HEADstrong Foundation

Cheryl Colleluori, President
HEADstrong Foundation
March 2017
cheryl@headstrong.org

Founder, Nicholas Colleluori

“My Last Wish
Was That Others Would Benefit From My Life.”
HEADstrong Founder, Nick Colleluori
President’s Letter

I recently found these words written by our founder, my son, Nicholas. It’s an emotional and heartfelt reminder that showed his concern for others and is the encouragement we need to continue our work of improving lives affected by cancer.

“They told me chemotherapy would be a “trying” experience, but it is nothing compared to the battle that millions suffering from cancer. I want to be the one to put myself and my experience out there in order to help others whose lives have been turned upside-down as the result of this disease.” - Nicholas “HEAD” Colleluori

November 28th, 2016 marked the 10th anniversary of Nick’s untimely passing to non-Hodgkin’s Lymphoma. His vision was simple yet critical; helping real families when they needed it most, providing support so that families may live with a greater dignity and normalcy. He built an awareness platform driven by lime green shoelaces, the national awareness color for non-Hodgkin’s Lymphoma. In the last days of his life, Nicholas asked our family to continue his vision so that others following in his footsteps would benefit from the life he lived.

To date, $8.5 million has been raised allowing us to provide direct assist over 13,000 families. However, did you know that every month hundreds of families travel to Philadelphia for advanced cancer care? Many are in desperate need of housing. In response to this urgent need, it is with tremendous pride that we announce the expansion of our Nick’s House and the launch of our inaugural capital campaign, “Creating a Home Away from Home for Families Fighting Cancer.” The campaign goal of $1.5 million will fund the purchase of the new home, complete renovations and establish an endowment to provide maintenance of the house and families programs. We plan to open the new house in the summer of 2017.

With your help, together we can welcome families with open arms. Here’s how you can help:

- Set up an online fundraiser
- Make a donation – does your employer offer a matching gift program.
- Do you know someone that needs our assistance?
- Become a volunteer

For Nick,
# Table of Contents

President's Letter .......................................................... 1  
Contents ........................................................................... 2  
HEADstrong Core Values................................................. 3  
HEADstrong Leadership and Volunteers ..................... 4  
Nick’s House................................................................. 6  
Nicholas E. Colleluori Financial Grant Assistance program 7  
HEAD2head Patient Support Group ......................... 8  
HEADtable™, Serving Hope........................................ 9  
Awareness ...................................................................... 10  
Development .............................................................. 13  
Financial Information.................................................... 14  
Fighting aHEAD .......................................................... 15  
Donor List ..................................................................... 16  
Looking aHEAD – Goals and Targets for 2016 .......... 18  
Become HEADstrong for Patients and Their Families! 19
HEADstrong Core Values

The HEADstrong Foundation is relentless, driven by our passion and commitment to honesty, integrity and selflessness in our efforts, to the population we support through the sport of lacrosse.

Our success is measured by the value we bring to the afflicted, the opportunity we present to our employees, the service we provide for our volunteers and the contributions we make to the communities we support.

Honor all commitments
Efficient use of our resources
Accountable for our actions
Dedicated to our cause
Service to our communities
Trusting and trustworthy
Relentless in our efforts
Obligated to make a difference
Nurture all those affected
Give our best
HEADstrong Leadership and Volunteers

We are so grateful to our current Board of Directors for their tireless commitment to HEADstrong’s mission.

David Buckman  AlliedBarton Security Services, EVP and General Counsel
David Calvaresi  Valsource, LLC/CEO
Joseph Clifford, III  Catalent Pharma Solutions, Account Director
Harry Dingler  SRA International, Principal
Dan DiZio  Philly Pretzels, President and CEO
Chris Hilburn  New Creation Sourcing, Inc., Director/CEO
Jessy Kyle  Singer, songwriter, survivor
BethAnn McCook  Neurocrine Biosciences, Regional Specialty Manager
Lois Michaliszyn  Wohwee Photos, President
Stephan Pahides  McCausland, Keen and Buckman, Partner
David Regn  Stream Companies, President/CEO
David White  DWD Mechanical, President/CEO

Without our Key Staff, none of this would be possible.

