

HEADstrong Foundation 2014



Founder, Nicholas Colleluori

Cheryl Colleluori, President
HEADstrong Foundation
April 2015
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President's Letter

It has been my honor and pleasure to continue the work my son, Nicholas Colleluori, started in 2006. There is not a day that goes by that I do not wake up thinking about him and the millions like him. It was Nick's vision to create an organization that could help patients and their families fighting so hard to succeed in treatment, maintain some sort of normalcy while in treatment and get aHEAD. In fulfilling Nick's legacy, HEADstrong's primary goals are to sustain positive growth and to provide our services to a larger number of patients and families who are affected by cancer, especially blood cancers.

At HEADstrong, we are driven on a daily basis to continue Nick's mission by promoting efforts to improve quality of life for cancer patients and their families. Our programs and services aim to:

- 1) ease the financial burden and associated stresses that come with a cancer diagnosis,
- 2) promote and enhance normalcy for cancer patients and survivors,
- 3) support innovative research to eradicate blood cancer and
- 4) empower others to join the fight and contribute to their communities.

Current quality of life improvement programs and services offered by HF include:

- **Nicholas E. Colleluori Financial Grant Assistance program** provides financial assistance to patients undergoing treatment who are experiencing financial hardships.
- **HEAD2head™ Patient Advocacy 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.
- **HEADtable™, *Serving Hope*** - staff and volunteers transform conference rooms at a local hospital into dining rooms and serve specially prepared meals and recreational outlets to inpatient cancer patients.
- **Nick's House™** - Our two-story facility located in the suburbs of Philadelphia featuring complimentary living accommodations for up to two families with loved ones being treated in the area. 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.

Interested in joining us getting aHEAD for cancer patients and their families? Here's how you can help:

- Organize a team.
- Donate through our individual giving program – even better if your employer offers a matching gifts program.
- Spread the word about HEADstrong services to patients and families that can use our help.
- Help us by sponsoring our Groceries to Home program – a NEW initiative for 2015.

For Nick,



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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.

| | |
|-----------------------------|---|
| <i>David Buckman</i> | AlliedBarton Security Services, EVP and General Counsel |
| <i>David Calvaresi</i> | Valsource, LLC/CEO |
| <i>Christopher Carr</i> | B Braun, Senior Sales Manager |
| <i>Joseph Clifford, III</i> | Catalent Pharma Solutions, Account Director |
| <i>Harry Dingler</i> | SRA International, Principal |
| <i>Derek Fitzgerald</i> | IronHeart Technologies, Founder & CEO |
| <i>Michael French</i> | New England Black Wolves CEO; PriceWaterhouseCoopers, Retired Managing Partner |
| <i>Chris Hilburn</i> | New Creation Sourcing, Inc., Director/CEO |
| <i>Aniele Kendrick</i> | Canon Business Solutions, Marketing Manager, Retired |
| <i>Timothy McMahon</i> | Villanova University, Sr. VP, Constituent Giving Programs |
| <i>Lois Michaliszyn</i> | Wohwee Photos, President |
| <i>David Regn</i> | Stream Companies, President/CEO |

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

| | |
|---------------------------------|----------------------------|
| <i>Cheryl Colleluori</i> | President |
| <i>Michael Colleluori</i> | Vice President |
| <i>Pasquale Colleluori, Jr.</i> | Director of Development |
| <i>Genevieve Haney</i> | Marketing Specialist |
| <i>Elizabeth Reed</i> | Administrative Coordinator |

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

| | |
|-----------------------------------|-----------------------------------|
| <i>Pat Colleluori</i> | Operations, Nick's father |
| <i>Daniel Colleluori</i> | Event Coordinator, Nick's brother |
| <i>Peter Urscheler</i> | Director of Giving |
| <i>Jessica Kozel</i> | Special Events |
| <i>Amanda Stoczko</i> | General Manager, Girl's Lacrosse |
| <i>Jessy Kyle/Joseph Clifford</i> | Patient Support Group |
| <i>Jason Wolensky</i> | General Manager, Boy's Lacrosse |



