



be a hero.

help cure cancer, one child at a time.



THE CURE STARTS NOW FOUNDATION
www.thecurestartsnow.org

FROM THE DIRECTOR

Reaching Milestones

As we near the end of 2013 and have reached the monumental accomplishment of helping to fund over \$2 million in research, I'm amazed at how far we've come, yet know how far we have yet to travel. I am filled with such pride for what a few parents with drive and passion can accomplish. I am overwhelmed by how much of an inspiration these children have become to millions of people. I am also grateful to the legions of supporters for making our dream into a reality. Research for many cancers have been grossly lacking due to the absence of funds from foundations such as ours who are willing to take a chance on a new investigator, explore a new path in research or test a theory that is promising. The Cure Starts Now represents the innovation and vision necessary to bring research soaring forward. And in the end, it is through your unwavering support that we continue to do great work.



JoJo Tapp, Gracie Tapp, and Giselle Guilmette (also pictured in the cover photo in 2012) returned for our annual "Ballerina for a Day" event in 2013.

Curing the Soul

As important as funding research is to the mission of The Cure Starts Now, as an organization run by families affected by cancer, we also understand that feeding the soul is just as important to patient's recovery

and ability to continue to fight. After nearly two years of the Monkey in My Chair program completed, the popularity and necessity of the program resonates through each teacher, hospital and family on the program. The overwhelming praise has carried internationally and we are currently working with several foundations and organizations to take our monkeys worldwide to Australia, England and Canada. The monkeys are currently obtaining their visas and packing their bags for this new adventure.

Generating Smiles

In 2012, our patient support extended beyond monkeys with our first annual Cincinnati Ballet Day for Oncology Patients. Children battling cancer and their siblings were able to forget the trials of their chemotherapy and endless doctor visits and escape into the beautiful world of Alice in Wonderland. This pilot program for The Cure Starts Now welcomed 25 little girls to dance with prima ballerinas, see costumes up close, get their makeup professionally done and even make their own tutus (see picture above). Due to the remarkable success and thanks to our tremendous sponsor in the Cincinnati Ballet, we will be looking to continue to offer opportunities such as this in other cities.

From all of the families of The Cure Starts Now, we thank you 2 million times over for your confidence in our efforts and your devotion to our mission to find the homerun cure for cancer, one child at a time.

[Signature]
Co-Founder / Executive Director
with her late daughter, Elena



2013
Progress &
2012 Annual Report

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Learn how one company and foundation is truly making a difference in the fight against cancer.

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Amazing Inspiration

Being diagnosed with DIPG at 23, Brendan Kelley is using his diagnosis as a gift.

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Finding the Cure

Dozens of top researchers and foundations come together to discuss the "homerun" cure.

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Inspired Giving

2012 Top Individual Donors*

Donors \$25,000+

Graeter's Manufacturing
Hyde Park Blast
Chiquita Brands, Inc.
The Cure Starts Now Australia

Donors \$10,000-\$24,999

The Cure Starts Now Australia
Love, Chloe Foundation
Jeffrey Thomas Hayden Foundation
Mrs. Terry Segerberg
Reflections of Grace
Jeff Gordon Children's Foundation
Ronald McDonald House Charities of Mobile
Capital Group Companies
The Lanxess Foundation, Inc.
Smiles for Sophie Forever
Hogs for the Cause
Mr. & Mrs. Bruce Axmacher
The Desserich Family

Donors \$5,000-\$9,999

Don Beyer Volvo
Gold Star Chili
Mr. & Mrs. Tim Hayden
Mr. Gary Rutledge
JPMorgan Chase
State Street Bank
Cincinnati Children's Hospital Medical Center
Starbucks Coffee Company
The Max Lacewell Charitable Foundation
The Bank of New York Mellon
The CSI Companies, Inc.
Soar with Grace
Wellpoint, Inc.
Pray Hope Believe Foundation

Donors \$2,500-\$4,999

Mr. Donovan Weldon
Brew Ha Ha Cincinnati LLC
Mr. & Mrs. Andrew Tracy
Mr. & Mrs. Peter Folberth
Tedesco LLC dba Graeter's
Mr. & Mrs. Bryan Towne
Cavalier Distributing
Mr. Josh Lorentz

Ms. Carley Smith
Mr. & Mrs. Jay Fuller
Mr. David Jones
Brinkley Chandler Benefit Fund
Mr. Doug Patterson
Railhouse at the Iron Horse Inn
Ms. Amy Gockerman
Mr. & Mrs. Ryan Rybolt
Sunny Delight
Dewey's Pizza
Mr. & Mrs. Chad Arnold
Hawk Gunning Club
Stock Yards Bank & Trust
Rite Track
South Mountain American Legion Post 674
Raymond James & Associates, Inc
Mr. & Mrs. Stefano Dukcevic
Mr. & Mrs. David Pritchett
MTX Welath Management, LLC.

