



Head for the Cure
Foundation™



2017
ANNUAL REPORT

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A Letter From HEAD FOR THE CURE

Dear Friends,

Our three-part mission to raise funds, awareness, and hope for the brain tumor community was never more present than in 2017. We achieved new milestones on virtually every measure, and we are thrilled to provide our Annual Report on what was an incredibly impactful 2017 for the Head for the Cure Foundation.

Thank you to the patients, families, friends, and our community of supporters who make our work so meaningful.

Since 2003, our 5K run/walk events have been our signature fundraising and hope-raising programs across our Foundation, with nearly 15,000 participants joining us in 20 cities in 2017. Clearly, HFTC event participation fuels the energy and engagement that drives our foundation forward.

What's more, Head for the Cure implemented a record number of third-party fundraising events and programs in 2017, raising more than \$210,000. One of these extraordinary events, the Herbish Spring Fundraiser in Midland, TX, is highlighted in this report. We also continue to be grateful to the hundreds of families who have turned their grief into action by establishing Memorials to celebrate the lives of loved ones they have lost to a brain tumor.

Head for the Cure supported several research programs from funds raised during our 2017 5K events. Our partner, the Brain Tumor Trials Collaborative (BTTC), through the National Institutes of Health (NIH), received \$500,000. This network of top cancer centers has received more than \$4.5 million in HFTC grants since 2007 to fund investigations into new brain tumor treatments. In addition in 2017, we made 22 other grants totaling over \$400,000 to brain cancer clinics and advocacy groups nationwide.

In an effort to actively support the 200,000 people every year diagnosed with a brain tumor, we're expanding our Brains for the Cure patient experience portal. We're excited to share those plans in this report.

Thank you for taking time to read the interesting stories of engagement and hope from the Head for the Cure community. And thank you for your continued support and encouragement. **Together we can defeat brain cancer step by step.**

Sincerely,

Matt Anthony

President, Head for the Cure Foundation

Jenna Heilman

Executive Director, Head for the Cure Foundation



2017 IN PICTURES



TABLE OF CONTENTS

Financials	4
Event Summary	5
Herbish Fundraisers	6
Brains for the Cure	7
Celebrating our 15th Year	8-9
Stories from Head for the Cure	10
Looking Ahead	11
Donors	12-13



Head for the Cure
Foundation™

2016-2017 FINANCIALS

Revenue	2016*	2017
Donations/contributions	\$1,041,022	\$1,152,938
Event Revenue	\$470,373	\$431,946
Sponsorship Revenue	\$301,372	\$305,759
Merchandise Income & Other	\$13,623	\$18,371
Total Revenue	\$1,826,390	\$1,909,014
Fundraising Expenses		
HFTC Event Expenses	\$746,843	\$724,869
Cost of Merchandise & Other	\$7,623	\$10,610
Net Revenue	1,071,924	\$1,173,535
General & Administrative		
Fundraising/G&A Staff Costs	\$64,110	\$67,648
Business Expenses	\$40,117	\$48,691
Office Expenses	\$11,513	\$15,802
Professional Services	\$40,252	\$52,644
Building/Rent	\$19,991	\$38,661
G&A/Fundraising Costs	\$175,983	\$223,446
Grants & Program Expenses		
BTTTC Grant	\$550,876	\$508,346
Local Beneficiary Grants	\$406,582	\$455,250
Brains for the Cure Program	\$102,520	\$4,325
Staff Program Implementation	\$160,945	\$191,886
Total Grants/Programs	\$1,220,923	\$1,159,807

*2016 financials have been updated from the 2016 annual report.

EVENT SUMMARY

Event Date	Event Name	Participants	Total Raised
2/25/17	Charleston	298	\$23,547.00
3/11/17	El Paso	312	\$13,198.00
3/19/17	Central Texas	1012	\$122,670.52
4/15/17	Bike Ride KC	297	\$23,410.43
4/23/17	Mid-Mo	222	\$25,299.50
4/30/17	NC Triangle	216	\$18,500.96
5/6/17	North Texas	1602	\$143,497.07
5/21/17	Des Moines	250	\$22,526.00
6/17/17	Wichita	291	\$17,986.00
7/9/17	Seattle	484	\$49,804.32
7/22/17	St. Louis	847	\$72,623.54
7/29/17	Omaha	447	\$38,114.61
8/12/17	Jackson	227	\$18,235.00
8/27/17	Kansas City	4226	\$458,062.84
9/12/17	New York	87	\$5,978.00
9/16/17	Detroit	841	\$83,415.87
9/23/17	San Antonio	1268	\$94,980.11
10/7/17	Cleveland	633	\$76,121.11
10/14/17	Houston	677	\$115,258.83
10/28/17	Chicago	462	\$61,529.45
TOTAL		14,699	\$1,484,759.16

