

Be  
**BETTER**

Be  
**HUMAN**

**20  
14**

Be  
**COURAGEOUS**

Be  
**COMMITTED**

2014 ANNUAL REPORT

Cancer Changes Lives...SO DO WE!

# Letter From Brock

Dear Friends,

2014 was one of the most exciting but challenging times in the organization's history and we could not have gotten through it without your unwavering support. UCF experienced incredible highs, but we also suffered a terrible tragedy with the loss of one of our 4K for Cancer riders, Jamie Roberts. It is impossible to express how devastating an impact this was, but what's incredible is the impact that Jamie had in her far too short life and that she continues to have through the inspiration she gives us every day to "live like Jamie."

With Jamie's example guiding us, we humbly reflected on our organizational values and updated them to better reflect who we are and what drives us to continue to be a leader in the young adult cancer community.



Our core values create the perfect framework for showing you what we were able to accomplish in 2014 thanks to your support. Just to name a few . . .

- We officially launched **two new onsite Patient Navigation programs** – one at Walter Reed and the other at Children's National Medical Center – and as a result are helping hundreds of more patients and families each year as they navigate their cancer experience.
- We also added **new Cancer to 5K teams in Chicago and New York**, expanding our reach geographically and allowing more survivors to take back their lives from cancer by crossing the finish line of a 5K.
- And we've been able to continue growing our community of support through **new events, new experiences and new partnerships**.

As we embarked on a new strategic planning process in 2014, we were more determined than ever to continue expanding our reach by offering innovative, impactful programs to support the young adult cancer community. And our accomplishments in 2014, thanks to you, help set the stage for an exciting future. I invite you to take a glance through our 2014 Annual Report. I also encourage you to review our 2015-2020 Strategic Plan, which lays out our values, and our goals and objectives for the next five years, in more detail.

On behalf of the entire UCF team, I want to thank you for helping us Be Human, Be Better, Be Courageous, and Be Committed, so that we and you can continue to make a positive difference in the lives of young adults, and their loved ones, impacted by cancer.

Cancer changes lives . . . SO DO YOU!

A handwritten signature in blue ink, appearing to read "BY" or "Brock Yetso".

Brock Yetso  
President & CEO



Running the California Coast last October with our Mission to Vine Experience, Jamie's memory inspired me to keep fighting.

# 2014

## Year In Review



1,250

Patients Served by our Patient Navigation Program, including patients from at least 15 states and 12+ countries

Find out more about our Patient Navigation Program at [ulmanfund.org/1on1supporthelp](http://ulmanfund.org/1on1supporthelp)

1,500

Chemo Care Bags delivered to 18 cancer centers



Our Chemo Care Bags contain items recommended to us by cancer survivors such as blankets, back scratchers and puzzle books to help make long hours at the hospital a little easier for patients. Community partners help us assemble and deliver the bags.

10

Helping Others Fight projects

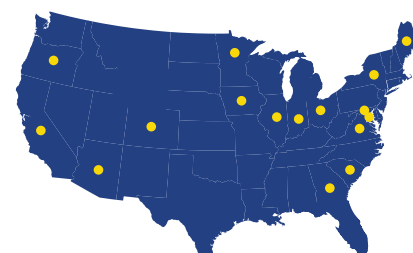


“Reaching out for help was absolutely the hardest thing to do. But with some friendly persuasion, and realizing that I needed to focus on other things, I finally came around. Well, it was the best thing that I ever did! Helping Others Fight came to my rescue and helped me start tackling my ever growing to do list. Not only were the volunteers professional and friendly, but knowing that they have all been touched by cancer in some capacity was comforting. They just get it.”