Donors \$1,000-\$2,499

Ohio Valley Wine & Beer Co.
Mr. Joe Kersey
Mr. Pete Reed
Ms. Kathy Taylor
Dr. & Mrs. Gavin Baumgardner
Dr. John Perentesis
Mr. David Jones
Cors & Bassett
Ms. Janice Willenbrink
McHenry County FCU
Ms. Angie Byerly
Stagnaro Distributing, LLC.
FDH Engineering
Mr. & Mrs. Mark Thornton
Ms. Marjorie Miller
Mr. Damian Sells
Rainbow Station at Virginia Beach
Dr. & Mrs. Trent Hummel
Harvard Pilgrim Health Care
Continental Capital Management
Ms. Trish Trangenstein
Mr. Chris Latta
Mr. & Mrs. Michael Rohrkemper
Beachwood Board of Education
Ms. Mona Mansour
Bank of America
Cavanaugh Nelson PLC
C&F Bank
Mr. & Mrs. Kevin Larkin
Mr. & Mrs. Dan Rush
Mr. & Mrs. Zac Huish
E Kinker & Co

IRA

Did You Know?

Donors who are 70.5 years old are able to redirect their IRA minimum distribution to a qualified charity such as The Cure Starts Now until 12/31/13. Contact us at info@thecurestartsnow.org to learn more.

Mr. & Mrs. Brad Fielden
Mr. Marc Gerwel
Ms. Diane Gulizia
Ms. Betsy Weiner
Ms. Jackie Harrison
Revy Social Committee
Ms. Carrie Lindley
Ms. Suzanne Matunis
Home State Bank
Mr. Steve Hanlin
Wyoming City Schools
Ms. Tresa Pasam
Plante Moran PLLC
Mr. & Mrs. John Mattes
Scratch Cupcakery LLC.

*Categories are determined by the net value of gifts received.

Not Just Another Cancer Charity

It all started with a girl named Elena Desserich. Diagnosed with diffuse intrinsic pontine glioma at the age of 5, she inspired thousands of people nationwide through her notes of love, hidden around her house that her parents would find after her passing. In time her story would be told in a bestselling book titled "Notes Left Behind", benefiting The Cure Starts Now Foundation. Her artwork today serves as our logo and our inspiration to the fight we carry on in her name and for other children in over 25 locations worldwide.

The Cure Starts Now is not just another cancer charity. Instead we are dedicated to the "homerun cure" for cancer, believing that we can reach THE cure by focusing on the science of cancer and developing innovative strategies rather than simply fighting cancer by the numbers. And by focusing on those cancers that experts believe will lead us to entirely new treatment strategies, we may finally win the war against cancer rather than to simply fight it.

What started with just one child now becomes the mission of people worldwide. The fight begins today and The Cure Starts Now.



THE "HOMERUN" CURE

"What The Cure Starts Now funds and particularly looks for are new ways to circumvent and to attack the tumors at its weakest point."

John P. Perentesis, Cincinnati Children's Hospital Medical Center – Director of Oncology

Partnering for a Cure

Displays of Affection

Abstract Displays, an award winning designer and producer of dimensional solutions for trade show and face-to-face sales, marketing and corporate events, has been a phenomenal partner of The Cure Starts Now since 2008.



Carla Eng accepting the "Hero of the Year" award at The Cure Starts Now's 2012 Once in a Lifetime Gala.

The wife and husband team of Carla and Michael Eng opened Abstract Displays in December of 2000. Starting as a home based business, the company has flourished purchasing its own 40,000 square-foot facility in Blue Ash.

Not only have they helped make The Cure Starts Now's annual Once in a Lifetime Gala a visual success, they have gone above and beyond to help children battling cancer.

