

# HEROES

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## FOUNDATION



# Heroes Foundation

Turning people into heroes in the  
fight against cancer

2014 Case for Support | 2013 Annual Report

## DEAR FRIENDS,

Since its inception, the Heroes Foundation has raised \$1.9 million to support and fight alongside the cancer community in Central Indiana. Our accomplishments in 2013 were phenomenal.

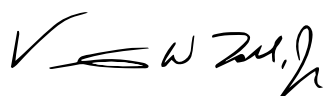
Consider our growth:

- Started the **Team JOEY** program, inspired by one boy's fight and focused on pediatric cancers
- Increased marketing efforts with the launch of a **new website and logo**
- Began a partnership with the people behind *The Reconfigured Goddess*, a new book of poetry detailing women's experiences with breast cancer
- Established an **endowment fund** for the Heroes Foundation to further our mission
- Initiated a funding campaign for **Project Militia**, a force committed to waging a war on cancer with a focus on prevention

Needless to say, the work of the Heroes Foundation would not be possible without the support of our volunteers and financial sponsors. Hundreds of volunteers—from energetic children to proud parents to amateur athletes—heard the Heroes Foundation call and answered with their time and spirit. Dozens of sponsors from a range of industries demonstrated their commitment to the cancer community in Central Indiana by giving generously.

Your support of the Heroes Foundation is pivotal in empowering us to accomplish our aggressive fund-raising goals and our local battle in the greater war on cancer. As a cancer survivor, I know firsthand what kind of impact your contribution to this organization has.

Godspeed,



Vince Todd, Jr.

Chairman, Founder

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## MISSION AND VISION

### WE ARE INSPIRED BY THE SPIRIT TO FIGHT

The Heroes Foundation exists because of people who confronted cancer and fought the good fight. The spirit, determination and commitment of these people to survive are the legacies and characteristics that spurred the founding of the Heroes Foundation.

Conceived in October 2000, the Heroes Foundation started as an idea among friends. Vince Todd, Jr. was fighting his own personal battle with Hodgkin's Lymphoma and wanted to assist others who suffered from similar diseases. Vince ultimately won his battle. His optimism coupled with the unconditional

support of his family and friends created the spark that ignited the group. An idea that resulted in the Heroes Foundation was born.

The organization officially took the name Heroes Foundation in May 2001. As a registered 501(c)(3) public charity, the mission of the Heroes Foundation is to serve the cancer community through support, education and awareness programs, as well as through medical and scientific research.

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## THE GREAT IMPETUS

### RESEARCH SHOWS WE NEED MORE HEROES

It's a cliché to say, "Cancer affects everyone." We want it to disappear. But it's not going away anytime soon. Consider the evidence.

*The Indiana Cancer Facts & Figures 2012* reports on lifestyle issues and behaviors in Indiana residents that are linked to higher rates of cancer. As the report states, "Many forms of cancer can be prevented by modifying behaviors" related to these startling findings.

In 2011, about 13,000 Indiana residents died of cancer, which translates to about **36 people every day** or almost **2 people every hour**. Among children ages 5 to 14, cancer is the second leading cause of death. Indiana's cancer mortality rate is 8 percent higher than the national average.

Looking ahead and on a national level, in 2014, the United States will have an estimated **1,665,540** new cancer cases and **585,720** cancer deaths.

- 30%** of adults in Indiana are obese.
- 36%** aren't physically active for at least 150 minutes per week.
- 79%** don't eat the recommended daily servings of fruits and vegetables.
- 21%** are smokers.

<http://indianacancer.org/wp-content/uploads/2012/04/ICC-Facts-and-Figures-2012-Low-Resolution-Final.pdf>

<http://seer.cancer.gov/statfacts/html/all.html>

## OUR PROGRAMS

# FIVE WAYS WE SERVE THE CANCER COMMUNITY

No two people are alike, but the desire to fight cancer is universal. The programs of the Heroes Foundation support our mission and inspire us to give of ourselves. By providing a range of programs, you can choose which program best fits how you want to give of yourself.



