



heroesfoundation.org



Dear Friends and Heroes.

Seventeen years and the Heroes Foundation is taking big leaps forward. 2016 brought new attendance and revenue records at our fundraising events. We touched more people in the Indiana cancer community than ever before. Research projects that benefited from Heroes Foundation start-up funding presented promising results. And our family of programs grew with the addition of the Catherine Peachey Fund.

Our board began updating our strategic plan to carry us through 2020 with a clear vision: to be Indiana's leading advocate for the cancer community. This plan will better allow us to achieve our mission, fueled by continued growth.

Ladies and gents, cancer hurts people and families in so many ways. It's more than just a medical issue — it's emotional, it's financial, it's debilitating. That's why the Heroes Foundation focuses on three areas: support, research, and prevention. Through the programming and projects we're involved in, we empower anyone interested in making real change for the Indiana cancer community to make an impact.

Of course, none of the Heroes Foundation's impact would be possible without supporters. Thank you for your continued generosity. I invite you to please consider increasing your contribution of money, time or knowledge to be even more heroic for the cancer community in the future. There is much work to be done.

Godspeed,

Vince Todd, Jr.

Chairman and Co-Founder

Mission Why the Heroes Foundation exists.

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



BACKSTORY

Seventeen years ago, at 26 years old, a diagnosis of Hodgkin's Lymphoma left Vince Todd, Jr. reeling. His new wife, Cindy Todd, was just as blindsided. As Vince visited doctors and hospitals for treatment, the young couple leaned on friends and family to help them through it. During those months, seemingly small gestures of love and friendship meant so much: a box of cookies, a college football magazine, a handwritten message on a sheet of notebook paper.

On a typical day, they would go to chemotherapy for a couple of hours, eat some lunch and head home. Vince would crash on the couch, get chills, then shakes and sleep for hours at a time. Cindy didn't know how to take care of him to help him feel better. As the caregiver, she often felt helpless.

While he was undergoing chemo, Vince started reading Lance Armstrong's *It's Not About the Bike*, much of which covers his fight with advanced testicular cancer. Vince was inspired, and he and Cindy believed that they were facing this battle for a reason. Part of that reason was to make an impact on the cancer community in Indiana, and beyond.

The Todds received the news that the cancer was gone on Jan. 11, 2001. With a clean bill of health and a new reason for living a meaningful life, they rallied friends and family. Together, they launched the Heroes Foundation, officially taking its name in May 2001 as a registered 501(c)(3) public charity. Vince serves as Chairman and Co-Founder, while Cindy is Executive Director and Co-Founder. 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 organization and still drive us to be heroic.

#SHOWURSUMMITS SUPPORT PREVENTION RESEARCH

SUPPORT

Medical professionals are critical to cancer treatment, but care is needed far beyond just hospitals and treatment facilities. Plus, patients' families and friends are finding their way across this uncharted territory with their loved one who is sick. This is why **Support** initiatives are so important and needed in the cancer community.

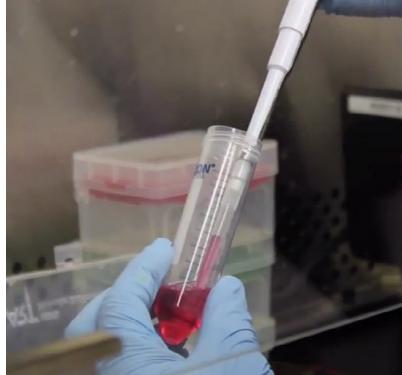
Programs focused on **Support** that the Heroes Foundation manages or funds make an impact by:

- Counseling and educating caregivers on ways to navigate the health system, and care for their loved ones and themselves
- Creating ways for pediatric cancer patients to feel special and like regular kids
- Facilitating fellowship and education for cancer patients to discuss care strategies, struggles, hopes and victories
- Offering team camaraderie and ways for people to pursue active, cancer-fighting lifestyles
- Providing financial assistance to cancer patients fighting to overcome financial barriers to basic needs



Through the Team JOEY program, the Heroes Foundation provides LEGO sets to children battling cancer.





PREVENTION

Not every case of cancer can be avoided, but 90-95 percent of cancers have their roots in the environment and lifestyle. The positive news is that people are not completely bound to whether they have "good" or "bad" genes in determining their chances of developing cancer. This is one reason why cancer **Prevention** in the form of lifestyle changes, testing for susceptibility and other early-detection initiatives are so important and exciting.

