

HEADstrong Foundation 2018



Founder, Nicholas Colleluori

Cheryl Colleluori, President
HEADstrong Foundation
February 2019
cheryl@headstrong.org

President's Letter

2018 was historic for the HEADstrong Foundation with the opening of Nick's House to answer the ever-increasing demand for complimentary housing for the many families who come to Philadelphia for upwards of three months of care. Nick's House Swarthmore provides families a warm and welcoming home during their darkest times and will accommodate — at no charge — over 2,555 nights annually.

Since the spring, we have welcomed 49 patients and their families. Our greatest reward has been watching complete strangers become one family at Nick's House, all fighting for their lives and for each other. Nick's House continues to be our premier program that improves the lives of those affected by cancer, and with your support, together we can offer “home” to those experiencing the most difficult ordeal of their lives.

Here are just a few examples of how much it means to our heroes:

- For Mary and Larry, dealing with complications and setbacks due to disease, it gave them a “renewed spirit to carry on.”
- To Dan, 29 years old, hospitalized for three months battling Lymphoma, it meant “escaping the isolation.”
- For Ben, a stay-at-home dad who had been traveling 2.5 hours for daily treatment, it kept his wife and two small children with him is possible.
- To Frida, just 11 years old, it means she gets to play her ukulele as she recovers from a bone marrow transplant.
- To Brie, a new mother facing a frightening diagnosis, losing her job and unable to pay her rent, Nick's House is the “anchor holding her steady.”

Without you, none of this would be possible. Your generosity allows us to impact even more lives. Here are some opportunities for your continued involvement:

- Create an online fundraiser
- Make a Donation, and consider making it reoccurring. Does your employer match?
- Volunteer
- Refer us to someone in need

On behalf of our founder, my son Nicholas, and all of those that we serve, thank you so much.

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 serve through the generosity of our donors.

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 made 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>Samuel Adolph</i>	WSFS Bank, Vice President
<i>David Buckman</i>	AlliedBarton Security Services, EVP and General Counsel
<i>David Calvaresi</i>	Valsource, LLC/CEO
<i>Joseph Clifford, III</i>	Catalent Pharma Solutions, Account Director
<i>Harry Dingle</i>	Retired, Emeritus Chair
<i>Jessy Kyle</i>	Singer, songwriter, survivor
<i>Richard Moses</i>	Retired Financial, ED, HEADstrong Texas
<i>Stephan Pahides</i>	McCausland, Keen and Buckman, Partner
<i>David Regn</i>	Stream Companies, President/CEO
<i>David White</i>	DWD Mechanical, President/CEO

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

<i>Cheryl Colleluori</i>	President
<i>Jennifer Colleluori</i>	Accounting
<i>Michael Colleluori</i>	Vice President
<i>Pasquale Colleluori, Jr.</i>	Business Development
<i>Meghan DiMaio</i>	Marketing Coordinator
<i>Caitlin Durning</i>	Fundraising Coordinator
<i>Sarah Mahony</i>	Administrative/Design Specialist
<i>Edward Morrone</i>	Communication Director
<i>Jeff Baxter</i>	Director of Fundraising
<i>Harry Dingle</i>	Management Consult

Without our **Key Volunteers, and the 100 plus other 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>Debbie White & Joanne Hippensteal</i>	General Managers, Girl's Lacrosse
<i>Jessy Kyle/Joseph Clifford</i>	Patient Support Group
<i>Michael Murphy/Michael Bender</i>	General Managers, Boy's Lacrosse

We acknowledge our **Patient Services Committee**, mission is to evaluate and enhance QOL programs serving those affected by cancer. Members include:

Joseph Clifford, Sarah Mahony, Alice Kelly, Jessy Kyle, Rosemary Mele, Kelli Marvil, Kevin Crowding, Rachel Mae and Candace Christner

We acknowledge our **Nick's House volunteers**, serving our guest families. Members include:

Susie Bisignaro, David and Deb Calvaresi, Ann Currens, Helen Dingle, Marybeth Joseph, Jill Quinn, Kay Scattolino, Jill Quinn and Fran Zimmerman.

Nick's House

The HEADstrong Foundation is committed to being a resource to families seeking comprehensive cancer care being offered in Philadelphia is very pleased to offer **Nick's House**, a home away from home. We invite you to tour Nick's House Swarthmore at

<https://youtu.be/5oQU0V2BbXg>



Nick's House offers guests hope and the comforts of a healing environment, the benefits of a family helping families, and the unconditional support of a caring community. Our 2nd facility opened in spring 2018, 49 families have called Nick's House home, the average stay is 6 weeks saving over \$600,000 in travel and hotel related expenses to our guests.

Meet 24 year old Haley and her mom, Nancy – this family traveled 175 plus miles to receive extraordinary cancer care.



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 1498 patients across the nation have received financial assistance through this service.

