

ONE

HEROES 

FOUNDATION

2015 ANNUAL REPORT

PERSON

HEROIC IMPACT



WELCOME

Dear Friends and Heroes,

On the heels of our 15th anniversary, year 16 most certainly did not disappoint, and we have all of you — our donors (both individual and corporate) and volunteers — to thank.

In 2015, we surged ahead in attendance, revenue gains and records at each of our annual fund-raising events.

- During An Evening With Heroes gala, **605** attendees helped raise **\$252,000**.
- **51** teams of all biking abilities brought in more than **\$50,000** at Spin4Heroes.
- At the #PIFF Party, **325** party-goers paid it forward to the tune of more than **\$30,000**.

Through these funds and our team of generous supporters, we were able to make an immediate and lasting impact on the cancer community.

- We provided much-needed startup capital to local adult and pediatric oncology research projects.
- Team JOEY delivered hundreds of LEGO kits to patients throughout the state.
- Team Heroes continued to grow and rack up impressive finishes in cycling, running and triathlon events, while spreading the word of cancer prevention.
- Project Militia dispensed thousands of cancer prevention pamphlets, sunscreen and SPF lip balm during community events.

While 2015 was tremendously successful for the Heroes Foundation, it also reiterated the need to update our strategic plan and begin laying the groundwork for the future to sustain our continued growth and implement new, creative ways to best fulfill our mission. The year 2015 was quite the springboard year to what we call “Project 2020.” The next five years will be transformative for the Heroes Foundation as we focus more and more on impact and innovation to provide meaningful support to cancer patients, education to promote cancer prevention and resources to advance research for a cure.