Programs focused on **Prevention** that the Heroes Foundation manages or funds make an impact by:

- Helping people assess their risk for breast cancer through the Catherine Peachey Breast Cancer Prevention Program of Indiana University Health Melvin and Bren Simon Cancer Center
- Raising awareness and educating people about healthy living and cancer prevention at events year round
- Moving forward research focused on reducing the incidence of certain cancers
- Leading by example, offering individuals a community — a team — carrying out healthy, active lifestyles

RESEARCH

To make sure the brightest minds in cancer research can keep developing ways to change and save lives, we must make sure **Research** dollars are available. This is the only way a cure will ever be discovered. We are at a precarious time in the history of cancer research, when billions of dollars recently available through the National Institutes of Health may be made unavailable as early as the end of 2017. With guidance from our panel of medical advisors, the Heroes Foundation selects specific projects that we think are best positioned to move from the bench to the clinic.

Programs focused on **Research** that the Heroes Foundation manages or funds make an impact by:

- Awarding funds to researchers fast to position them to better respond to time-sensitive challenges and apply for federal grants
- Funding multiple research projects focused on pediatric cancers, an area that is grossly underserved compared to other types of cancers
- Funding research projects involving colorectal, pancreatic, lung and esophageal cancers; multiple myelomoa; triple-negative breast cancer; and extensive analysis of cancer population data
- Funding the Komen Tissue Bank at the IU Simon Cancer Center, the only bio-repository of normal breast tissue of its kind in the world



GENERAL FUND

Through the Heroes Foundation's general fund, financial support makes First Mondays possible for patients, families and caregivers at the IU Simon Cancer Center. Part of the CompleteLife program, the First Mondays Cancer Support Program meets the first Monday of every month, bringing together people to share dinner, conversation and support.

Also supported by the general fund, the Patient **Assistance Fund** at Community Health Network offers financial assistance to cancer patients fighting to overcome financial barriers to basic needs such as food, transportation and medicine.

IN 2016:

\$10,000

to Community Health Network for their Patient Assistance Fund.

\$10,000

to improve Peyton Manning Children's Hospital's pediatric infusion rooms. Funds helped with remodeling, painting, artwork, decorations and new furniture.

\$25,000

given to fund First Mondays.



"The First Mondays program would not exist in the same capacity if it were not for the Heroes Foundation's ongoing support over the years. In 2016, First Mondays Support Groups provided comfort to 471 patients, family members and

caregivers, serving 64 more program participants than last year. Thank you for caring for our patients, families and caregivers".

- Natasha Young, who helped lead the CompleteLife Creative Arts Therapies program and Patient & Family Cancer Resource Center. Young is also a board certified, registered art therapist and licensed mental health counselor.

"Our friends and family do not know what to say and often say nothing. Our First Monday friends let it hang out and that sharing helps. We are all traveling on a similar path and can truly relate to each other's pain and suffering.

"I am a three-time survivor of adrenal cancer. I'm currently stage IV and I'm fighting it once again. I was diagnosed in early 2006 and attend the Living with Cancer support group. I enjoy sharing my experiences and helping others. I like to bring a little humor to our group. I want to bring a smile and hope to others."

- First Mondays participant, September 2016

TEAM JOEY

Named for a heroic little boy named Joey Keller, the Heroes Foundation's Team JOEY program is our organization's pediatric cancer initiative. Despite having a highly malignant primary brain tumor, 9-year-old Joey inspired those around him, and his memory continues to do so. The Team JOEY program consists of two components:

- 1. Team JOEY funds pediatric cancer research projects
- 2. Team JOEY brings one of Joey's favorite past-times, LEGO, to pediatric cancer patients. The toys allow pediatric cancer patients to be kids. Team JOEY also hosts parties at area hospitals for young patients featuring kid-friendly entertainment and special treats.

IN 2016:

350

LEGO sets delivered to Indiana pediatric cancer patients.

200

patients hosted by Team JOEY during parties at local hospitals.

\$10,000

provided to further pediatric cancer research.

