



HEADstrong Foundation 2019



Founder, Nicholas Colleluori

Cheryl Colleluori, President
HEADstrong Foundation
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President's Letter

The HEADstrong Foundation works tirelessly to improve the lives of those affected by cancer. A cancer diagnosis is not only a life-threatening event, but it also has a psychological impact on the patient and their family. The diagnosis is the start of a long journey that can and will impact physical health and mental well-being. We seek to help patients lessen the financial and social impact of this journey. In short, we provide support so that families may live with dignity and normalcy while dealing with cancer treatment. We do this through five programs including Nick's House which are described in the report.

Nick's House welcomed 61 patients and their families and continues to be our premier program that improves the lives of those affected by cancer, and with your support, together we are focused on helping families navigate the emotional, financial and residential obstacles assuring the best possible outcomes.

What your donation means:

- Rich and Colleen Ronchi are the definition of for better or for worse. The couple have spent the last 5 months at Nick's House while Rich is undergoing treatment for MDS blood cancer. Rich received a lifesaving bone marrow transplant, his daughter Lindsay was his match. Thanks to Nick's House, Lindsay was able to travel from New York and stay at the Swarthmore residence while harvesting her bone marrow. "We are thankful to Nick's House that we could be together during this time. We both live far away from treatment in Philly and you guys helped extend his life but also extended our family with Nicks House." remarked Lindsay.
- "If it weren't for HEADstrong and Nick's House, my family would be planning my funeral." That was the reality that Martin and Mercedes Chavez were facing when they found out he had cancer. For the Seaford, Delaware couple traveling over two hours to Philadelphia for a bone marrow transplant just didn't seem possible, that was until they found out about Nick's House. This family called Nick's House home for over 100 days while Martin was in and out of the hospital for treatment. "I prayed. Everything is falling into place. Nick's House is an answer to my prayers. We didn't have the means to come to Philly. It's a blessing" said Martin.

Your generosity allows us to impact even more lives. Opportunities for your continued involvement include:

- Make a Donation, and consider making it reoccurring. Does your employer match?
- Join Team HEADstrong
- Volunteer
- Follow us on social (Facebook, Instagram, Twitter and LinkedIn @HEADstrongFND)
- 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 leadership and oversight of HEADstrong's mission.

Samuel Adolph	WSFS Bank, Vice President
David Buckman	AlliedBarton Security Services, EVP and General Counsel
David Calvaresi	Valsource, LLC/CEO
Joseph Clifford, III	Catalent Pharma Solutions, Account Director
Harry Dingler	Retired, Emeritus Chair
Steve Finley	CEO, Finley Catering
Jessy Kyle	Singer, songwriter, survivor
Richard Moses	Retired Financial, ED, HEADstrong Texas
Stephan Pahides	McCausland, Keen and Buckman, Partner
David Regn	Stream Companies, President/CEO
Nick Sakiewicz	National Lacrosse League, Commissioner
David White	DWD Mechanical, President/CEO

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

Cheryl Colleluori	President
Michael Colleluori	Vice President
Jeff Baxter	Director of Community Engagement
Jennifer Colleluori	Accounting
Pasquale Colleluori, Jr.	Business Development
Drew Haig	Marketing Manager
Jennifer Hoffman	Communication Manager
Bridget Kehoe	Community Engagement Manager
Sarah Mahony	Patient Services Coordinator
Lauren Maccaulay	Administrative Professional
Tom Sinnott	Director of Sports Operations
Harry Dingler	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.

Pat Colleluori	Operations, Nick's father
Debbie White & Joanne Hippensteal	General Managers, Girl's Lacrosse
Jessy Kyle/Joseph Clifford	Patient Support Group
Michael Murphy/Michael Bender	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, Ann Currens, Kathy Hagan, Larry Yeager, Marybeth Joseph, 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 view the impact of Nick's House Swarthmore, [Teddy's Story](#)



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. In 2019, 61 families have called Nick's House home, the average stay is 6 weeks saving over \$732,000 in travel and hotel related expenses to our guests.

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** 2019

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 1524 patients across the nation have received financial assistance through this service. In 2019 financial aid increased by 32% to patients in need.

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. A cancer diagnosis is overwhelming, scary, and sometimes lonely. Through this program, newly diagnosed cancer patients are connected to a network of cancer patients/survivors (HEADstrong Heroes) to provide mentoring, guidance, and hope. Patients also receive a comfort kit filled with a variety of items selected to provide hope and comfort. Not only does the HEAD2head program provide services to in-patient, but also to the more than 300 people/day who receive outpatient treatment. A more positive outlook not only improves one's quality of life but also plays 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 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.

HEADtable™, Serving Hope

HEADtable, Serving Hope, staff and volunteers transform conference rooms into dining rooms and serve specially prepared meals providing recreational outlets including Thanksgiving Day festivities, Annual Day of Magic, Holiday Feast, 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 offerings throughout the year and is coordinated by HEADstrong Patient Services Group. To date, over 11,944 patients, families, and medical staff have been served through HEADtable.

Provided meals/recreational outlets for over 1,725 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. Schools, youth organizations, moms' clubs and other supporters host various fundraising events raising necessary funds and much needed awareness. Additionally, sixty collegiate teams participated in the 13th annual fall event awareness series. 600 young male and female athletes from the Philadelphia, South Jersey and Lehigh Valley represent through the HEADstrong Lacrosse Club. This allows HF to carry out its mission



Additionally, 100 plus annual awareness events...