Godspeed,

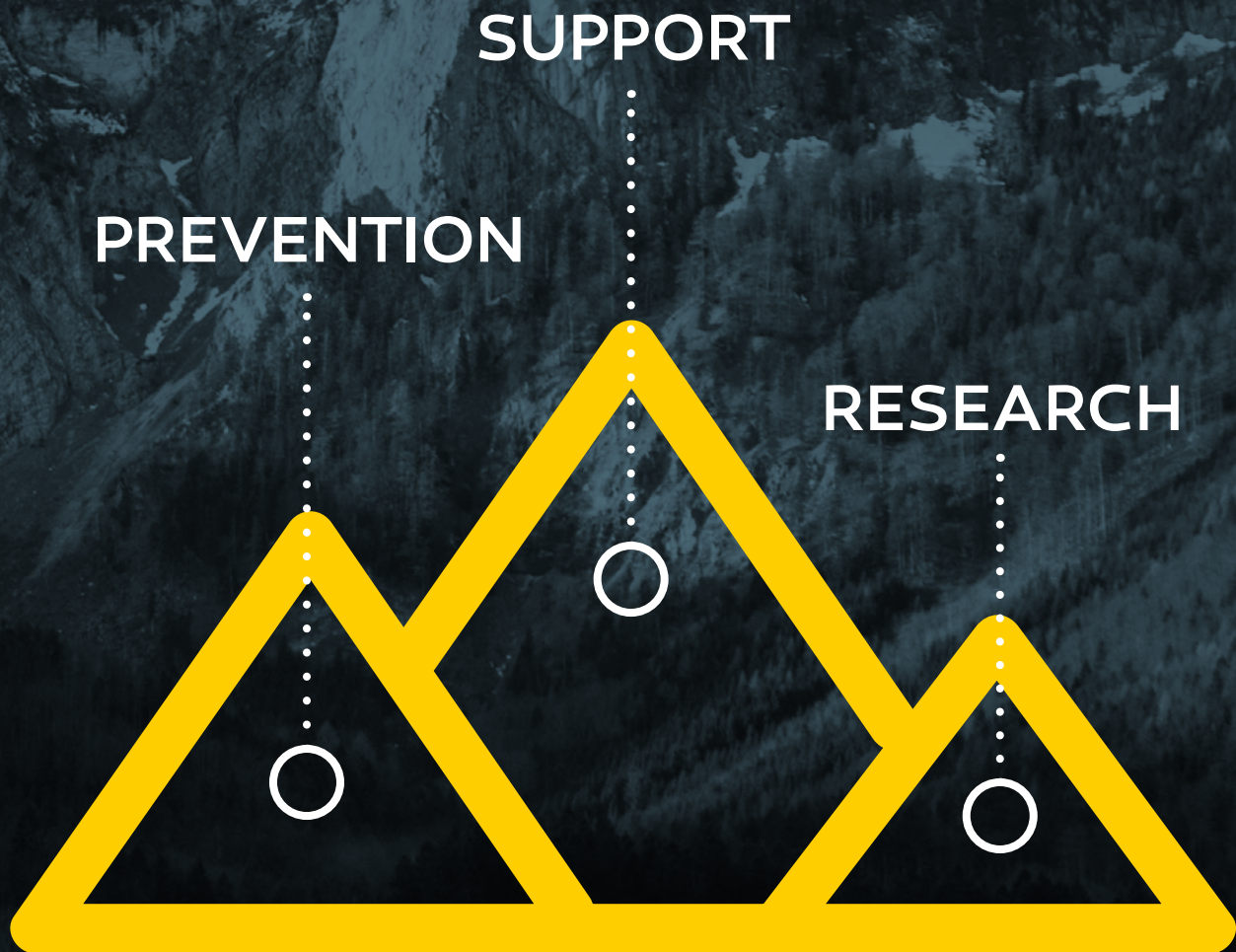


A stylized handwritten signature in black ink, appearing to read 'Vince Todd, Jr.'.

Vince Todd, Jr.
Chairman and Co-Founder

MISSION

To provide meaningful support to cancer patients, education to promote cancer prevention and resources to advance research for a cure.





Allegion collected a record-setting 183 LEGO sets for Team JOEY.

SUPPORT

Supporting people living with cancer, their caregivers and cancer survivors is critical to the Heroes Foundation mission.

BUILDING HOPE THROUGH TEAM JOEY

HEROIC CORPORATE SERVICE

Steve Down runs security product giant Allegion's residential business in North America out of Carmel, Ind. He also rides for Team Heroes, the athletic team that flies the Heroes Foundation flag. Steve and his Allegion team joined our Team JOEY Corporate LEGO Program in 2015 and set an ambitious goal: to break the LEGO collection record.

In 2010, 7-year-old Joey Keller was diagnosed with a highly malignant primary brain tumor, losing his battle two years later. Team JOEY was created to honor his spirit and further the fight against pediatric cancer.

In addition to funding pediatric oncology research, the Team JOEY program brings Joey's favorite pastime, LEGOs, to pediatric cancer patients. The Heroes Foundation invites corporations such

as Allegion to participate in a LEGO drive to help brighten the days of children battling cancer.

On Oct. 2, 2015, the Heroes Foundation picked up an amazing 183 LEGO sets from the generous people at Allegion and congratulated them for setting a record for our Corporate LEGO Program!

"The Heroes Foundation, like so many other charities and grassroots organizations, is critical in the fight against cancer. In their case, they bring it to a more meaningful and local level," Steve says. "The additional focus on Team JOEY and children with the disease brings it all into greater focus."

Steve said it wasn't difficult to rally the Allegion troops. They are good people who want to help, he says. "Plus, at every opportunity I reminded people — and let's face it, buying a set of LEGOs is really easy but has such a big impact."



YOUNG CANCER SURVIVOR GIVES BACK

Abby Grubbs has seen that impact firsthand, first as a pediatric cancer patient and then as someone who personally gave LEGO sets to other children. When she was a cancer patient at Lutheran Children's Hospital in Fort Wayne, she sometimes visited the hospital's prize closet after chemotherapy, a spinal tap or another difficult appointment. The closet is stocked with toys such as LEGO sets from Team JOEY for children undergoing treatment.

During a party in 2015, her family and friends celebrated not only Abby's 10th birthday, but also the end of her 2.5 years of cancer treatment. Instead of presents, Abby asked her guests, totaling about 100, to bring LEGO sets to donate to pediatric cancer patients through Team JOEY.

Her selfless birthday wish helped heal the spirits of cancer patients at Lutheran Children's Hospital on June 12, 2015, during a very special Heroes Foundation visit. Abby says the children were surprised and delighted. Her favorite part was something she knew a lot about: "Making the other kids happy because sometimes there can be a rough day," she says.

National media picked up on Abby's story, including the Huffington Post and TODAY online. People continue to drop off LEGO sets to the Grubbs' home to contribute to the cause. For young cancer patients, there is an ongoing need for companies like Allegion and people like Abby.

