HEADstrong Foundation 2017

CHERYL COLLELUORI, PRESIDENT
MARCH 2018
Dear Friends,

2017 was certainly a thrilling year for HEADstrong Foundation. Thank you for joining me on this incredible journey, as we continue to honor the vision of our founder, my son, Nicholas. I am humbled and inspired by your support, enthusiasm, and commitment to improving the quality of life for cancer patients and their families.

After years of relentless determination, HEADstrong triumphantly opened the doors of its new, expanded Nick’s House facility on December 11, 2017. Purchasing and renovating this home was a major undertaking, but when you believe in something with your whole heart, anything is possible. HEADstrong is now able to provide 2555 free night stays annually to cancer patients and families who have traveled to Philadelphia for treatment.

When I walk around this beautiful home-away-from-home, I notice a lot of details: the striking wrap-around porch, landscaped grounds, a spacious dining room, ADA-accessibility including an elevator, and so much more. But these details add up to more than the sum of their parts – when I look at Nick’s House, what I really see is warm and welcoming home. A place of physical and financial respite for families struggling to maintain their quality of life while a loved one receives cancer treatment. I see comfort for families in the fight of their lives.

Likewise, when I look around at the HEADstrong community, I see more than an assortment of friends, survivors, professionals, students, and athletes. I see stalwart donors, fervent cheerleaders, and dedicated volunteers. I see tender hearts and helping hands. I see a team coming together on and off the field, ready for the fight. Nicholas, my son, my shining star, would be proud.

In this report, I am pleased to describe HEADstrong’s growth and success in 2017, and to share with you our exciting plans for 2018 and beyond.

For Nick,

Chief Colvin
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The Year in Pictures

Some of our favorite moments from 2017.

Nick's House groundbreaking on July 6

Ashlyn and Todd

HEADtable Thanksgiving fun at the Hospital of the University of Pennsylvania

Pat Colleluori, Nick's Dad, renovating Nick's House

Volunteers getting ready to serve at the hospital

Joining Hands together to support our mission
Our Mission

To improve the quality of life for cancer patients and their families through providing essential services.

Our Core Values

Honor all commitments
Efficient use of resources
Accountable for our actions
Dedicated to our cause
Service to our community
Trusting and trustworthy
Relentless effort
Obligated to make a difference
Nurture all those affected
Give our best
About HEADstrong

“*My Last Wish Was That Others Would Benefit From My Life.***”
— HEADstrong Founder, Nicholas Colleluori

Founder, Nicholas Colleluori

“We are forever grateful to Nicholas for having the insight to create this organization, so that we can carry forth his vision of others benefitting from the life that he lived.”

— The Colleluori Family

HEADstrong was founded in 2006 by Nicholas “Head” Colleluori from his hospital bed. He was 19 years old, fighting non-Hodgkin’s Lymphoma and looking to make a difference for others battling cancer. Nick established the vision and principles for HEADstrong, and after his passing, Nick’s family promised to carry on the work of the Foundation in his memory.

In the eleven years since its founding, HEADstrong has provided direct assistance to over 14,790 patients and families.
Our Programs

The need for our services is great. The National Cancer Institute reports that approximately 40% of men and women will be diagnosed with cancer at some point during their lifetimes. When people feel unable to manage or control changes caused by cancer, they are in distress, which reduces quality of life. There is proven evidence associating distress with poorer clinical outcomes.

What we do. HEADstrong has designed its programs to alleviate the stresses of cancer by offering physical, emotional and financial respite to families struggling with the demands of caring for a loved one with cancer. HEADstrong is uniquely qualified to provide this service, as Cheryl Colleluori, founder Nick’s mother, has lived the experience and witnessed firsthand the stressful effect cancer had on her son and on her family. Their empathic and direct approach sets HEADstrong apart.

