

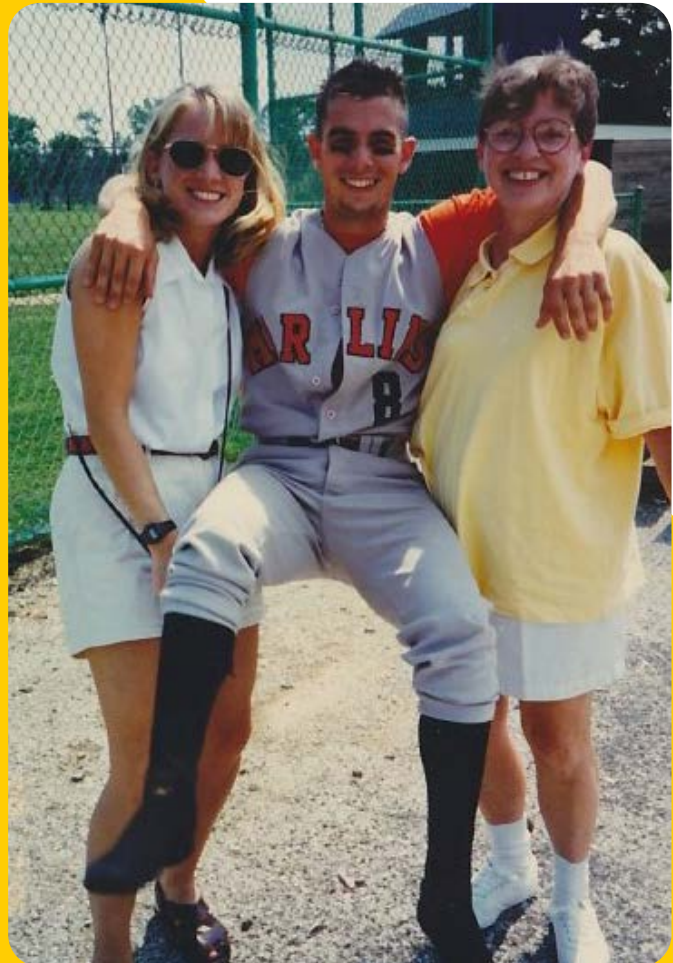
20

**HEROES**   
**FOUNDATION**

19

**ANNUAL  
REPORT**

**LOOKING BACK  
ON OUR HISTORY  
& LOOKING  
FORWARD TO  
OUR FUTURE**



## Heroes Family,

2019 was a year of reflection for the Heroes Foundation, while at the same time, making a pivot toward the next decade of its efforts to advocate for the Hoosier cancer community.

We expressed our gratitude for the unwavering support of our friends, donors, sponsors and partners – many who have been by our side since the foundation's inception.

In its milestone twenty-fifth year, we celebrated the Catherine Peachey Fund's extraordinary impact on breast cancer research taking place in Indiana as their contributions exceeded the \$3 million mark.

We hosted a full calendar of successful, signature events – engaging and educating our constituents about the challenges facing cancer patients in Indiana and raising **\$378,000** to support our ongoing mission to provide meaningful support to cancer patients, education to promote cancer prevention and resources to advance research for a cure.

With a desire to continue the momentum we have gained over the past nineteen years, we focused on the future of the organization and our strategic goals and objectives to maintain the health and impact of the foundation. We hired our first full-time executive director to guide our strategic goals and objectives into the next decade and beyond. We are excited about the enthusiasm around where the next decade will take the foundation.

As we are poised to celebrate twenty years, we acknowledge that while much has been accomplished, there is more work to be done. Cancer remains a tough adversary. It continues to challenge the health care professionals, researchers and of course, cancer patients. But progress is being made and we are honored to do our part.

This is why we continue to fight. Thank you for being our partner in this endeavor.



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





In 2019, the Heroes Foundation continued its mission to advocate for the Indiana cancer community – taking stock of nineteen years of progress, while anticipating a major milestone on the horizon. This report revisits those nearly two decades of milestones and their impact on the foundation's commitment to support, prevention and research today and beyond.