FUNDRAISING

Other Fundraising

Source

National Sponsorship	\$52,000.00
Get Real Leadership	\$57,324.00
Memorials	\$42,960.00
General Donations	\$13,554.00
Merchandise	\$17,707.00
3rd Party Events	\$214,603.00
Giving Tuesday	\$8,595.00
Year End Appeal	\$24,565.00
Total	\$431,308.00

Herbish Fundraisers

While battling a glioblastoma in 2016, Herb Ware and his wife Lezlye [Midland, TX] decided to turn their journey into a mission to fight brain cancer. When, Herb passed away in April 2016, Lezlye continued their desire to raise funds in support of brain cancer research by planning two events hosted in 2017: Herbish Spring Fundraiser and the Herbish Golf Tournament in the fall.

The spring event focused on a live and silent auction featuring artwork from Barry Thomas, a personal friend of the Wares. The golf tournament showcased Herb's passion for golfing. They quickly sold out of their team spots and included various contests at each hole to raise additional funds. At each event, they not only honored Herb but others in the Midland area who had passed away from brain cancer. The response to the events humbled Lezlye, who says she was overwhelmed by the "generosity of Midlanders, friends and supporters and their wonderful donations." All in all, the Herbish events raised more than \$210,000 total benefiting MD Anderson Cancer Center and Head for the Cure.

One of the many highlights from these two events for Lezlye was the feeling of having such overwhelming support at one time. She even received a standing ovation after she shared her story.

Lezlye is not a fundraising professional and had never organized anything like this. She approached other event planners and development professionals to learn the ins and outs of hosting a fundraising event. To her, she simply did what she thought Herb would want. To others who wonder if they could organize a fundraiser, she said, "if you have a heart to do it - do it."



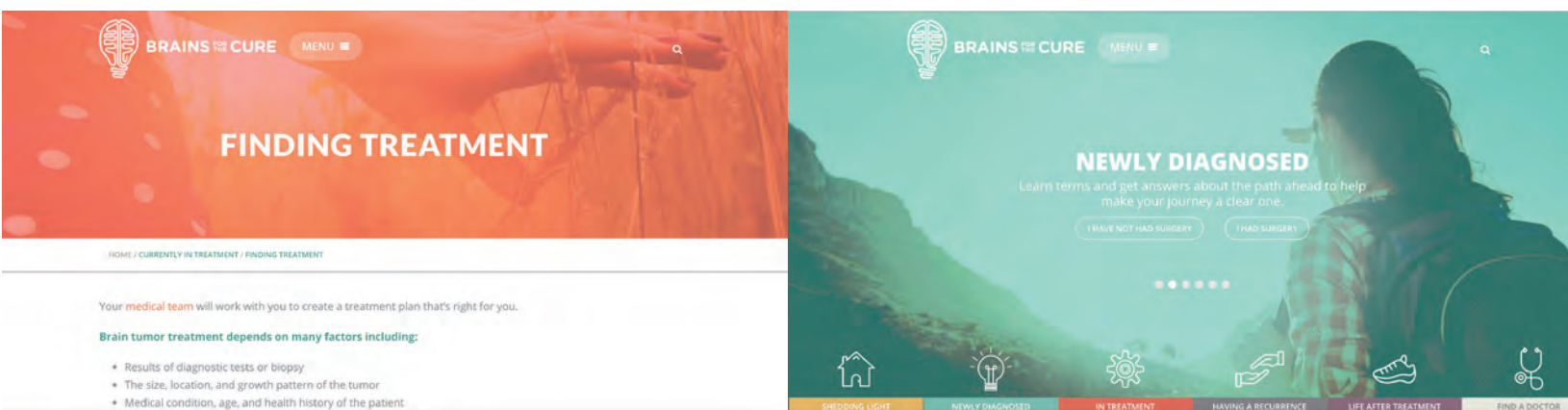
BRAINS FOR THE CURE

In April 2017, we launched our first program built specifically for patients and caregivers: Brains for the Cure—an online navigator to help them understand, manage, and cope with all the twists and turns of a brain tumor diagnosis. The doctors of the BTTC, who’ve seen or used the site since its launch, have responded enthusiastically, and many have signed on to help guide the site into the future.