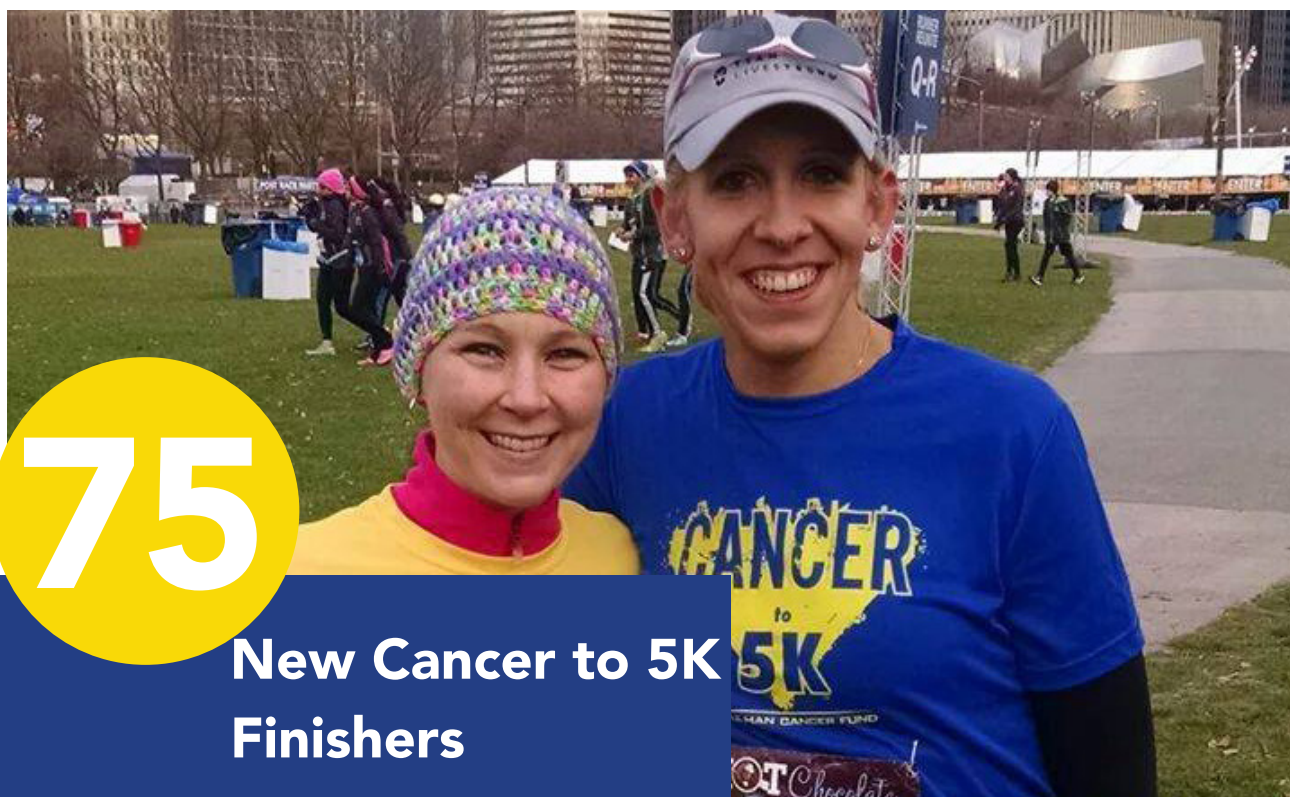
-Amy Diamond, Breast Cancer Survivor and Mother of Two



# Year In Review



Scholarship recipients from 16 states and applicants from all 50 states



**75**  
**New Cancer to 5K Finishers**

“Pre-cancer, exercise had been my release; it was how I coped with the stresses of life and how I worked to take care of the body God gave me. Cancer took that away. I was sidelined for months and grew discouraged as my body weakened with each day that passed. Participating as part of the Cancer to 5K team helped me to proclaim, ‘Screw you cancer...you can’t have this anymore!’ While my journey with cancer is far from over, the Cancer to 5K program has given me a way to safely return to the world of running and feel encouraged about what I can do instead of focusing on what I can’t.”