Carla Eng first learned about the Desserichs' story when she saw their interview on Good Morning America. She later connected with

the Chairman of the Board of Directors, Keith Desserich, through his business, Restoraaid.

"At that time I had not met Keith or Brooke. I was looking for someone to remodel my kitchen and Restoraaid was the company referred to me, so Keith came out and we started talking and then I realized the connection between the TV story and Keith's story," said Carla.

The Eng's community support through volunteerism has become part of the company's culture. The couple believes that if you're blessed with good fortune, you have a responsibility to give back to others.

At The Cure Starts Now's annual "Once in a Lifetime Gala & Auction", Carla and Mike Eng won the Nutcracker wish at the Cincinnati Ballet. The wish consisted of a backstage tour, private performance and a meet and greet with dancers in the Nutcracker. Since their children were grown, the Eng's felt it would be best to donate the wish to an oncology patient at Cincinnati Children's Hospital. Each year thereafter, the Eng's passionately outbid everyone to be able to provide the experience to a child. Since then, the Cincinnati Ballet has made it a tradition to invite all oncology patients to become a ballerina for a day.

"The Eng's have made three little girls dreams come true by having them go behind the scenes at the Cincinnati Ballet," said Brooke Desserich, Executive Director of The Cure Starts Now. "Because of their extraordinary generosity, they were able to dance with their heroes and forget about the difficult battle they were fighting, if only for a minute."

Each year at the Once in a Lifetime Gala The Cure Starts Now presents a Hero of the Year award. This award is presented to individuals who exhibit dedication to the cause, interest in advancing The Cure Starts Now and a devotion to helping children battling cancer. In 2012, the Hero of the Year award was presented to Michael and Carla Eng of Abstract Displays for their unwavering support and compassion for children battling cancer.

Carla and Michael continue to be dedicated supporters of The Cure Starts Now. Being a cancer survivor herself, Carla knows how important the research is to finding a cure for all cancers.

"I also made a deal with God that if he let me survive, I would work with children with cancer...divine intervention," said Carla.



Carla Eng enjoying a day at the Cincinnati Ballet with a very special oncology patient.

Partnering Foundations Making A Difference

Several years ago, Tim Hayden, President of **The Jeffrey Thomas Hayden Foundation (JTHF)**, met with Keith Desserich, Chairman and Co-Founder of The Cure Starts Now (CSN), to discuss the "homerun" strategy.

Tim also lost his son, Jeffrey, to brain cancer in 2004, and along with his wife Cindy, they started The Jeffrey Thomas Hayden Foundation in his name. Tim was also on a mission to cure this disease and was "all ears" during the conversation.

"I declared to Keith that JTHF was "all in" to help make this happen and a series of events unfolded that have led to the creation of a collaboration that is starting to attract real attention in the medical community", Tim said.

That collaboration is the International DIPG Collaborative. Recently, through the collaborative efforts of The Cure Starts Now, JTHF, Cincinnati Children's Hospital Medical Center and dozens of leading institutions, foundations and doctors from around the world the first database dedicated to fighting DIPG is now a reality.

The name of the program is the "DIPG Registry". This registry is a collaborative effort by physicians and researchers from North America, Europe, and Australia. The goal of this effort is to support innovative research and ultimately find a cure for DIPG.

"JTHF and CSN share the same mission. By working together we can focus our fund raising efforts, better utilize our volunteers and reduce overhead and administrative costs", said Tim. "Working with The Cure Starts Now has been a pleasure and they should be proud of the first rate organization they have put together to honor Elena's legacy."



Tim and Cindy Hayden pictured with their son, Joe, on a family vacation in 2013.

A TEAM EFFORT



Race Against the Odds 5k Series

Started by the Washington DC Chapter of The Cure Starts Now in honor of their daughter Alexis Agin, Race Against the Odds has grown into a nationwide success. Each race honors the children who have battled cancer and those that continue to face that fight.



Once in a Lifetime Gala & Auction

The Once in a Lifetime Gala is the premiere fundraising event for the Ohio Chapter of The Cure Starts Now. This year's circus-themed gala saw 900 guests with special guest Nik Wallenda and raised over \$300,000 for pediatric brain cancer research in 2013.



