President’s Letter

The HEADstrong Foundation is relentless in its efforts 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. In short, we provide programs to help families navigate the emotional, financial and residential hurdles assuring the best possible outcomes.

2020 was a year unlike any we have experienced. As Covid-19 reared its ugly head, we witnessed first-hand the effect it had on people undergoing cancer treatment, how treatments were delayed, how isolating it is for patients in the hospital as they were alone without their families in an attempt to keep them safe from the virus because of their compromised immune systems. HEADstrong responded with virtual services that included:

- Weekly yoga
- Membership to Headspace – an app that is easily accessible offering relaxation and meditation techniques at any time that’s convenient for patients.

And a continuation of our valuable services that included:

- Increase distribution of comfort kits letting patients know that they are not alone
- Financial grants easing hardships
- Nick’s House – complimentary housing

Because of the generosity of our constituents, we are proud that the HEADstrong Foundation’s mission remains strong as does our commitment to those that we serve.

The impact of your donation:

- “I can’t die, I’m busy.” Those are the words that Jace Ward has lived by for the last 19 months since being diagnosed with cancer. Life isn’t all treatments including clinical trials. Throughout this journey, Jace has continued forward with his education. He is currently a senior at Kansas State University and plans to attend law school following graduation and will continue to work on raising awareness for cancer research and funding. Through a grant from HEADstrong, Jace has been able to cover living expenses and offset some of the expenses that his family has incurred during treatment. Jace says, “I’m blessed with some borrowed time and will use it wisely.” After all, he’s too busy to die.

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?
- Attend an event
- 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
Mark Diamond  
Ernest Young, Global Client Executive
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

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
Jennifer Hildebrand  
Marketing Manager
Sarah Mahony  
Patient Services Coordinator
Lauren Macaulay  
Administrative Professional
Tom Sinnott  
Director of Sports Operations

Without our Key Partners and 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
Jessy Kyle/Joseph Clifford  
Patient Support Group
Michael Murphy/Michael Bender/Tyler Klitchko  
General Managers, Boy's Lacrosse
Jessica Scannapieco  
General Manager, Girl'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 recognize our Nick’s House volunteers, serving our guest families. Members include:

Susie Bisignaro, Ann Currens, Larry Yeager, Marybeth Joseph, Jill Quinn and Helen Dingler
Nick’s House

For the last nine years, 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 take a look at what happens behind the “Green Door House”.

Lily’s story

In September of 2020, the four year legal dispute with a few neighbors ended with Nick’s House victorious. News Article

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 2020, 20 families have called Nick’s House home, (a reduced number due to COVID) the average stay was 3 months saving over $450,000 in travel and hotel related expenses to our guests.
Financial Assistance is provided to patients undergoing treatment who are experiencing financial hardships through the Nicholas E. Colleluori Financial Grant Assistance program. Assistance, $1,000 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 1,545 patients across the nation have received financial assistance through this service. Grants are also awarded at each HEADstrong event throughout the year. Additionally, HEADstrong now offers a Fighter Relief Fund allowing individuals and families to partner with us to fundraise in support of their loved one affected by cancer. We are in this together!

**HEAD2head Patient Support Group**

During his battle, our founder, 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.

2020 presented greater emotional challenges for patients and the request for comfort kits was at an all-time high. Comfort kits filled with a variety of items selected to provide hope and, well, comfort. A positive outlook not only improves one's quality of life but may also play a role in the healing and treatment of the disease. HEADstrong is grateful to those who supported our comfort kit drives and the volunteers who assisted in assembly and transported.
HEADtable™, Serving Hope

HEADtable, Serving Hope, this year while our staff and volunteers where not permitted to serve, HEADstrong Foundation still arranged a traditional Thanksgiving Feast and Holiday Feast serving specially prepared meals. We appreciate the nursing staff handling things for us this year. Where there is a will, there is a way. We were not willing to give up.

