



WHY WE FIGHT

FOR THE

INDIANA CANCER

COMMUNITY

20
18

ANNUAL REPORT

WE'RE FIGHTERS

AND THERE IS

MORE TO DO



Heroes Family,

2018 proved to be another year of growth, learning and cancer-fighting. We learned that we cannot rest on our laurels, and that what got us to 2018 will not necessarily lead us to achieving our mission and long-term vision. But hey, we're fighters, and we know change is oftentimes necessary.

In this Heroes Foundation 2018 Annual Report, we ask and answer the question: **"Why?"** Why do people, businesses and organizations choose to participate, partner and give to the Heroes Foundation — to fight the good fight? At the Heroes Foundation, we fight because:

- + **Cancer still exists**
- + **But we are making a real difference in peoples' lives — cancer patients, caregivers, people living cancer-fighting lifestyles, and beyond**
- + **We are impacting the body of knowledge and speed of progress around cancer research**
- + **And we share a fierce hope that we can help end cancer**

In addition to the meaningful impact we made in 2018 (starting on page 4), we also launched two noteworthy new pieces:

+ **Heroes Foundation Summit Society:** The Summit Society is a group of supporters who have made, or are committed to making, a lasting commitment as part of their estate planning, naming the Heroes Foundation as a beneficiary. These funds, unless directed otherwise, will be used to stoke the Heroes Foundation endowment.

+ **A New Website:** As our organization has grown and evolved, we outgrew our online home. We needed an online presence comparable to our team and impact. The new website tells our story and provides entry points for a variety of people to engage. If you haven't see it in a while, I would encourage you to pay us a visit at heroesfoundation.org.

A full year of six events designed to advance our mission also kept us more than busy. Thank you to all who participated in some way to make each event possible and successful. Attendees, sponsors, volunteers, participants ... we value you and your support more than you know. From year to year, we continually strive to improve upon the last.

As we near our 20th anniversary, 2019 and 2020 will be years of further change and planning so as to ensure the Heroes Foundation remains strong for another two decades. Sometimes changes are beyond our control, such as how the markets impacted our investments in Q4 2018, so we must be ready for anything.

Great strides have been made against cancer since 2001. I'm very fortunate to still be here to see those. With that said, I am more than well aware that there is still so much more to do. We appreciate you joining us on this journey. I am grateful you have chosen to support us, allowing us to put our emotion into action.



A handwritten signature in black ink, appearing to read "Vince Todd, Jr.", with a large checkmark-like flourish at the beginning.

Vince Todd, Jr.
Chairman and Co-Founder

The background of the entire page is a photograph of a couch with several pillows, including a red one. Overlaid on this are several abstract graphic elements: a grid of yellow plus signs in the top left, a large blue wavy shape in the top right, a yellow triangle with white dots in the bottom left, and blue wavy lines in the bottom right.

OUR MISSION

*To provide meaningful **Support** to cancer patients, education to promote cancer **Prevention** and resources to advance **Research** for a cure.*





WHY DO WE FIGHT? TO MAKE AN IMPACT FOR THE INDIANA CANCER COMMUNITY


In 2018, the Heroes Foundation made a measurable impact on three fronts: **Support, Prevention** and **Research**. Here, we share some of those impact stories. Of course, we can't do it alone. Learn why individuals, companies and organizations align themselves with the Heroes Foundation and our mission.

+ RESEARCH

\$20,000 funded transcription analysis on 12 RNA samples extracted from microdissected breast epithelium from either cancer-affected breast (adjacent normal) or healthy contralateral breast in Dr. Anna Maria Storniolo's lab.

+ PREVENTION

To help Hoosiers lead cancer-fighting lifestyles, the Heroes Foundation distributed **1,400+** cancer-prevention kits including educational materials, bottles of sunscreen and tubes of SPF lip balm at community and cancer advocacy events.





+ SUPPORT

265 pediatric cancer patients forgot about their diagnoses for a little while during **Team JOEY** in-hospital parties, complete with crafts, games and costumed characters.