<table>
<thead>
<tr>
<th>Nick’s House</th>
<th>Provides complimentary accommodations to families traveling to Philadelphia for cutting-edge cancer treatment. Nick’s House provides physical and financial respite, and serves as a home-away-from-home.</th>
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<tr>
<td>HEAD2head</td>
<td>Peer-to-peer counseling to cancer patients by volunteer survivors offering valuable understanding and guidance.</td>
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<tr>
<td>HEADtable</td>
<td>Provides meals and recreation-related activities to cancer patients and their families who are receiving treatment in the oncology units of the Hospital of the University of Pennsylvania and the Children’s Hospital of Philadelphia.</td>
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Nick’s House: A Home-Away-From-Home

During his hospitalization, founder Nick’s parents encountered a family living out of their car in the hospital parking garage while their daughter was receiving a bone-marrow transplant. The family had traveled more than 500 miles to pursue treatment for their daughter, was financially exhausted, and needed help. The Colleluoris welcomed them into their own home and provided them with comforts and the support necessary to keep fighting. This experience convinced the Colleluoris of the overwhelming need for free accommodations to support families pursuing the innovative cancer treatment available in Philadelphia. The original Nick’s House opened in Holmes, PA, in 2011 and has provided more than 3000 night stays.

The Nick’s House program offers families physical and financial respite, allowing them to focus on taking care of their loved one.
Medical experts report that each month 200 families travel from across the country seeking care in the Philadelphia region. Many families stay in the area for 50 days or more, impacting financial situations already made difficult by the cost of medical care. In response, HEADstrong expanded the Nick’s House program, opening a new and larger Nick’s House facility in Swarthmore, PA, in 2017.

The new facility is ADA-accessible, offers families a warm and welcoming home during their darkest times, and will accommodate – at no charge – over 2,555 night stays annually. This represents a 300% increase over the original Nick’s House capacity. At the new Nick’s House, over a typical 7-week stay, each family will be relieved of nearly $10,000 in housing costs.

**2017 results:** Nick’s House, Ridley provided 704 night stays.

**Meet Ben and his Family**

Little Ben is only four years old and battling kidney cancer. Ben and his family traveled over 100 miles each way to Philadelphia to receive daily treatment at Children’s Hospital of Philadelphia. Ben, his mom Sara, dad Jason, and baby sister Elle, were welcomed at Nick’s House, where they enjoyed a peaceful environment keeping the family together during their five month stay. Sara said, “When you learn that your child has cancer, what do you do? Where do you turn? HEADstrong Foundation was our answer. They have become family. For me as a mother, I found I connected very easily with Cheryl. I found strength in her because she has lived what I’m living.”
HEADstrong Foundation
2017 Annual Report

HEAD2head:
Patient Support Group

During his battle, Nicholas recognized the importance of peer support. Gaining knowledge, understanding, and hope from others who can relate — as patients and/or survivors — helps to bring a positive outlook to many suffering from the disease. A more positive outlook not only improves quality of life but also plays a role in the healing and treatment of the disease. HEAD2head offers comfort kits, personal visits, and phone calls, and has established over 2,150 relationships to date.

2017 results: 275 comfort kits distributed and 80 patient-survivor counseling relationships established.
HEADtable: Serving Hope

HEADstrong staff and volunteers transform conference rooms into dining rooms, 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 to volunteer with our organization. This service has expanded to nine occasions throughout the year and is coordinated by the HEADstrong Patient Services Committee. To date, over 10,900 patients and families have been served through HEADtable.

2017 results: meals and recreational outlets provided to over 1,820 patients and family members.
Awareness: Getting aHEAD through Athletics

The HEADstrong Foundation has a strong connection to the national lacrosse community, given that founder Nicholas Colleluori was a competitive collegiate player, and that his family members are avid supporters. Through the support of lacrosse teams and lacrosse-related events, merchandise, and partnerships HEADstrong has become a philanthropic arm of the sport and is able to carry out its mission. Over 40 collegiate teams participate in our annual awareness events and over 530 young athletes from Philadelphia, the Lehigh Valley, and Dallas, Texas represent the cause on field.