On Course Fore A Cure

On Course Fore A Cure is the premiere fundraising event for the Virginia Chapter of The Cure Starts Now, held in memory of Morgan Pritchett. The 4th annual golf tournament reached a special milestone this year - raising \$90,000 in net proceeds, bringing its 4-year total to \$300,000!

MAKING A DIFFERENCE

"Working with all the amazing families and hospitals has been wonderful and to know that we are able to bring a little joy in a child's journey is priceless."

Heidi Feyerherm, Monkey in My Chair Administrator – The Cure Starts Now Foundation

Brendan's Battle

Although Brendan Kelley seems to be an abnormality, being diagnosed with DIPG at age 23, he is using his voice to speak for children who are unable to.

Brendan's story begins back in January 2013 right when he was to return to Ohio University for the spring semester of his fifth year. He had been experiencing vision troubles, but thought it was the result of a medication he had been taking.

Only when he woke up that following Tuesday did he realize how bad his eye sight really was. All within the span of a week, Brendan bounced from campus doctor, to psychiatrist, to finally an eye doctor. The optometrist recommended that he get an MRI to explain the Sixth Nerve Palsy which was causing his double vision.

The following Monday night upon arriving at OU, he had the first MRI of his life. The results of that MRI came in the next day and a week after first experiencing the double vision, he discovered he had a mass on his brain stem.

Under the direction of her cousin, Brendan's mother began looking for clinical trials as an option for another form of treatment. She was able to find two separate trials at Cincinnati Children's Hospital. However, Brendan didn't outright qualify for the trials because of his age. Although he couldn't be part of the trials, Brendan was put on a new oral chemotherapy to combat the cancer.

"I have to say though, it was the best thing that could have happened to me and my cancer treatment. The doctors, staff, people and environment of Children's has gone beyond anything I might have hoped for," Brendan said.

After another MRI and some further consultation from other doctors at the University of Cincinnati, his tumor was narrowed down further to a Pontine Glioma.

Cincinnati Children's Hospital was where Brendan got his final and most comprehensive diagnosis - a Diffuse Intrinsic Pontine Glioma (DIPG).

"This was my first time ever hearing the term and rightfully so because these types of tumors almost never showed up in teenagers let alone a 23-year-old adult," Brendan said.

DIPG is most common in pediatrics; hence his stay and care being handled at Children's Hospital Medical Center. Cincinnati

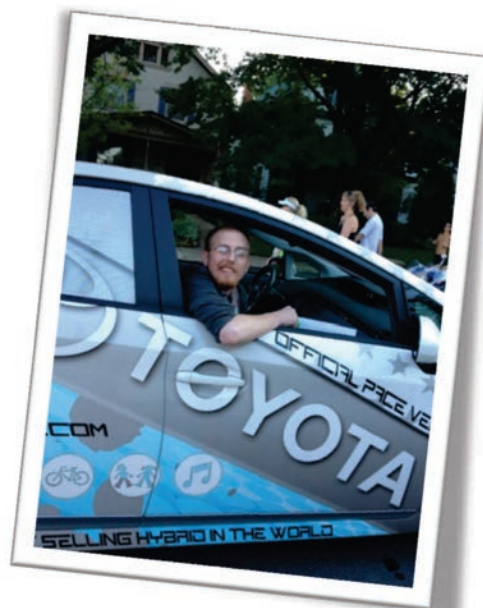
Children's Hospital also happens to be the leading center in DIPG research as well.

Attempting to learn more about his extremely rare disease, he came across the DIPG registry and through that he found The Cure Starts Now. What Brendan found out completely blew him away. He had no idea how poorly funded and lacking of research DIPG's were.

"For such a rare and aggressive form of cancer, I thought that there would be more attention drawn to it. I learned that research and even new forms of treatment have only been really developed over the past few years", Brendan said. None of this would have been possible without the funding and research from The Cure Starts Now. I would not be in the same place with my cancer if it wasn't for them," Brendan said.

In early June 2013, Brendan was asked to be the ambassador for the Hyde Park Blast benefitting The Cure Starts Now (CSN) and he immediately accepted.

"I'm honored to be chosen but I also would like to take advantage of my condition to help spread the word for those who cannot. Most of the people suffering through this disease cannot advocate for themselves and that's where I step in. We are on the forefront of research and new clinical trials and this is the time to keep pushing against this rare and aggressive disease," Brendan said.