- Brianne Kennedy-Brooks, Breast Cancer Survivor and Cancer to 5K Chicago finisher



# Year In Review



50+

Families served  
through our  
annual holiday  
gift drive

“

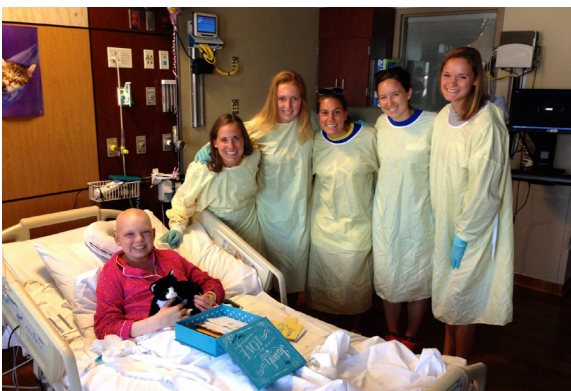
*My daughter, was diagnosed with a rare and aggressive cancer when she was in her first semester of college. When we were approached about how your organization might help, my only thought was for my daughters to have a good Christmas. The group that UCF matched us with brought an army of folks who decorated our home inside and out. They gave with their whole hearts, demonstrating the true meaning of the holidays. My family is thrilled and amazed at the loving kindness and compassion of strangers turned friends.*

”



1,200

people  
swabbed and  
added to bone  
marrow  
registry



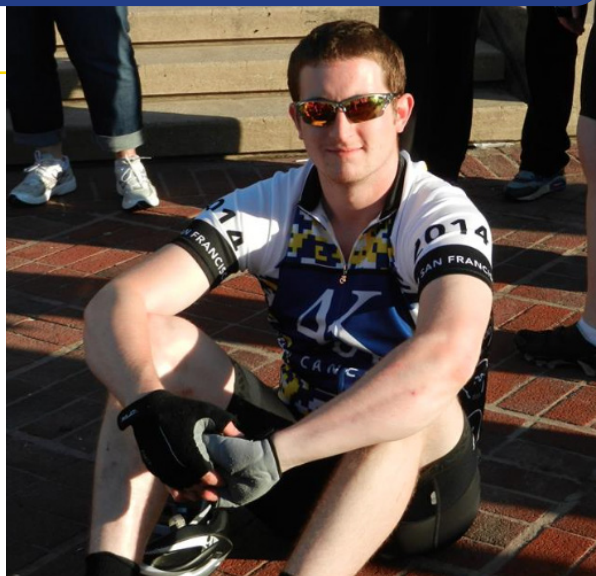
Our 4K for Cancer teams performed 20 days of service, including hosting bone marrow registries, visiting patients, touring cancer centers, assembling and delivering Chemo Care Bags, awarding scholarships, and performing Helping Others Fight projects.

# Making A Difference

## Chris Moskal, 4K for Cancer Team San Francisco

As part of UCF's 4K training weekend, all of the 4K riders and runners were encouraged to join the bone marrow registry by getting swabbed. Chris did, and just over a year later, got a call from Delete Blood Cancer that he had been matched with a 16 year old with a rare blood cancer who lives in the United States. Chris underwent 5 days of shots, doctor visits, and a 7-hour procedure, but it was all worth it when he learned that the marrow was successfully grafted and is now producing its own cells. Thanks to UCF's partnership with There Goes My Hero, and the 4K for Cancer's commitment to serving others, Chris had the opportunity to help save the life of a young adult fighting cancer.

Right: Chris Moskal



Left: Amira with UCF's Patient Navigator at Johns Hopkins, Alexandra Gubin

## Amira Juma, Hodgkin's Lymphoma Survivor

“Although it was the hardest period in my life it was made a little easier with the help of Allie. She was always there ready to help no matter what it was; if it was something she did not have an answer to she would be sure to find it out for you. During the time of my treatments I had always stressed to Allie how important it was for me to go back to school to continue my degree. She did everything in her power to help me do that by giving me lists of scholarships and grants available and helping me along the process. Without her help I would not have had the motivation to apply for all these wonderful things. She truly understands the hardship the families are going through during their current situation and always does what she can to help going above and beyond.”