2nd Annual Teeing-Off Against Cancer golf outing at Springfield Country Club in July. With LifeBrand as the presenting sponsor and 30 other sponsors and 125 golfers on hand, HEADstrong raised \$38,000 at this annual summer event. HEADstrong recognizes and appreciates co-chairs Paul Wechsler and Sam Adolph.



Celebrating the life of Nicholas “Head” Colleluori, honoring the relentless spirit of survivors raising \$290,000 at the 9th Lime Light Gala.

Development

In addition to our bi-annual appeal campaigns and Giving Tuesday campaign, Fighter Funds is an opportunity for families to honor a loved one who has battled cancer. To learn more visit <https://pledge.headstrong.org/campaign/fighter-funds/c156600>.

Our 3rd party fundraising campaigns Lacrosse Mustache Madness, Game Hair Havoc, 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 will embark on a new capital campaign, Nick's House expansion project in New York. "Creating a home away from home for Families Fighting Cancer" will support families traveling to Memorial Sloan Kettering Cancer Center and other national renowned healthcare facilities in the NY metropolitan area.

The leadership of HEADstrong aims to achieve our goals through gifts and pledges committed as we embark on the thirteenth year 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:



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

Financial Information

Revenue	2020	2019
Contributions, Grants	\$1,610,550	\$1,410,509
Program Service Revenue	\$1,580,550	\$1,290,259
Total Revenue	\$3,000,000	\$2,700,768
EXPENSES	2020	2019
Grants and Contributions	\$258,500	\$160,400
Program Costs	\$1,595,050	\$1,463,845
Total Expenses	\$1,853,550	\$1,624,245
General and Administrative		
Payroll	\$600,000	\$600,000
Accounting and Professional Services	\$18,150	\$18,150
Office Expense	\$38,900	\$38,900
Insurance	\$35,800	\$35,800
Total Expenses	\$709,614	\$657,050
Reserve	\$434,736	\$420,863

Donor List

\$65,000 - \$20,000

Pennsylvania Apt. Assn. - East
Spring Meadow Foundation
The Wasily Foundation
The New York Community Trust
Cell Vault, Inc
Dorman Products

\$19,000 - \$10,000

Ultimate Events and Sports Management
Dana and Robert Emery
Sharon Savings Bank
IBEW Local Union 98
Benevity Community Impact Fund
Wawa, Inc.
Valsource, LLC
Endeavor Sports Performance
Stephen & Carol Finley

\$9,500 - \$5,600

Penn Medicine
Springton Lake Middle School
STI Cares Foundation
Erie Insurance
Amosland Home and School
Flyers Charities
Network for Good
LifeBrand
Andrea Thomson
David & Beth Buckman

\$5,500 - \$4,600

Eisai
The Abramson Family Foundation
Red Moose Charitable Trust
CELGENE
Michael Strader
Dale Petrovitch
CHOP
SAP America Inc.
Sandra & John Dorner
Seattle Genetics
Main Line Builders Assn.
Katie Hoffman
Sun Valley High School
Jackie Radcliffe
New Breeze Foundation
MJH Associates, Inc.
William Gowie
Gavin Bergeron
Donna Salvo
Mom's Club of Ridley

\$4,500 - \$2,500

Stream Companies, Inc.
Kelly Integral Solutions, Inc.
Daniel Smyth
Leading Edge Martial Arts
Kenneth Cohen
Villanova University Women's Lacrosse
Pad Flite LLC
Peco Energy
Bullis Girls Lacrosse
Penn Women's Lacrosse
Exelon Corporation
Marist College
Inspira Health Foundations
Navy Men's Lacrosse
University of Pennsylvania Men's Lacrosse
Hanhausen Group
Amelia Schanz
University of Albany Men's Lacrosse
Families Behind the Badge
Army Men's Lacrosse
Fidelity Charitable
Benjamin Shein Family Foundation
John Mullen
Community Foundation of Tampa Bay
UBC Local Union #255
Carpenters Local Union 158 of Philadelphia
Local Union 164 of UCB and JA
Teleflex Foundation
Local Union 167 of UBC
Marissa's Mission No One Fights Alone
Brendan J. Kelly
National Lacrosse League
Domenic Roselli
Richard N Berman Foundation
Genentech
Hofstra University Women's Lax
LIU Post Women's Lax

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

The doctors helped me physically, Nick’s House helped me spiritually and emotionally, Nick’s House healed my soul.” – Jerry Hudgins

The Swarthmore residence would become their home during this scary situation but once they walked through the doors of Nick’s House, it felt as if a weight was lifted off their shoulders. “We couldn’t have asked for a better place to stay, it’s been very comfortable here. The volunteers have just been so great, everyone was just so caring and kind. We got a warm feeling as soon as we walked in the house.” Leslie Bronder



Looking aHEAD – Goals and Targets

The House that Nick built...

Goals for 2020

Keep our founder's legacy alive

Build community

Inspire and support 2,020 heroes and their families

Embodying the true essence of a family helping families, Nick's House is the prioritized service HEADstrong. All programs to improve quality of life include residential, 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. New York will be the first expansion city – plans are underway for development of steering committee for 2020.

Adopt a Family!

The HEADstrong Foundation has set high expectations for 2020. 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 a HEADstrong event
7. Join Team HEADstrong
8. Follow us on social media to keep current - HEADstrongFND
9. Attend an event - 5k, golf outing or gala
10. HEADstrong Foundation's United Way # 49116



HEADstrong Foundation
Empowering Older Affected by Cancer

NICK'S HOUSE
Powered by HEADstrong Foundation

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 are 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.