Additionally, Chris Hogan of the New England Patriots has partnered with HEADstrong by donating $27 for every catch and $150 for each touchdown. To date, he has donated over $1,600. Chris sports two HEADstrong awareness bands on his arms when he takes the field to bring visibility to our work.
# Financial Summary

## 2017 Report

### Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>12/31/2017</th>
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<tr>
<td>Contributions</td>
<td>1,368,463</td>
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<tr>
<td>Program Service Revenue</td>
<td>655,745</td>
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<tr>
<td>Total Revenue</td>
<td>2,024,208</td>
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### Expenses

<table>
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<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Grants and Contributions</td>
<td>83,787</td>
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<tr>
<td>Program Costs</td>
<td>1,273,847</td>
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<tr>
<td>Total Program Expenses</td>
<td>1,387,347</td>
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### General and Administrative

<table>
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<tr>
<td>Payroll</td>
<td>22,839</td>
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<tr>
<td>Office Expense</td>
<td>6,873</td>
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<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tr>
<td>Excess Revenue over Expenses</td>
<td>636,861</td>
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Fundraising Events

Run the Park 5K Challenge, September 17, 2017: Raised over $35,000. Participation has tripled in the last three years.

Lime Light Gala, March 10, 2017: Raised over $225,000. Incredible evening of celebration, survivorship and achievements.
**Fundraising Events**

Nicholas Colleluori Lacrosse Classics, University City Classic accounted for seven events held during the fall allowed for 44 college athletes to embrace the HEADstrong mission and raising over $132,000.

![University City Classic at Penn](image)

Nicholas Colleluori Women’s Lacrosse Classic
Leadership and Volunteers

Board of Directors. We are so grateful for their tireless commitment.
Sam Adolph, Finance Director, Vice President at M&T Bank
David Buckman, Legal Advisor, EVP and General Counsel at AlliedBarton
David Calvaresi, Chairman, CEO at ValSource
Joseph Clifford, III, Recording Secretary, Account Director at Catalent Pharma
Dan Dizio, Business Development, CEO at Philly Pretzel Factory
Jessy Kyle, Business Development, singer and songwriter
Rich Moses, Financial Advisor, self-employed
Beth Ann McCook, Donor Development, Senior Sales Manager at Neurocrine
Stephan Pahides, Donor Development, Partner at McCausland, Keen & Buckman
David Regn, Marketing Advisor, President and CEO at Stream Companies
David White, Business Development, President at DWD Mechanical

Key Staff. Without them, none of this would be possible.
Cheryl Colleluori, President, Nick’s mother
Michael Colleluori, Vice President, Nick’s brother
Pasquale Colleluori, Jr., Director of Marketing, Nick’s brother
Meghan DiMaio, Fundraising/Marketing Coordinator
Sarah Mahony, Administrative/Design Specialist
Jeff Baxter, Fundraising Director
Harry Dingler, Program Specialist
Taylor Solaja, Program Specialist

Key Volunteers. They make a difference for patients and their families.
Pat Colleluori, Operations, Nick’s father
Daniel Colleluori, Event Coordinator, Nick’s brother
Rosemary Mele, Robert, and Chris Scotti, Special Events
Jessy Kyle/Joseph Clifford, Patient Support Group
Debbie White, General Managers, Girl’s Lacrosse
Michael Murphy/Michael Bender, General Managers, Boy’s Lacrosse
Plus 120 other volunteers
Unwavering Support in 2017

Lacrosse Mustache Madness $235,000

Top Teams

HEADstrong Texas
Towson Lacrosse
University of Utah Lacrosse
Bryant University
UMBC Men’s Lacrosse
Fairfield University Men’s Lacrosse
Haverford College Men’s Lacrosse