**2001** Founder Vince Todd, Jr receives a clean bill of health after treatment for Hodgkin's Lymphoma, signaling him and his wife Cindy, to start the Heroes Foundation. The first An Evening With Heroes Gala raised \$43,000 and the Todds received the WRTV-6 Leadership Award

A diagnosis of Hodgkin's Lymphoma in 2000 dramatically changed the course of things for newlyweds Vince and Cindy Todd. During his months of chemotherapy, Vince 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.



With a clean bill of health and new sense of purpose, they rallied friends and family, launching the Heroes Foundation. With a small group of friends gathered around a dinner table, the idea of An Evening With Heroes Gala was formed, with the aim to raise funds to support Vince's fellow Hoosier cancer patients. The ambitious first event raised \$43,000 and helped set the course for the evolution of the Heroes Foundation. The Gala grew, relocated and grew again.



In January 2019, nearly 600 attendees converged on the JW Marriott in downtown Indianapolis to see keynote speaker Sean Swarner. A world record holder, adventurer, performance coach and author of, "Keep Climbing," Swarner shared his inspirational cancer survival story and the Gala raised over \$270,000 in net proceeds.





**2002** Team Heroes becomes an official Heroes Foundation program, spreading the mission of cancer prevention by promoting healthy lifestyle choices including exercise, diet and health habits.

For the better part of 18 years, a natural extension of the Heroes Foundation has existed in Team Heroes. Rooted in the foundation's "summit" that promotes education to support cancer prevention, Team Heroes members compete at all levels of events sanctioned by USA Cycling, American Bicycle Racing, Cyclocross, and USA Triathlon throughout the Midwest and beyond. The team has been a vehicle to raise awareness about and actively engage in the Heroes Foundation's commitment to the battle against cancer.

In July 2019, the foundation held its signature Heroes Crit & Fit Day in Pendleton, IN. A competitive cycling event, partnered with a wellness festival, registered a record 300 cyclists from over twenty states across the country. The event reinforced that exercise is paramount in helping individuals prevent cancer, and the Fit Festival offered a plethora of resources included health screenings and general information about wellness and cancer prevention – tools to develop a blueprint for a healthy lifestyle.



2

0

0

7



**2007** The SJP Heroes Cancer Research Fund is established in honor of Cindy Todd's mother, who fought cancer three times before losing her battle. The fund provides financial support to a clinical or research fellow or research project, in efforts to jumpstart promising projects.

Finding a cure for cancer remains the ultimate goal of researchers, and the Heroes Foundation is committed to providing resources to advance research toward that cure. In 2019, \$10,000 in grant funding was distributed to research endeavors in central Indiana. These projects represented in many cases, the nucleus of an idea or hunch that required funding for laboratory supplies, staffing, or seed money to leverage toward larger, national grants.

**2011** Spin4Heroes a team-based, spin-cycling relay event is held for the first time. Over nine years, approximately \$500,000 has been raised to support the Heroes Foundation's mission.

In March 2019, the ninth edition of Spin4Heroes returned to the Indiana Farm Bureau Football Center on the campus of the Indianapolis Colts headquarters. Presented by Roche, 69 teams took to the practice field to raise funds to support the foundation's mission. Hundreds of spin participants, friends, family members, volunteers, sponsors and supporters came out to Indy's west side to experience this unique, high-energy event.





# 2012

**2012** When Joey, a pediatric cancer patient lost his well fought battle, those inspired by his story banded together to form the Team JOEY program. Since the program's inception, a special fund has been established to award grants for pediatric cancer research and LEGO sets have been provided to children receiving in-patient cancer treatment at local hospitals.

In 2019, Team JOEY volunteers worked in conjunction with Riley Hospital for Children, Peyton Manning Children's Hospital, and to host parties for residential pediatric patients and their families. A costumed character, pizza and LEGO sets were the stars of these events, offering patients with a much-needed departure from the rigors of cancer treatment. This year, the program exceeded the 3,000 mark in LEGO sets distributed to our littlest heroes. Additionally, \$30,000 was granted to fund pediatric cancer research at IU School of Medicine.



