



Head for the Cure
Foundation™



THANK YOU 2016 SUPPORTERS



HEAD FOR
THE CURE
5K RUN/WALK



A LETTER FROM THE CHAIRMAN

Dear Friends,

Wow, what a year! 2016 was Head for the Cure's biggest, busiest, and most impactful yet.

As we reflect on where we've been, we see many reasons for celebration and hope, and lots of work ahead. But for a moment, we look back on the year and thank the families, friends and this incredible community of supporters who make everything we do possible.

Our core 5K run/walk program is stronger than ever. Over 18,000 participants joined us in 18 cities. Event participation drives the passion, energy, and funds that push our movement forward. That's why we plan to return to every 2016 city next year, along with four expansions including Charleston and El Paso—for a total of 22 HFTC cities in 2017.

We supported research in 2016 with over \$1.1 million in grants and program funding. Our scientific partner, the Brain Tumor Trials Collaborative (BTTC) received \$550,000 this year thanks to this community's efforts. This network of top brain cancer centers has used our nearly \$4 million in grants since 2006 to fund investigations into new brain tumor treatments through major clinical trials. In addition, we made 23 other grants in 2016 totaling over \$475,000 to brain cancer clinics and advocacy groups nationwide.

More than 200,000 people every year receive a diagnosis of primary or metastatic brain cancer. We're expanding how we support these people with a major new direct-impact program. Brains for the CURE is an online resource that will help patients navigate the treatment journey and find access to the best care. We worked with the BTTC to design and build an up-to-date, scientifically accurate, and patient-centered toolkit that will make an immediate difference to patients and caregivers throughout the country.

Your support makes all these advances possible. Please consider making an additional donation in the new year. To make your tax-deductible gift, please visit headfortheCure.org or mail a check to Head for the Cure Foundation, 2020 Baltimore, Ste. 201, Kansas City, MO 64108. Together we can defeat brain cancer step by step.

Sincerely,

Matt Anthony
Chairman
Head for the Cure Foundation

Head for the Cure Foundation™



2015-2016 Financials

Revenue	2015	2016
Donations/contributions	\$959,987	\$1,042,593
Event Revenue	\$401,212	\$424,013
Sponsorship Revenue	\$285,220	\$345,071
Merchandise Income & Other	\$10,953	\$21,345
Total Revenue	\$1,657,372	\$1,833,022
Fundraising Expenses		
HFTC Event Expenses	\$443,357	\$534,481
Cost of Merchandise & Other	\$2,076	\$3,381
Net Revenue	\$1,211,939	\$1,295,160
General and Administration		
Fundraising/G&A Staff Costs	\$145,560	\$174,658
Business Expenses	\$11,730	\$10,694
Office Expenses	\$10,733	\$10,733
Professional Services	\$36,202	\$36,202
Building/Rent	\$18,365	\$18,365
G&A/Fundraising Costs	\$222,590	\$250,652
Grants and Program Expenses		
BTTC Grant - April 2016	\$500,000	\$300,000
Local Beneficiary Grants	\$265,000	\$404,850
Brains for the Cure Program	\$56,000	\$102,758
Staff Program Implementation	\$102,540	\$116,439
BTTC Grant - December 2016	\$0	\$250,000
TOTAL 2016 GRANTS/PROGRAMS	\$923,540	\$1,174,047

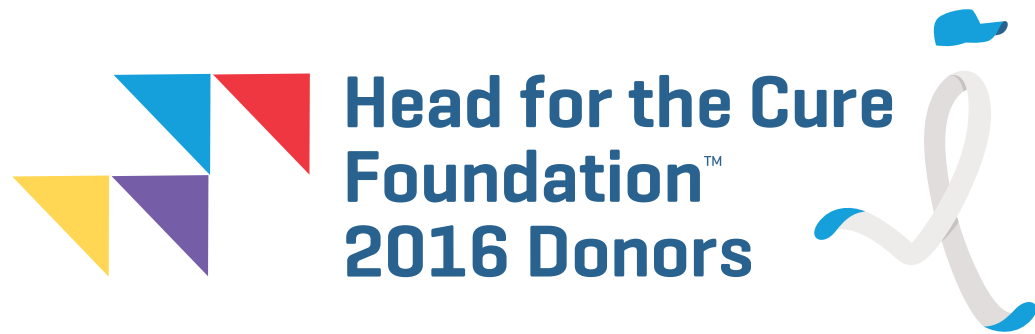
The Head for the Cure Foundation achieved record fundraising levels in 2016. And even more importantly, we grew our funding of grants and programs by 23% — reaching a milestone of over \$1 million in the year going to these grants. As more of our well-established markets reach maturity, we're focused on team engagement and sponsor growth, as well as some new fundraising avenues, so we can continue to meet ambitious growth targets and make meaningful contributions to the fight against brain cancer.