Hillside Lacrosse
Holly Cross Men’s Lacrosse
Marquette Lacrosse Men’s Lacrosse
Mount Saint Mary’s Men’s Lacrosse
Saint Lawrence Men’s Lacrosse
Bowdoin Men’s Lacrosse

$2,500 - $5,000

Genentech
Irish Pub Children’s Foundation Inc.
Jeff and Anna Marie Froccaro
Kathleen Marshall
Kathy Johnson Memorial Fund
KeyBank National Association

Leading Edge Martial Arts
Queen of Swedes
Chad and Kelly Punchard
Staples Foundation for Learning, Inc.
Sun Valley High School
UAW Local 1069
Wawa, Inc.

$5,001 - $10,000

Amosland Home and School
Blue Star Frisco Events
Boeing Employees Community Fund
Concordia Valsource LLC
Daniel Kraft
David and Beth Buckman
Eisai
IBEW LU654
Jordan and Deanna Berman
Marquette University Men’s Lacrosse
Michael and Emily Maier
Michael Seiman
Minerd & Sons, Inc.

Phillies Charities
Richard and Christine Mack Family Fnd
Robert and Dana Emery
Russell Elementary
Saltz, Mongeluzzi, Barrett & Bendesky
Seattle Genetics
TD Charitable Foundation
The Ginger Murchison Foundation
The Northern Trust Company
The Tighe Foundation
Valsource, LLC
$10,001 - $20,000

- Batty Enterprises Inc.
- Paul Ehrlichman
- David and Beth Buckman

Connelly Foundation
Rich Moses and Selwyn Rayzor

$20,001 - $30,000

- David Regn
- LMCC of the IBEW 98/NECA
- Christopher and Julie Carr

The Wasily Foundation
The Connelly Foundation

$30,001 - $100,000

- The Commonwealth of Pennsylvania
- The Abramson Family Foundation

Dorman Products
Novartis Pharmaceuticals

Above $100,000

- David and Deborah Calvaresi
Goals for 2018

HEADstrong’s long-term vision is that all families affected by cancer have the support and resources needed to mitigate the effect the disease has upon their quality of life.

The goal for all of our programs is to increase service to participants, bringing stress-alleviating programs to ever larger numbers of patients and families afflicted by cancer.

Here’s what we’re planning for the coming year and into the future:

Numbers Served

• HEADtable will serve 1,350 more patients and family members with meals and recreation-related events.
• HEAD2head will establish 35 additional counseling relationships.

Nick’s House

• The new Nick’s House opens its doors and welcomes 100 families in its first year of operation.
• In 2019 and beyond, we hope to have the house at full capacity, hosting 150 families annually.
• Future plans include replicating the Nick’s House model in other cities around the country.

Capital Campaign

• HEADstrong is currently halfway through its multi-year capital campaign to raise $1.5 million, and has raised over $700k so far, $500k through in-kind donations.
• The goal is to raise an additional $300k to support annual operating expenses for Nick’s House, and to establish an endowment to ensure the program’s sustainability and longevity.
Join the Fight

Donate

• Visit headstrong.org to donate today.
• Legacy gift, include HEADstrong in your estate planning.
• Wear HEADstrong gear, available at headstrong.org/shop – 100% of the proceeds benefit patients and families.
• Find out if your employer has a matching gift program and designate HEADstrong as a beneficiary.
• We are a United Way registered charity, number 49116.

Volunteer

• Volunteers are always needed for office, Nick’s House or event.
• Serve food and provide entertainment to patients and families at the holidays.
• Chat with patients and families, helping to relieve stress.

Fundraise

• Visit headstrong.org to “Go Lime” and learn how to fundraise for HEADstrong in your community.
• Learn more about “Fighter Funds.”
• Attend our Lime Light Gala, held in March, to celebrate and support the cause.
• Participate in annual Run the Park, 5k held in September
• Attend one of our seven fall collegiate lacrosse events
• Join one of our HEADstrong Lacrosse Club teams