2

0

1

3



**2013** The Heroes Foundation hosts its first #PIFF (Pay It Forward Friday) Party friend-raiser, serving up craft beer and important information about the fight against cancer. Over \$150,000 has been raised to support cancer advocacy since this annual event began.

A fall event in prior years, #PIFF was held in mid-May in 2019. Perfect weather greeted the annual outdoor gathering. Over 350 attendees enjoyed music and supported the mission of the foundation, featuring music by Los Angeles based band, The Dales.

**2014** Project Militia, an initiative to help local citizens fight the war on cancer, is launched. “Hero1” is an iconic symbol of the battle cancer patients face in the wake of this disease, powering our education initiatives to prevent cancer.

# 2016



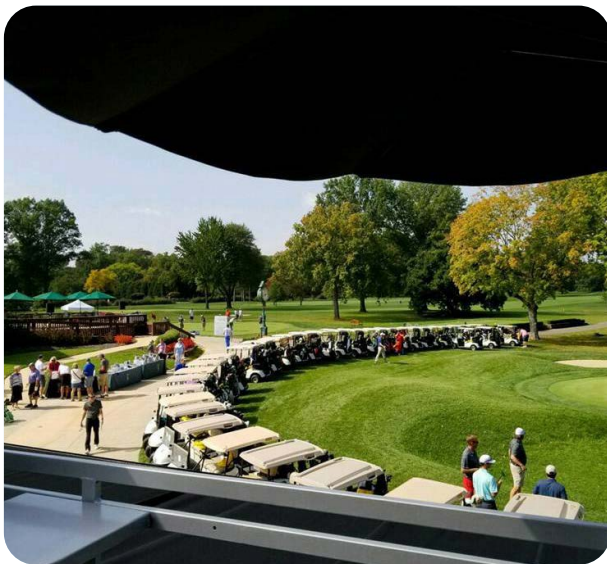
**2016** The Catherine Peachey Fund, promoting advances in breast cancer research and treatment in Indiana, joined forces with the Heroes Foundation. This new partnership helped magnify the significant impact funding for research has on finding a cure for breast cancer. Over its twenty-five-year history, the fund has awarded \$3.3 million in direct impact to breast cancer research-related projects in Indiana.

In 2019, a \$100,000 award was granted to fund two positions specializing in data analysis for the Catherine Peachey Fund Normal Breast Taxonomy Project and normal breast tissue research. The data will be made available to breast cancer researchers through the Komen Tissue Bank's Virtual Tissue Bank and will assist in organization of the system for data collected for any normal tissue samples within the Komen Tissue Bank.



The annual Wine Tasting With Peachey fundraising event was expanded to two dates and two locations in June 2019, setting records in attendance and dollars raised for the fund's mission.





# 2017

**2017** Heroes Foundation tees off **Swing4Heroes**, a competitive, fun pro-am golf tournament generating much needed funds to support the Indiana cancer community. In just three years, this sold out event has already raised \$200,000 to support the Indiana cancer community.

2019 marked the third year of the popular and sold-out **Swing4Heroes** fundraising event. Picture-perfect weather once again greeted the golfers, as each team paired with a golf professional for an afternoon on the beautiful course at Highland Golf & Country Club.





HEROES FOUNDATION FAMILY MEMBER

**2019** The Catherine Peachey Fund celebrates 25 years, the Todds are inducted into the Indiana University President's Circle for their support of cancer research initiatives, and the Heroes Foundation prepares to celebrate its 20th year in operation.