Our Volunteers

Nicholas E. Colleluori Financial Grant Assistance Program

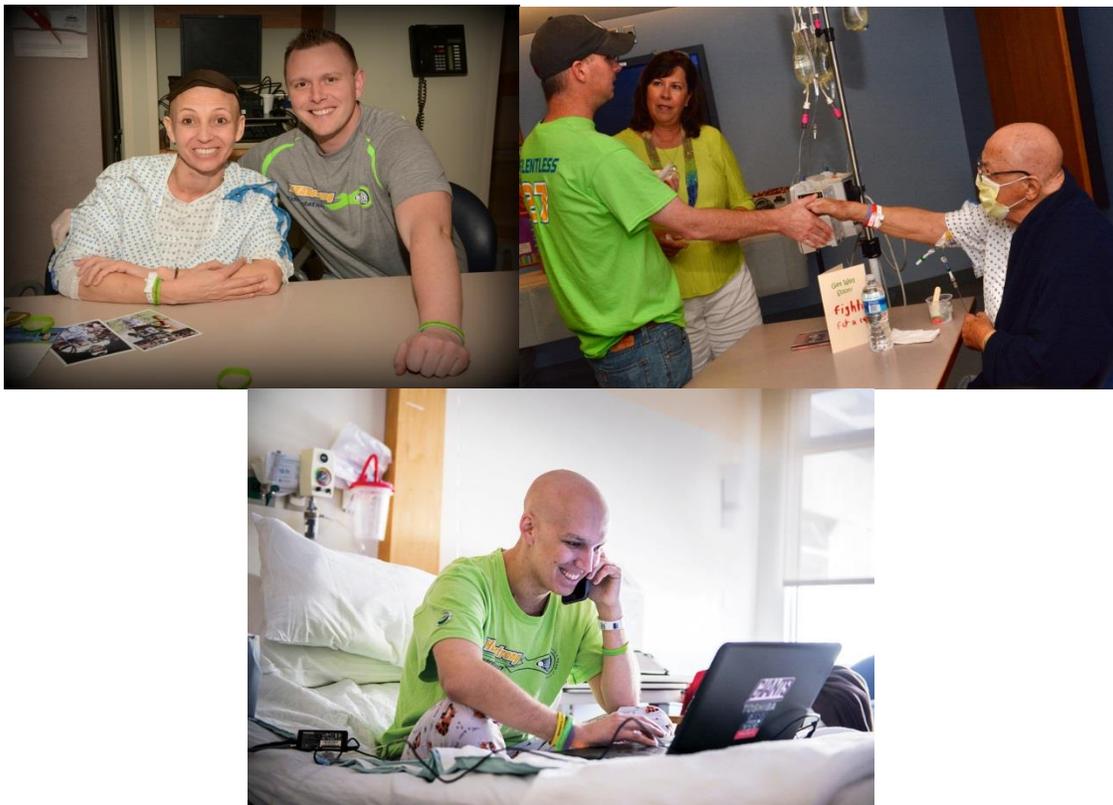
Financial Assistance is provided to patients undergoing treatment who are experiencing financial hardships through the **Nicholas E. Colleluori Financial Grant Assistance** program. Assistance, which generally ranges from \$250 - \$2,000 per applicant, helps recipients to pay for costs associated with medication, transportation to/from hospitals and doctor's offices, food and other basic needs. Since the Foundation's inception, over 1,150 patients across the nation have received financial assistance through this service.

- **Provided financial assistance to 62 Philadelphia area 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 blood 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.



Personal visits, phone calls and Skype 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 72 peer mentors

HEADtable™, Serving Hope

HEADtable, *Serving Hope*, staff and volunteers transform conference rooms at a local hospital into dining rooms and serve specially prepared meals and recreational outlets to inpatient cancer patients. Not only does HEADtable provide patients, families, and medical staff with a gourmet meal (adhering to the dietary needs of patients), but also encourages area businesses and organizations to become involved and volunteer. To date, over 6,850 patients, families, and medical staff have been served through HEADtable.

- **Provided meals/recreational outlets for over 800 patients & families.**



Nick's House

The HEADstrong Foundation embraces the importance of home field advantage by offering **Nick's House** to patients and families traveling to the city of Philadelphia for specialized cancer treatments. Our two-story facility opened in 2011 in the suburbs of Philadelphia, serves as the official HEADquarters for the foundation and provides complimentary living accommodations for up to two families with loved ones being treated in the area. 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. Unlike similar lodging establishments, such as a Ronald McDonald House, 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.

Since its opening, 47 families have called Nick's House home maintaining 100% occupancy. In 2014, we served six families.



Meet Nick's House guests Halston, 22 months old currently battling leukemia and his mother, Mandi

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.

HF also promotes awareness of blood cancer by promoting and conducting blood donation drives and bone marrow swabs enrolling people in the national registry in Nick's honor.

HEADing the fight against blood cancers – working to help fight the only way they know how.

○ Held 160 annual awareness events through athletics



○ Registered 140 people into the national bone marrow registry and collected 150 units of living saving blood.



Development

This year, our administration and development team worked even harder to maximize every dollar give to HEADstrong. Every dollar you give helps advance our mission to promote efforts to improve quality of life for cancer patients and their families. In September we launched our inaugural annual giving campaign, Step aHEAD 27 ensuring sustainability well into the future.



