



January 1, 2011

To our supporters,

2010 was a major year of growth and success for The Cure Starts Now. Focused on building chapters worldwide, we were able to increase our reach to thousands more people. This increased influence not only resulted in doubling our contributions in 2010; but most importantly, quality ground breaking research was funded. The Cure Starts Now is also proud that in 2010 we began to focus on outreach to other foundations, with similar values and goals, to become partners in our research funding. Though in the beginning stages, it is our hopes that this added focus in partnerships will contribute to an exciting new approach to pediatric cancer research. These pioneering efforts are laying the groundwork to an incredible opportunity to put The Cure Starts Now's "home run strategy" into action. We are so excited for the upcoming prospects.

Everyone at The Cure Starts Now Foundation has ambitious goals for 2011, and we are genuinely excited for all of the opportunities to make a difference in the lives of families battling cancer. Thank you for your incredible support and we look forward to continuing to report positive results in our efforts.

Brooke A. Desserich  
Co-Founder and Executive Director



Curing Cancer, One Child at a Time.

# 2010 Annual Report

## Our Mission

It started with just one child. It started with just one heart. Today, The Cure Starts Now Cancer Research Foundation (501c3 Federal Non-Profit) is one of the only cancer foundations dedicated to a “homerun” cure for all cancers, starting first with one of the most deadly and difficult cancers: pediatric brain cancer. Many experts believe that the lessons we learn from fighting pediatric cancer may in fact provide us the critical first step in winning the battle against all forms of cancer, both pediatric and adult. The Cure Starts Now represents a revolutionary new strategy in cancer research; one that fights cancer not according to numbers but instead based on knowledge and research. And isn't that the way we'll ultimately win the battle? The Cure Starts Now's mission is one that knows no boundaries and stops at no borders. It is an international effort of families, friends, businesses and even strangers, united in the desire to cure cancer, one child at a time. And it all started with one child, but today the inspiration is carried with us all.



## 2010 Accomplishments

In 2010, we were honored to be able to fund multiple innovative studies in medical research. Our first grant funded was with St Jude Research Hospital in Tennessee with their study of the signaling effectors in children battling DIPG. Secondly, we funded the establishment of a pre-clinical model for pediatric glioblastoma with Cincinnati Children Hospital as well as an additional study to use Telomerase as a therapeutic target in pediatric brain tumors.



Lastly we welcomed a new grant recipient: Weill Medical College of Cornell University and Memorial Sloan-Kettering Cancer Hospital with a grant to fund an exciting “Phase I Study of Tumor-Targeting Convection-Enhanced Delivery (CED) of Radio Immunotherapy for Diffuse Pontine Glioma in Children”. Our Medical Advisory Council is excited, not only for the expansive number of research grants funded, but also by the possibilities offered by such ground breaking research.

We were also privileged to expand our assistance fund program to help families who are not only battling cancer but also facing the financial burdens of medical costs. Assistance funds totaling over \$24,000 were disbursed to families to help defray medical expenses and allow families to focus on medical rather than financial matters.

In 2010, our chapters began to build their first fundraisers for The Cure Starts Now. We were delighted to see each chapter's passion and efforts have such a positive impact in their individual communities. Additionally, we were proud to see many of our fundraisers expand nationwide including: **Race Against the Odds, Make a Stand and Caps for the Cure**. The Cure Starts Now introduced personal fundraising campaigns through our annual **Hero Challenge**. Supporters all over the world issued personal challenges and set fundraising goals. From shaving heads to losing weight, people used their creativity to raise significant funds. Though all our fundraising efforts are diverse, each succeeded in two goals: to honor the kids who face the battle of cancer each and every day and to raise money to fund the research that gives them real hope for a cure.



**Financial Information** (% of total expenses)

<b>Contributions</b>		
Event Contributions	\$ 535,004.21	
Restricted Donations**	\$ 144,802.32	
Assistance Fund Contributions	\$ 29,634.74	
	\$ 709,441.27	
<b>Program Expenses</b>		
Medical Research Funding	\$ 145,000.00	
Medical Assistance Funding	\$ 24,036.33	
Other Program Funding	\$ 6,136.77	
	\$ 175,173.10	25%
<b>Support Expenses</b>		
Fundraising Expenses	\$ 216,092.63	30%
General Operating Expenses	\$ 40,944.39	6%
	\$ 257,037.02	
Net Income Invested for Future Funding *	\$ 277,231.15	39%

\* Net Income was placed in an investment account for future program funding. As most research grants and program expenses involve multi-year planning. Funds may not be automatically allocated in the same year.