Recreational outlets including virtual Day of Magic and virtual concerts streaming into patients rooms was well received. HEADtable provides tremendous volunteer opportunities for corporations and/or individuals. HEADstrong looks forward to returning this service to its full capacity once Covid is behind us. We are grateful to HEADstrong Patient Services Group for their coordination efforts. To date, over 12,382 patients, families, and medical staff have been served through HEADtable.
Awareness

The HEADstrong Foundation has a strong connection to the national lacrosse community given that our founder, 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. HEADstrong Lacrosse Club continues in its 15th with over 600 young male and female athletes from the Philadelphia, South Jersey and Lehigh Valley represent through the HEADstrong Lacrosse Club.
HEADstrong Foundation also hosts several virtual awareness events throughout the year, this includes Running aHEAD of Cancer 5k Series, Lasts Shift and our only live event - Teeing Off Against Cancer Golf Outing

The Lime Light Gala which went virtual for the first time in HEADstrong history and for your viewing pleasure, the link is included below

Virtual Lime Light Gala

Additionally, most fundraisers and events were virtual and embraced HF supporters – 3rd party fundraising increased significantly this year. Lacrosse Mustache Madness broke all records and raised an astonishing $500,000 in four weeks.

We have highlighted just a few of the awareness campaigns that allows HF to successfully carry out its mission.
**Development**

HEADstrong Foundation will focus on true philanthropy with developing a major gift program and recurring donor strategy.

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

HEADstrong Foundation’s make Nick’s House expansion project in New York a priority. “Creating a home away from home for Families Fighting Cancer” supporting 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.
# Financial Information

## HEADstrong Foundation Operating Budget 2021

<table>
<thead>
<tr>
<th>Revenue</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>$1,060,500</td>
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<tr>
<td>Foundations/Grants</td>
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<tr>
<td>Corporate</td>
<td>$169,000</td>
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<tr>
<td>HEADstrong Lacrosse Membership</td>
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<td>Events</td>
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<td>Awareness</td>
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<td><strong>Total Revenue</strong></td>
<td><strong>$2,660,350</strong></td>
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## HEADstrong Foundation 2020 Actual

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<tr>
<th>Revenue</th>
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<tr>
<td>Individual</td>
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<td>Foundations/Grants</td>
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<td>Events</td>
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<td>Awareness</td>
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<td><strong>Total Revenue</strong></td>
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## Program Expenses

### 2021

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<th>Program Expenses</th>
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<tbody>
<tr>
<td>Grants and Contributions</td>
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<tr>
<td>Program Costs</td>
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<tr>
<td>Awareness/Lacrosse Club Ops</td>
<td>$683,650</td>
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<tr>
<td>Salaries:</td>
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<td>Management</td>
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<td>Program Directors</td>
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<td><strong>Total Expenses</strong></td>
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### 2020

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<td>Grants and Contributions</td>
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<td>Salaries:</td>
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<td>Management</td>
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<td><strong>Total Expenses</strong></td>
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## General and Administrative

### 2021

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<td>Payroll</td>
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<td>Accounting and Professional Services</td>
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<td>Office Expense</td>
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<td>Insurance</td>
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<td>Salaries - Admin, Accounting, Staff</td>
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### 2020

<table>
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<tbody>
<tr>
<td>Payroll</td>
<td>$600,000</td>
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<tr>
<td>Accounting and Professional Services</td>
<td>$18,150</td>
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<tr>
<td>Office Expense</td>
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<tr>
<td>Insurance</td>
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<td>Salaries - Admin, Accounting, Staff</td>
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<tr>
<td>Insurance, Benefits</td>
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<td>Travel, Meetings, Conferences</td>
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<td>Supplies</td>
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<td>Utilities</td>
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<tr>
<td>Printing and Copying</td>
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<tr>
<td><strong>Total G&amp;A</strong></td>
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## Reserve Funds

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<th>Reserve Funds</th>
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<tbody>
<tr>
<td><strong>HEADstrong Foundation</strong></td>
<td></td>
</tr>
</tbody>
</table>

### 2021

| Reserve Funds                | $573,275 |

### 2020

| Reserve Funds                | $589,482 |
Donor List

**$50,000 - $20,000**
- Spring Meadow Foundation
- James & Alexandra Bruder Fund
- The Wasily Foundation
- Dana and Robert Emery
- The Charter Foundation