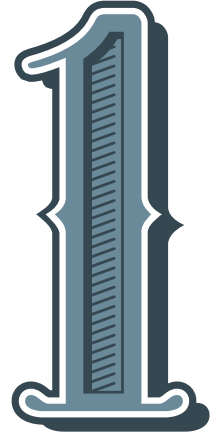
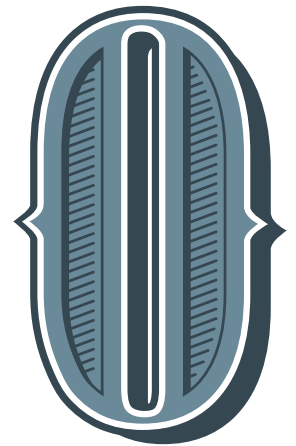
---

## 2019 FUNDRAISING

As the Heroes Foundation grows, its efforts to engage constituents in the mission and vision of the organization are expanding. The Summit Society was launched to provide a giving vehicle for donors and supporters to include in their estate plans. Membership requires no minimum commitment or obligations, but it allows us to thank and honor visionary individuals who will provide the present and future financial energy needed for cancer support, prevention and research.

In 2019, the Heroes Foundation raised a net **\$301,250** to fund our mission through fundraising events. Our signature events in 2019 included the following:

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



# 2019 SUMMIT SPONSORS

## DENALI SPONSORS



**The Brookfield Group**  
NEXT LEVEL TECHNOLOGY



**ACROMAPRO™**



*Lilly* | ONCOLOGY

## KILIMANJARO SPONSORS



**VAN ROOY**  
COMPANIES



**BKD** Wealth  
Advisors



Indiana University Health



## GIVE TO THE HEROES FOUNDATION SUMMIT SOCIETY

*Become a member and leave a heroic legacy.*

Many donors discover the ultimate way to support the Heroes Foundation is by including a gift in their will. Thanks to these gifts, the Heroes Foundation is better able to carry out our mission for the Indiana cancer community.

Donors who make this important commitment to the Heroes Foundation are invited to become a Heroes Foundation Summit Society member. The Heroes Foundation Summit Society is a group of supporters who have made a lasting commitment by including the Heroes Foundation as a beneficiary in their wills. Visit [heroesfoundation.org/donate](https://heroesfoundation.org/donate) for more information.



## + CORPORATE SPONSORS AND IN-KIND DONORS

- Al's Pub and Pizza
- Ambre Blends
- American Structurepoint
- Anthem BC/BS of IN
- Apex Benefits
- Appian Media
- Arlington/Roe
- AssuredPartners
- Bach To Rock
- Barrett Eye Care
- Bingham Greenbaum Doll
- Will Birch
- Bonderite (Henkel)
- Bose McKinney & Evans
- Bright Ideas
- BuildSmart
- Caliber Home Loans
- Centerpoint Wealth Management
- Ceramic Industrial Coatings
- Charleston's Restaurant
- Chick-Fil-A
- Comedy Sportz
- Community Health Anderson
- Community Health Network
- Community Health Network's Body Zone
- Community Hospital - Anderson
- Conrad Indianapolis
- Costco
- CVR
- DairyChem
- Delta Faucet
- Dombrovski Family
- Dr. Anna Maria Storniolo and Dr. Joel Scherer
- Eagle Creek Golf Course
- Eli Lilly
- First Bank of Richmond
- First Financial Bank
- First Internet Bank
- Fit Flex Fly
- Founders Foursome
- Four Day Ray
- Gatorade
- Glick Philanthropies
- H.J. Spier Company - Joe Glaser, John Null
- Harding Poorman
- Harry & Izzy's
- Highland
- Hincapie
- Hokanson Companies
- Hollister Corp
- Homewood Suites Indianapolis
- HotBox Pizza
- Ice Miller
- Indiana Health Industry Forum
- Indianapolis Colts
- Indianapolis Fruit
- Indy Parks and Recreation
- Just Pop In
- Karen Kay Marlett Photography
- Katz Sapper Miller
- Kelly Todd Group - F.C. Tucker
- MacAlister Machinery
- Maefield Development
- Market District
- Markey's Rentals and Staging
- Matt Green
- McAlister's Deli at Cool Creek
- McNamara
- Metro Diner
- Monarch
- Morgan Stanley - Mark Linden
- Moser Consulting
- Mosquito Joe of Central Indianapolis
- Motion Cycling
- MoTown Group
- Movable Feast
- NCP Coatings
- Newgrange Consulting
- Noble Coffee and Tea
- OrthoIndy
- OurHealth
- Peloton Wealth Strategists
- Platform 24
- Purple Ink
- Rad Brewing (formerly Flat 12)
- Renita Haines, CPA
- RKW Homes
- Rusted Moon Outfitters
- Schwarz Partners
- Senior Home Companions
- Shortees Golf
- Shred415
- Sigstr
- Simplicity Juice
- Singer Wealth Management
- SoBro Spirits
- Sophisticated Living
- Southern Wine & Spirits
- Starmount Forest Country Club
- Steve and Angie Bell
- Stratecise (The Penny Family)
- Studio 49
- Sullivan's Hardware
- Sun King Brewing
- Taft Law
- The Birch Family
- The Boyle Family
- The Creighton Family Fund
- The Linden Family
- The Peachey Family
- The Riviera Club
- The Rufenbarger-Lesher Family
- The Schaffer Family
- The Teed Family
- Tree-O
- TSI Energy Solutions
- Turner Construction
- Upland Brewing
- V-o2 Saddles
- Venture Logistics
- Vesalius Health & Sport

