

2022 Annual Report

*In memory of HEADstrong founder,
Nicholas "Head" Colleluori*



President's Letter

The HEADstrong Foundation proudly celebrates 15 years of serving more than 25,200 patients and families.

Our mission of improving lives affected by cancer assists families navigating the emotional, financial and residential obstacles assuring the best possible outcomes.

Our recent Nick's House guest, Bernie shared, *"I cannot stress enough how wonderful people are who care about the welfare of others. Knowing I am not alone in this journey has been a blessing, a great mental relief and I thank everyone who has helped make this ordeal a little more manageable."*

HEADstrong grant recipient, Karin said, *"Thank you because without HEADstrong, people like me with limited resources may not be able to get by."*

It is with tremendous pride to share that because of the generosity of our supporters, the HEADstrong Foundation surpassed \$27 million raised since our inception allowing us to increase our giving to patients and families by 62% over last year surpassing our goal of serving over 5,230 patients and families.

And impacting more lives with our valuable four key programs that included:
Increase distribution of comfort kits letting patients know that they are not alone
Growth of HF Financial grants easing hardships
Providing Emotional support
Expanding Nick's House – complimentary housing

Our founder, my son, Nick would be in awe at the magnitude of the HEADstrong Foundation's achievements over the past fifteen years.

With tremendous gratitude and on behalf of those that we serve, thank you so much for helping me keep Nick's legacy alive. Here's to the next 15!

For Nick,



President and Nick's mom

Mission moments that inspire us to fight aHEAD

"I am in tears since I just received a very generous check from the HEADstrong Foundation. My family and I are so thankful! Please let Cheryl know that her son's legacy makes a huge difference in so many people's lives, during a very hard time. We will think of Nick and pray for his family and The Foundation for the excellent work that you do. Nick continues to bring positivity through his message in a time where it is hard to see the bright side of things." - HEADstrong Hero Emily

"There are no words to describe our heartfelt thanks for providing such a beautiful, warm and inviting home away from home during some of our most difficult days. To ease the load for another in their darkest hours providing support from others emotionally and financial relief is something that goes beyond a mere "thank you". Out of work for months with no income, depleting our savings, HEADstrong has eased our financial burden. God bless you for keeping Nick's story alive and for all you continue to do in his honor." - HEADstrong Heroes and Nick's House guests Kim and George

"You all have made an investment into our family that has such great value. Words can't express our appreciation for the emotional support that you have provided. The encouraging words like 'We have been there, and you can get through this' has helped us get through another day, one day at a time. Please accept our thanks for your generous financial support and letting us know we're another day closer. Thanks to the love we've received..you've lost so much, but you've given so much more. Thank you for being there for us." - HEADstrong Heroes Jordan, Sydney, and Phil

"There are not enough words to express our sincere gratitude for all the support, love and home during Harlan's stay. We are so blessed and thankful. We could never have done this without Nick's House, many very special and life-long friends were made. Our journey continues, we will never forget this very special home!" - HEADstrong Heroes and Nick's House guests Bernie and Harlan

HEADstrong Leadership & Volunteers

We are so grateful to our current Board of Directors and Leadership Council for their leadership and oversight of HEADstrong's mission

Board of Directors

Samuel Adolph
David Buckman
David Calvaresi
Joseph Clifford, III
Mark Diamond
Harry Dinger
Steve Finley
Jessy Kyle
Stephan Pahides
Eileen McCay Propp
David Regn
Joseph Riggione

WSFS Bank, Vice President
AlliedBarton Security Services, EVP and General Counsel
Valsource, LLC/CEO
Catalent Pharma Solutions, Account Director
Ernest Young, Global Client Executive
Retired, Emeritus Chair
CEO, Finley Catering
Singer, songwriter, survivor
Workspace Property Trust, SVP & General Counsel
Commercial Leader, Cell Therapy
Stream Companies, President/CEO
CEO, True Platform

Leadership Council

Scott Carroll
T.J. Colaeizzi
Jason Early
Rich Lisk
Kimberly Metcalf
John Moser
William Pifani

Partner, Safeguard Group
CEO, Lifebrand
President, Biz Equity
VP GF Sports, LLC
VP, Rockefeller Capital Management
CEO, MBB Management
SVP, TD Bank