**$19,000 - $10,000**
- Astra Zeneca
- IBEW 98
- LifeBrand
- Catalent Pharma Solutions
- Dale Petrovitch
- Exelon Foundation
- Boeing Employees Cmt Fund
- The M&T Charitable Foundation
- Sarah Tarditi Gallagher Memorial
- Dorman Products

**$9,900 - $5,600**
- Valsource, LLC
- WSFS Bank
- Genentech
- CELGENE
- Richard N Berman Foundation
- Penn Medicine
- Cardinal O’Hara High School
- Dermody Properties Foundation
- Incyte Corporation
- Atlantic City Electric Co.
- PECO

**$5,500 - $4,600**
- Mark Mitchell
- SAP America Inc.
- Seattle Genetics
- Endeavor Sports Performance
- CHOP
- GSK
- Wawa, Inc.
- Kite Pharma Inc.
- Teleflex Foundation
- Novartis Pharmaceuticals
- Janssen Charitable
- Michele Previti
- Springton Lake Middle School

**$4,500 - $2,500**
- William Gowie
- Kenneth Cohen
- David Lezinsky
- Stream Companies, Inc.
- Domenic Roselli
- Jessy Kyle
- John Hill
- Chad & Amy Bowers
- Huntingdon Valley Bank
- A/H Foundation
- Timothy Genecco
- Devon Preparatory School
- Robert & Donna Short
- Inspira Health Foundations
- Philadelphia Wings
- Boeing Helicopter Credit Union
**Mission Moments – Fighting aHEAD - that we serve inspire us to fight aHEAD:**

“HEADstrong is like a gentle light, warming hearts and is that one true that makes a difference in this world” – survivor and HEADstrong benefactor, Lee Ann

According to Theresa, recent guest at Nick’s House, “I’m grateful for the compassion, patients and care during my stay. From the ease of application process to the great patience that was shown to me very step of the way, I’m blessed as I continue my journey.

I’m honestly speechless at what I received today from your organization. I have no words that will be enough to say thank you. It comes at a time when my family is reaching our breaking point – thank you so much – Nicholas E. Colleluori Financial Aid recipient, Jaime.

My husband Charles and our family celebrated the holidays in the hospital we loved the comfort kit especially the blanket which held Charles through, the wonderful meal brought us all together – we lost our beloved Chuck eight weeks later but you give a beautiful holiday. We want you to know that we will remember the greater meaning and the strength it gave me, HEADtable participant – Darien.

The one thing that relieved us of the stress during their stay this time around would be Nick’s House. “I really don’t know what we would have done, we would have spent thousands of dollars in a hotel so we are just so grateful for HEADstrong and Nick’s House,” – Jillian, Nick’s House guest
Looking aHEAD – Goals and Targets

Tell Nick’s story to inspire community to support heroes

The House that Nick built…

2021 Organization Priorities:
5 R’s
- Retelling – roots
- Resourceful – spending/decisions
- Re-engage – relationships
- Relentless – our efforts
- Repurpose

Goals for 2021

- Achieve fundraising goal
- Retell our founder’s story
- Strengthen our relationships
- Develop major gift program and recurring donors
- Expand HEADstrong Sports
- Inspire and support 1,420 heroes and their families

Embodying the true essence of a family helping families, Nick’s House is the prioritized service of 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 2021.
Be HEADstrong!

The HEADstrong Foundation has set high expectations for 2021. How can you support HEADstrong in the fight? There are many ways to join our efforts:

1. Fundraise [https://headstrong.org/fundraise/](https://headstrong.org/fundraise/)
2. Donate – [www.headstrong.org/donate](http://www.headstrong.org/donate)
3. Wear the Cause with 100% of the proceeds benefiting our heroes! [www.headstrong.org/shop](http://www.headstrong.org/shop)
4. Does your employer have a matching gift program?
5. Volunteer [https://headstrong.org/get-involved/volunteer/](https://headstrong.org/get-involved/volunteer/)
6. Join Team HEADstrong
7. Follow us on social media to keep current - HEADstrongFND
8. Attend one of our events - 5k, golf outing or gala
9. Does your employer participate in United Way?
   a. HEADstrong Foundation # 49116