



ADVOCATES FOR THE INDIANA CANCER COMMUNITY

HEROES FOUNDATION 2017 ANNUAL REPORT

WELCOME

The fire still burns.

Dear friends and Heroes,

I am so grateful for your support of the Heroes Foundation mission in 2017. What a year it was advocating for the cancer community. With the encouragement and backing of empowered people like you, we were all able to accomplish so much.

Let's face it, though — it's not easy. In order to continue our growth trajectory and achieve the goals we set forth, like any growing business, we needed to reinvest in ourselves. Just over halfway through the year, we added two more heroes to our squad. The additions of Elizabeth Ellis (Program & Event Manager) and Janet Campbell Baker (Marketing & Development Manager) could not have come at a better time. We look forward to seeing the dividends of this investment, and know there will be further expansion in the future ... all of this in the name of #beatcancer.

As proud as I am of what we accomplished in 2017 — from the mistakes we learned from to the increasingly robust vision for what's next — like many of you, I was personally impacted by this disease yet again with the loss of a longtime friend. The fire still burns as much as it ever has to provide meaningful **support** to cancer patients, education to promote cancer **prevention** and resources to advance **research** for a cure.

Thank you for getting on the Heroes bus. Please consider spreading the word and bringing others along for the ride. #beheroic

Godspeed,

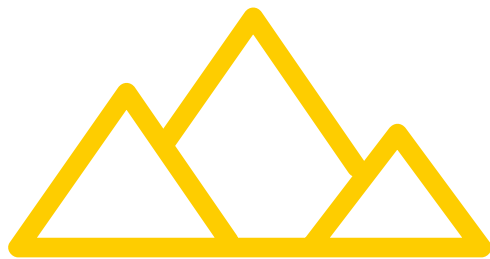


A handwritten signature in black ink, appearing to read 'Vince Todd, Jr.' with a stylized flourish at the end.

Vince Todd, Jr.
Chairman and Co-Founder



MISSION



The Heroes Foundation's three summits represent our three areas of focus.



SUPPORT

Cancer patient care must extend beyond medical treatments to also provide emotional, financial and educational aid. In addition, caregivers navigating this scary uncharted territory need guidance. This is why **Support** initiatives are so important and needed in the cancer community.

THIS IS WHY THE HEROES FOUNDATION EXISTS.

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



PREVENTION

Up to 95 percent of cancers have their roots in the environment and lifestyle. A person's family history does not necessarily determine their chances of developing cancer. This is why cancer **Prevention** in the form of lifestyle changes and early-detection initiatives is mission critical.



RESEARCH

To make sure bright minds in cancer **Research** keep developing ways to change and save lives — and ultimately find a cancer cure — research dollars must be available. The Heroes Foundation funds select initiatives and research projects best positioned to move from the bench to the clinic.

ACTION & IMPACT



A young cancer patient exclaimed it was the “best day ever!” when Team JOEY volunteers hosted a pizza party inside Riley at IU Health’s Child Life Zone.

2017 IMPACT

At the Heroes Foundation, we carry out our mission by leading and executing a range of programs, funded in a variety of ways. For more information on the projects and programs you see here, visit heroesfoundation.org.

2017 CANCER SUPPORT PROJECTS

\$15K

Community Health Network’s Patient Assistance Fund for patients and families facing economic hurdles

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\$25K

Complete Life’s First Mondays program to support patients and caregivers at IU Simon Cancer Center

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\$10K

Renovation of patient rooms at St. Vincent Peyton Manning Children’s Hospital

TEAM JOEY IN 2017

\$10K

Provided to Dr. Grzegorz Nalepa to pursue pediatric cancer research

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300+

LEGO sets delivered 1700+ sets to kids since 2013

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496

People reached through Team JOEY gifts, visits and children’s hospital parties.

HOW OUR ADVOCACY IMPACTS PEOPLE IN THE INDIANA CANCER COMMUNITY. NUMBERS TELL A HEARTWARMING STORY.



Board members and guests of the Heroes Foundation take an annual “Lab Tour” at IU Simon Cancer Center to meet the researchers we financially support.