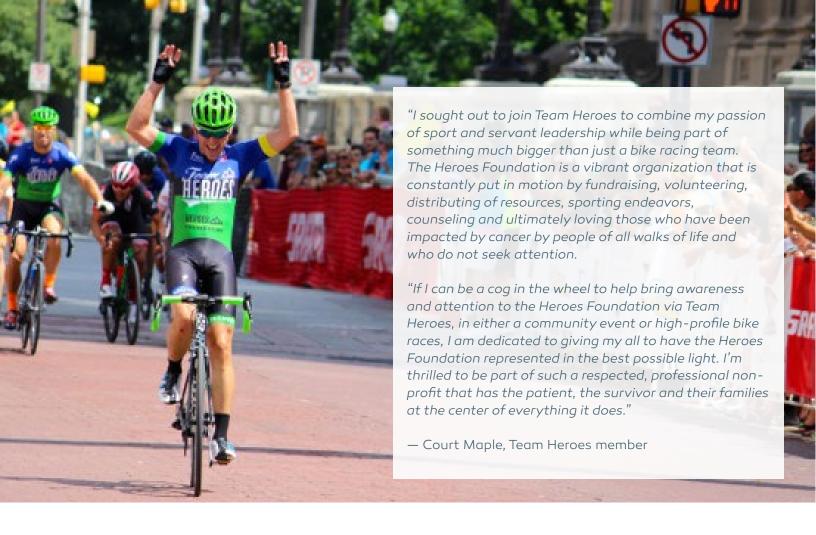
"My son Drake was diagnosed with leukemia when we were traveling on spring break. He was rushed back to Indianapolis for immediate treatment. We had packed for the beach, not Riley Hospital for Children. I vividly remember the Team JOEY drop-off of LEGOs. Drake was very excited to have a new toy. My brother just happened to stop by and sat with him for a while to complete the set. It was one of those moments as a parent of a child with cancer that I breathed a sigh of relief knowing he could still do something he loved pre-cancer."

Abby Williams, mother of 6-year-old cancer survivor Drake
 Williams and Associate Head of School at St. Richard's
 Episcopal School (They are pictured at right.)









TEAM HEROES

Team Heroes is a multilevel cycling/running/triathlon team putting in the miles and raising awareness about the Heroes Foundation's commitment to the battle against cancer with a focus on healthy living. The team's members represent a range of skills levels. Its community of athletes lives lifestyles that support cancer prevention.

IN 2016:

131

Team Heroes members.

3

members currently fighting cancer.

3

cancer survivors on Team Heroes.

APPROXIMATE NUMBER OF RACE ENTRIES REPRESENTING TEAM HEROES IN 2016:

140

bike race entries

33/36

triathlon entries / running race entries

SJP HEROES CANCER RESEARCH



Board members and guests of the Heroes Foundation talked to cancer researchers, including Dr. Amikar Sehdev, inside their labs at IU Simon Cancer Center.

The SJP Heroes Cancer Research Fund provides support to a clinical or research fellow, or research project each year. The goal is 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), allowing faculty to recruit promising young physician researchers from around the world to train in an environment that fosters the merging of research and treatment.

Dr. Amikar Sehdev is the SJP Heroes Cancer Research Fund's 2016 research fellow. Dr. Sehdev is a medical oncologist whose work is currently focused on discovering agents that can potentially reduce the incidence or progression of cancer. In a large population study, he was the first to show that a drug called metformin can reduce the incidence of colorectal cancer. In his words, "I play with millions of rows and millions of columns at a time." He is also studying whether a commonly used class of drugs to control high blood pressure has any effect on colorectal cancer outcomes.

The overarching theme of his research is to develop safe, cost-effective and targeted therapeutic agents for cancer prevention and define individuals who will achieve maximum benefit from these agents. Dr. Sehdev applied for a National Institutes of Health Exploratory/Developmental Research Grant Award in Feb 2017 and is awaiting a response. He used his SJP funds to collect the preliminary data for this research proposal.

IN 2016:

\$10,000

provided to Dr. Amikar Sehdev for his work toward reducing the incidence or progression of cancer.



"Private funding such as that made available from the Heroes Foundation is important to cancer researchers mainly because it is a less complex and competitive process than NIH funding is. Additionally, for most

NIH grants, preliminary data is required and the private funding is very helpful here. There is timesensitive pressure to secure extramural funding and productivity in terms of publications and presentations, and the SJP funds helped my team overcome those challenges."