Without our Key Staff, none of this would be possible

Cheryl Colleluori
Michael Colleluori
Jeff Baxter
Jennifer Colleluori
Pasquale Colleluori, Jr.
Steven Graham
Jennifer Hildebrand
Lauren Jeandell
Sarah Mahony
Chelsea Pohl
Jon Knowles
Shannon Carty

President
Vice President
Vice President, Community Engagement
Director of Finance
Chief Development Officer
Videographer
Marketing Manager
Administrative Professional
Patient Services Coordinator
Community Engagement Manager
Director of Sports Operations
Community Engagement Specialist

Without our Key Partners and Volunteers, and the 120 plus other volunteers Nick's dream could not be a reality making a difference for patients and their families every day

Pat Colleluori
Jessy Kyle, Joseph Clifford
Michael Bender, Travis Eckler, Tyler Klitchko
Amanda Rey, Mandy Gionfriddo

Operations, Nick's father
Patient Support Group
General Managers, Boy's Lacrosse
General Managers, Girl's Lacrosse

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

Susie Bisignano, Jill Quinn and Cathy Darrell

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

HEADstrong Core Values

The HEADstrong Foundation is relentless, driven by our passion and commitment to diversity, inclusion, honesty, integrity and selflessness in our efforts, to the population we support through athletes and our supporters.

Our success is measured by the value we bring to those affected, the opportunity we present to our staff, the service we provide for our volunteers and the contributions we make to the communities we support.

HEADstrong Core Values

Honor all commitments

Economical use of our resources

Accountable for our actions

Diversity, embrace differences, where all are welcome

Service to our communities

Trusting and trustworthy

Relentless in our efforts

Obligated to make a difference

Nurture all who ask

Give our best

Diversity, Equity, Inclusion and Access Commitment

Diversity is a core value at The HEADstrong Foundation. We are passionate about building and sustaining an inclusive, equitable, and accessible environment for all staff, board, volunteers, donors, fund advisors, athletes, grant recipients and those in need of our services. We believe every HEADstrong Foundation stakeholder enriches our diversity by exposing us to a broad range of ways to understand and engage with the communities, identify and address challenges, and to discover, design and facilitate maximum contributions to our Foundation and those we serve.

Diversity

Diversity is achieved by welcoming all people and embracing the ways that they are different and the same individually, group or education.

Equity

Equity is achieved by ensuring the fair and just treatment of all members of a community and according to their needs and mission of the Foundation.

Inclusion

Inclusion is achieved by ensuring that all individuals feel that they are treated fairly and respectfully, have equal access to opportunities and resources, and that they are an important part of the whole.

Access

Access is achieved by removing barriers and thereby allowing any person or group to use resources regardless of their ability status. We allow people to maximize their contribution to the Foundation and the people we serve.

Services

HEADtable

The HEADtable Program provides meals and recreational activities to cancer patients and their families several times throughout the year in Philadelphia hospitals. Since the inception of this program, HEADstrong has proudly served over 12,500 patients.



Financial Assistance

HEADstrong makes available grants to patients who are undergoing treatment for cancer who are experiencing financial hardship and qualify based on federal guidelines. These grants help recipients to pay for costs associated with medication, transportation to/from hospitals and doctor's offices, food and other basic needs. Since the inception of the program, HEADstrong has provided aid to over 1,500 families in need.



Fighter Relief Funds

The Fighter Relief Fund Program allows individuals and families to partner with HEADstrong to fundraise in support of their loved one affected by cancer.



HEAD2HEAD Peer Support

HEADstrong provides peer-to-peer support connecting newly diagnosed patients with a network of cancer patients and survivors to provide mentoring and guidance as well as comfort kits which are filled with items to help support them during their battle. This reassures that no one fights alone and allows those currently battling the opportunity to talk to someone who can relate to their experience.



Nick's House

Since 2011, 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.

Nick's House provides 2,555 night stays annually offering guests hope and the comforts of a healing environment, the benefits of a family helping families, and the unconditional support of a caring community.



Events and Awareness

Lime Light Gala

An event that exists to recognize groundbreak achievements and honor families in the fight against cancer, guests will enjoy an uplifting awards ceremony and musical entertainment throughout the evening. The support and generosity of attendees funds the philanthropic efforts of the HEADstrong Foundation and Nick's House, which continues the fight every day in support of improving lives affected by cancer. Since 2010, the Lime Light Gala has raised over \$3 million for HEADstrong programs.