Cheryl Colleluori  President
Michael Colleluori  Vice President
Pasquale Colleluori, Jr.  Director of Marketing
Meghan DiMaio  Fundraising/Marketing Coordinator
Elizabeth Reed  Administrative Coordinator
Michael McDermott  Program Coordinator
Lisa Sabatino  Accounting Coordinator

Without our Key Volunteers, Nick’s dream could not be a reality making a difference for patients and their families every day.

Pat Colleluori  Operations, Nick's father
Daniel Colleluori  Event Coordinator, Nick's brother
Rosemary Mele, Robert and Chris Scotti  Special Events
Debbie White & Rachel Dyer  General Managers, Girl's Lacrosse
Jessy Kyle/Joseph Clifford  Patient Support Group
Michael Murphy/Michael Bender  General Managers, Boy's Lacrosse
Our Dedicated Board of Directors and Volunteers
Nick’s House

The HEADstrong Foundation offers **Nick’s House** to patients and families traveling to the city of Philadelphia for specialized cancer treatments. Due to the high demand for this service with over 195 families monthly in need of housing, the HEADstrong Foundation has expanded with a second location in Swarthmore Pennsylvania and is embarking on its inaugural capital campaign, “Creating a Home away from Home for Families fighting Cancer” with a goal of raising $1.5million for the purchase of the home located at 200 S. Chester Road in Swarthmore Pennsylvania, necessary renovation and an endowment to provide ongoing maintenance and family programs.

Nick’s House offers guests hope for improvement, the comforts of a healing environment, the benefits of a family helping families, and the unconditional support of a caring community. Nick’s House provides an intimate environment, resembling more of a private home, while also offering direct support from individuals who have personally experienced the emotional, mental, and physical impact of cancer on a patient and his/her family.

Say hello to 8 year old, Marliana and her father from western Ohio who sought specialized cancer treatment to save her young life. In 2016, 15 families were served at Nick’s House.
Nicholas E. Colleluori Financial Grant Assistance Program

Financial Assistance is provided to patients undergoing treatment who are experiencing financial hardships through the Nicholas E. Colleluori Financial Grant Assistance program. Assistance, which generally ranges from $250 - $2,000 per applicant, helps recipients to pay for costs associated with medication, transportation to/from hospitals and doctor’s offices, food and other basic needs. Since the Foundation’s inception, over 1,608 patients across the nation have received financial assistance through this service.

Provided financial assistance to 165 families
HEAD2head Patient Support Group

During his battle, Nicholas recognized the importance of peer support and embraced the concept of becoming a patient advocate for cancer. Gaining knowledge, support and hope from others who can relate—being patients and/or survivors—helps to bring a positive outlook to many suffering from the disease, realizing that survival is possible. A more positive outlook not only improves one's quality of life but may also play a role in the healing and treatment of the disease.

Comfort kits, personal visits and phone calls are a few of the ways HEAD2head works.

The HEAD2head™ Patient Support Group connects newly diagnosed patients with a network of patients and survivors of blood cancers in the Greater Philadelphia area who provide peer support, mentoring, and guidance. The open communication between patients and survivors is a source of encouragement that nurtures a patient’s well-being. HEAD2head was originally conceptualized by HEADstrong founder, Nicholas “HEAD” Colleluori, who was determined to learn as much as he could about the disease with which he had been diagnosed.

Matched 70 peer mentors
HEADtable™, Serving Hope

HEADtable, Serving Hope, staff and volunteers transform conference rooms into dining rooms and serve specially prepared meals and provide recreational outlets to inpatient cancer patients and their families. This service provides tremendous opportunity for corporations and/or individuals. This service has expanded to nine times throughout the year and is coordinated by HEADstrong Patient Services Group. To date, over 10,360 patients, families, and medical staff have been served through HEADtable.