350 LEGO sets distributed in 2018 to reduce stress and create a sense of normalcy for the littlest patients fighting cancer — just \$25 can place a brand new LEGO set in a child's hands.

5 organizations participated in the **Team JOEY Corporate Sponsorship Program** in 2018 (Rolls-Royce Corp., Salesforce, elmagine, Indiana Shockwaves softball team and Immaculate Heart of Mary).



WHY HEROES?

JACK & ROCHE INDY

"The Heroes Foundation provides critical funding for innovative cancer research and delivers meaningful support to patients with cancer in Central Indiana. The organization's mission directly aligns with Roche's purpose doing now what patients need next. Roche Indy is a proud supporter of the Heroes Foundation and the impact the organization is making in the local community"

— Jack Phillips, CEO & President, Roche Diagnostics

Roche Indy was the title sponsor of the 2019 **Spin4Heroes** event, thus touted as "Spin4Heroes, Powered by Roche." But they did more than write a check. Nine teams from the company participated in the fundraising event, raising more than \$9,000 for cancer research, support and education. The Heroes Foundation mission directly aligns with Roche's purpose doing now what patients need next.



+ SUPPORT

510 days' worth of groceries for a family of four. The Heroes Foundation underwrites **Community Health's Oncology Patient Assistant Fund** to help local cancer patients pay for basic needs such as food, medicine and transportation. In 2018, we provided \$15,000 to the program, for a total of 60 \$250 vouchers. One \$250 voucher is enough for a family of four to purchase 8.5 days' worth of groceries, or a family of two to purchase 13.73 days of groceries. What relief!

+ RESEARCH

\$60,000 purchased a 10 X Genomics Chromium Controller, plus necessary kits and tools to use the machine, for Dr. Harikrishna Nakshatri's lab and his research on the **Catherine Peachey Taxonomy of the Normal Breast Project**.



WHY HEROES?

JAMES HINSHAW

"My involvement in the Heroes Foundation is all about helping people deal with and fight cancer, but what really gets me connected is the research funding. Cutting-edge cancer research saved my life." — James Hinshaw

In 2011, doctors at Community North Hospital diagnosed James with the very rare, and very aggressive, bile duct cancer (cholangiocarcinoma). If this form of cancer had spread beyond the regional lymph nodes to a distant part of the body, the 5-year survival rate for a person with bile duct cancer is 2%. Doctors at the IU Simon Cancer Center performed an eight-hour surgery, during which James says he was "replumbed." The Indianapolis attorney at Bingham Greenebaum Doll then underwent a year of chemotherapy and radiation. Today, he is cancer free.

+ RESEARCH

The SJP Heroes Cancer Research Fund is an endowed fund that makes a measurable impact on moving cancer patient care forward by jumpstarting promising research. From 2016 to 2018, the SJP Heroes Cancer Research Fund has committed **\$25,000** to the work of Dr. Safi Shahda, an Assistant Professor of Clinical Medicine at the Indiana University School of Medicine. Dr. Shahda is focused on research around what he calls the Achilles heel of the cancer cell: mutations.



"I am very grateful for the Heroes Foundation's ongoing support of my research initiatives. My

research is exploring how we can utilize existing chemotherapy drugs to tailor treatment irrespective of where the tumor started, instead focusing on the genetic changes in the tumor that makes it vulnerable to therapy.

"Since I learned I would be the SJP Scholar for the 2017-2019 funding period, I have secured additional support from a pharmaceutical company. The company will provide some funding for the clinical trial. Still, the Heroes Foundation support continues to be very critical as we collect tumor samples and propose to analyze the changes in cancer particles (DNA) from the blood to understand who could benefit from such an aggressive therapy."

— SJP Scholar Dr. Safi Shahda, IU School of Medicine

WHY HEROES?

BEN SCHMUTTE



"Don Birch at Team Heroes took me under his wing when I was just a high school

freshman. He taught me how very small things can make a big difference in riding. I think the same is true in the fight against cancer. One good deed or person can make a big difference."