Golf Outings

The HEADstrong Foundation hosts two golf outings each year that go toward the mission of assisting those affected by cancer as well as two Fighter Fund golf outings. All of the outings are held in the greater Philadelphia area. Over 400 golfers participate in these outings each year and there are sponsorships at a variety of levels, from hole signage to presenting sponsorships, for each event.



Fall Event Series

Since 2007, the HEADstrong Foundation, with support from NCAA Men's and Women's Lacrosse and the National Intercollegiate Lacrosse Officials Association, has presented the HEADstrong Fall Event Series, a series of charitable off-season lacrosse exhibitions that engage participating programs in philanthropy and community service. More than 15,000 collegiate student-athletes representing more than 286 NCAA teams have participated in the Fall Event Series. Additionally, the events have raised over \$6 million to support families affected by cancer. In 2002 there were five editions of the Fall Event Series.



TM

HEADstrong Lacrosse Club

The HEADstrong Lacrosse Club develops the complete student-athlete while supporting the HEADstrong Foundation mission of improving lives affected by cancer. Since 2006, HEADstrong Lacrosse has provided over 3,000 student-athletes with knowledge from professional, collegiate, and high school coaches while providing guidance through the recruitment process. HEADstrong Lacrosse is committed to the mission of the Foundation, and also ties philanthropy and service into the club experience.



Development and Fundraising

Attack Cancer

Attack Cancer is an interactive way for student-athletes to pledge their performance on the field to raise funds and awareness to improve the lives of those battling cancer. These are mainly juniors and seniors in high school who are the next stars in college athletics. In 2022, over 1600 student-athletes from all over the country participated in the campaign with over 4,000 donations.



Lacrosse Mustache Madness

Alternatively known as Lax Stache Madness, Lacrosse Mustache Madness is an annual fundraising campaign each fall that encourages male college student-athletes to toss their razors and grow their mustaches in support of families affected by cancer. More than 18,000 student-athletes representing more than 300 collegiate programs have participated in the campaign since its inception. In 2022, there were 4,000 participants with over 8,000 donors.



Game Hair Havoc

Game Hair Havoc is an annual fundraising campaign held each spring that encourages female collegiate student-athletes to style their hair on game days to raise awareness and funds in support of families affected by cancer. In 2022, over 1,300 student-athletes on over 850 collegiate teams nationwide participated in the campaign with over 3,000 donors.



Running aHEAD of Cancer

The HEADstrong Foundation hosts a 5K each fall in Swarthmore, Pennsylvania, the home of Nick's House. Runners can participate in a timed 5K race or the the family friendly 1 mile walk. Runners also have the opportunity to participate in Team HEADstrong, a group in which runners across the country can participate in races in their local area all while raising funds for families affected by cancer. Runners have participated in marathons and half marathons in Colorado, Georgia, Tennessee, Pennsylvania, Washington D.C. and New York.



Donor List

\$100,000 - \$50,000

Astra Zeneca
Monroe Energy
HEADstrong Lacrosse Club

\$49,990 - \$25,000

W.W. Smith Charitable Trust
The Wasily Foundation
St. Luke's University Health Network
The San Diego Foundation
Dana and Robert Emery
Enterprise Holdings Foundation
The Foundation of Delaware County

\$24,900 - \$15,000

Cardinal O'Hara High School
LifeBrand
Joseph & Jennifer Riggione
Gordon Charter Foundation
Spring Meadow Foundation
HEADstrong Philly Boys
Catalent Pharma Solutions
Sharon Savings Bank
Penn Medicine
Children's Hospital of Philadelphia

\$14,999 - \$10,000

Facebook
Live! Casino Philadelphia
Matrix ATM
Wawa, Inc.
Oliver Heating & Cooling
Valsource, LLC
Inspira Health Management Corporation
Bristol-Myers Squibb Foundation
Associates in Hematology-Oncology
Richard N Berman Foundation
James & Katherine Pursley
Sarah Tarditi Gallagher Memorial Fund
Mako Documents Solutions LLC
IBEW Local Union 98
Mark Miller