Cancer survivor Abby Grubbs (third from left) collected LEGOs to give to cancer patients.



Volunteers like Santa (shown with Hero1) made Team JOEY toy deliveries to Central Indiana hospitals.



Eli Lilly's Human Resources team collected more than 200 sets in late 2015, raising the bar even higher for the Corporate LEGO program.

\$10,000

Amount provided to Community Health Network's Oncology Patient Assistance Fund, which provides \$250 vouchers for food, gas and medication to cancer patients in need.

SUPPORT



Jeff and Jona Wells serve the cancer community through the Heroes Foundation. Their family includes children Dylan, Hank and Helena, and dog Quincy.

CHAMPIONING THE POWER OF PERSONAL NETWORKS

ONE HEROIC FAMILY

Jeff and Jona Wells met Heroes Foundation co-founders Vince and Cindy Todd through their young children's school and church. When they heard how the Todds responded to Vince's cancer diagnosis by creating the Heroes Foundation, they were moved to attend a fundraiser four years ago.

Since then, Jona has become a valuable volunteer; Jeff joined the Heroes Foundation board in 2015; and OurHealth, where he is president, is a corporate sponsor. The Wells aren't cancer researchers or oncologists focused on the physical needs of a cancer patient; instead, they connected to the Heroes Foundation's emphasis on community.

"The reality is that for a very long time, people will continue to get diagnosed with cancer," Jeff says.

"My dream for the Heroes Foundation is for it to be the spark that makes it possible for every person diagnosed to be connected to the best available treatment options and to be fully supported by a loving community."

Cancer comes in many forms and stages, affecting different parts of the body in people young and old of every race and condition — it's the ultimate example of non-discrimination. The common thread is that it inherently impacts a person's broader social circle. The immediate ripple effect can be scary, challenging and hard to understand.

"On the flip side, the way to navigate the cancer journey successfully is to have overwhelming support of the broader community and to show love in a million different ways. Heroes really does that well," Jeff says.



FIRST MONDAYS SUPPORT

Supporting our Central Indiana cancer community, the Heroes Foundation helps fund the First Mondays Cancer Support Program at the IU Health Simon Cancer Center to provide a comfortable, supportive environment for patients and their loved ones to share their experiences, feelings and challenges of the cancer journey.

In 2015, the Heroes Foundation continued its support of First Mondays with a \$25,000 gift. These funds made it possible for 407 people to attend a First Mondays program in 2015, up more than 100 people over 2014.

As a key component of IU Health's CompleteLife Program, First Mondays provides the public and IU Health Simon Cancer Center patients and families with dinner at every support group meeting, with eight different support sessions offered at each First Mondays gathering. All groups are facilitated by trained support staff including social workers, nurses and therapists. Child Life Specialists from Riley Hospital for Children facilitate the children's program.

The \$25,000 gift was used to implement a marketing and communication plan to grow attendance, improve facilitator competence and enhance participant experience.

"I believe the Heroes Foundation can drive the infrastructure necessary so that no individual, family or social circle faces a diagnosis alone," Jeff Wells says. Programs like First Mondays are critical to that vision.

— **\$10,000** —

Funds provided to Peyton Manning Children's Hospital to assist in the interior design and purchase of furniture and decor to refresh the cancer infusion area for the hospital's most vulnerable pediatric patients.

— **\$25,000** —

Amount the Heroes Foundation provided to fund the First Mondays Cancer Support Program at the IU Health Simon Cancer Center

— **8** —

Number of program topics offered through First Mondays in 2015, including the following:

Art and Well Being
Brain Tumor
Caregivers Support
Children
CLL & Slow-Growing Lymphoma
Coping with Multiple Myeloma
Living with Cancer
Melanoma



The Heroes Foundation is actively working to help prevent cancer by educating Hoosiers and serving as positive examples in our community.

FACING THE CANCER JOURNEY WITH DARING

By Julie Wood

In July 2013 I was told I might have cancer. After several tests, biopsies and doctors' appointments, it was confirmed. I have follicular lymphoma (a blood cancer). My oncologist told me that typically people do not get this cancer until their 60s; I was 49. I was determined not to allow this cancer to steal my life and love of running.