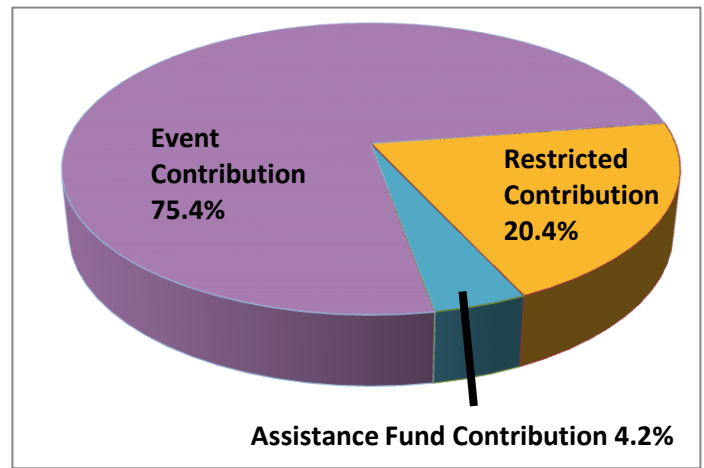
\*\* Unique to the Cure Starts Now we offer restricted donations, thereby allowing all cash donations to be restricted to research only.

<b>Liabilities and Equity</b>		
Accounts Payable	\$ 2,298.59	
Grants Payable	\$ 75,000.00	
Net Equity	\$ 533,683.97	
	\$ 610,982.56	

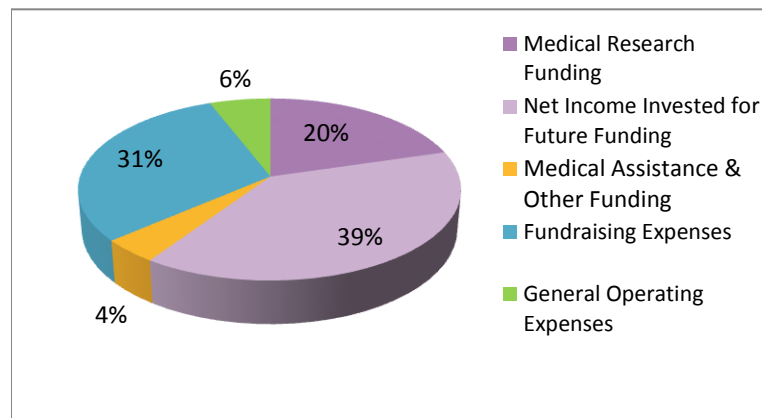
**Special thanks to the investment of time, resources and guidance from our 2010 Board Members:**

- Keith Desserich, Chairman of the Board
- Gavin Baumgardner, Medical Advisory Council Chair
- Brooke Desserich, Executive Director
- Douglas Desserich, Treasurer
- Tamara Ekis, Family Support Council Chair
- Trent Hummel, Family Education Council Chair
- Kyle McLaughlin, Investment Advisory Council Chair
- Melissa Saladonis, Board Advisory Council Chair

**Contribution Sources**



**Expenses Breakout**



**These chapters are among many who helped to contribute to our success in finding a Homerun Cure in 2010.**

Ohio Chapter	\$ 283,930
Virginia Chapter	\$ 87,053
Washington D.C. Chapter	\$ 78,452
Minnesota Chapter	\$ 48,015
North Carolina Chapter	\$ 24,403
Dallas, Texas Chapter	\$ 22,700
Illinois Chapter	\$ 14,640
Utah Chapter	\$ 11,730
Nebraska Chapter	\$ 10,685
Alabama Chapter	\$ 10,086
West Virginia Chapter	\$ 9,633
Tennessee Chapter	\$ 8,253

## Monetary Donors for 2010

*Our ability to make a difference in children's lives cannot be possible without our incredible donors.*

### Donors \$50,000-\$10,000

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Benefit for Carly  
Capital Group Company  
Mr. & Mrs. Michael Eng  
Graeter's Manufacturing  
Reflections of Grace Foundation  
RestorAid (Keith, Doug & Dennis Desserich)  
Smiles for Sophie Forever  
Sycamore Community School District

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

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Brandywine Operating Partnership, L.P.  
Capital Group  
Cincinnati Children's Medical Center  
Diane Von Furstenberg Studio, L.P.  
EXIGIS, L.L.C.  
Fredricksburg Area Running Club  
Ms. Maureen Heekin  
Nestle

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

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Bent LLC  
C&F Bank  
Mr. & Mrs. John Hauschildt  
Hope Fund for Emma  
St. Paul's United Methodist Church  
Stockyard Bank  
SunTrust Banks, Inc