\$9,999 - \$5,000

The M&T Charitable Foundation
Mobile Communications America, Inc
Benevity Community Impact Fund
WSFS Bank
Exelon
Junior Women's Club of Springfield
AmeriHealth Caritas
Dakota Funds
Kite Pharma Inc.
Todd Castrinoes
Cupcakes for Cancer Foundation
Jazz Pharmaceuticals Inc
Triumph Group
Creative Financial
SeaGen
JM Search
The Safeguard Group Inc.
Endeavor Sports Performance
Spark Therapeutics
Genentech
True Search
Premier Orthopaedics
Christopher Caniglia
Christopher & Julie Carr
Community Foundation of New Jersey
Kellian Coyle
Benefit Allocation Systems, LLC
Abbvie Inc
The Hess & Helyn Kline Foundation
Chester County Community Foundation
The Provident Bank Foundation
Flyers Charities
Arthur & Cindy Taylor
David & Beth Buckman
RCF Inc.
Incyte Corporation
Katie Hoffman
Devon Construction Services
The SDG Foundation
Families Behind the Badge
DE County Interactive Gaming Authority
Gola Corporate Real Estate Inc
The Kappler Marrack Foundation

\$4,999 - \$2,500

Adpro Sports LLC
Ernst Young
WCUSC Penn Fusion
Philadelphia Wings
Brian Propp
James Steen
Ullico Investment Company, LLC
Iovance Biotherapeutics
Sherri Kyle
Christopher Swartz
Rick Tibberino
General Wayne Elementary School
Schwab Charitable
Amosland Elementary School
Kelli & EJ Marvel
William & Wendy Treubig
James Chakey
Domenic Roselli
David Calvaresi
Johnson & Johnson
Sun East Charitable Foundation
Anthony Diver
Devon Preparatory School
Francis & Rosemarie Marinelli
Independence Blue Cross
Andreia Pierce
Peco Energy
Benjamin Shein Family Foundation
John Curtin
TD Bank
Fujirebio Diagnostics
Brendan & Jessica Kelly
Brinker Simpson
Arthur Taylor
CIAO Delco
Andrew Bilotta
Meyer Design, Inc
Dougherty Family Foundation
Mary Beth Joseph
Birch Benefits
Robert & Diana Irrgang
Fifth Generation Inc
James & Janice Pompetti
Sarah Shirk
George Leveille
Dan & Kathleen Denihan
Pentra LLC

Financial Information

HEADstrong Foundation Operating Budget 2023	
Revenue	2023
Contributions	\$2,551,99
Program Service	\$1,646,200
Total Revenue	\$4,198,119
Grants/Contributions	\$470,429
Program Costs	\$2,757,046
General Admin	
Payroll	\$272,264
Office Expense	\$147,600
Total Expenses	\$3,647,339
Reserve	\$550,780

HEADstrong Foundation Actual 2022	
Revenue	2022
Contributions	\$2,300,564
Program Service	\$1,569,776
Total Revenue	\$3,870,340
Grants/Contributions	\$462,484
Program Costs	\$2,559,389
General Admin	
Payroll	\$264,264
Office Expense	\$29,104
Total Expenses	\$3,315,241
Reserve	\$555,099

Looking aHEAD - Goals and Targets

2023 Organization Priorities

1. Build a winning culture of trust and respect
2. Servant leadership
3. Inspire and motivate community
4. Impact as many lives as possible

Goals For 2023

1. Achieve fundraising goal of \$4,198,119
2. Establish capital campaign for Nick's House Boston
3. Inspire and support 5,500 heroes and their families
4. Beautification project of Nick's House Swarthmore

Be HEADstrong

With an average of 185 requests for support each week, the HEADstrong Foundation has set high expectations for 2023. How can you support HEADstrong's mission of improving lives affected by cancer?

Below are a few ways to join our efforts:

1. Donate at www.headstrong.org/donate
2. Support our annual appeal
3. Fundraise at <https://headstrong.org/fundraise/>
4. Donate at www.headstrong.org/donate
5. Become a recurring monthly donor
6. Double your donation with a company match by visiting www.doublethedonation.com
7. For Board of Directors or Leadership Council opportunities, contact Cheryl Colleluori at cheryl@headstrong.org
8. For volunteer opportunities visit <https://headstrong.org/get-involved/volunteer/>