



Why Heroes?

HEROES 
FOUNDATION

2021 ANNUAL REPORT



Why does Heroes focus efforts in Indiana?

Because we love Indiana.

We want to see our **research** dollars bring about cancer breakthroughs right here at home.

We want to **support** individuals and families fighting cancer in Indiana. They are our neighbors, friends and loved ones.

There is a need in our state for more valuable cancer **prevention** and healthy-lifestyle initiatives.



#whyheroes

Heroes Community,

Every spring, we reflect on the previous year to develop an annual report like this one. We tally up wins, evaluate how well we fulfilled our mission, consider how we can improve, and report back our impact to you, our Heroes community.

In essence, every year we revisit a critical question: *Why Heroes?*

Why does the Heroes Foundation exist and why should it continue to grow? Who are the stakeholders that rely on our support, and why should supporters give their time, talent and treasure to our organization?

In this 2021 Annual Report, you will find answers to those questions. But first, *Why did we launch the Heroes Foundation in the first place?*

Back in 2000, I was diagnosed with Hodgkin's Lymphoma at age 26. You can bet I was asking myself "Why?" a lot back then, but it wasn't "Why did this happen to me?" that kept me up at night. I wanted to know "Why does this happen at all?"

As many people do when they face serious health scares, I went into fight mode. Emotionally charged by my cancer experience, my wife Cindy and I hosted a fundraiser that turned into what the Heroes Foundation is today: a statewide, multiprogram nonprofit organization serving the Indiana cancer community through support, research and prevention initiatives.

Reflecting on 2021, the entire Heroes Foundation family has a lot to celebrate. Chief among our 2021 highlights is expanding our funding of innovative research across some of Indiana's leading medical research institutes.

It was a visit to the Purdue University Women's Global Health Institute and to the Harper Cancer Research Institute at the University of Notre Dame that really opened our eyes to the depth and breadth of cancer research happening across the

state. An annual gift to support new research at Purdue soon followed, and a gift to Notre Dame followed in early 2022 to empower a researcher there to study mechanisms of cancer progression.

As we build relationships with Indiana research institutes, we are also discussing ways to support the communities these institutes call home, leveraging Heroes' experience and insights around how best to support people impacted by cancer.

Another big way Heroes expanded its community in 2021 was through the debut of the Summits Podcast in April. In each episode, we welcomed a special guest to have a conversation, to share how cancer has shaped them as a family member, community leader or activist. We launched the podcast with the belief that everyone has a story, anyone can inspire, and no one battles alone. With 18 shows airing in just eight months in 2021, listeners have called the podcast "therapeutic." With that validation, we will keep inviting fascinating people to our studio to share powerful cancer stories on the Summits Podcast.

Our competitive spirit hasn't waned through these 22 years, but just in case we had any doubt that cancer doesn't discriminate — that we shouldn't let down our guard — cancer has gotten personal again.

In December 2021, I was diagnosed with cancer a second time. And today as I face another scary time in my family's life, I find myself asking, "Why is the Heroes Foundation still in the fight?" And the answer to that question is easy: We stay in the fight for every person affected by cancer.

To fighting together,



A handwritten signature in black ink that reads "Vince Todd, Jr." with a stylized flourish at the end.

Vince Todd, Jr.
Chairman and Co-Founder



Why pursue the Heroes mission?

The Heroes Foundation exists to serve the Indiana cancer community. We do that by following our mission: Provide meaningful **support** to cancer patients, education to promote cancer **prevention**, and resources to advance **research** for a cure.

Support

When someone is diagnosed with cancer, their world is turned upside down. Being able to find and take advantage of support services fast is absolutely critical. Where families are overburdened, the Heroes Foundation shows up to relieve some of the stress put on those affected by cancer.

\$30,000 total in 2021 to the **CompleteLife Program** at the Indiana University Melvin and Bren Simon Comprehensive Cancer Center, which offers support groups, alternative therapies and activities to stimulate the mind, body and spirit. CompleteLife gifts included the following:

- **\$15,000** to First Mondays support groups offering cancer patients an opportunity to connect through the IU Simon Cancer Resource Center.
- **\$15,000** sponsorship of the CompleteLife Art Show on display at the Indiana University Melvin and Bren Simon Comprehensive Cancer Center and at the Harrison Center for the Arts.

\$15,000 to help cancer patients cover basic expenses through the **Oncology Patient Assistance Fund at Community Health**.

\$10,000 gift to **Peyton Manning Children's Hospital** at Ascension St. Vincent to complete a five-year \$50,000 commitment for its pediatric oncology room.