Event Summary 2016

DATE	EVENT	PARTICIPANTS	AMOUNT RAISED
04/02/16	Central Texas	1469	\$190,764
04/24/16	Mid-Missouri	215	\$13,886
05/07/16	North Texas	1948	\$170,988
05/15/16	Des Moines	327	\$31,004
06/04/16	Wichita	331	\$20,801
07/10/16	Seattle	482	\$65,158
07/16/16	North Carolina	307	\$12,383
07/23/16	St. Louis	1192	\$96,667
07/23/16	Chicago	318	\$54,590
07/30/16	Omaha	480	\$36,557
08/13/16	Jackson	309	\$25,438
08/28/16	Kansas City	4624	\$531,958
09/14/16	New York	298	\$25,965
09/17/16	Detroit	715	\$86,470
09/24/16	San Antonio	1125	\$100,640
10/01/16	Tulsa	223	\$11,486
10/08/16	Houston	718	\$115,943
10/16/16	Cleveland	277	\$25,407
TOTAL		15385	\$1,616,104

Other Fundraising

SOURCE	AMOUNT RAISED
National Sponsorship	\$40,000
Get Real Leadership	\$76,324
Memorials	\$47,323
General Donations	\$8,657
Merchandise	\$12,388
Third Party Events	\$32,226
TOTAL	\$216,918
GRAND TOTAL	\$1,833,022



Head for the Cure Foundation™ 2016 Donors

\$10,000 +

Matt & Ann Anthony
Kris & Harry Campbell
Colgate
Dex Media Employee Fundraiser
Friends of Fred, Inc.

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First United Methodist Church
Irma Fritz
Holmes Murphy & Associates
Katherine Klumpyan
KU Cancer Center

Legacy Development, LLC
McAllister Capital Mgmt.
Buddy & Debbie McFadden
MD Anderson Cancer Center
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Al Ferrer
FIT Muscle & Joint Clinic
Francor, LLC
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Gentiva Hospice
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Ted Godawski
Ann Goettman
Elizabeth Gourley
David Greeson
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John Zweig

Thank you to every one of our 2016 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.