## SJP HEROES CANCER RESEARCH FUND

### JUMPSTARTING PROMISING RESEARCH

Since 2007, the Heroes Foundation has funded the Susan J. Patrick Clinical Fellowship to endow a Clinical Fellowship at the Indiana University Melvin and Bren Simon Cancer Center. This fund was modified and renamed the SJP Heroes Cancer Research Fund to better represent the Heroes Foundation's interest in providing support to a clinical or research fellow or research project.

The goal remains the same: to create an endowed fund that makes a measureable impact on moving cancer care forward by jumpstarting promising research. Income from this endowment supports research in the Division of Hematology/Oncology within the Department of Medicine at the Indiana University School of Medicine (IUSM).

This endowed fund was created in honor of Susan J. Patrick, Cindy Todd's mother, who was instrumental in supporting Vince Todd, Jr. through his battle with cancer. A two-time cancer survivor, Susan succumbed to this deadly disease after bravely battling her third diagnosis.

This funding opportunity allows IUSM faculty to recruit promising young physician researchers from around the world to train in an environment that fosters the merging of research and treatment. These researchers not only focus their training on the treatment of specific groups of diseases but also learn to translate laboratory research so that patients benefit from innovative approaches to care. IUSM Fellows participate in collaborative research efforts as well as conduct independent investigations.

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# \$5,000

Gave \$5,000 to fund trial to improve the quality of life for bone cancer patients.

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#### 2013 ACCOMPLISHMENTS

Bone disease is a common complication of multiple myeloma that has no cure and frequently leads to the development of holes in the bones as well as symptoms of pain, fractures, weakness and more. About 24,000 new cases will be diagnosed in 2014, however, while long-term survival for myeloma patients is improving, we do not yet have a way to heal myeloma bone disease. But there is hope for improving the quality of life for these patients.

In 2013, the SJP Heroes Cancer Research Fund provided \$5,000 to Dr. Rebecca Silbermann, Assistant Professor in the Department of Medicine Division of Hematology and Oncology Indiana University, to help launch a trial at Indiana University Medical School to research a promising lead: ACE-011, or Sotatercept.

"This trial is particularly important because we can't cure multiple myeloma, and people with myeloma can live with their disease for a very long time. We want to keep these patients active for as long as possible," Dr. Silbermann says.

Work in Dr. Silbermann's laboratory, as well as others, has shown that a protein called Activin A can increase the activity of cells that break down bone, and that Activin A levels are elevated in myeloma patients. [\(cont. on next page\)](#)

## SJP HEROES CANCER RESEARCH FUND (CONT.)

Sotatercept is a drug that prevents Activin A from effecting bone cells. Osteoporosis patients who have received Sotatercept in clinical have had improvements in their bone density. Dr. Silbermann is interested in testing if this compound could improve bone density and heal bone lesions in myeloma patients.

The \$5,000 gift has been used to conduct bench research required for the trial, support the presentation of research at various national meetings and to essentially get the trial off the ground.

“The current funding structure nationally has been a challenge for all researchers. As federal budget cuts limit the dollars available, people

are looking for other sources of support. Bench research is expensive, and every little bit helps,” Dr. Silbermann says.

With guidance from Dr. G. David Roodman, Kenneth Wiseman Professor of Medicine at IU School of Medicine and Division Director of the school’s Division of Hematology/Oncology, Dr. Silbermann and her team are focused on asking questions in the lab that can be directly applied to patient care, with the hope of developing therapies that will improve patient quality of life. While financial support is critical, patient participation is, too.

“Patient participation in trials is a gift. They give us the opportunity to test novel medications or combinations of medications so that we may provide information for the benefit of others who will be diagnosed,” Dr. Silbermann says. These are the true heroes.



## THE RECONFIGURED GODDESS

### GIVING BREAST CANCER PATIENTS A STORY

*The Reconfigured Goddess* is a collection of poems and illustrations that has been created by Bonnie Maurer and Andrea Eberbach, and is directed to those experiencing breast cancer and those who support them. Its purpose is to encourage people with breast cancer to use this book as a way to gather strength to go forward, commit to their recovery and claim their own story.