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# Growing Our Impact

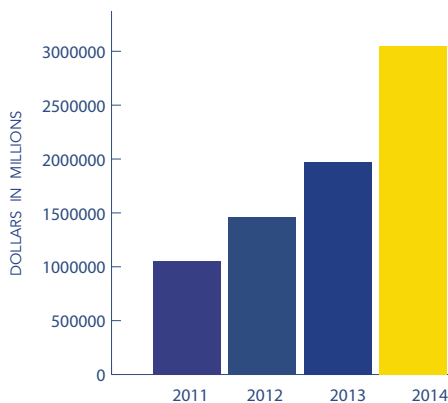
## Breadth

**\$2,861,427**  
**2014 Revenue**

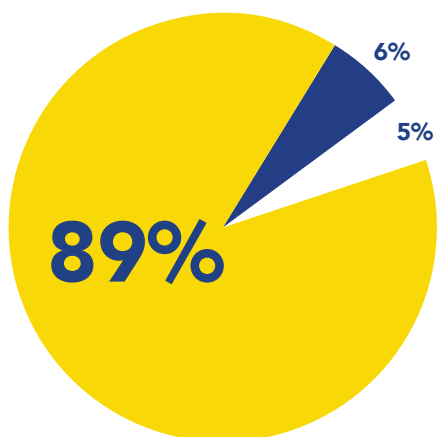
- 18,000 individual donations
- Donors from all 50 states and more than a dozen countries
- Average donation size of approximately \$140

## Growth

Annual Revenue



## Efficiency



For more detailed financial reports  
please visit [www.ulmanfund.org/reports](http://www.ulmanfund.org/reports)





A photograph of two runners in a field, high-fiving. The runner on the right is wearing a white t-shirt with text that includes "From San Diego", "700 MIL", "Running To", "7", and "The Young". He is also wearing a yellow visor. The runner on the left is partially visible. The background shows a field of green plants and distant mountains under a clear sky. A large yellow circle is overlaid in the center, containing the text "Be BETTER".

Be  
**BETTER**

# Statement of Financial Assets/ Liabilities

Current Assets	Year Ended 12/31/14	Year Ended 12/31/13
Cash And Cash Equivalents	\$744,573	\$422,582
Accounts Receivable	1,924	5,000
Other Receivables	1,650	23,432
Unconditional Promises To Give	-	8,500
Prepaid Expenses	86,269	23,701
<b>Total Current Assets</b>	<b>\$834,416</b>	<b>\$483,215</b>
 PROPERTY AND EQUIPMENT, Net	 \$67,551	 \$72,699
 <b>Other Assets</b>		
Investments	\$226,579	\$207,316
Security Deposit	8,632	6,340
<b>Total Other Assets</b>	<b>\$235,211</b>	<b>\$213,656</b>
 <b>Total Assets</b>	 <b>\$1,137,178</b>	 <b>\$769,570</b>

## Liabilities and Net Assets

<b>Current Liabilities</b>		
Accounts Payable	\$35,794	\$37,134
Accrued Payroll Liabilities	78,061	57,438
Deferred Revenue - Special Events	403,839	275,480
Deferred Rent Expense	25,276	38,836
Obligation Under Capital Lease, Current Portion	2,960	3,300
<b>Total Current Liabilities</b>	<b>\$545,930</b>	<b>\$412,188</b>
 <b>NonCurrent Liabilities</b>		
Obligation Under Capital Lease*	\$2,914	\$5,268
* (Net Of Current Portion)		
 <b>Total Liabilities</b>	 <b>\$548,844</b>	 <b>\$417,456</b>
 <b>Net Assets</b>		
Unrestricted	\$456,155	\$228,879
Temporarily Restricted	132,179	123,235
<b>TOTAL NET ASSETS</b>	<b>\$588,334</b>	<b>\$352,114</b>