Why Heroes? "When my father was diagnosed with stage 4 cancer in 2020, I saw the incredible expense it costs to fight for your life. And I knew my time and money weren't that important if I didn't have my loved ones to spend them on. I believe things happen for a reason. I found the Heroes Foundation just months after my father's diagnosis. When I learned what they are doing for good, hardworking Hoosiers, I was all in."

— Christopher Hendricks, President & CEO of Duncan Supply Co., Heroes Foundation Sponsor

Prevention

Between a third and a half of cancers could be prevented on the basis of the medical community's current knowledge of risk factors. Plus, prevention is cost-effective, its effects aren't limited to high-risk subjects but extend to the entire population, and it is not dependent on socioeconomic status.

Cancer prevention initiatives can reduce both the incidence of cancer and mortality.¹

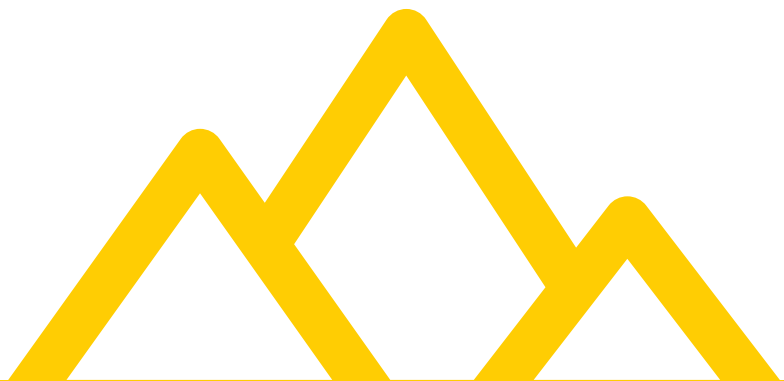
Heroes Foundation programs in 2021 worked to encourage cancer clinical trial participation, improve sun-safety measures, and grow awareness of the link between higher levels of physical activity and lower cancer risks.

Research

The overall cancer death rate continues to decline year after year. Researchers across the world are uncovering better ways to prevent, diagnose, treat and survive cancer. But we are far from done.

Tireless and brilliant scholars are chasing cancer breakthroughs right here in Indiana. With internationally recognized research institutions in our own backyard, the **Heroes Foundation focuses its research funding to projects in Indiana.**

\$140,000 total provided to support cancer research in 2021.



Why Heroes? "The development of drugs to diagnose and treat cancer depends heavily on the type of general cancer research being conducted at Purdue and other research universities in Indiana. From these studies, we glean critical information on the molecular causes of cancer and the Achilles heels in cancer cells. Funding from the Heroes Foundation provides essential support for obtaining information that can help us eradicate this horrible disease."

— Dr. Philip Low, Ralph C. Corley Distinguished Professor of Chemistry in the Purdue University College of Science

Why host Heroes events?

The Heroes Foundation hosts events throughout the year to engage supporters and, most importantly, **raise funds to support our mission**. We had to be extra creative in 2021 to follow COVID-19 precautions and keep our attendees safe.

An Evening With Heroes

On January 30, 2021, guests clad in tuxes and T-shirts joined together virtually for our 21st annual gala. Together, we took a big shot at cancer and raised **\$255,000**, including **\$68,000** during the live appeal, encouraged by crowd favorite auctioneer and emcee Harry Santa-Olalla.



Fit4Heroes

Now in its 11th year, Spin4Heroes grew beyond its physical walls in 2021 and expanded to become Fit4Heroes. The 10-week springtime remote campaign raised **\$72,000**, thanks to **37 teams of 65 individual fundraisers**.