This book has been beautifully designed and printed, intended to be gifted to breast cancer patients. The art and poetry within communicate on profound levels. They have the ability to act as a strong transformative agent in this health crisis. The Heroes Foundation uses this beautiful book in various ways and is proud to be associated with it.

**Purchase *The Reconfigured Goddess* by visiting the Heroes Foundation’s online shop: [heroesfoundation.org/shop](http://heroesfoundation.org/shop).**



Kirsten Ervin, RN, nurse manager of IU Health Simon Cancer Center’s outpatient infusion area, artist and Heroes Foundation supporter Andrea Eberbach and Vince Todd, Jr., chairman of the Heroes Foundation, show off copies of *The Reconfigured Goddess*.





## TEAM JOEY

### HONORING A LITTLE BOY AND DOING BIG THINGS



Joey Keller's spirit, attitude and love of LEGO inspired the development of Team JOEY.

On November 22, 2010, 7-year-old Joey Keller was diagnosed with Medulloblastoma, a highly malignant primary brain tumor that originates in the cerebellum. Joey lost his battle in November 2012, at the age of 9. Joey fought with the spirit and attitude that amazed and inspired family, friends, and even caregivers. Those who have been affected in one way or another by Joey have banded together and morphed into "Team JOEY." The Heroes Foundation has taken the step to formalize Team JOEY into a program to further the battle against pediatric cancer.

#### THE TEAM JOEY PROGRAM CONSISTS OF TWO COMPONENTS:

1. Through a Team JOEY position within the Heroes Foundation's SJP Heroes Cancer Research Fund, funds are allocated to pediatric cancer research projects within the Indiana University School of Medicine.
2. Team JOEY brings one of Joey's favorite pastimes, LEGO®, to pediatric cancer patients. Perhaps Joey's spirit and attitude have been somewhat shaped by his

affinity for LEGO, after all, LEGO brand values are Imagination, Creativity, Fun, Learning, Caring, and Quality. Allowing pediatric cancer patients the opportunity to be kids and let their natural imagination, playfulness and curiosity to come out and possibly distract them, even for just a while, from the reality of their situation. We certainly align with the value of Caring, as LEGO describes, "Caring is about the desire to make a positive difference in the lives of children, for our partners, colleagues and the world we find ourselves in, and considering their perspective in everything we do."

#### TEAM JOEY CORPORATE LEGO PROGRAM

The Heroes Foundation invites corporations, organizations and individuals interested in participating in a LEGO drive to help brighten the days of children battling cancer. Businesses can serve as a collection spot for LEGOs and/or take up monetary donations to go toward the purchase of LEGOs. [\(cont. on next page\)](#)

## TEAM JOEY (CONT.)

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# \$40,000

Gave \$40,000 to pediatric brain cancer research project

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### 2014 ACCOMPLISHMENTS TO DATE

In April 2014, Team JOEY awarded Dr. Karen Pollok of the Herman B. Wells Center for Pediatric Research at Indiana University Simon Cancer Center and the IU School of Medicine \$40,000 to advance progress toward a cure for brain cancer in children. Nick and Elizabeth Keller spearheaded the fundraising in honor.

“I am greatly encouraged by Dr. Pollok’s work and its potential to more effectively fight brain cancers in young patients. Team JOEY supporters have been generous with their time and money, and we are proud to support this research in honor of our son,” Nick Keller said.

In collaboration with Dr. Chie-Schin Shih, Program Leader of Pediatric Neuro-Oncology at IU School of Medicine, Dr. Pollok’s three-person team is developing a pediatric brain tumor program focusing on using novel methods to look for drugs that can more effectively penetrate the brain. The \$40,000 helps make it possible for Dr. Pollok to study the most clinically relevant pediatric patient samples, which are associated with Dr. Shih’s work.

“The Team JOEY story brings the reality of the situation to the lab. It gives a face to the work we do. It makes us feel like we really can have an impact,” Dr. Pollok says.