# Statement of Activities

Support, Gains, and Revenue	Unrestricted	Temporarily Restricted	Total
Contributions - Cash	\$2,531,601	\$171,421	\$2,703,013
Contributions - In-Kind	13,998	-	13,998
Special Events - Revenue	247,089	-	247,089
Special Events - Cost	(154,228)	-	(154,228)
Interest And Dividends	3,763	-	3,763
Other Income	31,085	-	31,085
Realized Gain On Investments	14,093	-	14,093
Unrealized Gain On Investments	2,614	-	2,614
Net Assets Released From Restrictions	(162,468)	(162,468)	-

<b>Total Support, Gains, and Revenue</b>	<b>\$2,852,483</b>	<b>\$8,944</b>	<b>\$2,861,427</b>
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## Expenses and Losses

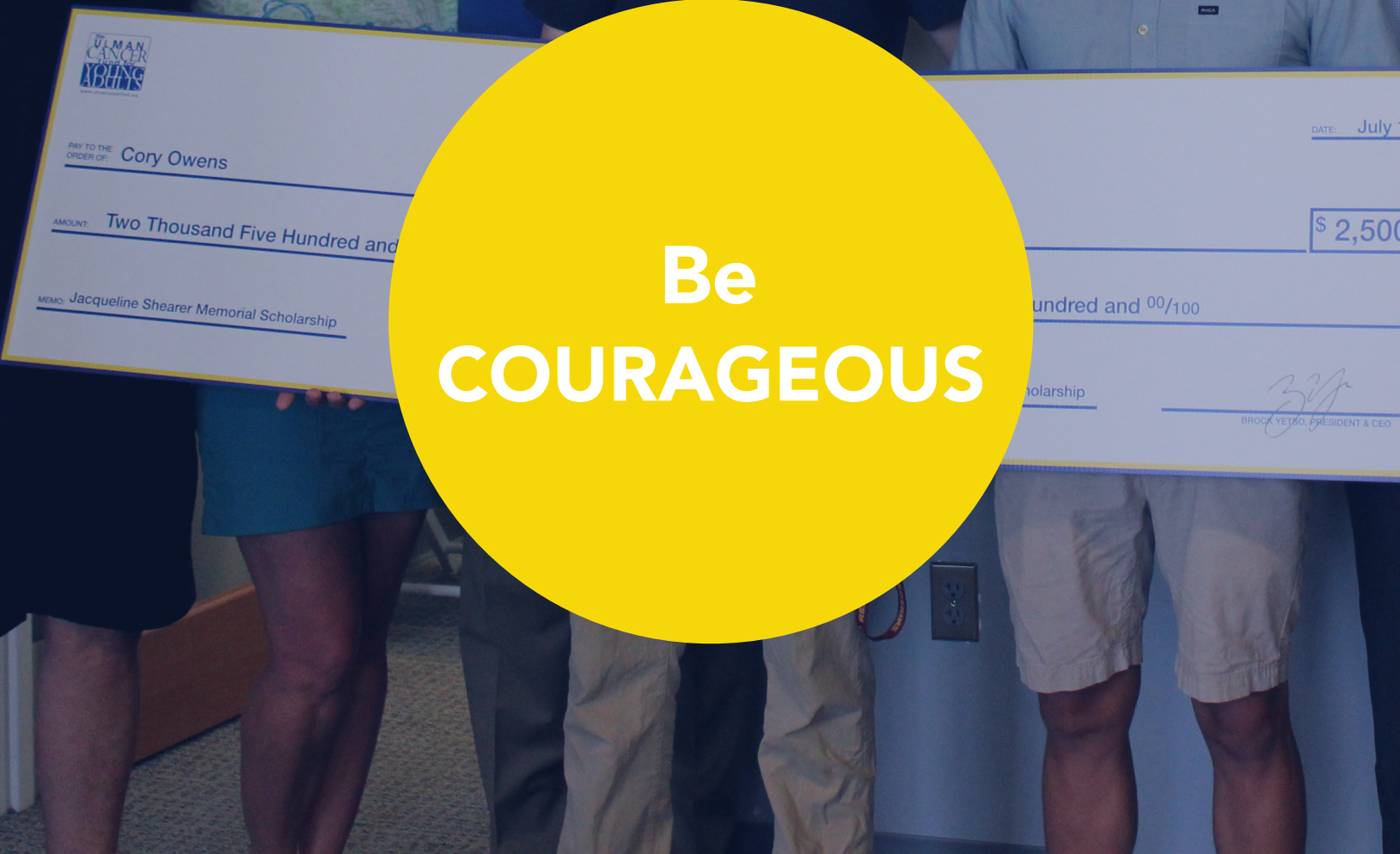
Program Services	\$2,230,284	-	2,230,284
General and Administrative	121,519	-	121,519
Fundraising	273,404	-	273,404