Honoring the relentless spirit of survivors raising \$165,000 at the 5th Lime Light Gala

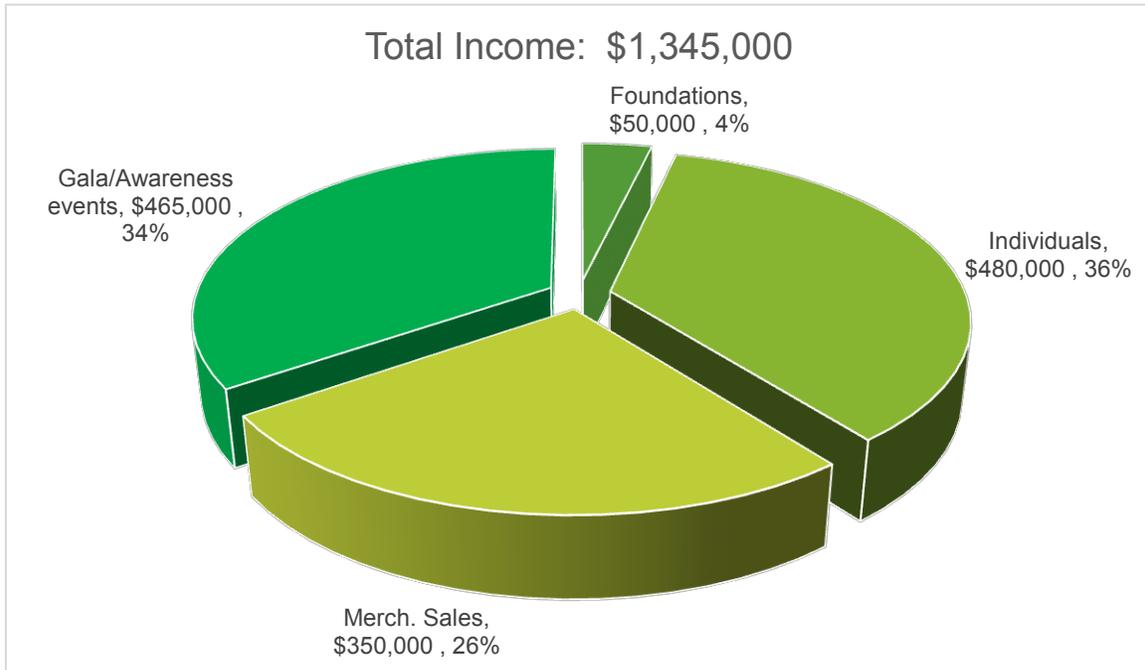


We would like to thank the following NEW partners helping us to make HEADway for patients with cancer and their families:

TEVA Pharmaceuticals Wawa Foundation

Financial Information

2014 Income by Source



HEADstrong Foundation Financials 2014

| | |
|--------------------------------------|-------------------|
| Revenues | <u>12/14/2014</u> |
| Contributions | 480,000 |
| Program Service Revenue | 865,590 |
| Total Revenue | <u>1,345,590</u> |
| | |
| Disbursements | |
| Grants and Contributions | 421,909 |
| Program Costs | 784,211 |
| Interns | 14,750 |
| Insurance | 17,750 |
| Payroll | 67,150 |
| Accounting and Professional Services | 9,175 |
| Office Expense | 3,700 |
| | <u>1,318,645</u> |

2015 Operating Budget

HEADstrong Foundation Operating Budget 2015

| Revenues | <u>12/31/2015</u> |
|---|-------------------|
| Contributions | 500,000 |
| Program Service Revenue | 961,000 |
| Total Revenue | <u>1,461,000</u> |
| | |
| Disbursements | |
| Grants and Contributions | 354,109 |
| Program Costs | 992,594 |
| Interns | 16,200 |
| Insurance | 17,787 |
| Payroll | 67,150 |
| Accounting and Professional Services | 9,260 |
| Office Expense | 3,900 |
| | <u>1,461,000</u> |

Fighting aHEAD

Mandi Moore

A huge amount of stress was lifted off of our shoulders when we were invited to come live at "Nick's House." The HEADstrong Foundation and the Colleluori family have been the biggest blessing to us. The support they've given us, along with the love they've shown us will impact our lives forever. HEADstrong is a constant reminder to us, that there is still a lot of good left in this crazy world. The day Halston is cleared to go back home to Virginia will be very bittersweet for our family. As much as we look forward to creating a new normal, and keeping Leukemia in our rear view mirror, we are going to miss all the people that represent this foundation. They have a way of touching families' lives, and I know this first hand.