THE CATHERINE PEACHEY FUND

\$2.9M

Since 1994, total funds provided to research and programs we believe are best positioned to move from the bench to the clinic

\$28,250

Funds provided in 2017

1,500

“Just Peachey: Bearing Fruit” cookbooks sold or donated in 2017 — 6,500 total. First edition sold 57,000 copies.

SJP HEROES CANCER RESEARCH

\$25K

Committed to Dr. Safi Shahda, IU School of Medicine, from 2016 to 2018. Shahda is focused on research around what he calls the Achilles heel of the cancer cell: mutations.

TEAM HEROES IN 2017

182

Team Heroes members, many with family ties to people who have had or have cancer

3

Team Heroes members fighting cancer

3

Cancer survivors on Team Heroes

ACTION & IMPACT

2017 FUNDRAISING

In 2017, the Heroes Foundation raised \$517,000 to fund our mission through fundraising events. Our signature events in 2017 included the following:

AN EVENING WITH HEROES GALA (January)

SPIN4HEROES (March)

WINE TASTING WITH PEACHEY (June)

#PIFF PARTY (September)

SWING4HEROES (September)

In 2018, we are adding the Heroes Fit & Crit Day (July) to specifically boost our cancer prevention initiatives. In 2017, we also raised **\$68,925** for the Catherine Peachey Fund through non-event fundraising methods.

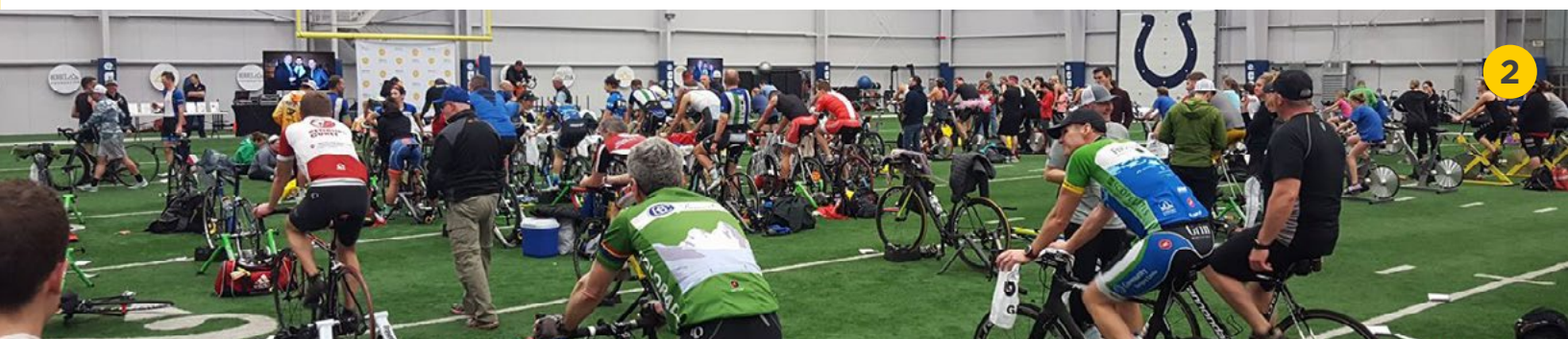
WE RAISED A TOTAL OF **\$585,925** IN 2017



OPPOSITE PAGE

1. Nearly 750 heroes attended An Evening With Heroes.
2. Participants got in the saddle to have fun and raise funds at family-friendly Spin4Heroes.
3. Guests sipped for a good cause at Wine Tasting with Peachey.
4. #PIFF Party guests enjoyed two bands and craft beer.
5. The inaugural Swing4Heroes Pro-Am golf tournament was a hit.

HOW OUR ADVOCACY IMPACTS PEOPLE IN THE INDIANA CANCER COMMUNITY. NUMBERS TELL A HEARTWARMING STORY.



WHO WE ADVOCATE FOR

STORY OF SUPPORT

FULFILLING A BASIC, YET OVERLOOKED, NEED

Comprehensive cancer support is never just a medical issue. It can also include lifestyle changes, education, people to lean on and resources such as financial assistance. Too often, these critical support elements go unnoticed and unmet.

Each year since 2015, as part of our mission to support the cancer community, the Heroes Foundation has provided \$10,000 to fund one such program, making a direct impact for people like Hasina Shafeek.