## + 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, 2019

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	\$ 101,549	-0-	\$ 101,549
Fundraising events, net of direct costs	271,611	-0-	271,611
Sales	5,044	-0-	5,044
Investment income	120,157	38,670	158,827
Total support and revenue	498,361	38,670	537,031
<b>EXPENSES</b>			
Grants and Program Services	178,841	-0-	178,841
Management and General	163,720	-0-	163,720
Total Expenses	342,561	-0-	342,561
<b>CHANGE IN NET ASSETS</b>	155,800	38,670	194,470
Net Assets, Beginning of Year	782,818	328,863	1,111,681
Net Assets, Dec. 31, 2018	\$ 938,618	\$ 367,533	\$ 1,306,151

## PLEASE CONSIDER SUPPORTING THE HEROES FOUNDATION.

- + Explore Sponsorship.** Download our Corporate Sponsorship Opportunities at [heroesfoundation.org/support](https://heroesfoundation.org/support) to find out how you can be a hero for the cancer community. Request a copy by emailing ([contactus@heroesfoundation.org](mailto: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](https://heroesfoundation.org/support).
- + Become a Volunteer.** Find out how you can be a hero by emailing ([contactus@heroesfoundation.org](mailto:contactus@heroesfoundation.org)) or calling us (317-983-6580).



# OUR TEAM

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

## EXECUTIVE TEAM

---



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



**Kelly Smith**  
*Executive Director*



**Janet Campbell Baker**  
*Marketing &  
Development Manager*



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



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

## BOARD OF DIRECTORS

---



**Daniel Abdalla**  
*The Brookfield  
Group/Platform 24*



**Bryan Babb**  
*Bose McKinney &  
Evans LLP*



**Don Birch**  
*Van Ausdall & Farrar*



**Kara Clinton**  
*Eli Lilly*



**Andru Creighton**  
*Cortez Labs*



**Amy Frizzell**  
*BKD*



**Renita Haines**  
*CPA*



**James Hinshaw**  
*Dentons Bingham  
Greenbaum*



**Matt King**  
*FC Tucker*



**Julie Otte,  
PhD, RN, OCN**  
*IU School of Nursing*



**Steve Peachey Jr.,**  
*Community Health  
Network*



**Joel Russell**  
*elmanage Technology  
Group Inc.*



**Dr. Jason Schaffer**  
*IU Health*



**Joe Todd**  
*Accessa*



**Dr. Catherine Todd**  
*FHI 360*



**Bob Treash**  
*Givergy, Inc.*

## BOARD OF DIRECTORS EMERITUS

---

Brian Betner, Hall Render  
Mike Kaplan, Salesforce

Pat Murphy, Anthem  
John Ryan, Hall Render

Sue Todd  
Vince Todd, Accessa



The Heroes Foundation  
1034 East New York St.  
Indianapolis, IN 46202

[heroesfoundation.org](http://heroesfoundation.org)  
317-983-6580  
[contactus@heroesfoundation.org](mailto:contactus@heroesfoundation.org)