

HEADstrong Foundation 2020



Founder, Nicholas Colleluori

Cheryl Colleluori, President
HEADstrong Foundation
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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.

<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>Mark Diamond</i>	Ernest Young, Global Client Executive
<i>Harry Dingler</i>	Retired, Emeritus Chair
<i>Steve Finley</i>	CEO, Finley Catering
<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>Nick Sakiewicz</i>	National Lacrosse League, Commissioner

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

<i>Cheryl Colleluori</i>	President
<i>Michael Colleluori</i>	Vice President
<i>Jeff Baxter</i>	Director of Community Engagement
<i>Jennifer Colleluori</i>	Accounting
<i>Pasquale Colleluori, Jr.</i>	Business Development
<i>Jennifer Hildebrand</i>	Marketing Manager
<i>Sarah Mahony</i>	Patient Services Coordinator
<i>Lauren Macaulay</i>	Administrative Professional
<i>Tom Sinnott</i>	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.

<i>Pat Colleluori</i>	Operations, Nick's father
<i>Jessy Kyle/Joseph Clifford</i>	Patient Support Group
<i>Michael Murphy/Michael Bender/Tyler Klitchko</i>	General Managers, Boy's Lacrosse
<i>Jessica Scannapieco</i>	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.

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, \$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!

<https://headstrong.org/our-services/cancer-financial-assistance>



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		HEADstrong Foundation 2020 Actual	
Revenue	2021	Revenue	2020
Individual	\$1,060,500	Individual	\$1,006,250
Foundations/Grants	\$114,150	Foundations/Grants	\$107,000
Corporate	\$169,000	Corporate	\$148,550
HEADstrong Lacrosse Membership	\$815,000	HEADstrong Lacrosse Membership	\$802,188
Events	\$426,700	Events	\$382,795
Awareness	\$75,000	Awareness	\$37,768
Total Revenue	\$2,660,350	Total Revenue	\$2,484,551
Program Expenses	2021	Program Expenses	2020
Grants and Contributions	\$185,000	Grants and Contributions	\$137,296
Program Costs	\$561,150	Program Costs	\$514,210
Awareness/Lacrosse Club Ops	\$683,650	Awareness/Lacrosse Club Ops	\$627,420
Salaries:		Salaries:	
Management	\$146,485	Management	\$141,000
Program Directors	\$148,000	Program Directors	\$140,000
Staff	\$160,050	Staff	\$152,000
Total Expenses	\$1,884,335	Total Expenses	\$1,711,926
General and Administrative		General and Administrative	
Payroll	\$600,000	Payroll	\$600,000
Accounting and Professional Services	\$18,150	Accounting and Professional Services	\$18,150
Office Expense	\$38,900	Office Expense	\$38,900
Insurance	\$35,800	Insurance	\$35,800
Salaries - Admin, Accounting, Staff	\$82,000	Salaries - Admin, Accounting, Staff	\$78,500
Insurance, Benefits	\$47,980	Insurance, Benefits	\$46,086
Travel, Meetings, Conferences	\$4,200	Travel, Meetings, Conferences	\$2,700
Professional Fees	\$31,110	Professional Fees	\$26,095
Supplies	\$6,600	Supplies	\$4,675
Telephone	\$10,500	Telephone	\$9,225
Postage and Shipping	\$10,120	Postage and Shipping	\$9,470
Utilities	\$2,610	Utilities	\$2,042
Printing and Copying	\$7,620	Printing and Copying	\$4,350
Total G&A	\$202,740	Total G&A	\$183,143
Reserve Funds	\$573,275	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 Cmty 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
Dermod 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 is 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

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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 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/>
2. Donate – 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 <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

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.