Brendan Kelley riding in the pace car during the 2013 Hyde Park Blast.

CSN Chapter Locations

Serving Families across two countries in 27 chapters



Interested in starting a chapter?
Email events@thecurestartsnow.org

Alabama – Pat & Elizabeth Adams
Arkansas – Shawna Willingham
Australia – Ren Pedersen
California – Jackie Harrison
Colorado – Katie Sarles
District of Columbia – Jonathan & Neely Agin
Florida – Doug & Sandra Howison
Georgia – Patsy Mercer
Illinois – Deb Fuller
Kansas – Heidi Feyerherm
Kentucky – Stephanie Edmunds
Louisiana – Erin Sarrat
Massachusetts – Lisa & John Mackintosh
Michigan – Amy & Michelle Loforte
Minnesota – John & Erika Hauschildt
Nebraska – Jamie Svatos
New Hampshire – Jesse & Alison Thompson
New Jersey – Amy & Joseph Stein
New York – Anne Cinelli
North Carolina – John & Renae Newmiller
Texas – Dallas – Steve & Michelle Bjornberg
Ohio – Brooke & Keith Desserich
Pennsylvania – Rebecca & Chad Arnold
Tennessee – Jody & Dennis Desserich
Texas – Houston – Cristy Burnett
Utah – Zac & Tiffany Huish
Virginia – Ginny & Dee Pritchett

CSN Boards & Councils

Current as of October, 2013

The Cure Starts Now Staff

Brooke Desserich, Executive Director
 Jen Gault, PR & Marketing Coordinator
 Rebecca Hartings, National Outreach & Chapter Coordinator
 Heidi Feyerherm, Monkey in My Chair Administrator/DIPG Collaborative Coordinator

Board of Directors

Keith Desserich, Chairman
 Gavin Baumgardner, DO, Vice Chairman
 Doug Desserich, Treasurer
 Tamara Ekis
 Trent Hummel, MD, Secretary
 Kyle McLaughlin
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 Pat Adams
 Alberto Broniscer, MD
 Stewart Goldman, MD
 Nicholas Joseph Gottardo, MB ChB, FRACP, PhD
 Daniel McPherson, PhD
 Roger J. Packer, MD
 James Geller, MD
 Shana Coley, MD, PhD

Strategic Advisory Council

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 Zach Huish
 Erika Hauschildt
 Deb Fuller
 Jamie Svatos
 Cristy Burnett
 Neely Agin
 Erin Sarrat
 Ren Pedersen

DIPG Collaborative Council

Trent Hummel, MD, Chair
 Tim Hayden
 Jonathan Agin
 Keith Desserich

Board Advisory Council

Melissa Saladonis, Chair
 Carla Eng
 Brendan Keefe
 Florence Murphy
 Amanda Orlando
 Allyson Richards
 Dave Carlin
 Libby Korosec
 Greg Vehr
 Ryan Addcock
 Jim Benedict
 Jens Suttmueller
 Chris Sucher
 Martha Montgomery
 Charlie Howard

Monkey Council

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 Dee Watson
 Ken Miller
 Dr. Maria Rapp
 Nedra Elbl
 Lisa McPherson

Family Support Council

Tamara Ekis, Chair
 Emily Quayle

Investment Advisory Council

Kyle McLaughlin, Chair
 Doug Desserich
 Richard Graeter
 Matthew D. McCormick
 Terry Regan

A TEAM EFFORT



Glendale Beer, Wine & Food Festival

The Glendale Beer, Wine & Food Festival, held in Cincinnati, OH, features craft ales, domestic and import wines and food from some of the most noted eateries in Cincinnati. The 2013 festival generated nearly \$20,000 for The Cure Starts Now.



Hogs for the Cause

Hogs for the Cause is a fun-filled festival held in New Orleans, LA that combines pork, beer and music. Their mission is to help families with pediatric brain cancer under the banner of the Pig in America's favorite festival city, New Orleans. In 2013, Hogs for the Cause donated \$20,000 to The Cure Starts Now.



Bowling for a Cure

Bowling for a Cure is a family fun day held in Jackson, CA by our California Chapter. The event is held in honor of Khylee Monson. This year's event raised \$3,550 for cancer research!



