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
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)

**Contributions**
- Event Contributions $535,004.21
- Restricted Donations** $144,802.32
- Assistance Fund Contributions $29,634.74
  - **Total Contributions** $709,441.27

**Program Expenses**
- Medical Research Funding $145,000.00
- Medical Assistance Funding $24,036.33
- Other Program Funding $6,136.77
  - **Total Program Expenses** $175,173.10

**Support Expenses**
- Fundraising Expenses $216,092.63
- General Operating Expenses $40,944.39
  - **Total Support Expenses** $257,037.02

**Net Income Invested for Future Funding** $277,231.15

*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.*

**Restricted Contribution** 20.4%

**Medical Research Funding**
- $145,000.00

**Medical Assistance & Other Funding**
- $24,036.33
- $6,136.77
  - **Total Medical Assistance & Other Funding** $30,173.10

**Fundraising Expenses**
- $216,092.63

**General Operating Expenses**
- $40,944.39

**Assistance Fund Contribution** 4.2%

### Contribution Sources

- **Event Contribution** 75.4%
- **Restricted Contribution** 20.4%
- **Assistance Fund Contribution** 4.2%

### Expenses Breakout

- **Medical Research Funding**
- **Net Income Invested for Future Funding**
- **Medical Assistance & Other Funding**
- **Fundraising Expenses**
- **General Operating Expenses**

### Liabilities and Equity

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<table>
<thead>
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<td>$610,982.56</td>
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### 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

### 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

- 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 $2,499-$1,000

- 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 Buhrke
- 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
- Mr. & Mrs. Stephan Gray
- Mr. James Grasser
- Ms. Kathy Graeter
- Ms. Laura Garrett
- Ms. Terri Groteke
- Dr. & Mrs. Trent Hummel
- Hoffman Beverage Company
- Mr. & Mrs. Paul Haaga
- Mr. Richard Hobson
- Mr. & Mrs. Joe Johnson
- Ms. Dina Jacquemin
- Keypoint Government Solutions
- Mr. Joe Kersey
- Mr. & Mrs. Michael Longman
- 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

Donors $9,999-$5,000

- 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

- Bent LLC
- C&F Bank
- Mr. & Mrs. John Hauschildt
- Hope Fund for Emma
- St. Paul’s United Methodist Church
- Stockyard Bank
- SunTrust Banks, Inc
Monetary Donors for 2010 (continued)

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

<table>
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<th>Donors $999-$500</th>
<th>Ms. Janet Grass</th>
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<td>Hidden Hollow Elementary</td>
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<td>Mr. &amp; Mrs. Steve Hellmich</td>
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<td>Mr. &amp; Mrs. Bob Hershock</td>
<td>Mr. Jeff Regal</td>
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<td>Mr. William Allen</td>
<td>Ms. Carol Hinnekamp</td>
<td>Mr. Ronnie Russell</td>
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<td>Ms. Abby Alexander</td>
<td>Ms. Jacqueline Harrison</td>
<td>Ms. Angela Ryder</td>
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<td>Ms. Alison Andrews</td>
<td>Ms. Karen Hummel</td>
<td>Reger Rizzo &amp; Darnall, LLP</td>
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<td>Mr. &amp; Mrs. John Ballester</td>
<td>Mr. &amp; Mrs. Mike Burck</td>
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<td>Mr. Mark Baumgartner</td>
<td>Ms. Melissa Hurst</td>
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<td>Intermountain Healthcare</td>
<td>Mr. &amp; Mrs. Dean Snyder</td>
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<td>Ms. Jeannine Burrows</td>
<td>Jackson &amp; Campbell, P.C.</td>
<td>Mr. &amp; Mrs. Jeremy Starkey</td>
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<td>Ms. Jessica Bergan</td>
<td>Jhoon Rhee Tae Kwan Do</td>
<td>Mr. &amp; Mrs. Bernard Salvant</td>
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<td>Keffer Hyundai</td>
<td>Mr. Asa Shield</td>
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<td>Mr. &amp; Mrs. Edward Knep</td>
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<td>Mr. James Laityn</td>
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<td>Mr. &amp; Mrs. Tom Neyer</td>
<td>Mr. &amp; Mrs. Andrew Wash</td>
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<td>Mr. &amp; Mrs. John Nisbet</td>
<td>Mr. &amp; Mrs. Jim Wycoff</td>
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<td>Mr. &amp; Mrs. Francis Flannely</td>
<td>Mr. Chris Norton</td>
<td>Mr. &amp; Mrs. Taizer Wang</td>
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<td>Nancy's Italian Ice LLC</td>
<td>Mr. &amp; Mrs. Howard White</td>
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<td>Mr. RJ O'Brien</td>
<td>Weddington Swim &amp; Racquet Club</td>
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<td>Ms. Astrid Overn</td>
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<td>Wyoming City Schools</td>
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<td>Grove Wine &amp; Spirits</td>
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<td>Price Watterhouse Cooper</td>
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