I've been consistently running and racing since about 2004. I rode during college and my first few years of teaching (1982-1988), until a cycling accident with a dog made me lose my nerve to ride — I generally rode solo. I took up swimming last summer and put the three sports together to participate in triathlons and continued running half marathons.

I swim, bike and/or run daily. Some of my days are filled with two workouts in preparation for half marathons and sprint, Olympic and Half Ironman events throughout the season. Cancer has changed my focus and goals. I now focus on being healthy enough to be able to race. As for my goal — it is now simply on the journey of the race and not a race time or PR. Each time I race, I thank God immediately at the end of the race for giving me the strength, endurance and health to be able to do it.

On July 24, 2015, we were informed that my dad had lung and liver cancer. A few weeks later, on Aug. 18, he passed away. His never-ending strength throughout his journey has given me the strength to know I also have what is needed to travel my journey. Dad always had a smile, a positive attitude and belief in God's plan for him.

LEFT: Cancer fighter Julie Wood finds support and a way to give back through Team Heroes.



Team Heroes and First Internet Bank team members Bri Clark, Betsy Kieffer, Laura Felicetti and Jane Vanni-Noone led the charge during the 2015 Spin4Heroes fundraiser.



Craig Helmreich (from left) and Mike Osbourne are two of the 180 Team Heroes members.

I planned to participate in a Half Ironman late September 2015, but I withdrew in order to spend time with Dad. When he passed away, I immediately decided it was time to find another event. This time, I wouldn't race competitively — I would do it just for me with a goal of completing the race for Dad.

Just prior to Dad's diagnosis, I met Michelle Rhoads at the MuncieMAN triathlon and we immediately became friends. After talking with her about my new goal, we decided to do the Deer Creek Half Ironman in October. I didn't podium the race, but I finished it and throughout the journey of the race I had great conversations with Dad. By the end of the race, I knew my dad would always be with me.

THE POWER OF TEAM HEROES

One cold morning last winter, I met a Team Heroes rider at Starbucks who told me about the team, and their goals and philosophy. He encouraged me to reach out to Don Birch, Team Heroes' director. When I learned more about the group, I was overwhelmed by their journey, hearts and passion. I knew immediately I wanted to be a member and help

support other individuals facing and beating cancer! Joining Team Heroes wasn't about my cancer. It was about helping others believe in their own ability to fight the disease.

Since I've joined the group, I have met so many incredible people. I can't even begin to explain the open arms and support I've received from each member. Their spirits and examples as athletes whose lifestyles promote cancer prevention help me to believe in my own ability to keep going and fight the good fight. I've battled several infections, additional biopsies and acquired several medical specialists along this two-and-half-year cancer journey. Most of all, I always know they are there if I need them for something.

What I hope is that I can encourage people when they need it and that I can help them know that they have the power to fight whatever battle they may be facing.

A huge thank you to Don and Chris Birch, Brad and Michelle Rhoads, John and Kristin Freije, and Bryan Babb. They have been incredible supports to me and have become wonderful friends.

— **\$30,000** —

Funds raised at the 2015 #PIFF Party for the Heroes Foundation's Project Militia program to promote cancer prevention.

— **180** —

Team Heroes
members.

— **7** —

Cancer survivors on
Team Heroes.

Sharon Krauter shared her story about caring for a friend with cancer during the 2016 An Evening With Heroes gala.



RESEARCH

No one is going to stumble upon a cure for cancer. We must aggressively seek a cure. Supporting research that strives to prevent, treat and cure cancer is a vital part of our mission.

FINDING LIGHT IN THE DARKNESS OF CANCER

ONE HEROIC CAREGIVER

We all have a call to answer. When you are open to hear the call and heed it, you find purpose. For Sharon Krauter, caring for someone who needed support during her darkest hours gave her intense purpose.

“When I met Toni, she was in the first weeks of her fight against breast cancer,” says Sharon, an athletic trainer and health coach by trade. “Her doctors had told her she needed to improve her health in order to fight the disease. Toni reached out to me for help.”

Toni got stronger, responded well to her treatment and beat breast cancer. Thirteen months later, she was dealt a second blow. This time it was bone cancer that metastasized to her brain.

“Toni and I grew extremely close. I felt an unbelievable commitment to her, not only for her care and support, but also for her three children,” Sharon says.