- Provided meals/recreational outlets for over 1,170 patients & families.
Awareness

The HEADstrong Foundation has a strong connection to the national lacrosse community given that founder, Nicholas Colleluori was a competitive collegiate player, and his family members are avid supporters. Through the support of lacrosse teams and lacrosse related events, merchandise and partnerships HF has become the philanthropic arm of the sport and is able to carry out its mission. 44 collegiate teams participating in our fall awareness events and over 400 young athletes from the Philadelphia, Lehigh Valley and Dallas Texas representing on field.

Additionally, Chris Hogan of the New England Patriots has chosen the HEADstrong Foundation to partner with. Chris has donated $15 for every completed pass made and $100 for each touchdown. Chris sporting two HEADstrong awareness bands on his arms during the season including the Super Bowl Championships.
National Pediatric Cancer Month is September, and for the 2nd year, the HEADstrong Foundation was proudly recognized by the Delaware County Council for their work with children and the impact they have made with local families.

October – HEADstrong Foundation was the proud recipient of the 2016 Saint Frances Xavier Cabrini Award for Community Service
160 annual awareness events including our annual Run the Park and annual Lime Light Gala

Celebrating the life of Nicholas “Head” Colleluori, Honoring the relentless spirit of survivors raising $190,000 at the 6th Lime Light Gala
Development

In addition to our annual giving campaign, Giving Tuesday, Lacrosse Mustache Madness, and our Project Game Day, with the expansion of Nick’s House, it is with pride to announce the launch our inaugural capital campaign, “Creating a home away from home for Families Fighting Cancer.

HEADstrong Foundation’s Campaign for Nick’s House will be the largest single fundraising initiative in its history. $1 million will be necessary to acquire and renovate a facility. An additional $500,000 will be sought to create a fund to sustain and maintain the building and family programs. The leadership of HEADstrong aims to reach these goals through gifts and pledges committed by the end of 2017 – the beginning of its second decade of service to families battling cancer.
We would like to thank the following NEW partners helping us to make HEADway for patients with cancer and their families:

Tesaro  Exelon  Clearbridge

Financial Information

2016 Financials

<table>
<thead>
<tr>
<th>Financial Category</th>
<th>12/31/2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>819,782</td>
</tr>
<tr>
<td>Program Service Revenue</td>
<td>836,050</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>1,655,832</td>
</tr>
<tr>
<td>Grants and Contributions</td>
<td>97,340</td>
</tr>
<tr>
<td>Program Costs</td>
<td>805,186</td>
</tr>
<tr>
<td></td>
<td>902,526</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>General and Administrative</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Insurance</td>
<td>15,175</td>
</tr>
<tr>
<td>Payroll</td>
<td>388,745</td>
</tr>
<tr>
<td>Accounting and Professional Services</td>
<td>10,955</td>
</tr>
<tr>
<td>Office Expense</td>
<td>3,690</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>418,565</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Excess Revenue over Expenditures</td>
<td>334,741</td>
</tr>
</tbody>
</table>
Fighting aHEAD – those that we serve inspire us to fight aHEAD:

“Thank you for devoting your lives to helping families like ours. We are so grateful for your extreme generosity.” - Andrew, Helen and Hayden.

“Thank you so much for supporting our son, Jon. Making his last birthday so memorable – we were amazed with your kindness.” – Donna and David

“Thank you so much for the kindness to my husband, for recognizing our struggle and for the reassurance that we are not alone.” – Linda

“Being able to receive care so far from home would not have been possible if it weren’t for Nick’s House” – Teel Family

“Thank you for everything you have done for our family, we are forever grateful for providing one of the most memorable days of my son’s life. Nick is looking over all of you and appreciating all of you for following his dream.” – The Dixon Family
Donor List