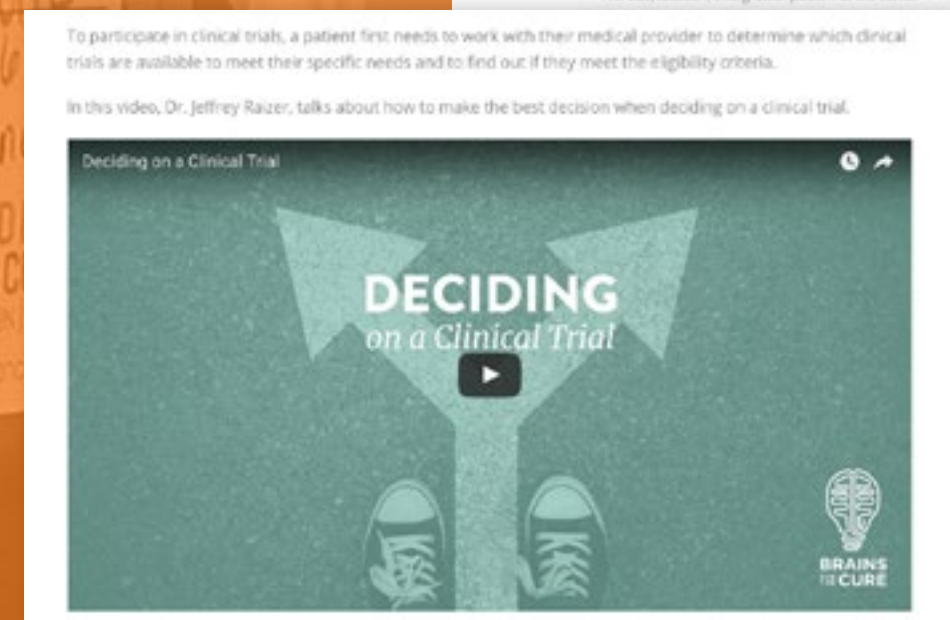
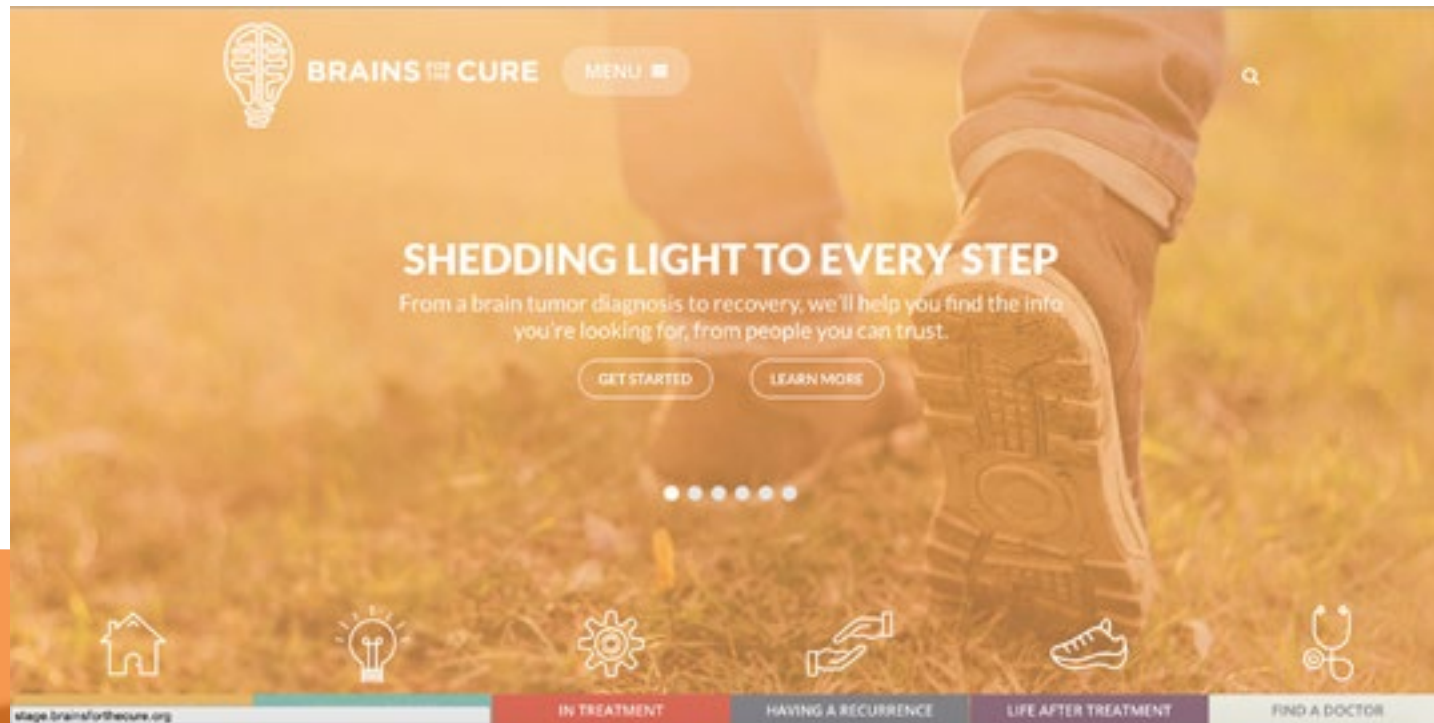