Provided financial assistance to 30 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 116 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 including Philadelphia Phillies Games, Philadelphia 76er's Game, Philadelphia Union Game, yoga, massage and art therapy to both inpatient and outpatient 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 11,236 patients, families, and medical staff have been served through HEADtable.

- **Provided meals/recreational outlets for over 1,618 patients & families.**



Awareness

The HEADstrong Foundation has a strong connection to the national lacrosse community given that Nicholas was a competitive high school and collegiate player, and his family members are also 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. Fifty-four collegiate teams participated in our fall awareness events with over 600 young athletes from the Philadelphia, Lehigh Valley and Dallas, Texas areas 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 reception and \$100 for each touchdown. Chris has sported HEADstrong awareness bands on his wrists during the season, including during the Super Bowl. This past season, Hogan wore specialized cleats in support of HEADstrong during the NFL's "My Cause My Cleats" campaign (pictured below).



2018 represented a year of awards and honors in recognition of the work HEADstrong is performing in the community. President Cheryl Colleluori was honored by the Philadelphia Eagles with the Community Quarterback Award, given to an individual who has made a positive impact in his or her community.

Colleluori was also selected as the 2018 Women of the Year by the Delaware County Women's Commission, which recognizes work to empower women and advance their roles and influences within the community.

Additionally, Colleluori was presented with the Citizen of the Year award by the Delaware County Chamber of Commerce for her outstanding contribution to the community.



- Additionally, 100 plus annual awareness events including our annual 5k, Teeing off Against Cancer and our Lime Light Gala



1st Annual Teeing-Off Against Cancer golf outing at Springfield Country Club in July. With over 30 sponsors and 100 golfers on hand, HEADstrong raised \$38,000 at an event that will be a mainstay in years to come.

**Celebrating the life of Nicholas “Head” Colleluori, honoring the relentless spirit of survivors
raising \$200,000 at the 8^h Lime Light Gala**



Development

In addition to our annual giving campaign and Giving Tuesday campaign, Fighter Funds is an opportunity for families to honor a loved one who has battled cancer.

Our 3rd party fundraising campaigns Lacrosse Mustache Madness, Game Hair Havoc, Pledge It and Go Lime fundraising platforms continue to expand rallying supporters to organize and support our mission of improving lives affected by cancer.

HEADstrong Foundation's Campaign for Nick's House, "Creating a home away from home for Families Fighting Cancer" continues into this final year with \$200,000 still needed to reach its goal of \$1.5 million.

The leadership of HEADstrong aims to achieve our goals through gifts and pledges committed by the end of 2019 as we embark on second decade of service to families battling cancer.



We are grateful for the following NEW partners helping us to make HEADway for patients with cancer and their families:

SAP Scrub Daddy Kite, a Gilead Company

There are many opportunities for corporate support, contact Pat Colleluori at Pat@headstrong.org for more information.

Financial Information

HEADstrong Foundation Operating Budget		
Revenue	2019	Actual 2018
Contributions, Grants	\$1,210,509	\$1,229,452
Program Service Revenue	\$1,293,088	\$1,088,693
Total Revenue	\$2,503,597	\$2,318,145
EXPENSES	2019	2018
Grants and Contributions	\$118,280	\$109,518
Program Costs	\$1,257,500	\$1,190,850
Total Expenses	\$1,375,780	\$1,300,368
General and Administrative		
Total Expenses	\$657,050	\$599,242
Excess Revenue over Expenditures	\$470,767	\$418,535

Donor List

\$100,000

Steven and Ilene Berman Family Foundation

\$25,001 - \$33,000

Paul Ehrlichman

Penn Medicine

Richard N. Berman Foundation

The Charter Foundation

\$5,000 - \$6,999

Endicott College Men's Lacrosse

Mendham HS Lacrosse

Villanova University Women's Lacrosse

ADVNC Lacrosse

Top Gun Fighting Clams

Robert & Donna Short, Jr.

Rockville Center Lacrosse Club

\$20,000 - \$25,000

The Wasily Foundation

David Calvaresi

Highland Park (TX) HS Boys Lacrosse

Lehigh University Men's Lacrosse

Pennsylvania Apt. Assn. - East

\$12,001 - \$19,999

Brown University Men's Lacrosse

Towson University Men's Lacrosse

Colgate University Men's Lacrosse

Syracuse University Men's Lacrosse

Lafayette College Men's Lacrosse

University of Utah Men's Lacrosse

University of Delaware Men's Lacrosse

\$9,801 - \$12,000

David & Kellie Regn

Marquette University Men's Lacrosse

Babson College Men's Lacrosse

UMBC Men's Lacrosse

Dana and Robert Emery

Jordan And Deanna Berman

Kite Pharma Inc.