Their daily routine soon became countless doctors’ appointments, many treatments and therapies and

what would eventually become bathing and feeding. One of Toni’s favorite things was to have her hands and feet massaged. She loved it when Sharon would set up a little beauty salon for manicures and pedicures.

Through the tough months when Toni’s health was failing, Toni often told Sharon that it was her positive spirit she needed most. It wasn’t a medical treatment that soothed her. It was simply Sharon’s positive and happy spirit — her presence — that made a difference.

On March 5, 2015, one day before Toni’s 50th birthday, she passed away. Family grieved, friends grieved and Sharon grieved.

“It almost seems unfair how Toni’s fight gave me more sense of purpose, but that’s what happened. She made me realize how precious and fleeting our time with our loved ones is and how we are here to heed the call when someone is in need. We are here to love one another, to show compassion and to lift each other up no matter who that person is,” Sharon says.

BRAIN TUMOR RESEARCH



Left: Dr. Karen Pollok

The care that Sharon provided to Toni is an inspiring example to all of us at the Heroes Foundation of how, even in the face of critical circumstances, one person can manage to

pierce the darkness of a cancer diagnosis and bring light into the life of another person.

At the Heroes Foundation, the endless hope of cancer researchers also brings light to our mission. Dr. Karen Pollok is one such researcher. She and her team at the IU Simon Cancer Center are focused on overcoming physical barriers in the brain, those barriers that prevent good things from getting in and those that allow bad things safe passage.

The Heroes Foundation provided Dr. Pollok, an Associate Professor of Pediatrics, with a \$40,000 research gift in 2014 and we continued to support her important work in 2015 with a \$15,000 gift.



Sharon Krauter's friend Toni Phillips, shown here with her two sons, lost her battle with cancer in 2015.

Glioblastomas are typically cancerous tumors found in the brain. Dr. Pollok's laboratory is exploring a new glioblastoma therapy that has been shown to significantly improve the survival rates of mice with human glioblastomas.

Meanwhile, training grant recipient Nimita Dave, Ph.D., has worked on a procedure to help Dr. Pollok's team discover drugs that attack brain tumor cells. Funding from the Heroes Foundation allowed Dr. Dave to develop and prove that this screening strategy can work.

*"With the new treatment, we are able to increase survival by about **40 percent**," says Pollok, noting that her team is still testing and optimizing this approach.*

LIVING FULLER LIVES WITH CANCER



Left: Dr. Safi Shadha

After a diagnosis, pancreatic cancer progresses rapidly. An estimated 50 percent of patients survive one year and only 5 percent live for five years.

Dr. Safi Shadha, an Assistant Professor of Clinical Medicine at IU Simon Cancer Center, is committed to helping patients live as fully as possible as they battle cancer. He is the 2015 SJP Heroes Cancer Research Fund Scholar, receiving over \$5,000 to support his research.

"I am working on understanding the reason why some patients with cancer lose weight, muscle mass and develop significant weakness. This condition can be very debilitating in several cancers," Dr. Shadha says.

"My goal is to better understand this condition, to develop a treatment and intervention to counteract this condition, and help improve the quality of life of patients with cancer."

Dr. Shahda is trying to identify markers that will tell us how well chemotherapy treatments work. His research includes the evaluation of 100 samples from patients with pancreatic cancer.



Matt King's awe-inspiring story shows us how new therapies and research can save lives. He is shown here with his family, son Blake, wife Robyn, and sons Sam and Will.

RESEARCH

HELPING MAKE BREAKTHROUGHS HAPPEN

ONE HERO'S FIGHT & ADVOCACY

In the summer of 2014, Matt King discovered a lump in his axillary lymph node and was devastated to learn that he had Stage IV melanoma. The cancer was in many of his vital organs. He sought treatment from one of the world's experts on melanoma in Houston, Texas, at MD Anderson Cancer Center.

He had four rounds of bio-chemotherapy, which held things at bay, but there were no long-term solutions and things did not look good. Stage IV melanoma patients have roughly a 10 percent chance of survival and the drug that allows for that 10 percent didn't work for Matt.

In 2015, as he was coming to terms with his diagnosis, he heard about a new immunotherapy drug from Merck called Keytruda that had recently been approved by the FDA. The drug allows your immune system to target and kill cancer cells that previously went undetected. It essentially removes the cloak from the cancer cells so your body can spot them and kill them. He started taking Keytruda in 2015 and responded to it immediately.