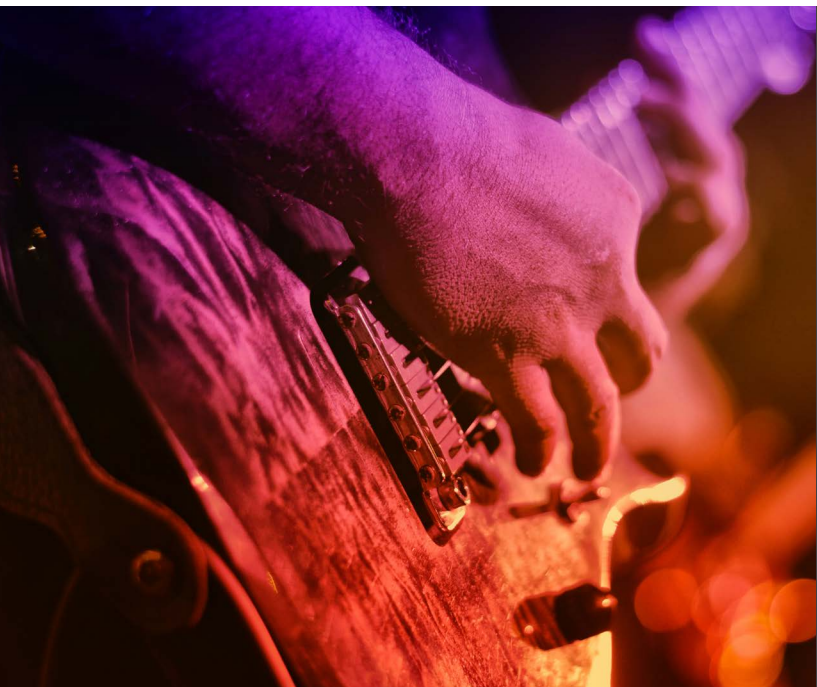


Wine Tasting With Peachey

The Catherine Peachey Fund's premier fundraising event went virtual with a porch party edition that raised **\$38,000**. The June 21, 2021, celebration included an online silent auction and music by Shane Rodimel streamed from Peace Water Winery in Carmel.

Swing4Heroes

On September 30, 2021, we had a **record-setting Swing4Heroes**, to the tune of **\$134,000** raised. Thirty-seven teams teed off for the Indiana cancer community during Heroes' fifth annual Pro-Am tournament at Highland Golf & Country Club in Indianapolis.



#PIFF Party

Unfortunately, we had to cancel the 2021 #PIFF Party due to COVID-19. **See you in October 2022!**

Contact us to learn about available event sponsorships. Visit our events page for more details at heroesfoundation.org/events



Why does Heroes diversify its programming?

To strive to serve the entire Indiana cancer community and fulfill our mission, the Heroes Foundation consists of programs that impact children and adults, patients and caregivers, researchers and advocates. **Another major factor:** Our support, research and prevention initiatives do not focus on just one type of cancer.

The Catherine Peachey Fund

Founded in 1994 in memory of Cathy Peachey, the Catherine Peachey Fund promotes advances in breast cancer research and treatment. Its goal is to find researchers with novel ideas and equip them with the right tools to make groundbreaking progress in the fight against breast cancer. The Peachey Fund has granted more than **\$3.4 million to breast cancer research** to advance prevention and treatments since 1994.

\$10,000 to the **Susan G. Komen Tissue Bank** at the Indiana University Melvin and Bren Simon Comprehensive Cancer Center to fund their intern program in 2021.

\$45,000 to **Joseph Ipe Ph.D.** for his research at the Indiana University School of Medicine to study the penetration of cancer drugs to improve the treatment of metastatic tumors.

\$30,000 to the **Purdue University Women's Global Health Institute**. The new Catherine Peachey Breast Cancer Research Award will support research focused on prevention and early detection of breast cancer for three years at \$15,000 annually. (Peachey provided an additional \$15,000 in 2021.)

The girls' soccer teams at **Guerin Catholic High School** and **Carmel High School** hosted games to raise awareness and funds to support the Catherine Peachey Fund.

Black women in Indianapolis have a 41% higher death rate from breast cancer than white women do. Statistics like this are why the Catherine Peachey Fund supports research and programs that promote **diversity and equity in patient outcomes**.

- **Sponsored the Pink-4-Ever Ending Disparities Breast Health Summit** to help eliminate the disparity in breast cancer mortality between African American women and Caucasian women in Indianapolis.
- **\$15,000** to study disparities in genetic testing in patients of different racial backgrounds.
- **\$14,000** to study a culturally informed approach to increase participation by Black women in breast cancer clinical trials.

Team JOEY

Research focused solely on cancers that impact children is sorely underfunded, which is why Team JOEY is so important. Named in memory of a young cancer fighter named Joey Keller, the mission of this program is to fight pediatric cancer by funding pediatric cancer research, and to support young cancer patients and their families.

\$20,000 to Indiana University Melvin and Bren Simon Comprehensive Cancer Center researcher **Steve Angus, Ph.D.** His research seeks to discover targeted therapies for pediatric sarcomas by exploiting a specific vulnerability of cancer that distinguishes it from normal tissue.

400 LEGO sets delivered to Riley Hospital for Children and Peyton Manning Children's Hospital for their young cancer patients.

200 toiletry sets provided to families affected by cancer who faced unexpected stays in Central Indiana hospitals.

Donated LEGO sets for the **Halloween4Heroes** program, which provides Halloween goodies to patients at Riley Hospital for Children.