Eisai

Pine-Richland High School Boy's Lacrosse

Novartis Pharmaceuticals

\$7,000 - \$9,800

University of California Berkeley Women's Lacrosse

Notre Dame Men's Lacrosse

Dickinson College Men's Lacrosse

Southern Lehigh Boys and Girls Lacrosse

Hewlett High School Lacrosse

Cabrini University, Catholic University and Farleigh Dickinson University

Hobart College Men's Lacrosse

SLHS Boys Lacrosse Boosters

Penn State Men's Lacrosse

The M&T Charitable Foundation

Face Off for a Cause

Duke University Men's Lacrosse

Katie Hoffman

Mary's Minions

Hofstra University Men's Lacrosse

Desales University Men's Lacrosse

Villanova University Women's Lacrosse

Drexel University Men's Lacrosse

USC Women's Lacrosse

Florida Launch Lacrosse

3d Mid Atlantic Lacrosse

Bryant College Men's Lacrosse

Russell Elementary School

Univ of California Berkley Women's Lacrosse

Bucknell University Men's Lacrosse

Rochester Institute of Technology

Amosland Home and School

University of Penn Women's Lacrosse

Pro Lax Stacher

Andrea Thomson

Blue Star Frisco Events

CELGENE

Cornell University Foundation

Endeavor Sports Performance

Ethel S C Smith No 5 Charitable T W

IBEW LU654

Melon's Gift

Robert Mongeluzzi

Robin Dole

Samuel Friedman Foundation

The Ginger Murchison Foundation

Timothy Genecco

Fun Dog Show

\$2,500 - \$4,999

Laura Parker

Joseph Magee

Georgian Court Men's Lacrosse

Drew University Men's Lacrosse

Hilton Philadelphia

Misericordia University Men's Lacrosse

University at Albany Women's Lacrosse

Hofstra University Women's Lacrosse

Keller Williams Community

University of Penn Men's Lacrosse

Thomas Kropp

Peco Energy

Arcadia University Men's Lacrosse

Army West Point Men's Lacrosse

Dominican College Men's Lacrosse

Marymount University Men's Lacrosse

NYIT Athletics

Flyers Charities

Pilot Air Freight

We are so grateful for your support!

Fighting aHEAD – those that we serve inspire us to fight aHEAD:

According to Haley Snyder, “HEADstrong is truly is a community of people, and they helped me pull myself out of my room, and just talk which helped me get out of my own head.”

“You can tell who’s a part of that club, and right after she introduced herself, Cheryl hugged me “She knows what we’d been through. It’s a different language, one that she understands. One of the benefits of that commonality is not the things you say to each other, but rather the things you don’t have to say. That comfort and peace of mind, it’s a big thing.” – Bill, Rachel and Nolan Redmond

“I can relax here. It gives you this calming feeling where you just don’t have to worry about anything. Get treatment, come here, be safe, rest...that’s it. I can focus on getting better. And it doesn’t cost us a penny to stay here; we don’t have to buy paper towels, soap, laundry detergent, nothing. Never in the world have I ever seen any place like this. – Steve and Laurie Stasonis.”

“HEADstrong has been a bright light when my light has dimmed, I will be forever grateful – Gemma Geary.

Looking aHEAD – Goals and Targets

The House that Nick built...

We opened our doors at 200 S. Chester Road in Swarthmore to welcome families in spring of 2018.

Embodying the true essence of a family helping families, 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 (including Baltimore, Boston and New York City) 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.

Adopt a Family!

The HEADstrong Foundation has set high expectations for 2019. How can you support HEADstrong in the fight? There are many ways to join our efforts:

1. Fundraise <https://headstrong.org/GoLime>
2. Make a donation – www.headstrong.org/donate
3. Wear the Cause with 100% of the proceeds benefiting our heroes!
www.headstrong.org/shop
4. Does your employer have a matching gift program?
5. Volunteer
6. Attend an event - 5k, golf outing or gala
7. HEADstrong Foundation's United Way # 49116



The graphic features a photograph of a man and a woman sitting together. The man is wearing a blue t-shirt with 'ZION National Park' text. The woman is wearing a black hoodie. Above them is the HEADstrong Foundation logo and a 'NICK'S HOUSE' logo. To the right, a green box lists donation options with icons: Family Meals (\$25), Comfort Kit (\$50), Transportation (\$75), One Night Stay (\$150), One Weekend Stay (\$350), One Week Stay (\$750), and One Month Stay (\$4500). The bottom of the graphic has a blue banner with the website address.

ADOPT A FAMILY
Your Donations at Work

-  **\$25**
Family Meals
-  **\$50**
Comfort Kit
-  **\$75**
Transportation
-  **\$150**
One Night Stay
-  **\$350**
One Weekend Stay
-  **\$750**
One Week Stay
-  **\$4500**
One Month Stay

www.HEADstrong.org/donate

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.