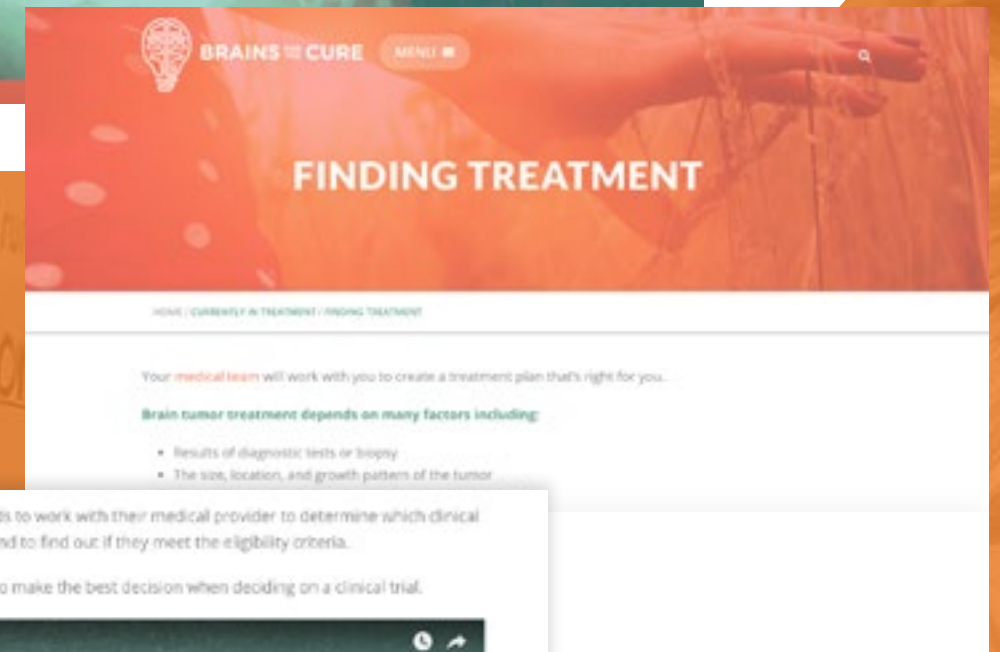
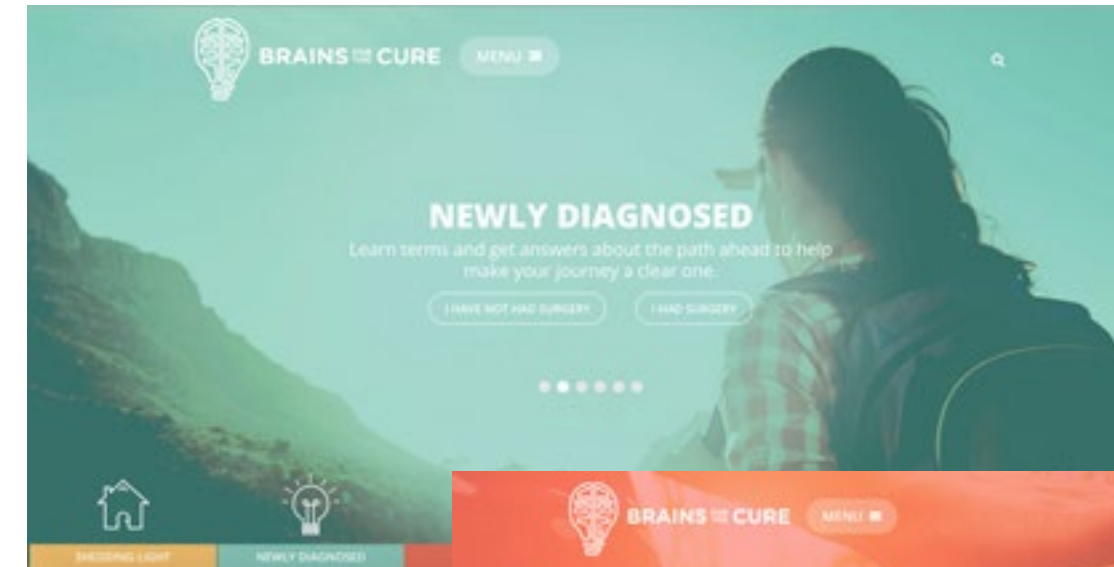