When 35-year-old Hasina received the call in October 2014 that she had stomach cancer, her first impulse was to figure out how she could get rid of it. The mother of three daughters under the age of 16 had no time to waste.

The day after her diagnosis, Hasina, her mother and a few family members met with Dr. Pablo Bedano, an MD Anderson Cancer Network certified physician practicing medical oncology at Community Hospital East. He had a plan.

“I just trusted I was in the right place — they made it easy,” Hasina said.

On Nov. 21, Hasina began chemotherapy treatment. It was continuous, with the medicine being administered through her port for nine weeks, 24 hours a day. She visited Dr. Bedano every three weeks. A nurse came to her home every Friday.



MEET SOME OF THE PEOPLE THE HEROES FOUNDATION HAS IMPACTED.

Immediately following chemotherapy, Hasina underwent surgery at Community Hospital North under the care of Dr. Thomas Howard. Initially planning to remove half of Hasina's stomach, Dr. Howard realized during surgery that he must remove all of it in order to address the cancer. At the same time, he reworked her digestive system, connecting her esophagus directly to her small intestine.

In April, after recovering from surgery, Hasina began a regimen of radiation treatment, five days per week over the course of four weeks under the guidance of Dr. Chandrika Patel, an MD Anderson Cancer Network certified physician specializing in radiation oncology. Simultaneously, Hasina was taking a chemotherapy pill to doubly attack her cancer.

Hasina was deemed cancer free in August of 2015. Her mother, daughters, eight siblings, five best friends and extended family — all of whom comprised Hasina's support team — were thrilled.

Hasina was alive, but her life had been changed forever in more ways than one. Because of the treatment, she is unable to work and routinely sees Dr. Bedano for follow-up care. She is also now focused on helping to raise awareness about all kinds of cancers. She diligently creates and delivers cancer awareness ribbons and flyers for patients each month to the offices of the doctors who helped save her life.

While she was busy finding ways to help others, someone noticed a need Hasina had. In March 2017, a Community social worker gave her a \$250 voucher through Community's Oncology Patient Assistance Fund.

When your life is turned upside down from a cancer diagnosis, help to put food on the table, pay for prescriptions, or give your children what they need can be a godsend.

That's where the Oncology Patient Assistance Fund comes in.

Jennifer Needler began her career at the bedsides of cancer patients. Today, she is an Oncology Certified Nurse and the education specialist for the Oncology Service Line at Community Health Network. Part of her role is to manage the Oncology Patient Assistance Fund, which provides \$250 Wal-Mart gift cards to help patients cover daily expenses.

"A gift card can bridge the gap for a patient to provide immediate relief before we can get them to more robust resources," Jennifer says.

Through the Fund, she is able to empower social workers, nurse navigators, financial counselors and patient access team members to more directly, holistically care for their patients.

Since its launch in 2015, the Fund has grown exponentially, distributing 205 cards in 2015, 490 cards in 2016, and 797 cards in 2017. Jennifer says close to 1,200 patients, including Hasina, have received funds since the program's origin.

People across Community's five cancer sites, cancer inpatients and outpatients, and individuals treated through Community's surgical practice are eligible for assistance. Currently, people may receive up to six disbursements in their lifetime.

Hasina says that the \$250 lasted her three months and allowed her to purchase food and toiletries for her and her family.

"My first thought was that God answers prayers!" she said. "As far as getting help, I don't qualify for a lot of it, but I also don't go looking for it. I prefer to be the one volunteering or giving back."

WHO WE ADVOCATE FOR

STORY OF PREVENTION

FACING HER CANCER RISK HEAD ON

Amy Morrison's mother was diagnosed with breast cancer at age 39. Her brother passed away from leukemia at 40. Her aunt had ovarian cancer. Amy's father survived kidney cancer. At age 50, her sister Terri learned she had breast cancer; she is now 61. Amy might have been unnerved by her family's health history, but it hasn't stopped her from taking responsibility for her own well-being.

"The more information you have, the more empowering it is," says Amy, a teacher and mother of two teenage boys.