“Our long-term goal is to improve the standard of care for pediatric patients with brain tumors and build on therapies that are necessary to secure NIH funding to continue making strides and helping children.”

There is a critical, unmet need to discover and develop new therapeutics that are brain permeable, Pollok said. One of the biggest challenges with brain tumors is that their diversity of mutations makes them hard to kill. In addition, the blood brain barrier makes it difficult for toxic agents such as chemotherapy drugs to get across this vessel to do their job, and these tumors often migrate to healthy areas of the brain and start growing there.

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## Donated hundreds of LEGO building blocks to heal young patients’ spirits

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### 2013 ACCOMPLISHMENTS

Caring for pediatric cancer patients takes more than medicine and white coats. Helping children heal also means caring for their spirits. Team JOEY provided Indianapolis-area hospitals with at least 300 LEGO kits in 2013 to do just that.

“We absolutely love Team JOEY,” says Angie Springman, Child Life Specialist at Peyton Manning Children’s Hospital at St Vincent. “We are so thankful that we are given the opportunity to be part of this wonderful foundation. We put LEGOs in our treasure chest, and the patients get to pick a prize after every appointment. They are very popular!”

“They have been well received by the patients and have encouraged patients to engage in age-appropriate activities, which promotes normalization, socialization and positive coping skills,” says Krista Hauswald, Certified Child Life Specialist involved in Child Life and Creative Arts Therapies at Riley Hospital for Children at IU Health.

“The LEGO kits have served as a distraction for the patients, which allows them to take their mind off of being in the hospital and gives them opportunities to focus on creating and building.”





Cancer Centers **COMPLETELIFE**

## FULFILLING NEEDS OF CANCER PATIENT CAREGIVERS



As a Hematology/Oncology Outpatient Social Worker at Indiana University Health's IU Simon Cancer Center, Diane Monceski facilitates the multiple myeloma support group and has coordinated the First Mondays program.

Some of the coordinator responsibilities for First Mondays might seem simple: sending monthly reminders to volunteers, making sure they have facilitators for each group, and arranging for room setup, parking and food. But these steps are part of a much larger purpose to provide a comfortable, supportive environment for patients and their loved ones to share their experiences, feelings and challenges of the cancer journey.

"The ongoing financial support from the Heroes Foundation is vital to providing a welcoming environment," Diane says. A portion of the funds goes toward providing a good meal, which promotes fellowship and encourages people to engage with each other. Funds also enable First Mondays to provide specialized facilitators, supplies for an art group and a children's group, and free parking for participants—cost, therefore, is not a barrier to attendance.

"Most importantly, the message is 'you are not alone.' Many times, after listening to someone's story, a group member will say he or she didn't realize anyone else felt the same way, and the comfort this provides is obvious," Diane says.

Group members not only receive support, but they also experience the joy of helping someone else in the group. Someone once told Diane, "Sometimes you need the group and sometimes the group needs you." Even Diane, who has facilitated the interactions and worked out logistics so others can benefit, needs the group as well.

"It may sound cliché, but in the 10 years I've been an oncology social worker, I truly have learned more from my patients than they have from me. I am in awe of the grace and courage our patients and loved ones show during such a challenging time. They keep me grounded and inspire me to focus on the important things in life," Diane says.

"It is heartwarming to watch group members provide information and support to each other, in the way only another patient can. I love being able to provide information and connect people with resources that hopefully make this all a little easier on them."



## TEAM HEROES

### ATHLETES ACTING ON A MISSION



Don Birch joined the steering committee of the Heroes Foundation when it was in its second year. He had a good friend who had been affected by cancer: Heroes Foundation chairman Vince Todd, Jr. For over a decade, a natural extension of the Heroes Foundation has existed in Team Heroes, of which Don is director and liaison between the Team and the Foundation.

Team Heroes has quickly become a successful team competing at all levels of events sanctioned by USA Cycling, American Bicycle Racing, National Off-Road Bicycle Association, and US Triathlon throughout the Midwest, and beyond.

New in 2013, Team Heroes and the Heroes Foundation became a proud part of Motion Elite/ Heroes powered by First Internet Bank. This elite amateur cycling team is composed of some of the top under-23 cyclists in the Midwest.