You can host a Team JOEY LEGO drive. Make your location a LEGO collection spot and/or take up monetary donations to purchase LEGOs. Contact Team JOEY Program Manager Kelly Canada at kcanada@heroesfoundation.org or 317.983.6580 x4006.





Team Heroes

A multilevel cycling/running/triathlon team, Team Heroes puts in the miles and raises awareness about the Heroes Foundation's commitment to the battle against cancer with a focus on healthy living.

In 2021, Team Heroes' cyclists wore Heroes Foundation colors across the Midwest at criterium, road, gravel and mountain bike races — with too many top finishes to mention here. They also led the charge to make Fit4Heroes a continued success.

180 Team Heroes members, many of whom have faced cancer battles themselves.

Dozens of LEGO sets donated for Team JOEY as part of Team Heroes' annual Fourth of July ride.

SJP Heroes Cancer Research Fund

The SJP Heroes Cancer Research Fund is an endowed fund created in honor of Susan J. Patrick, Heroes Foundation co-founder Cindy Todd's mother. This funding opportunity allows Indiana University School of Medicine faculty to recruit promising physician researchers from around the world to train in an environment that fosters the merging of research and treatment.

\$20,000 to support research in the **Division of Hematology/Oncology** within the Department of Medicine at the Indiana University School of Medicine. SJP Heroes Cancer Research Fund continues to support the work of **Shadia Jalal, MD**, and her research on the effects of fasting in lung cancer patients.



Why Heroes? "Identifying proteins that FDA-approved drugs can already target speeds our path to clinical trials. These studies are essential to obtaining additional funding sources and have tremendous potential to impact pediatric sarcoma patients."

— Dr. Steve Angus, Ph.D., Indiana University School of Medicine Department of Pediatrics

Summits Podcast

Watching and listening to someone else's cancer story can make an individual feel more connected to the larger cancer community. The Heroes Foundation launched the Summits Podcast in 2021 to give people a means to hear connection-building stories and, perhaps, improve their quality of life.

Studies have shown that alongside the physical symptoms associated with cancer and its treatment, people affected by cancer may also experience mental challenges, such as feelings of uncertainty, fear, sadness or distress.² But research from the field of narrative psychology supports the mental health benefits of narrative — or stories.³

On the Summits Podcast, co-hosts Vince Todd, Jr. and Daniel Abdallah, a Heroes Foundation board member, talk at length to guests about their cancer experiences. Guests have included patients, caregivers and others, all sharing their cancer stories with candor, humor and heart.

April 2021 debut episode with Heroes Foundation board member and cancer survivor Bryan Babb.

18 total episodes aired in 2021

Took Summits Podcast on the road to film episodes at Indiana University and at the home of former Indianapolis Colts coach Chuck Pagano.



Why Heroes? "I choose to continue to support Heroes because of the **impact they make every day** and their continued commitment to helping those affected by cancer."

— Daniel Abdallah, Co-CEO of The Brookfield Group, Heroes Foundation Board Member, Co-Host of the Summits Podcast

In Memoriam



It is with sadness and a great deal of love and respect that we recognize three special people who recently lost their lives to cancer. Each of these people had close ties to the Heroes Foundation community and they remind us that our fight is far from over.



Dr. Andy Hipskind

September 25, 1972 - September 18, 2021

Indiana University Athletics' Chief Medical Officer Dr. Andy Hipskind passed away after a long, courageous battle with cancer in 2021. Earlier that year, the 48 year old received the IU Distinguished Service Medal to recognize his nearly two decades of exceptional professional service to the IU Athletics department and IU community.

When Andy was an undergraduate student at IU Bloomington, he was a close friend and roommate of Heroes Foundation co-founder and chairman Vince Todd, Jr.

"Andy was one of the nicest people you could ever meet," Vince said. "He helped introduce me to the woman who would become my wife and supported me through my own battle with cancer. We made memories that will last a lifetime."

Andy's most treasured role was as husband to his wife Angie and father to their two children, Charli and Drew.



Why Heroes? "We support Heroes because of the focus on **research** and **support** of patients. Your passion is inspiring, and I trust that every dollar I give will result in **meaningful impact**. I am a Hoosier born and raised and I feel fortunate to have Heroes here making a huge difference in the lives of my friends, family and neighbors."

— Sheri Fella, Founder and CEO of Bloombase, Heroes Foundation Sponsor



Dr. Roberta Mary Smith

October 22, 1947 - February 13, 2022

The youngest sibling of Sue Todd, the mother of Vince Todd, Jr., Dr. Roberta Mary Smith of Indianapolis passed away in February at the age of 74. Vince recalls that she was always very involved in the Todds' family functions and attended most, if not all, of the An Evening With Heroes galas, missing the 2022 event due to her hospitalization as she fought cancer.