Information is key to cancer prevention. Uncovering, sharing and acting on a patient's personal health information is key to the Catherine Peachey Breast Cancer Prevention Program at IU Simon Cancer Center. The Catherine Peachey Fund, which became a member of the Heroes Foundation family in 2016, established the Catherine Peachey Fund Breast Cancer Prevention Endowment in 2001 to pave the way for the program's development. It is one exceptional example of the cancer prevention work the Heroes Foundation supports.

When she was 29, Amy made an appointment for her first mammogram, more than a decade before most women even think about breast cancer tumors. Given her mother's diagnosis in particular, Amy was placed in a higher-risk category for developing breast cancer.

In the United States, 12.4 percent of women born today will develop breast cancer at some time during their lives. Amy didn't know where she fell along the spectrum of risk, but she knew her family history didn't bode well.

At 35, she decided to stop wondering and be more active with her breast health. Soon after, she joined the Catherine Peachey Breast Cancer Prevention Program at IU Simon Cancer Center under the direction of Dr. Anna Maria V. Storniolo, a specialist in hematology-oncology.

"We've put in place a process at the time of breast screening to help us understand which women are high risk for breast cancer. Once we identify these patients, we ask them if they want to partake in our program, which can include services like genetic counseling, MRIs, ultrasounds or evaluation of blood markers." The approach has made an impact. "We've caught a lot of early cancers," Dr. Storniolo says.

Amy discovered that her risk for developing breast cancer was in the teens. In part because of her higher risk, MRIs and then 3-D imaging screening tests were added to her early-detection schedule. The drug Tamoxifen has been part of her prevention regimen.

Now at 44, Amy continues her care through the Program with Sarah L. Bennett, a hematology-oncology nurse at IU Health Simon Cancer Center Women's Clinic, whom Amy calls "amazing." She has regular blood draws, eats right and exercises. She works to take care of her body and health in general.


"I believe that some people would prefer not to know, they just want to live their lives, but after going through it with my mom and sister, I know there is so much you can do. Prevention increases your chances for survival. Information is powerful," Amy says.

MEET SOME OF THE PEOPLE THE HEROES FOUNDATION HAS IMPACTED.



Amy Morrison (right) stands with her mom and breast cancer survivor Kay Deane.

WHO WE ADVOCATE FOR



Eleven-year old Vera Frame, shown here with brother Nolan, was diagnosed with leukemia at age 2.

STORY OF RESEARCH

BACKING RESEARCHERS FOR PEOPLE LIKE VERA

“It’s a distant memory for her but not for us,” Jill Frame says. On a Friday eight years ago, she cradled the sides of her 2-year-old daughter’s neck. It felt swollen. In the pediatrician’s office, their doctor said Vera’s spleen was inflamed and ran a blood test. That Sunday evening, their doctor told Jill and her husband, Ben Frame, that Vera’s white blood cell count was alarmingly high. During an appointment at Riley Hospital for Children the next day, Vera was diagnosed with Acute lymphocytic leukemia (ALL), or childhood leukemia.

The Heroes Foundation fights for children like Vera by empowering researchers to advance breakthroughs in oncology. While we help fund projects covering a range of cancer types and patient ages, children hold a special place in our hearts.

Cancer is the No. 1 cause of death by disease among children, according to the Coalition Against Childhood Cancer. Only 4 percent of federal government cancer research funding goes to study pediatric cancer.

Leukemia is the most common cancer in children and teens. According to the American Cancer Society, the five-year survival rate for children with ALL has greatly increased over time and is now more than 85 percent overall. Vera, now 11 and the picture of health, is among those survivors, but at the time of her diagnosis, Jill and Ben were devastated.

“Everything we knew and hoped for had come crashing down,” she says. Their young family had been “living the dream.” Big brother Nolan, age 4, was set to start preschool soon, and

MEET SOME OF THE PEOPLE THE HEROES FOUNDATION HAS IMPACTED.

the Frames were balancing family and work, like many parents do, before they learned how sick their child was. “One day I walked in the office, and the next I never went back.”

Vera was admitted as an inpatient at Riley for her first week of treatment. After that, young leukemia patients typically receive treatment as outpatients, but Vera’s periodic fevers kept her in the hospital for most of the first month. A cocktail of chemotherapy and steroids were pumped into her tiny body to fight the cancer. Treatment was every week and often all day long.