Exelon Generation Company, LLC 37,500.00
The Wasley Foundation 25,000.00
The Charter Foundation 20,000.00
CELGENE 20,000.00
Clearbridge 17,500.00
HEADstrong Lacrosse Dallas 16,010.34
Harvard Men’s Lacrosse 15,643.71
Duke Men’s Lacrosse 12,735.00
Fairfield University 12,677.53
Mount St Mary’s University 11,874.96
Bucknell University Men’s Lacrosse 11,275.15
University of Pennsylvania 11,055.00
Towson University 10,973.14
Hewlett High School Lacrosse 10,670.00
Washington & Lee Men’s Lax 10,020.00
Helsinn Therapeutics (U.S.), Inc. 10,000.00
Richard N Berman Foundation 10,000.00
LMCC of the IBEW 98/NECA 10,000.00
MCLA-Men’s Collegiate Lax Assoc. 10,000.00
Independence Blue Cross Foundation 10,000.00
Syracuse University 9,798.76
university of Delaware Men’s Lacrosse 9,637.82
Jarrettville Elem School 9,617.14
Cabrini University Lacrosse 9,480.01
University of Scranton 9,236.90
Haverford College 8,530.66
Emmanuel College Saints Boston 7,654.40
Limestone Men’s Lacrosse 7,404.91
Concordia Valsource LLC 7,400.00
UMBC 6,703.96
Julie Hanlon 6,690.00
St. Ambrose University 6,438.35
Amosland School 6,334.00
Richard Moses 6,330.37
Sun Valley High School 6,218.00
Ethel S C Smith No 5 Charitable T W 6,000.00
University of Maryland 5,727.41
Lafayette College - Men’s Lacrosse 5,709.12
Brown University 5,540.74
Dartmouth College 5,499.21
Methodist University 5,481.75
Yale University Men’s Lacrosse 5,471.10
<table>
<thead>
<tr>
<th>Organization</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fidelity Charitable</td>
<td>$5,300.00</td>
</tr>
<tr>
<td>NXT Sports</td>
<td>$5,244.00</td>
</tr>
<tr>
<td>Georgetown Men's Lax</td>
<td>$5,215.04</td>
</tr>
<tr>
<td>Springfield College</td>
<td>$5,087.00</td>
</tr>
<tr>
<td>Michael Shelly Sr.</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>The Ginger Murchison Foundation</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Wawa, Inc.</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Endeavor Sports Performance</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Dana and Robert Emery</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Theodore &amp; Sally Brickman</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>LimeSportswear</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Seattle Genetics</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Teleflex Foundation</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Minerd &amp; Sons, Inc.</td>
<td>$5,000.00</td>
</tr>
</tbody>
</table>
Looking aHEAD – Goals and Targets

The House that Nick built…

Open our doors at 200 S. Chester Road in Swarthmore to welcome families by September 2017.

Embodying the true essence of a family helping family, Nick’s House™ is the prioritized service HEADstrong seeks to expand by constructing a multi-family facility in the Philadelphia metro area and the ability to financially assist families in other markets with a virtual concept by aligning with extended stay hotels.

This multi-year project encompasses a development and steering committee and a capital campaign.

All programs to improve quality of life will roll up under Nick’s House including awareness, financial support, providing meals and recreational outlets and emotional support.

With a long term vision of offering a Nick’s House™ in multiple cities across the nation where leading cancer treatment centers are located, HEADstrong is committed to advancing this service offering to provide a larger number of patients and families access to complimentary living accommodations as they receive treatment.
Become HEADstrong for Patients and Their Families!

The HEADstrong Foundation has set high expectations for 2017. How can you support HEADstrong in the fight? There are many opportunities to join our efforts:

1. Fundraise  [http://headstrong.org/GoLime](http://headstrong.org/GoLime)
2. Make a donation –  [www/headstrong.org/donate](http://www.headstrong.org/donate)
3. HEADstrong Foundation’s United Way #49116
4. Wear the Cause with 100% of the proceeds benefitting our heroes!
5. Does your employer have a matching gift program?
6. Volunteer
7. Attend our Lime Light Gala in March

We will be forever grateful to Nicholas for having the insight to create an organization so that we can carry forth continuing to fulfill Nick’s wish that others would benefit from the life that he lived.