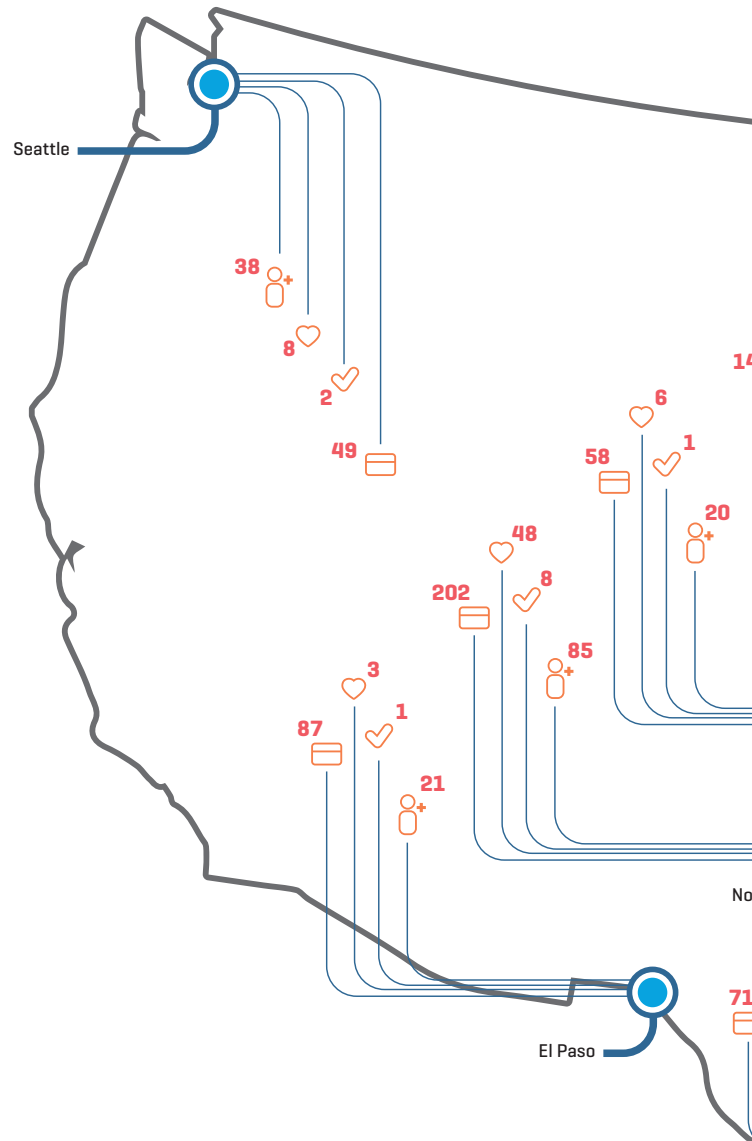
More importantly, patients and caregivers tell us that the site helps them in ways that no other resource does. When there’s nobody to turn to and everything feels overwhelming, Brains for the Cure offers a level of understanding that meets them exactly where they are and helps them find a useful forward step to take, whatever their situation.

We’re investing in the future of Brains for the Cure. We’re developing new features for the site to fuel its evolution into a constantly-updating publication. Along the way, we’re making it easier to find from web searches (so people who’ve never heard of us can still get the answers they need when they need them), easier to use from mobile devices, and more current with the latest medical advances in brain tumor treatment.

To explore this tool, visit www.brainsforthecure.org.



CELEBRATING OUR 15TH YEAR!



TOTALS

				KEEPING THE FAITH AWARDS	MEMORIALS
TEAMS	SURVIVORS	VOLUNTEERS	SPONSORS	61	53
838	306	1634	112		

STORIES FROM HEAD FOR THE CURE

Angela Merckle

Four years ago, Angela Merckle was a young mom and runner living in Omaha, Nebraska, when she started experiencing seizures and lightheadedness. After receiving concerning MRI results, she spent her 30th birthday having brain surgery. A biopsy confirmed a diagnosis of brain cancer. Her doctors told her that she wouldn't be able to run anymore because of too many balance issues.

To this and every obstacle she faces, Angela declared, CHALLENGE ACCEPTED.

"There are people going through more struggles—but for me, at least I can still run. They told me I couldn't. And there were times that I fell. But I laughed and I got up. I put one foot in front of the other, and I think of it like a challenge," Angela said.

Just five months after her surgery, Angela ran in her first Head for the Cure 5K, and she's returned every year since. For her, involvement with Head for the Cure is an opportunity to connect with other survivors, and is a place for everyone to come together like a family.