<b>Total Expenses and Losses</b>	<b>\$2,625,207</b>	<b>-</b>	<b>\$2,625,207</b>
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## Net Assets

Net Assets, Beginning of Year	228,879	123,235	352,114
Change in Net Assets	\$227,276	\$8,944	\$236,220

<b>NET ASSETS, END OF YEAR</b>	<b>\$456,155</b>	<b>\$132,179</b>	<b>\$588,334</b>
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Be  
**COURAGEOUS**



# Growing Our Reach

UCF's two new Patient Navigation programs officially launched at Children's National Medical Center and Walter Reed National Military Medical Center



UCF's Patient Navigator at Walter Reed, Meghan Fitzgibbons, with Tony



Cancer to 5K runners in DC

- New Cancer to 5K teams in Chicago and New York
- 75 new Cancer to 5K finishers
- First Cancer to 5K Coaching Symposium
- Introduced Cancer to 5K Outcomes-based Impact Assessment

UCF's new Mission to Vine Experience led to partnership with Spectrum Pharmaceuticals and further broadened UCF's reach on the West Coast



Mission to Vine team in front of Spectrum Pharmaceuticals with Chemo Care Bags

There Goes My Hero drive at a UCF Races event staffed by a UCF scholarship recipient



Partnership between There Goes My Hero and UCF's College Scholarship Program resulted in over 1,200 people added to the bone marrow registry

Acquired two triathlons that provide platforms for UCF to raise awareness and funds for its mission (2,000+ athletes and 5,000+ spectators)



Two finishers in the Columbia Triathlon take a photo in front of the finish line



# Growing Our Community

## Outreach

We educated and engaged more people than ever through our Lunch & Learns and other Community Outreach efforts. Here are just a few of the groups that hosted UCF:



## Expanding Partnerships



## Volunteers - We couldn't do it without YOU!

**500+**

Dedicated volunteers helped make our UCF Races possible

**272**

Host Communities all across the country welcomed our 4K for Cancer riders and runners with open arms

**200**

Coaches and Sherpas supported our Cancer to 5K program

**60**

Young professionals served on our Board of Young Adult Advisors

To learn more about how you can get involved please visit us at  
[ulmanfund.org/getinvolved-volunteer](http://ulmanfund.org/getinvolved-volunteer)



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fund for  
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[www.cancerto5k.com](http://www.cancerto5k.com)  
[www.ulmancancerfund.org](http://www.ulmancancerfund.org)

**SURVIVOR**

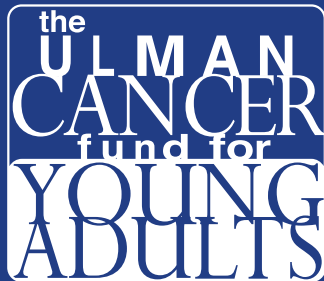
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