Hyde Park Blast

The Hyde Park Blast is a 4 mile run/walk that takes place each year in historic Hyde Park, OH. The Blast is committed to helping find the cure for cancer and supporting those in our community who are fighting the disease. The Hyde Park Blast raised \$35,000 for The Cure Starts Now in 2012.

2012 Annual Report

Financial Analysis

Balance Sheet

For the Fiscal Year Ended December 31, 2012

Assets

Cash and cash equivalents	\$463,414
Investments	\$410,436
Inventory	\$134,327 *
Other assets - Prepaid expenses	\$18,271
Total assets	\$1,026,448

Liabilities

Accounts payable	\$3,098
Grants payable	-
Other liabilities:	
Accrued compensation	\$3,956
Deferred revenue	\$29,410
Total liabilities	\$36,464

Net Assets

Unrestricted	\$899,886
Temporarily restricted net assets	\$90,098 **
Total net assets	\$989,984
Total liabilities and net assets	\$1,026,448

* Inventory consists of stocking 5,000 Monkey in My Chair kits to prepare for demand.

** Temporarily restricted net assets are subject to donor-imposed restrictions that permit the foundation to use or expend as specified, such as Assistance Funds and Monkey in My Chair.

Statement of Activities and Changes in Net Assets

For the Fiscal Year Ended December 31, 2012

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Revenue, Gains, and Other Support				
Contributions	\$243,628	\$108,583	-	\$352,211
In-kind donations	\$84,501	-	-	\$84,501
Special event revenue	\$828,029	-	-	\$828,029
Investment return	\$34,581	-	-	\$34,581
Net assets released from restrictions	\$31,253	(\$31,253)	-	-
Total revenue, gains, and other support	\$1,221,992	\$77,330	-	\$1,299,322
Expenses				
Program services:				
Medical research	\$214,589	-	-	\$214,589
Monkey in My Chair	\$44,058	-	-	\$44,058
Medical symposium	\$5,128	-	-	\$5,128
Family support program	-	-	-	-
Fundraising	\$456,418	-	-	\$456,418
Management and general	\$53,616	-	-	\$53,616
Total expenses	\$773,809	-	-	\$773,809
Increase (Decrease) in Net Assets	\$448,183	\$7,733	-	\$525,513
Net Assets - Beginning of year	\$451,703	\$12,768	-	\$464,471
Net Assets - End of year	\$899,886	\$90,098	-	\$989,984

Note 1 - Tax form 990 is available online and full audited financials are available upon request.

Note 2 - Net assets were high due to preparation of 2013 DIPG Symposium and grant cycle in 2013. DIPG Symposium takes place every other year.

Research Funded

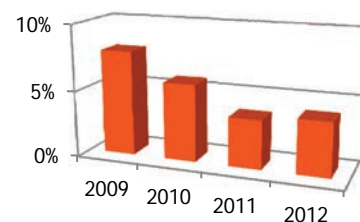
As a collaborative institution, we are proud to have partnered on grants which embody our 3 goals for grant funding:

- 1. Eliminate Duplication** - All of our research dollars are privately funded by donors which allows us to use our money wisely and focus on many different approaches.
- 2. Transparency** - As an organization, we are part of the grant process from the beginning. Our researchers agree to share results on a collaborative level before their results are published.
- 3. Collaboration** - As researchers work together and share their strengths, we are able to build upon our collaborative successes.

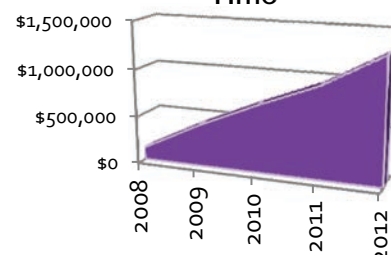
2008	2012
St. Jude - \$25,000	CCHMC - \$219,000
CCHMC - \$50,000	Stanford - \$35,589
	Texas Children's - \$100,000
2009	St. Jude - \$15,000
St. Jude - \$10,000	
CCHMC - \$50,000	
St. Jude - \$50,000	
2010	2013
Weill Cornell - \$91,470	Children's Cancer Institute AU - \$100,000
CCHMC - \$75,000	CCHMC - \$205,000
CCHMC - \$35,000	Lurie Children's - \$100,000
St. Jude - \$35,000	Children's National - \$99,979
	Yale - \$100,000
2011	Duke Children's - \$85,394
Sydney Children's - \$100,000	Monash Institute - \$100,000
Doernbecher - \$100,000	Sick Kids Hospital - \$100,000
Duke Children's - \$82,049	Texas Children's - \$100,000
Texas Children's - \$100,000	Dana Farber - \$50,000

For complete information on grants funded, please visit www.thecurestartsnow.org.