"As each month went by, I felt better and better and my scans were excellent as the drug essentially melted away a significant portion of the cancer to where I'm in remission and all is quiet," he said during the January 2016 An Evening With Heroes gala, speaking to a crowd at the JW Marriott that included his new wife. There is no long-term data on Keytruda, but the short/mid-term survival numbers are staggering.

"All great drug ideas come from theories that researchers need to prove. Most often it's in a lab. The Heroes Foundation provides basic supplies and materials to local researchers at the grassroots level — taking theories to conception to drugs. That leads to trials and eventually FDA approval. That's how Keytruda was born."

People like Matt King will never discover a cure for cancer, but he knows firsthand that if researchers are able to pursue theories, progress can be made and lives can be saved. The answers could be right in front of us, if we just know where to look.



Researchers like Dr. Karen Pollok (left) are doing important work that we can support right here in Indianapolis.

IN PURSUIT OF NEW CANCER-FIGHTING THERAPIES



Left: Dr. Grzegorz Nalepa

Dr. Grzegorz Nalepa believes part of the answer to cancer's big questions lies in our genes. The Assistant Professor of Pediatrics at IU Simon Cancer Center is screening the human

genome, hunting for genes that will lead to a cancer-fighting therapy to selectively destroy tumor cells without hurting healthy tissues. The Heroes Foundation awarded Dr. Grzegorz Nalepa a \$15,000 grant in 2015 to support his work.

"Many patients die not because of cancer progression but due to toxic side effects of chemotherapy and radiation," Dr. Nalepa says.

Current cancer chemotherapy kills fast-dividing cells of any kind, causing collateral damage to the body as it slows tumor growth. Pinpointing weak spots in cancer cells will allow the development of less toxic, more effective therapies.

"The Heroes' generous gift was instrumental for purchasing reagents needed for expansion, growth and imaging of patient cells, which is essential for my research to continue," Dr. Nalepa says.

Working together, people like Matt King and Dr. Nalepa will discover the answers they both seek.

"Donors are the reason that cancer research will continue to evolve to the point where survival stories are the norm and not the exception," Matt says. "We need you. We need your support. You can make a difference, just as thousands of generous donors have, to get us to this point."

\$55,000

Total amount the Heroes Foundation has provided to Dr. Pollok and her team to pursue their cancer-fighting research.

10%

Average survival rate for people diagnosed with Stage IV melanoma. Matt King is crushing those odds.

20,000

Estimated number of protein-coding genes in the human genome, where Dr. Nalepa is hunting for knowledge about cell division and its disruption to lead to better cancer-fighting therapies.

\$15,000

With help from generous individuals and sponsors, amount of funds the Heroes Foundation was able to provide Dr. Nalepa to continue his research.

SUPPORTERS

Current 2016 Heroes Foundation sponsors include the following generous businesses and organizations

Everest Summit Sponsor



Kilimanjaro Summit Sponsors

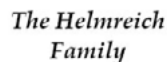
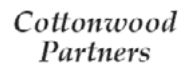
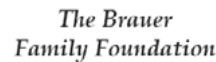
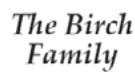


Simon Cancer Center



INDIANA UNIVERSITY
MELVIN AND BEEN SIMON CANCER CENTER

Denali Summit Sponsor



Team Heroes Sponsors

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- Community Health Surgery Center
- First Merchants Bank
- Fischer Homes
- Grin Dentistry
- Krieg Devault
- Livestrong
- McDonald's
- Merchants Bank of Indiana



Our annual fundraising events offer opportunities for businesses, individuals and even children to get on board. Shown here is the 2015 Spin4Heroes event.



While battling breast cancer, ESPN's Shelley Smith spoke during An Evening With Heroes gala to share sports stories and her upbeat message.