Originally from Fort Wayne, Roberta taught chemistry at Huntington Catholic High School. Always bright and ambitious, she moved to Atlanta to get a master's degree in chemistry and then continued her teaching and love of students at Georgia Tech. She spent four years at the Medical College of Georgia and returned to Indianapolis for her residency in pediatrics.

Over the years, she practiced in Speedway, Carmel and Greenwood, Ind., as well as North Carolina. Roberta loved her patients as she did her students, and received much love in return.

After retirement her interests became bridge, gardening, spending time with her good friend and companion Denny White, her family, and old school friends.



Larry Canada

February 10, 1948 - January 5, 2022

Team JOEY program manager Kelly Canada said goodbye to her father-in-law, Larry Canada, in 2022. Larry and his wife Bobbi were married for 53 years. Together, they had two sons, Jud and Zach, Kelly's husband. One of the greatest joys of Larry's life was being called "Papaw Larry" by his six grandchildren.

Larry grew up in the small town of Bainbridge, Ind. His greatest personal highlight was when the Bainbridge Pointers basketball team reached Semi-State in 1966. After graduating from Indiana University, he worked multiple jobs in the medical field before he took a leap of faith and became a successful entrepreneur.

His crowning professional achievement was starting his own business, Healthcare Products Delivery. For the better part of the last 25 years, his two sons worked alongside him to build and grow a successful company.

Larry's success allowed him to live a life centered around his generous spirit, changing the lives of so many people around him. This was his legacy, and it will continue to live on through his family and those who knew him best.



Why Heroes?

"Being a lifelong Hoosier, supporting **Indiana-based organizations** has always been important to me, and the Heroes Foundation is no exception. The work they're doing to impact cancer research, awareness and resources for thousands of Hoosiers is extraordinary."

— Stephanie Pemberton, Vice President of Marketing for the Indianapolis Colts, Summits Podcast Guest, An Evening With Heroes Keynote Speaker

2021 Summit Partners

Heroes Foundation Summit Partners provide critical support to our organization throughout the entire year. These corporate partners are engaged in the Heroes Foundation in various ways and were represented at all five of our 2021 fundraising events.

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- WestPoint Financial Group - Vince Saul

► Team Heroes Sponsors

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Statement of Activities

FOR THE YEAR ENDED DECEMBER 31, 2021

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	Endowment	Total
Contributions	\$ 56,699	\$ 30,000	\$ 86,699
Fundraising events, net of direct costs	426,913	-0-	426,913
Sales	2,649	-0-	2,649
Investment income	140,397	80,008	220,405
Total support and revenue	626,658	110,008	736,666
EXPENSES			
Grants and Program Services	213,021	-0-	213,021
Management and General	132,589	-0-	132,589
Total Expenses	345,610	-0-	345,610
CHANGE IN NET ASSETS	281,048	110,008	391,056
Net Assets, Beginning of Year	1,050,953	428,124	1,479,077
Net Assets, Dec. 31, 2021	\$ 1,332,001	\$ 538,132	\$ 1,870,133

PLEASE CONSIDER SUPPORTING THE HEROES FOUNDATION


- ▶ **Explore Partnership.** Download our Corporate Partnership Guide at heroesfoundation.org/partner-program 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/donate.
- ▶ **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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Our Team

STAFF



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



Cindy Todd
*Program and Event
Manager and Co-Founder*



Kelly Smith
Executive Director



Tara Holcomb
Marketing Coordinator



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



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



Why Heroes? "My husband and I were moved by how committed Cindy and Vince were to the Foundation. We decided that if we can give our time, talent and money to one cause, **it would be to Heroes**. Now someone we love has cancer, so the work is even more personal."

— Lori Wheeler, Long-Time Volunteer and Donor with Husband Seamus

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¹ Valle I, Tramalloni D, Bragazzi NL. Cancer prevention: state of the art and future prospects. *J Prev Med Hyg.* 2015;56(1):E21-E27. Published 2015 Jun 10.

² Signorelli GR, Lehocki F, Mora Fernández M, et al. A Research Roadmap: Connected Health as an Enabler of Cancer Patient Support. *J Med Internet Res.* 2019;21(10):e14360. Published 2019 Oct 29. doi:10.2196/14360

³ Brewster, MD, Annie. Stories Connect Us. Harvard Health Publishing, Harvard Medical School. Published July 21, 2021.



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