 Dr. Amikar Sehdev, Assistant Professor of Medicine at the Indiana University School of Medicine

THE CATHERINE PEACHEY FUND



In 2016, the Heroes
Foundation proudly
welcomed The Catherine
Peachey Fund into our
family. The Peachey
Fund promotes
advances in breast
cancer research and
treatment by providing
financial support to

research and programs that we believe are best positioned to move from the bench to the clinic. The organization has granted \$2.5 million to research and programs since its inception. This focus on breast cancer treatment and research has been a unique partnership between the consumer and the leadership of breast cancer research in Indiana. The program includes four main areas:

- The Peachey Fund founded the Catherine Peachey Breast Cancer Prevention Program at the IU Simon Cancer Center, which offers services including genetic counseling, genetic testing, risk factor assessment, lifestyle modification counseling, monitoring for signs and symptoms, chemoprevention and prophylactic (preventive) surgery.
- The Peachey Fund initiated the founding and funding of what is now the Komen Tissue Bank at the IU Simon Cancer Center, the only biorepository of normal breast tissue of its kind in the world.
- 3. Personalized therapies utilizing genetic testing in cancer patients.
- 4. The lack of targeted therapy for triple-negative breast cancer, which occurs most often in African-American women and younger women. At the present time, there is no specific targeted therapy for these patients.

In 2016, the Peachey Fund awarded two of its largest grants to Dr. Anna Maria Storniolo to purchase equipment for her lab and the Komen Tissue Bank. Dr. Storniolo is a co-founder of the Bank and a Professor of Clinical Medicine in the Department of Hematology/Oncology at the Indiana University School of Medicine.



Friends of the Catherine Peachey Fund gathered to enjoy a polo match and raise funds to fight breast cancer.

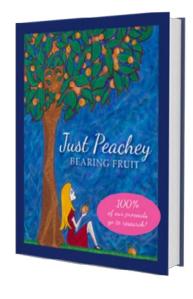
The equipment included the following:

- Used to section tissues with the purpose of identifying proteins that can serve as biomarkers of disease progression or treatment effects, the \$30,000 Leica CM 1860 Cryostat was purchased for clinical research on behalf of researchers in the Breast Cancer Program and the Susan G. Komen Tissue Bank at the IU Simon Cancer Center.
- A Leica Microtome and Water Bath was installed in the Storniolo Laboratory-Komen Normal Tissue Bank so that medical and biological researchers can better investigate the normal structure and function of breast cells and tissue. The \$11,643 purchase will allow researchers to process samples within the KTB laboratory, thus saving precious time and funding, reducing costs to researchers and enabling the speedy delivery of the samples to research.

700

Just Peachey: Bearing Fruit
Cookbooks, including the Breast
Health Reference, donated to area
hospitals to be given to newly
diagnosed breast cancer patients.

\$121,788 awarded through five grants.



In 2016, the Peachey Fund announced a \$75,000 grant to help bring back the annual Amelia Project event, after a brief hiatus, and support it for five years. In 2016, 71 research scientists, physicians and students focused on breast cancer research in Indiana attended the Amelia Project. Cofounded by the Peachey Fund, the Amelia Project facilitates collaborations on numerous important projects that support breast cancer research.



"It's fair to say that the Komen Tissue Bank would not exist without the Peachey Fund. It was conceived at an Amelia Project meeting sponsored by the Peachey Fund, and the original funding to get it on its feet came from the Peachey Fund. Now the KTB houses tissue samples from 5,000 women — these exist nowhere else in the world — and the project budget has grown to over \$1 million a year and is externally funded. But the KTB is a classic example of the impact of the Peachey Fund. It's there to support 'crazy ideas' that make a lot of sense, but that a standard funding agency wouldn't take a chance on. Some of these fail, but many, like this one, don't, and blossom. The KTB is now a worldwide resource, and may one day be the key to unlocking the mystery of why breast cancer happens. If we figure that out, we can figure out how to prevent it."

 Dr. Storniolo, Co-Founder of the Komen Tissue Bank, Professor of Clinical Medicine at the Indiana University School of Medicine

PROJECT MILITIA

Project Militia is the newest program of the Heroes Foundation.

Its mission is to be a force of ordinary citizens committed to waging a war on cancer in their community. These will be the Heroes Foundation foot soldiers, promoting cancer prevention and healthy lifestyles throughout the state of Indiana.