“These are riders who have aspirations of collegiate, and perhaps semi pro competition. We have racers from Indiana, Michigan and Ohio, and are competitive all over the nation and growing,” Don says. “The hope is that this will help promote the kind of healthy lifestyles and cancer research and prevention awareness for young people that the Heroes Foundation represents.”

Since its inception, Team Heroes has been a vehicle to raise awareness about the Heroes Foundation’s commitment to the battle against cancer through the promotion of living a healthy lifestyle and cancer prevention.

Team Heroes is made up of about 180 individuals of all abilities with a competitive spirit. In lieu of paying a membership fee, athletes are asked to attend the Heroes Foundation fund-raising events. Don and his team also play a lead role in organizing Spin4Heroes each year. They also provide volunteers for An Evening With Heroes.

Another feather in Team Heroes’ helmet, the group hosted the Indiana State Road Race in 2007, 2013 and 2014. The race registers about 250 racers in all categories and age divisions each year. But it’s not all about the bike for these competitors. The team, which started with 15 riders and is nearing 200, is motivated by the Heroes Foundation cause.

“Both my parents are cancer survivors, and my mother-in-law is a cancer survivor,” Don says. “It’s amazing. You throw a stone into a flat piece of water and you watch the waves ripple.”

“All it takes is one person with a passion to get other people involved. The bike brought us together, but the mission is what keeps us together.”

## TEAM HEROES SPONSORSHIP

If you are interested in joining or sponsoring Team Heroes, email us today at [contactus@heroesfoundation.org](mailto:contactus@heroesfoundation.org).

### CURRENT TEAM HEROES SPONSORS ARE:

- Bose McKinney & Evans
- The Bret Neylon Paralysis Foundation
- Bright Sheet Metal Company
- Casler's Kitchen & Bar
- Community Health Surgery Center
- First Merchants Bank
- Fischer Homes
- Grin Dentistry
- Krieg Devault
- Livestrong
- McDonald's
- Merchants Bank of Indiana
- Motion Cycling and Fitness
- Oak Street Funding
- Republic Services
- Sadler Orthodontics
- Sensory Technologies
- Scopelitis Garvin Light Hanson & Feary
- Specialized
- Zipp Speed Weaponry

## PROJECT MILITIA

### TAKING THE CANCER FIGHT TO THE STREETS

# PROJECT MILITIA

The latest project from the Heroes Foundation, Project Militia is a force of ordinary citizens organized in 2014 who are committed to waging a war on cancer in their community. These dedicated individuals are going to battle by taking it to the streets. They are the Heroes Foundation foot soldiers, promoting cancer prevention and healthy lifestyles throughout the state of Indiana.

Tactically, this means raising awareness and educating by providing literature, presenting facets of healthy living and cancer prevention, and distributing promotional items at events related to the fight against cancer every month throughout the state. Project Militia will further promote awareness by attending events in a retired military vehicle, ensuring they will not be missed. Our allies in these efforts include Marsh Supermarkets, LIVESTRONG, local cancer centers and others.



In short, Project Militia poses a triple threat to cancer by:

1. Serving as an additional platform for Team Heroes to promote healthy lifestyles and cancer prevention at running, cycling, and triathlon events throughout the state, throughout the year.
2. Raising a ruckus by delivering LEGO® kits to pediatric cancer patients as part of our Team JOEY Program, and *The Reconfigured Goddess* book to breast cancer patients.
3. Driving awareness of the Heroes Foundation in the Central Indiana community through grassroots tactics.

## FUND-RAISING INITIATIVES

# YOU CAN BE A HERO FOR THE CANCER COMMUNITY

The Heroes Foundation offers multiple ways for you to help further our mission. Join us!



## FUND-RAISING INITIATIVES

### AN EVENING WITH HEROES

An Evening with Heroes is an annual celebration that features an auction, dinner, and dancing. The 2013 event was a tremendous success, raising over \$163,000. Indianapolis Colts Head Coach and cancer survivor Chuck Pagano joined us for a keynote address that was truly inspiring.