— Ben Schmutte

Engaging Millennials and others through sport and events allows the Heroes Foundation to meet this important group where they are. Ben Schmutte first joined Team Heroes group rides in Fishers nine years ago. The 23 year old is now a competitive cyclist as part of First Internet Bank Cycling Team. Through **Spin4Heroes**, Ben and his teammates raise money annually to support the Heroes Foundation.

WHY HEROES?

SARAH & SALESFORCE



"Salesforce was looking for a volunteer opportunity for our Global Business Operations team that would make an impact

for an important cause. We especially liked how the Heroes Foundation invited a family that was impacted by their Team JOEY program. It made the event so relatable and made each of us want to give more to the fight against cancer."

— Sarah Middaugh, Salesforce

Corporate support through sponsorships and programs such as Team JOEY's Corporate Sponsorship Program connect individual people to the Heroes Foundation mission to make a direct difference for the Indiana cancer community. In September 2018, Sarah and the Salesforce team brought together **115** Salesforce employees to make cards for pediatric cancer patients and to listen as young survivor Piper Lyon and her mother Kim shared their story. In 2018, the Salesforce team raised over **\$600** to fund LEGO donations for cancer patients and donated more than **100** LEGO sets.

+ SUPPORT

445 patients and caregivers attended the **First Mondays Cancer Support Groups** underwritten by Heroes Foundation in 2018. **7** support groups offered. **37** average monthly attendance. **7** average number of new attendees per month. **\$25,000** from the Heroes Foundation funded programming, food and parking for First Mondays attendees.

Evidence from experimental studies does suggest that psychological stress can affect a tumor's ability to grow and spread. Emotional and social support can help patients learn to cope with psychological stress. Such support can reduce levels of depression, anxiety, and disease- and treatment-related symptoms among patients.

+ PREVENTION

The World Cancer Research Fund estimates that **20%** of all cancers in the U.S. are related to body fatness, physical inactivity, excess alcohol consumption and/or poor nutrition. This is good news! Living a healthy lifestyle minimizes an individual's chances of developing cancer. The Heroes Foundation's focus on cancer prevention includes its association with Team Heroes, a multilevel cycling/running/triathlon team, that lives out that cancer-fighting lifestyle and supports one another.

(<https://www.cancer.org/cancer/cancer-causes/diet-physical-activity/diet-and-physical-activity.html>)

RESEARCH

The Heroes Foundation's **Team JOEY program**, focused on pediatric cancer research and support, has awarded Dr. Grzegorz Nalepa a total of **\$30,000** (to be disbursed from 2015 to 2018). Sadly, Dr. Nalepa passed away in November 2018. He was an esteemed Associate Professor of Pediatric Hematology-Oncology, Medical and Molecular Genetics, and Biochemistry at the IU School of Medicine; and a pediatric oncologist specializing in acute leukemia and rare childhood tumors. His death is a tremendous loss, but his research endures at the IU Simon Cancer Center.

The Heroes Foundation's initial support allowed Dr. 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 in the form of a prestigious RO1 grant and invited presentations/achievement awards from the American Society of Hematology.



"My research focuses on genetic diseases that cause cancer and bone marrow failure in children. Children affected by these diseases often go undiagnosed for years because many doctors are unfamiliar with these disorders. Unfortunately, late diagnosis often leads to death because common chemotherapy drugs can cause severe life-threatening complications."

"We can save these children if we diagnose them sooner and if we develop animal and cellular disease models that allow us to test drugs before they go to patients. This field remains underfunded by the National Institutes of Health because these diseases are not as common as adult cancers."

"Like the Heroes Foundation, I believe every child is unique and deserves the best chance to survive. Thanks to generous funding from Heroes, I was able to make significant advances in fine-tuning medical management in children based on the gene damage that caused the disease."

— Team JOEY Scholar Dr. Grzegorz Nalepa (quote provided in 2018)



WHY HEROES?

BRI & BINGHAM

GREENEBAUM DOLL



“Grants go to doctors and research right here in Indiana. LEGOs go to kids in Indiana hospitals. Heroes takes a daunting task and brings it home to make an impact, doing things on a daily basis to improve the lives of people affected by cancer.”