For Angela, sharing her story is both a joy and a duty, because "there are people coming behind us and they need answers." Angela still works full time to support herself and her 5-year-old son Connor. She moved to Orlando this year to be closer to family. She's hoping she may find a way to work a little less and maybe do some bucket list travel with her son. But for now, she's taking on the challenge of fighting brain cancer. All the while, she's supporting the brain cancer community by making connections with people, enjoying every special moment, giving back, and "making as much laughter out of it as you can."

People like Angela are why this fight matters so much. She's contributing to the community with her time, her energy, her story, and most of all her unstoppable fighting attitude.

Gilmore Girls Fan Fest

Fans of the Gilmore Girls show fondly remember Edward Herrmann as Richard, the generous patriarch of the Gilmore clan. To those closest to him, he was not only a brilliant, creative actor, but also a family man who was taken too soon by glioblastoma on December 31, 2014.

Fast forward to 2017—and Head for the Cure supporter (and Gilmore Girls superfan) Jennie Whitaker organized the second annual festival for fans, by fans of the show. Jennie was busy recreating the show's (fictional) setting of Stars Hollow in the real town of Kent, CT, when she saw the opportunity to bring together two of the things about which she cared deeply, Gilmore Girls and brain tumor research. Jennie added a running event and a prop auction to the festival, encouraged fans to dress in costume as their favorite characters, and invited the Herrmann family to participate. And that's how the Gilmore Girls Fan Fest ended up hosting the Edward Herrmann Memorial Run, benefiting Head for the Cure.

We love seeing the creativity and passion our supporters pour into the fight against brain cancer, all the way from Texas to "Stars Hollow." The next Edward Herrmann Memorial Run is planned for the Gilmore Girls Fan Fest on October 19-21, 2018. Funds will benefit HFTC.

GILMORE GIRLS TM & © 2018 Warner Bros. Entertainment Inc. All rights reserved.

Bringing a Fundraiser to Your Community

There are many ways to bring the fight against brain cancer to your community.

Chase and Jennifer Lively's family hosted "Santa's Stop at Wylie Junction," where supporters could purchase photos with Santa Claus, bid on silent auction items, and donate to a raffle for grand prizes. They raised more than \$17,000. Two young girls, Tatum and Megan Dempsey, created and sold "boxes of joy" in her grandparent's neighborhood and raised \$44.

Whether it is big or small, every effort of raising funds, awareness and hope for the brain tumor community will help us defeat brain cancer step by step. If you have an idea you would like to discuss, please contact Head for the Cure.



LOOKING AHEAD...

Head for the Cure has been incredibly honored to raise funds, awareness and hope for the brain tumor community across the nation for the past 15 years. 2017 has been nothing short of amazing. We've increased our reach to engage more patients, survivors, caregivers and supporters well beyond our local communities hosting 5K events.

New Website

We're excited that we will launch a new look and feel to www.headforthecure.org. Our goals are to allow users to better navigate through the site, represent all of the opportunities to support brain cancer research, provide resources to those in need and celebrate each milestone's success. Stay tuned as we are still finalizing the specific launch date.



Grassroots Fundraising Near You

This year more than ever, we are focusing on how Head for the Cure can reach those areas that may not host a 5K event. Many people have contacted us wanting to get involved in the fight against brain cancer. Head for the Cure will help provide tools, brainstorming ideas, and support for those who would like to bring grassroots fundraising efforts to their local community.

Our Staff

The small but mighty Head for the Cure staff continues to work hard as we grow and expand to support our mission. In doing so, we have created new positions and reorganized the current staff in order to better serve our community. We're excited where this will lead us as we work together to defeat brain cancer step by step.

As always, we are here to support you and help in any way possible. Feel free to reach out to us at any time.



Pictured Left to Right
Top: Jenna Heilman, Brian Orrick, Ivan Garnica, Matt Anthony, Sheerin Fathizadeh
Sitting: Katie Survillo, Freda Schroeder, Cheryl Galloway, Kailyn Kordonowy
Not Picture: Cindy Tsutsumi and Steve Hirschorn

THANK YOU TO EVERY ONE OF OUR 2017 DONORS

In addition, we recognize all our teams and their captains. Teams are the heart, soul, and body of Head for the Cure, bringing out the bulk of our participants and 80% of our event proceeds. Thank you to everyone who was a part of a team. Visit your city's page on headforthecure.org to see all the teams who sustain our mission.

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