In 2014, An Evening with Heroes raised over \$205,000. Chuck Pagano spoke via video message, three-time cancer survivor and LIVESTRONG CEO Doug Ulman served the keynote, and two-time cancer survivor and current battler ESPN Sportscaster Stuart Scott emceed the incredible night.

The 2015 An Evening with Heroes, our 15th Anniversary, will be held January 17, 2015, at the JW Marriott in Indianapolis. As our largest annual fundraiser, we rely on the generous support of individuals and businesses, which can provide support in a number of ways.

### Sponsorship Packages

#### 15th Anniversary Title Sponsor - \$15,000: \*must be sold by 11/1/14

- 5 premium location tables for 50 guests with table signage.
- Title Sponsor recognition on event invitation.
- Title Sponsor recognition on event signage and in printed program.
- Title Sponsor recognition on scrolling PowerPoint while guests are dining.
- Title Sponsor recognition in Give Smart system scrolling on registered smart phones.
- Verbal recognition from the podium.
- Heroes Foundation bow ties for all male guests.
- 2 representatives from Title Sponsor to join Heroes Foundation representatives to deliver LEGOs as part of our Team JOEY Program to pediatric oncology patients around the holidays.
- Logo & link on Heroes Foundation website



#### Hero Sponsor - \$10,000:

- 3 premium tables for 30 guests with table signage.
- Hero Sponsor recognition on event signage and in printed program.
- Hero Sponsor recognition on scrolling PowerPoint while guests are dining.
- Hero Sponsor recognition in Give Smart system scrolling on registered smart phones.
- Verbal recognition from the podium.
- Logo & link on Heroes Foundation website.

#### Fellow Sponsor - \$5,000:

- 2 tables for 20 guests with table signage in preferred location.
- Logo recognition on event signage and in printed program.
- Fellow Sponsor recognition on scrolling PowerPoint while guests are dining.
- Logo & link on Heroes Foundation website.

#### Table Sponsor - \$2,000:

- 1 table for 10 guests with table signage.
- Table Sponsor listing in printed program.
- Logo & link on Heroes Foundation website.

For registration and sponsorship opportunities for Heroes Foundation events, visit [heroesfoundation.org/events](http://heroesfoundation.org/events).





## FUND-RAISING INITIATIVES

### SPIN4HEROES



The 2013 Spin4Heroes event took place at Butler University and included 37 teams to raise \$37,000. This high-energy fund-raiser is an indoor relay-style team cycling/spinning event. A team captain registers the team, recruits the team members, and then together they raise funds for the Heroes Foundation.

Anyone can participate in Spin4Heroes! It doesn't matter if you have never been on a bike or if you compete on the local/regional cycling circuit. You can work out as hard (or as little) as you want! Remember, the bike is just the vehicle to achieve our end-goal—to serve the cancer community through the funding of support, education and awareness programs, as well as through funding for medical and scientific research.

The 2014 Spin4Heroes event took place Sunday, March 2nd at the Community Healthplex Sports Club, and raised over \$45,000, with 50 teams or about 400 people competing. The 2015 Spin4Heroes will be March 1, 2015, at the Community Healthplex Sports Club.

### Sponsorship Packages

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#### Title Sponsor - \$1,500:

- Three complimentary team entries
- Heroes headwear for all team participants
- Recognition on event signage and in program.
- Logo & link on Heroes Foundation website.

#### Tour Sponsor - \$1,000:

- Two complimentary team entries
- Recognition on event signage and in program.
- Logo & link on Heroes Foundation website.

#### Sprint Sponsor - \$500:

- One complimentary team entry
- Recognition on event signage and in program.
- Logo & link on Heroes Foundation website.