Tactically, this means raising awareness and educating people about cancer prevention. Our allies in these efforts include American Cancer Society, Livestrong, local cancer centers, and others.

In 2017, the Heroes Foundation hired a Program and Event Manager. One of this person's primary responsibilities is to manage the Project Militia program, planning for its further development and success.









Fundraising

EVENTS AND SPONSORSHIPS EMPOWER OUR HEROES AND SUPPORT OUR MISSION

AN EVENING WITH HEROES

The Heroes Foundation's An Evening With Heroes event is our annual gala celebration, where we reflect on the past year's victories and prepare for another year of fighting for the Indiana cancer community. The January 2016 gala was held at the JW Marriott and included cancer survivors, caregivers and others sharing inspiring stories, as well as dinner and dancing.

HEROES: A record-setting 650 heroes for the cancer community gathered to rally around the fight against cancer

FUNDS: \$345,000 raised through sponsorships, event ticket sales and sales of about 220 silent auction items.

SPIN4HEROES

The sixth annual Spin4Heroes event on March 13, 2016, brought together cancer fighters of all ages to pedal for the Indiana cancer community. Spin4Heroes is an indoor relay-style team cycling/spinning event. The 2016 event included six spin instructors and a DJ to keep the energy level high. Each team raised funds (\$400 minimum) for the Heroes Foundation.

HEROES: 69 relay teams

FUNDS: Record-setting \$64,000, topping the 2015

Spin4Heroes by over \$10,000



Formerly the Fishers Omnium weekend (Fishers Crit & Fishers Road Race) in downtown Fishers, the Heroes Criterium is a spectator-friendly race and showcase of the healthy lifestyle Team Heroes embodies and the Heroes Foundation promotes.

HEROES: 350 racers participated, with hundreds of supporters and family members in attendance

#PIFF_PARTY

Everyday heroes were committed to "pay it forward Friday" to the Indiana cancer community during the Heroes Foundation's fourth annual #PIFF Party at Flat12 Bierwerks on Sept. 16, 2016. The outdoor party features live music, craft beer and a great way for the Heroes Foundation to connect with new and existing supportive "Heroes."

HEROES: About 350 attendees

FUNDS: \$24,000

NEW! SWING4HEROES

On September 15, 2017, the inaugural Swing4Heroes Pro-Am golf event, presented by Felderman Design-Build and Tito's Handmade Vodka, will pair up a professional golfer with a foursome of golfers for multi-level tournament play at Highland Golf and Country Club.



276 supporters at Spin4Heroes.



350 cyclists at the Heroes Criterium.



About 350 at the #PIFF Party.

Summit Sponsors



Denali Summit Sponsors • •







Kilimanjaro Summit Sponsors



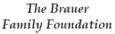




Methodist Health Foundation















TEAM HEROES SPONSORS

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- Bright Sheet Metal Company
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- Community Health Network
- First Merchants Bank
- Fischer Homes
- Grin Dentistry
- Krieg Devault
- Livestrong

- McDonald's
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- Motion Cycling & Fitness
- Oak Street Funding
- Republic Services
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The Jim Birge/Erik Barrett Families

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BKD Bose McKinney & Evans

BPI Outdoor Living

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The Teed Family

Titos Handmade Vodka

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Vince Todd, Jr. Chairman and Co-Founder



Cindy Todd Executive Director and Co-Founder



Janet Campbell Baker Development Manager



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

Statement of Activities FOR THE YEAR ENDED DECEMBER 31, 2016

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	\$525,886	\$50,000	\$575,886
Sales	5,436	-0-	5,436
Investment	10,940	15,317	26,257
Total support and revenue	542,262	65,317	607,579
EXPENSES			
Program services*	144,294	-0-	144,294
Management and general	111,468	-O-	111,468
Fundraising	152,889	-0-	152,889
Total expenses	408,651	-0-	408,651
CHANGE IN NET ASSETS	133,611	65,317	198,928
NET ASSETS, beginning of year	105,779	197,406	303,185
Catherine Peachey Fund Merger**	364,590	-0-	364,590
NET ASSETS, Dec. 31, 2016	\$603,980	\$262,723	\$866,703

^{*} 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).

^{**} The Heroes Foundation acquired the Catherine Peachey Fund in October 2016.







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