— Bri Clark

Bri lost two uncles in the past five years to pancreatic cancer and has watched several peers fight other forms of the disease. Through the Heroes Foundation, she makes her own impact for the local cancer community. Bri was introduced to the Heroes Foundation six years ago through cycling. Her husband, Harry, was a long-time member of **Team Heroes**, while she races for Gray Goat Bullseye. A partner at Bingham Greenebaum Doll, Bri has encouraged her law firm to sponsor and attend **An Evening With Heroes** each January. Her cycling team frequently wins speed and fundraising honors at **Spin4Heroes**, the Heroes Foundation's annual spring event.



+ RESEARCH

Dr. Richard Carpenter at the Indiana University School of Medicine-Bloomington is working to boost the effectiveness of immunotherapy to treat metastatic breast cancer. In 2018, his lab used funds from the **Catherine Peachey Fund** to move his work forward in the following ways:

\$4,000 Immunotherapy drugs for experimental treatment of metastatic breast cancer.

\$10,000 Purchase of and housing for mice to perform proposed studies.

\$1,000 Purchase of antibodies to detect biomarkers from mouse tumors.

\$1,500 Perform flow cytometry on cells from tumors to check for immune cell presence.

\$2,000 Purchase of metastatic tumor tissue to look at biomarkers for immune profile.



2018

FUNDRAISING

In 2018, the Heroes Foundation raised **\$509,265** to fund our mission through fundraising events. Our signature events in 2018 included the following:

- + **An Evening With Heroes Gala** *(January)*
- + **Spin4Heroes** *(March)*
- + **Wine Tasting With Peachey** *(June)*
- + **Heroes Crit & Fit Day** *(July)*
- + **#PIFF Party** *(September)*
- + **Swing4Heroes** *(September)*

2018

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- Four Day Ray
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- Glick Philanthropies
- Renita Haines, CPA
- Harding Poorman
- Harry & Izzy's
- Heinnies
- Hincapie
- Hokanson Companies
- Hollister Corp
- Homewood Suites Indianapolis
- HotBox Pizza
- Indianapolis Colts
- Indianapolis Fruit
- Indiana Health Industry Forum
- IU Health – Jason Schaffer
- IU School of Nursing
- Indy Parks & Recreation
- Just Pop In
- Kelly Todd Group – F.C. Tucker
- Susan Kindig, M.D.
- Maefield Development
- Markey's Rental & Staging
- Metro Diner
- Karen Key Marlett Photography
- McGowan Insurance
- McAlister's Deli at Cool Creek
- McNamara
- Morgan Stanley – Mark Linden
- Moser Consulting
- Motion Cycling & Fitness
- Movable Feast
- NCP Coating
- Newgrange Consulting
- Noble Coffee and Tea
- OrthoIndy
- Our Health
- Peloton Wealth Strategies
- Pepsico
- Purple Ink
- Raymond James – Singer Wealth Advisors
- Chris Reffet
- Republic National Distributing Company
- RKW Homes
- Roche
- Rusted Moon Outfitters
- SBC Wealth Management
- Schillaci, Johns, Wenstrup & Associates at USB
- Shortees Golf
- Shred 415
- Simplicity Cold Pressed Juice
- Sophisticated Living
- Southern Glazer's Wine & Spirits
- H.J. Spier
- Dr. Anna Maria Storniolo and Dr. Joel Scherer
- Studio 49
- Sullivan Hardware
- Sun King
- Swagelok
- Taft Law
- The Bell Family
- The Birch Family
- The Brauer Family Foundation
- The Creighton Family Fund
- The Herbert Family
- The Jordan Family
- The Peachey Family
- The Pettibone Family
- The Riviera Club
- The Rufenbarger Family
- The Schaffer Family
- Tito's Handmade Vodka
- Town of Pendleton, IN
- Tree-O
- Turner Construction
- Tyler Technologies
- Vineyard Vines
- V-o2 Saddles
- Upland
- Walker Dixon Orthodontics
- White Oak Foundation