Overhead Expenses Breakout



Revenue Growth Over Time





Left: Doctors and researchers from institutions across the world meeting to discuss new research protocols at Cincinnati Children's Hospital Medical Center.

Right: Volunteers handling check-in at the 2013 DIPG Symposium.

Finding the Cure

Homerun Research Making a Difference

Cancer Researchers, Institutions and Foundations Gather at Cincinnati Children's Hospital Medical Center in Unprecedented Cancer Conference

On May 2-4, 2013, over 90 of the world's leading cancer experts, researchers and foundations gathered for the second "homerun cure" pediatric brain cancer symposium in the U.S. Together, nearly \$1.1 million was pledged for new research through a collaborative network in the U.S., Europe, Canada and Australia.

A collective effort four years in the making, the 2nd Bi-Annual DIPG Collaborative Symposium convened at Cincinnati Children's Hospital Medical Center with over 90 attendees from 5 countries worldwide in pursuit of new strategies in pediatric brain cancer research, a cause which many experts believe will result in new opportunities for cures to all types of cancer, both adult and pediatric.

The revolutionary collaborative meeting showcased both the best and most innovative cancer researchers worldwide and featured innovative, groundbreaking research. As part of an initiative of the DIPG Collaborative Symposium meeting in March 2011, over 13 foundations

met with researchers and cancer experts from around the world in the hopes of raising dedicated funds allowing for long-term protocols and registry data.

The first of its kind within the U.S., it represents not only a collaborative educational seminar, but a series of symposiums that will also seek to advance cancer strategies in a multi-disciplinary manner with the support of foundational funding garnered from the nearly 25+ foundations and families that attended this meeting. Started as a unique partnership between The Cure Starts Now Foundation, Cincinnati Children's Hospital Medical Center and the Lurie Children's Hospital of Chicago, it has quickly gained attention as one of the premier collaboratives within the pediatric brain cancer community.

"This represents our very best chance of advancing cancer research decades into the future by capturing the homerun spirit that originally cured so many cancers over 50 years ago. Too often, we tend to fight cancer as individual diseases, ignoring both the commonalities and the very experts that see possibilities and cure strategies that can affect all cancers, and thereby affect us all," says Keith Desserich, Chairman and Co-Founder of The Cure Starts Now Foundation.

Once in a Lifetime Gala & Auction



March 22 2014 **Duke Energy Convention Center**

SAVE THE DATE!

Be part of The Cure Starts Now's flagship event! Join us to celebrate our 7th year with our 007, James Bond theme.

Visit www.thecurestartsnow.org/gala for discounted tickets!



10280 Chester Road
Cincinnati, OH 45215

2013 Progress & 2012 Annual Report

Follow us on



December 7, 2013	Race Against the Odds - TX	Highland Village, TX
March 22, 2014	Once in a Lifetime Gala & Auction	Cincinnati, OH
March 29, 2014	Race Against the Odds- VA	Hampton, VA
April 27, 2014	Bowling for a Cure	Jackson, CA
May 16, 2014	DIPG Foundational Session	Charlotte, NC
May 16, 2014	On Course Fore A Cure	Suffolk, VA
May 17, 2014	Race Against the Odds - NC	Charlotte, NC
June 28, 2014	Hyde Park Blast	Cincinnati, OH
July 12, 2014	Race Against the Odds - IL	Woodstock, IL
July 27, 2014	Race Against the Odds - NE	Omaha, NE
September 5, 2014	Glendale Beer, Wine & Food Festival	Cincinnati, OH

For additional events go to www.thecurestartsnow.org/events
To start an event in your area, send an email to events@thecurestartsnow.org

BY THE NUMBERS

4.1%

The percentage of management and general expenses of The Cure Starts Now.

100%

100% of your non-event donations go directly to fund vital cancer research, minus applicable credit card charges.

CARE AND CURE



Every time you support CSN you help fund the most innovative research, but also help fund programs like Monkey in My Chair that keeps children battling cancer connected to their classrooms while they are away receiving treatment.