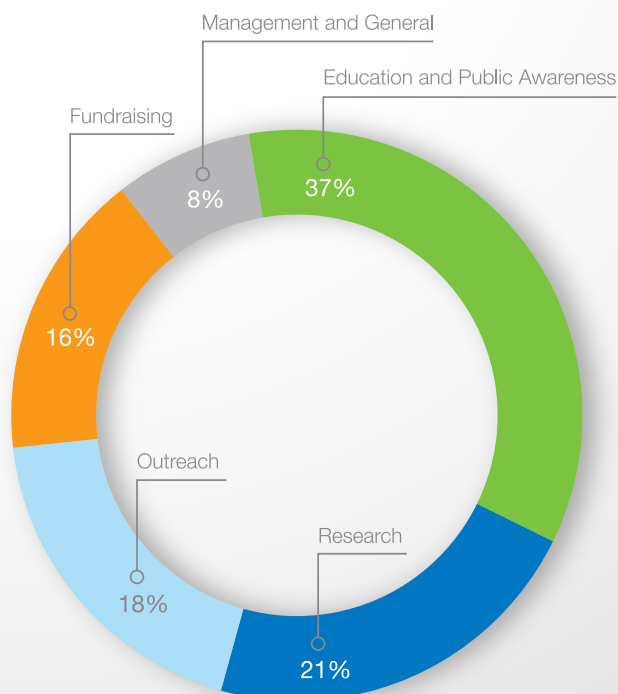
Programs	
Research	1,110,426
Education and Public Awareness	1,966,695
Outreach	980,147
Management and General	421,800
Fundraising	884,283

**Total Expenses** **5,363,351**

Change in Net Assets	394,612
Net Assets, Beginning of Fiscal Year	10,825,219

**Net Assets, End of Year** **11,219,831**

## EXPENSES BY PERCENTAGE





*Stop Cancer Before It Starts!™*

1600 Duke Street, Suite 500  
Alexandria, VA 22314

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Fax: 703.836.4413  
Toll-free: 800.227.2732

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