+ TEAM HEROES SPONSORS

- Community Health Network
- Gray Goat Sports
- Grin Dentistry
- Engel & Volkers
- Motion Cycling & Fitness
- Oak Street Funding
- Republic Services
- SBC Wealth Management
- Scopelitis Garvin Light
- Sensory Technologies
- Specialized
- Stanley Security
- Taft Law
- UnitedHealthOne

STATEMENT OF ACTIVITIES

FOR THE YEAR ENDED
DECEMBER 31, 2018

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	\$ 382,169	-0-	\$ 382,169
Fundraising events, net of direct costs	264,175	-0-	264,175
Sales	2,196	-0-	2,196
Investment income (loss)	(22,208)	(24,988)	(47,196)
Total support and revenue	626,332	(24,988)	601,344
EXPENSES			
Grants and Program Services	427,776	-0-	427,776
Management and General	183,919	-0-	183,919
Total Expenses	611,695	-0-	611,695
CHANGE IN NET ASSETS	14,637	(24,988)	(10,351)
Net Assets, Beginning of Year	768,181	353,851	1,122,032
Net Assets, Dec. 31, 2018	\$ 782,818	\$ 328,863	\$ 1,111,681

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).





WHY HEROES?

BEV & BRIGHT IDEAS

“What’s happening in breast cancer research right now in Indianapolis is breathtaking. It would not have happened without the Catherine Peachey Fund, which gives me the chance to fight back by supporting the researchers in the ‘big fight.’”

— Bev Middaugh, Bright Ideas in Broad Ripple

Years before several of Bev Middaugh's close family members and friends were diagnosed with breast cancer, she was a supporter of the **Catherine Peachey Fund**, a member of the Heroes Foundation family. In fact, she has been a backer since the Peachey Fund launched 25 years ago. Bev has donated promotional products, from buttons to umbrellas. She has rallied work associates at Bright Ideas in Broad Ripple, where Bev is CEO, to join her in donating blood and breast tissue for breast cancer research, and to volunteer at events. Bev is a regular sponsor of **Wine Tasting With Peachey** fundraisers. She has provided warehouse space for storing **“Just Peachey: Bearing Fruit”** cookbooks and introduced the Peachey Fund to her best clients. The cause became personal. Bev's grandchildren were just 4 and 6 when their mother, Bev's daughter-in-law, was diagnosed with breast cancer. Three team members at Bright Ideas in Broad Ripple have battled breast cancer. The Heroes Foundation is proud to empower Individuals like Bev to fight cancer and grateful for their heroism.

Above Photo: Volunteer Mary Hayes with Catherine Peachey Fund Special Projects Manager Connie Rufenbarger and dedicated supporter Bev Middaugh.



R.E.D. Alliance board members Andrea Morehead and Nadia Miller with Executive Director Lisa Hayes

WHY HEROES?

LISA & R.E.D. ALLIANCE

"The Catherine Peachey Fund is one of our strongest and most consistent partners. We really value that relationship. Through R.E.D. Alliance's connection with the Peachey Fund and the larger Heroes Foundation, we were able to develop a relationship with researchers involved in the IU Precision Health Initiative focusing on triple negative breast cancer. I'm not sure that would have happened without our great relationship with the Peachey Fund."

— Lisa Hayes, Executive Director of R.E.D. Alliance

When the Heroes Foundation sees an opportunity that aligns with its mission, we don't pass up the chance to make an impact. The R.E.D. (Reaching to End Disparities) Alliance is one such opportunity. The organization's mission is to eliminate the disparity in breast cancer mortality between African American women and white women in Indianapolis. Lisa Hayes is Executive Director of R.E.D. Alliance. **The Catherine Peachey Fund** has sponsored the R.E.D. Alliance Breast Health Summit since it began in 2017. The event offers educational workshops, health screenings, connections to services, and tools to encourage healthy lifestyle choices and cancer prevention. In the spirit of collaboration, R.E.D. Alliance representatives volunteered at the Heroes Foundation's January gala, An Evening With Heroes.

OUR TEAM

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

EXECUTIVE TEAM



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Co-Founder*



Cindy Todd
*Executive Director
and Co-Founder*



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**Stephanie
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*Board Member; Program
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