## FUND-RAISING INITIATIVES

### #PIFF PARTY

Launched in 2014 to sustain Project Militia, the Heroes Foundation hosts the annual #PIFF (Pay It Forward Friday) Party. The inaugural 2013 event raised over \$20,000. The 2014 event will be held September 19th at Flat12 Bierwerks

### Sponsorship Packages

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#### Medal of Honor Sponsorship - \$2,000:

- Logo on Heroes Foundation website and on all event signage
- 30 entries to the #PIFF Party and 3 drink tickets per entry
- Company photo with Project Militia truck

#### Special Forces Sponsorship - \$1,000:

- Logo on Heroes Foundation website and on all event signage
- 20 entries to the #PIFF Party and 3 drink tickets per entry

#### Allies Sponsorship - \$500:

- Logo on Heroes Foundation website and on all event signage
- 10 entries to the #PIFF Party and 2 drink tickets per entry

#### Infantry Sponsorship - \$250:

- Logo on all event signage
- 6 entries to the #PIFF Party and 1 drink ticket per entry

\*An anonymous donor has pledged to match a dollar for every sponsorship dollar up to \$10,000!

## SPONSORS

Heroes Foundation sponsors are an integral component to the success of the Heroes Foundation mission. In-kind donations provided by our sponsors allow us to generate increased revenue through various events, such as raffles and auctions. Cash sponsorships also assist in covering operational expenses. These monies give us the opportunity to apply all donations raised to our programs.

If you are interested in Heroes Foundation sponsorship opportunities, please email us at [contactus@heroesfoundation.org](mailto:contactus@heroesfoundation.org). We will contact you with further information.

### CURRENT HEROES FOUNDATION SPONSORS ARE:

- Accessa Coatings Solutions
- Anthem BlueCross BlueShield
- Apex Benefits
- Becker Acroma
- Bedel Financial Consulting Inc.
- Bose McKinney & Evans LLP
- The Brookfield Group
- The Catherine Peachey Fund
- Indianapolis Colts
- Community Health Network
- Caldwell Van Riper
- Delta Faucet Company
- elmage Technology Group
- First Financial Bank
- First Merchants Bank
- Flat12 Bierwerks
- FlexPAC
- Gene B. Glick Company
- hc1.com
- Hall Render
- Harding Poorman Group
- HIT Solutions
- Hollister
- Healthcare Products Delivery Inc.
- Ice Miller
- Indiana University Melvin and Bren Simon Cancer Center
- Just Pop In!
- Katz Sapper & Miller
- Moser Consulting
- The Naked Monkey
- Open Control Systems
- Proximo
- Roche
- SBC Wealth Management
- Smith Brauer Dentistry
- Southern Wine & Spirits of Indiana
- Stickle Steam Specialties Co. Inc.
- Sunking Brewing
- Superior Chemical
- Thermo-Scan Inspections
- Triton Brewing Co.
- Upland Brewing Co.
- Van Rooy Companies
- Vesalius Health

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## DONATE

Please consider an unrestricted donation to the Heroes Foundation. Your support of the Foundation inspires hope, courage and healing for cancer patients, survivors, their families and loved ones. All donations are tax-deductible as allowed by law.

Donate today at [heroesfoundation.org](http://heroesfoundation.org).

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## VOLUNTEER

Want to pay it forward in person? We're nothing without the help of tremendous volunteers. Please contact us to learn of volunteer opportunities. Find out how you can give your time and talents. Email us today at [contactus@heroesfoundation.org](mailto:contactus@heroesfoundation.org).



THE HEROES FOUNDATION INC.  
STATEMENT OF ACTIVITIES  
**YEAR ENDED DECEMBER 31, 2013**

SUPPORT AND REVENUE

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Contributions	347,525
Sales	2,558
Investment	2,980
Total support and revenue	353,063

EXPENSES

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Program services	111,324
Management and general	42,822
Fundraising	74,492
Total expenses	228,638

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CHANGE IN NET ASSETS	124,425
NET ASSETS, beginning of year	66,728
NET ASSETS, end of year	191,153

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## STAY IN TOUCH

The Heroes Foundation  
5309 N. Delaware St.  
Indianapolis, IN 46220

[heroesfoundation.org](http://heroesfoundation.org)  
317-255-6467  
[contactus@heroesfoundation.org](mailto:contactus@heroesfoundation.org)

**HEROES**   

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**FOUNDATION**