

# HEADstrong Foundation 2017



CHERYL COLLELUORI, PRESIDENT

MARCH 2018

# Letter From the President

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,



# Table of Contents

Letter From the President	1
Table of Contents	2
The Year in Pictures	3
Mission and Core Values	4
About HEADstrong	5
Our Programs	6
Nick's House	7
HEAD2head	9
HEADtable	10
Awareness	11
Financial Summary	12
Fundraising Events	13
Leadership and Volunteers	15
Unwavering Support	16
Goals for 2018	18
Join the Fight	19

# 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



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.

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

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# 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.

## Nick's House

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.

## HEAD2head

Peer-to-peer counseling to cancer patients by volunteer survivors offering valuable understanding and guidance.

## HEADtable

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.

# 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.



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**The Nick's House program offers families physical and financial respite, allowing them to focus on taking care of their loved one.**

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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

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**Nick's House can mean the difference between patients and families being able to pursue the leading-edge therapies available in Philadelphia, or deciding against continued treatment because of financial or family circumstances.**

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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."***



Ben and his mom

# 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.



Jake Rudd and Kathleen O'Connor, lacrosse players and HEADstrong Heroes

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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.

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# Financial Summary

## 2017 Report

### Revenue

	<u>12/31/2017</u>
Contributions	1,368,463
Program Service Revenue	655,745
Total Revenue	<u>2,024,208</u>

### Expenses

Grants and Contributions	83,787
Program Costs	1,273,847
Total Program Expenses	<u>1,387,347</u>

### General and Administrative

Payroll	22,839
Office Expense	<u>6,873</u>
Excess Revenue over Expenditures	<u>636.861</u>

# 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



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 Dingle**, 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**

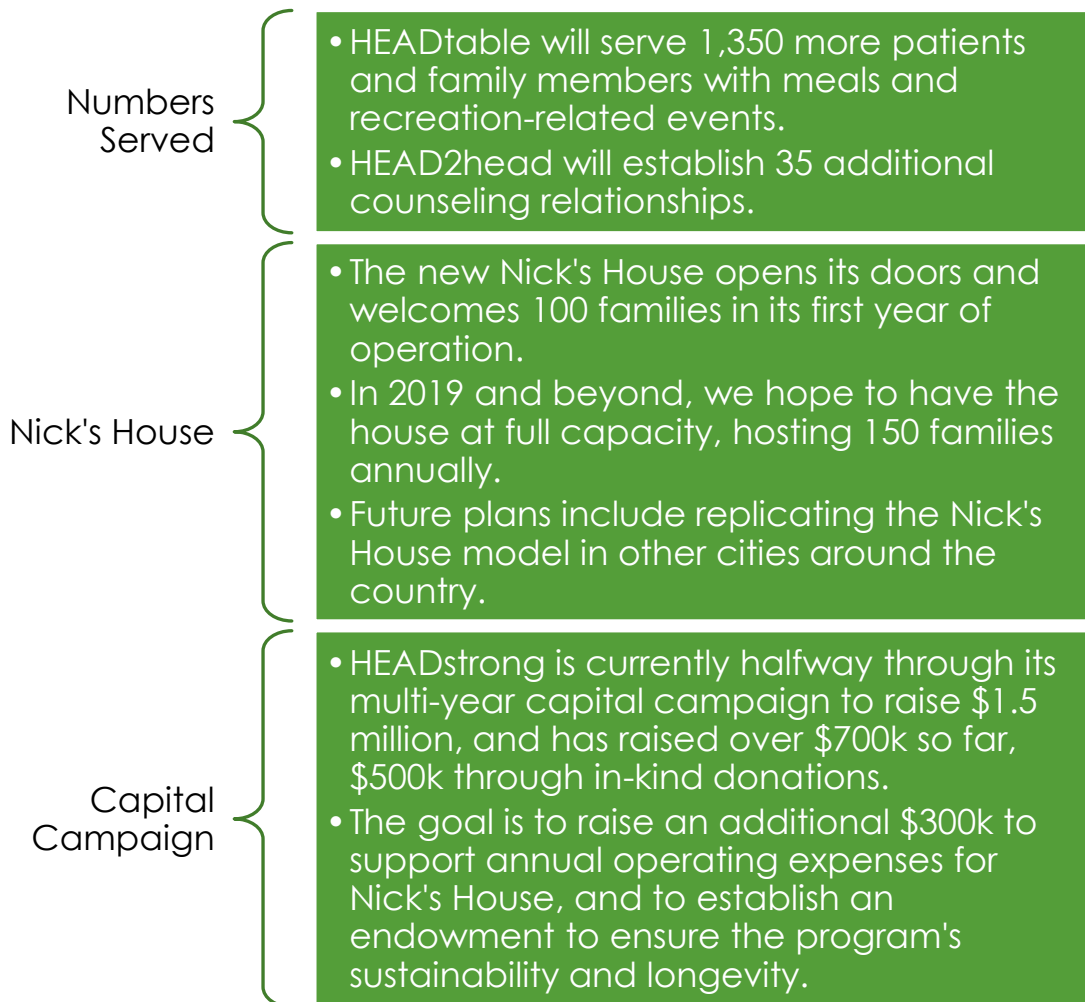
David and Deborah Calvaresi

# 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:



# 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](http://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](http://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