Alice Kelly

I just started a new job, the job I had been waiting for and I had lost 80 lbs and was in the best shape of my life when I noticed a small lump on my chest. Thinking it was just my bone, I didn't pay it much attention. I began to get shortness of breath and went to the allergist twice before she recommended a chest X-ray.

I went to get the X-ray and before I could leave the tech told me I needed to go to the ER because it looked like there was fluid in my left lung. The testing began I checked in immediately and they began sending me for more tests. I was admitted to the hospital for a biopsy and, since they were 99% sure it was Hodgkin's Disease, I had the chemo port placed at the same time. They also had to drain 300cc's of fluid from around my heart. Turned out the tumor was sitting on my heart and my heart was rubbing on my left lung, causing the fluid there as well.

I began the ABVD chemo regimen the following week and after 4 treatments there was still a small amount of activity in the middle of my tumor. Due to the bulkiness of the tumor, we decided to go 4 more treatments. After that, it was determined that the chemo was no longer working as I had more activity in new places. That's when I switched to Penn to see Dr. Svoboda for three rounds of ICE and then a round of High Dose Chemotherapy with Stem Cell Rescue. I have just begun day 3 of the High Dose Chemo, so, hopefully the rest of the treatment goes well and I recover quickly!

I can't wait to get back to a normal life of beach time, friend and family time, trips with my niece and nephews, exercising and just having fun without being sick! I feel so fortunate to have been met the HEADstrong Foundation along my journey. Starting a new job, I didn't have any sick days and not yet eligible for medical benefits, HEADstrong provided me with financial assistance that helped immensely keeping me afloat. My treatment included a 30 day hospital stay, HEADstrong held a comedy night, Laugh your HEAD off which I was able to attend. It was a great hour of escape from my hospital room and being able to laugh really made a difference in my recovery. I'm happy to report that I'm now on the mend and can't wait to get more involved with HEADstrong! The work they do is amazing and I would be honored to help in any way I could!

Donor List

| | |
|------------------------------------|-------------|
| The Charter Foundation | \$27,000.00 |
| Alan and Sherri Goldman | \$15,046.70 |
| Valsource, LLC | \$13,570.00 |
| Wawa | \$10,000.00 |
| CELGENE | \$10,000.00 |
| TEVA Pharmaceuticals | \$10,000.00 |
| Dorman Products | \$10,000.00 |
| Lime Sportswear | \$5,000.00 |
| Richard N Berman Foundation | \$5,000.00 |
| Endeavor Sports Performance | \$5,000.00 |
| Christopher and Julie Carr | \$5,000.00 |
| Minerd & Sons, Inc. | \$5,000.00 |
| Boeing | \$4,735.00 |

Looking aHEAD – Goals and Targets for 2015

Nicholas E. Colleluori Financial Grant Assistance program

GOAL: Increase our capacity to provide financial assistance to patients and families across the country.

TARGET: By the end of 2015, increase this giving amount by 27%, and support at least 215 patients through this service.

HEAD2head™ Patient Advocacy Group

GOAL: Expand this service, not only building upon the existing patients who have requested a mentor, but also increase the number of survivors and volunteers who commit their time to being readily available to patients for support.

TARGET: Promote and provide HEAD2head™ service through setting up interactive awareness tables at Abramson Cancer Center eight (8) times in 2015.

HEADtable™, *Serving Hope*

GOAL: Expand this program to additional hospitals and with greater frequency

TARGETS:

- Increase number of Philadelphia area hospitals at which we serve meals & recreational outlets to cancer patients through the HEADtable™ program from one (1) to three (3) by end of 2015.
- Increase frequency of offering HEADtable™ from current rate of six (6) times per year to nine (9) times per year (an 80% increase in frequency).

GOAL: Add a Grocery-to-Home program giving patients the ability to order food through the internet or by phone to be delivered to their homes upon discharge from a lengthy hospital stay. The benefit of this program will not only help financially by providing an essential need but due to compromised immune systems keep them out of the grocery stores reducing their chance of infection.

TARGET: Increase giving capacity to cancer patients and families with Groceries to Home program; \$15,000 to be disbursed throughout 2015.

Nick's House™

GOAL: Embodying the true essence of a family helping family, Nick's House™ is the prioritized service HEADstrong seeks to grow. With a long-term vision of opening 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 2015. How can you help HEADstrong in the fight? There are many opportunities to join our efforts:

1. Fundraise through Project Game Day <http://headstrong.org/gameday>
2. Make a donation – [www/headstrong.org/donate](http://www.headstrong.org/donate)
3. HEADstrong Foundation's United Way #49116
4. Does your employer have a matching gift program?
5. Volunteer



Thank you so much as we continue to fulfill Nick's wish and our promise that others would benefit from the life that he lived.