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

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23rd Street Corporation  
All Baker  
Mr. & Mrs. Bruce Axmacher  
Mr. & Mrs. Thomas Adams  
The Allstate Foundation  
Bank of America  
Brainlab inc  
Dr. & Mrs. Gavin Baumgardner  
Mr. Alan Buhcke  
Carlise Construction Materials  
Carmax  
Cincinnati Bell  
Cintas  
Ms. Karen Cook  
Mr. & Mrs. Douglas Desserich  
Ms. Janet Donelan  
Environments Landscaping  
Mr. Michael English  
Great Bridge Presbyterian Church  
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Mr. James Grasser  
Ms. Kathy Graeter  
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Hoffman Beverage Company  
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Mr. & Mrs. David Lacewell  
Mr. & Mrs. David Love  
Mr. Kevin Larkin  
Ms. Susan Lodge  
Mr. & Mrs. Jason Montgomery  
Mr. Bernie McCrossan  
Mr. Ryan Meyer  
Mr. Mark Nelson  
Northwestern Mutual  
Dr. John Perentesis  
Mr. & Mrs. David Pritchett  
Pace Collaborative, P.C.  
Phillips School  
Pony Express Elementary PTA  
Mr. Shane Qualls  
Mr. & Mrs. Jeff Rich  
Mr. & Mrs. Tony Ramstetter  
Mr. & Mrs. Victor Roy  
Mr. Nicholas Rossomanno  
Mr. William Roach  
Ms. Jana Rampton  
Raymond James Financial  
Mr. & Mrs. Jeffrey Snyder  
Mr. & Mrs. Rodney Sawyer  
Mr. Dexter Simpson  
Ms. Molly Sandquist  
Mr. & Mrs. Eric Tone  
Mr. Steve Trax  
United Way of Benton & Franklin County  
University of Cincinnati  
Virginia Beach United Methodist  
Mr. & Mrs. Jeff Wyatt  
Mr. & Mrs. Todd Woodhouse  
Mr. and Mrs. Andy Ward  
Mr. Chris Webster  
Mr. Kirk Welch  
Mr. Rick Wells  
Wendy's International  
Woodland Elementary West  
Mr. TJ Young

## ***Monetary Donors for 2010 (continued)***

***Our ability to make a difference in children's lives cannot be possible without our incredible donors.***

### **Donors \$999-\$500**

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Abstract Displays Inc	Ms. Janet Grass	Mr. & Mrs. Bernard Rivin
Australian Workers Union Queensland	Heritage Baptist Child Center	Mr. & Mrs. Ed Rosenthal
Mr. & Mrs. Patrick Adams	Hidden Hollow Elementary	Mr. Donald Rolfe
Mr. James Allen	Mr. & Mrs. Steve Hellmich	Mr. Jason Rosselot
Mr. William Allen	Mr. & Mrs. Bob Hershock	Mr. Jeff Regal
Ms. Abby Alexander	Ms. Carol Hinnekamp	Mr. Ronnie Russell
Ms. Alison Andrews	Ms. Jacqueline Harrison	Ms. Angela Ryder
Mr. & Mrs. John Ballester	Ms. Karen Hummel	Reger Rizzo & Darnall, LLP
Mr. & Mrs. Mike Burck	Ms. Melissa Hurst	The Randy Palya Memorial Fund
Mr. Mark Baumgartner	Intermountain Healthcare	Mr & Mrs. Jeff Snyder
Ms. Carol Boerger	Jackson & Campbell, P.C.	Mr. & Mrs. Dean Snyder
Ms. Jeannine Burrows	Jhoon Rhee Tae Kwan Do	Mr. & Mrs. Jeremy Starkey
Ms. Jessica Bergan	Mr. & Mrs. Brent Johnston	Mr. & Mrs. Bernard Salvant
Coit Services Toledo	Keffer Hyundai	Mr. & Mrs. Richard Shearer
Cors & Bassett	Mr. & Mrs. Edward Knepp	Mr. Asa Shield
Mr. & Mrs. John Chevalier	Land Services USA, Inc.	Mr. Brian Stablein
Mr. & Mrs. Dave Carlin	Little Cypress Lions Club	Mr. Jeffery Sharer
Mr. Glenn Cusick	Mr. James Laitinen	Ms. Christina Schweitzer
Mr. Wayne Cohen	Midfirst Credit Union	Schwab Charitable Fund
Mr. & Mrs. Dennis Desserich	Mountain America Federal Credit Union	Shalom Baptist Church
Mr. & Mrs. Keith Desserich	Mr. G. Bryan McDonald	Sundial Foundation
Mr. & Mrs. Arthur Dahlin	Mr. Jeffrey Murray	Mr. & Mrs. Bryan Towne
Mr. Bo Davis	Mr. Richard McClellan	Team Church
Mr. David DesRoches	Mr. Timothy Mallard	Theodore & Bonnie Cohen Charitable Trust
Mr. Steven M. Danaceau, M.D.	Dr. Flavio Nasr	United Way of Benton & Franklin County
Fit Kids	Mr. & Mrs. Tom Neyer	Mr. & Mrs. Andrew Wash
Fraternal Order of Police	Mr. & Mrs. Tom Neyer	Mr. & Mrs. Jim Wycoff
Mr. & Mrs. Brad Fielden	Mr. & Mrs. John Nisbet	Mr. & Mrs. Taitzer Wang
Mr. & Mrs. Chris Folberth	Mr. Chris Norton	Mr. & Mrs. Howard White
Mr. & Mrs. Francis Flannelly	Nancy's Italian Ice LLC	Weddington Swim & Racquet Club
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Mr. & Mrs. Peter Folberth	Ms. Astrid Overn	Wyoming City Schools
Game Day Team Packs	Ms. Shelby Olson	Mr. and Mrs. Bill Yeargo
GE Foundation	Our Lady of Loudres School	Your On Time Service Company
Grafton Village Elementary School	P.H.E., INC.	
Grove Wine & Spirits	Price Watterhouse Cooper	
Mr. Zachary Green	ProAthlete Financial Group	