-
- Motion Cycling & Fitness
 - Oak Street Funding
 - Republic Services
 - Sadler Orthodontics
 - Scopelitis Garvin Light Hanson & Feary
 - Sensory Technologies
 - Specialized
 - Zipp Speed Weaponry

OUR TEAM



Executive Team

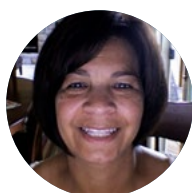
Vince Todd, Jr.,
Chairman and Co-Founder

Cindy Todd,
Executive Director and Co-Founder

Board of Directors



Bryan Babb



Janet Campbell
Baker



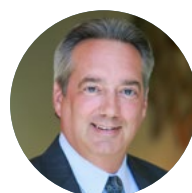
Brian Betner



Don Birch



Kelly Canada



Kyle Fisher



Renita Haines



Rachel Arnold
Lechleiter



Eric Orme



Ryan Pettibone



Joel Russell



Dr. Jason Schaffer



Joe Todd



Dr. Catherine Todd



Dr. Jeff Wells

Board of Directors Emeritus



John Ryan



Michael Kaplan



Patrick Murphy



Vince & Sue Todd

The work of the Heroes Foundation would not be possible without our tireless, dedicated volunteers. **Thank you!**

STATEMENT OF ACTIVITIES

The Heroes Foundation works to be as fiscally responsible as possible in order to maximize the amount of money we can directly put toward our programs and mission.

SUPPORT AND REVENUE	Unrestricted	Restricted Endowment	Total
Contributions	\$352,607	\$50,000	\$402,607
Sales	1,935	-0-	1,935
Investment	842	1,648	2,490
Total support and revenue	355,384	51,648	407,032
EXPENSES			
Program services*	135,184	-0-	135,184
Management and general	75,170	-0-	75,170
Fundraising	105,654	-0-	105,654
Total expenses	316,008	-0-	316,008
CHANGE IN NET ASSETS	39,376	51,648	91,024
NET ASSETS, beginning of year	67,624	145,758	213,382
NET ASSETS, end of year	\$107,000	\$197,406	\$304,406

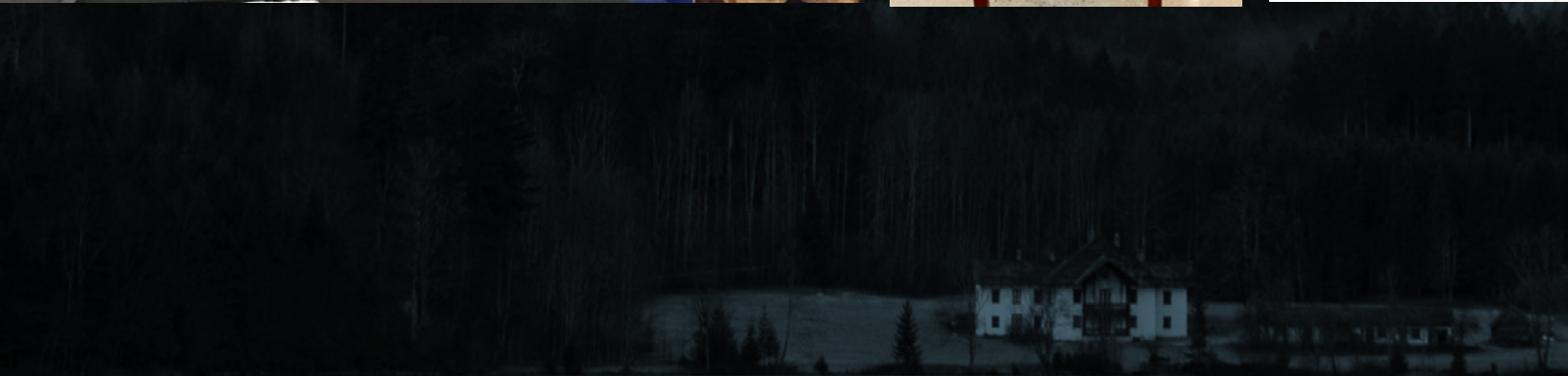
* Program services include funds used for Heroes Foundation programming and all cancer research gifts.

Please consider supporting the Heroes Foundation.

EXPLORE SPONSORSHIP. Download our Corporate Sponsorship Opportunities at heroesfoundation.org/support to find out how you can be a hero for the Central Indiana cancer community. Request a copy by emailing (contactus@heroesfoundation.org) or calling us (317-983-6580).

MAKE A DONATION. All donations are tax-deductible as allowed by law. Visit heroesfoundation.org/support.

BECOME A VOLUNTEER. Find out how you can be a hero by emailing (contactus@heroesfoundation.org) or calling us (317-983-6580).







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