BRAINS FOR THE CURE

Living with brain cancer can be difficult, finding answers shouldn't be.

The Head for the Cure Foundation is excited to announce the launch of its newest program, Brains for the CURE [Creating Unified Research and Education]. From a tumor diagnosis to cancer recovery, Brains for the CURE will help patients and caregivers navigate their treatment journey. This online service will help users explore and understand potential treatment options, and ultimately help them find their way to best-in-the-country treatment centers wherever they happen to live. Along the way, Brains for the CURE will empower patients by providing the information to understand their diagnosis and the steps they might take. Brains for the CURE reflects the seriousness of the disease, but also offers a pathway toward real hope in the form of top-quality treatment.

To explore this new program, visit www.brainsforthecure.org.



Team Fundraising – “For Pete’s Sake,” Houston, TX

Pete and his team raised over \$47,000, making them our largest fundraising team in the history of Head For The Cure! Thank you, For Pete’s Sake and all our teams for the energy you bring to HFTC and the money you raise for research!



Team Participation – “Team Little Owl,” Kansas City, MO

Our biggest team by participants for the second year in a row, Team Little Owl broke its own record by bringing out 360 supporters in 2016. These supporters remember young Allie Fisher, who died of a rare gliomatosis tumor in 2013, when she was only three years old. Team Little Owl supports pediatric brain cancer research through our friends at the Children’s Brain Tumor Project, at Weill Cornell Cancer Center. They can be found at www.TeamLittleOwl.org.



Individual Fundraising – Harry Campbell, Kansas City, MO

Over the past three years, Harry Campbell has personally raised over \$250,000 for Head for the Cure through his book and speaking series, Get Real Leadership and Get Real Culture – making him the biggest individual fundraiser in our history. Harry travels the country to share his program with companies and organizations, with 100% of proceeds benefiting HFTC! Harry and wife Kris Campbell, an astrocytoma survivor, are familiar faces at Head for the Cure events. In addition to Harry’s Get Real efforts, Team Kris Campbell has raised more than \$300,000 for HFTC over the last ten years. We are so grateful to Harry and Kris for this tireless work and inspiring generosity. Information about Get Real Leadership books and speeches can be found at www.HarrySCampbell.com.



Looking Ahead

Head for the Cure has grown consistently for 14 years. In 2016 we achieved higher revenue, larger grant payouts, more participants, donors, and sponsor relationships, than ever. Heading into 2017, we plan to bring Head for the Cure to 22 markets, with a goal of raising more than \$2 million for brain cancer research.

Celebrating 15 Years: 2017 marks 15 years since Head for the Cure kicked off our first event in Kansas City. That inaugural event raised \$22,000. The most recent Kansas City event raised over \$485,000! #HFTC15Years!

Year of Engagement: We’ve dedicated 2017 to making a focused effort to reach out to more teams, hear more ideas, and collaborate better to make this year our best yet.

We’re Moving: Our foundation’s offices will be relocating this spring to our very own space in the heart of Kansas City’s historic crossroads district. This gives us ample workspace for our staff and storage for our event materials. We say thanks and farewell to VML, who provided us our office space since our start in 2003.

We look forward to another year working together with the community to bring awareness and funding for brain cancer research. Find events and programs at www.headforthecure.org or join us on social media for the latest information and ways to get involved.

Head for the Cure Staff



Front Row [L-R]: Kailyn Kordonowy, Courtney Gray, Matt Anthony, Freda Schroeder, Cheryl Galloway
Back Row [L-R]: Molly Moody, Ashle Connelly, Kari Tripses, Brian Orrick, Cindy Tsutsumi



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Head for the Cure thanks our generous 2016 sponsors and all of our supporters



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 **V M L**



Head for the Cure
Foundation™

2020 Baltimore, Suite 201
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*Together we can defeat
brain cancer step-by-step.*