During the first few weeks, Jill met Dr. Grzegorz Nalepa, an Assistant Professor of Pediatrics at the IU School of Medicine and a pediatric oncologist specializing in acute leukemia and rare childhood tumors.

“He had this sweet presence the day I met him. It was the first time I broke down. I couldn’t break down to family, husband or Vera. He was just this safe person, I could tell.” Jill says. Dr. Nalepa told her that the type of cancer Vera had was “the second best one.” She knew he would be the best doctor for Vera.

When he isn’t treating patients and consulting families, Dr. Nalepa is in the lab, where the Heroes Foundation has supported his research since 2015 through our Team JOEY program.

“We wish to cure more children while minimizing side effects of anti-cancer therapies through understanding weak spots of live cells isolated from our little patients and developing better animal models of their cancers,” Dr. Nalepa says.

The Heroes Foundation’s initial \$45,000 support allowed Nalepa to get his team’s high-risk, high-reward project off the ground and make significant progress, evidenced by additional awards from the National Institutes of Health

and invited presentations/achievement awards from the American Society of Hematology. The Heroes Foundation has committed an additional \$30,000 to Dr. Nalepa over three years.

The Indianapolis-based team is currently collaborating with investigators at Yale University to test the idea that targeted treatment aimed at pediatric genetic changes will improve cure rates in childhood leukemia while shielding children from severe side effects of toxic chemotherapy. This is especially important because while survival rates are high, more than 95 percent of childhood cancer survivors will have a significant health-related issue by the time they are 45 years of age. These issues are side-effects of either the cancer or more commonly, the result of its treatment, according to the National Pediatric Cancer Foundation.

Vera’s treatment lasted two-and-a-half years. During that time, Jill and her family were at the mercy of science and the current standards of care. They put their trust in Dr. Nalepa, other oncologists working with Vera, and her nurses. Jill dreaded the inevitable day when locks of her sweet daughter’s hair would begin to fall out.

“I couldn’t control much. The thought of watching it all fall out, I couldn’t bear it. I could control this,” Jill says. She summoned the courage to shave Vera’s head one day when her husband was out of town. She didn’t want Ben to have to feel this pain, too. When she was done, Jill threw down the clippers, ran out of the house and knelt under a tree. “How could you do this?” she cried up to God.

None of us will ever be able to answer Jill’s question, one that many of us have asked when someone is diagnosed with cancer. But when we stand up to support cancer research to bring about better outcomes, better treatments and a cure, we can make a difference.

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TEAM HEROES SPONSORS

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- Sensory Technologies
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- Stanley Security
- Taft Law
- UnitedHealthOne

STATEMENT OF ACTIVITIES

FOR THE YEAR ENDED DECEMBER 31, 2017

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	\$ 86,293	\$ 50,000	\$ 136,293
Fundraising events, net of direct costs	297,011	-0-	297,011
Sales	9,105	-0-	9,105
Investment income, net	47,491	41,128	88,619
Total support and revenue	439,900	91,128	531,028
EXPENSES			
Program services	171,976	-0-	171,976
Management and general	103,723	-0-	103,723
Total expenses	275,699	-0-	275,699
CHANGE IN NET ASSETS	164,201	91,128	255,329
NET ASSETS, beginning of year	603,980	262,723	866,703
NET ASSETS, Dec. 31, 2017	\$ 768,181	\$ 353,851	\$ 1,122,032

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 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).

OUR TEAM

Executive Team



Vince Todd, Jr.
*Chairman and
Co-Founder*



Cindy Todd
*Executive Director
and Co-Founder*



Janet Campbell Baker
*Marketing &
Development Manager*



Elizabeth Ellis
*Program &
Event Manager*



Kelly Canada
*Board Member,
Program Manager,
Team JOEY*



**Stephanie
Rufenbarger Lesh**
*Board Member,
Program Manager,
Catherine Peachey Fund*

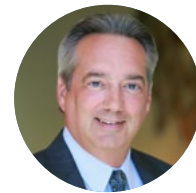
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The work of the Heroes Foundation would not be possible without our tireless, dedicated volunteers. **Thank you!**



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