

2023 Annual Report

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



President's Letter

HEADstrong Foundation proudly celebrates 16 years of serving more than 31,000 patients and families and surpassed its goal of touching 5,100 lives in 2023.

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

HEADstrong hero Joe shares, "Thank you so much. I would say you have no idea how much this helps, but you do. You are living Nick's wishes and taking something that everyone says they will do and want to do, and doing it. Something that struck me about HEADstrong was how fast you move. There is no red tape, no real formalities and mounds of paperwork. Keeping it simple during such a difficult time - may Nick's eternal legacy continue through your great organization."

It is with tremendous pride to share that we have acquired a property in Boston in late November and have launched a \$3 million capital campaign to raise funds to support the expansion project. Our hope is to welcome families by March 2024 offering a home away from home so families can focus on the health of their loved one.

Because of the generosity of our supporters, the HEADstrong Foundation surpassed \$30 million raised since our inception and impacting more lives with our valuable programs that included:

- Access to care to improve outcomes
- 4,745 night stays at Nick's House
- Affordability as Nick's House is offered at no cost
- Increase distribution of comfort kits letting patients know that they are not alone
- Providing emotional support

Our founder, my son, Nick, would be astounded by the HEADstrong Foundation's achievements over the past sixteen years. With tremendous gratitude and on behalf of those that we serve, thank you so much for helping me keep Nick's legacy alive. We are excited to see what 2024 brings!

For Nick,



President and Nick's mom

Mission moments that inspire us to fight aHEAD

"I had to sell my car to afford cancer care for my 8 month old daughter, HEADstrong Foundation provided me access to care when we had to relocate to Philadelphia for treatment. We are beyond grateful to have a home at Nick's House." - HEADstrong Heroes and Nick's House guests Frances and Selena

"Traveling three hours to Philadelphia was out of the question until we learned about Nick's House. I'm still here because of the HEADstrong Foundation." - HEADstrong Heroes and Nick's House guests Frances and Selena

"I was honored to receive financial assistance that will go towards helping me with my battle with cancer. It made me feel good to hear there are organizations like HEADstrong this helping cancer patients. The amazing work you do for our community is wonderful." - HEADstrong Hero Diane

"You are living Nick's wishes and taking something that everyone says they will do and want to do, and doing it. Something that struck me about HEADstrong was how fast you move. There is no red tape, no real formalities and mounds of paperwork. HEADstrong has already sent me a comfort kit with cancer necessities such as a blanket, water bottle and journal. Then yesterday, we received a check and I was overwhelmed and grateful." - HEADstrong Hero Joe

"I was honored at an annual HEADstrong golf outing. My family and I are forever grateful for HEADstrong's unwavering support and love they provided us and continue to provide to other families in need. Their continued support for those affected by cancer and community is nothing short of amazing." - HEADstrong Heroes Lou and Deanna

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 Dingler
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
Singer, songwriter, survivor
Workspace Property Trust, SVP & General Counsel
Co-Owner, Prime IV Hydration & Wellness
Stream Companies, President/CEO
CEO, True Platform

Leadership Council

Scott Carroll
Ty Martin
Kimberly Metcalf
William Pifani

Partner, Safeguard Group
Managing Partner, McCann Commercial Real Estate
VP, Rockefeller Capital 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.
Jennifer Hildebrand
Steven Graham
Brooke Espenshade
Lauren Jeandell
Sarah Mahony
Chelsea Pohl
Shannon Carty
Liam Cavanaugh
Tarah Walmsley

President
Vice President
Vice President, Community Engagement
Director of Finance
Chief Development Officer
Director of Marketing
Videographer
Marketing Assistant
Community Engagement Coordinator
Patient Services Coordinator
Senior Manager of Events
Community Engagement Specialist
Program Coordinator
Administrative Professional

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, Matthew Auletti
Rebecca Elia

Operations, Nick's father
Patient Support Group
General Managers, Boy's Lacrosse
General Manager, 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. In 2023, HEADstrong closed on a property in Boston, increasing the number of families served by over 300%.

Nick's House provides 4,745 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 at no charge.



Events and Awareness

Lime Light Gala

An event that exists to recognize groundbreaking achievements and honor families in the fight against cancer, guests at the 13th annual Lime Light Gala in 2023 enjoyed 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 \$4 million for HEADstrong programs.



Golf Outings

In 2023, the HEADstrong Foundation hosted seven golf outings, throughout the states of PA, NJ and MD, engaging with over 700 golfers, and raised over \$277,700 to help continue to improve the lives of those affected by cancer. Here are sponsorships at a variety of levels, from hole signage to presenting sponsorships, for each event.



Fall Event Series

This October, the Fall Event series returned for the 16th year with six events along the Eastern Seaboard. A combined 27 men's and women's collegiate lacrosse teams took to the field for fall ball games at UMass, Hofstra, Boston University and Lafayette and honored the life and legacy of HEADstrong's founder, Nick Colleluori. Through proceeds from the events, which raised over \$140,000, HEADstrong was able to provide grants to patients local to each site that are currently battling cancer.



HEADstrong Lacrosse Club

With four clubs and over 450 student athletes this year, the HEADstrong Lacrosse club was able to donate almost \$95,000 back to the HEADstrong Foundation. With locations in the Lehigh Valley, South Jersey and Chester County, the club strives for every student athlete to become servant leaders while playing for HEADstrong and help carry out the vision that our founder, Nicholas Colleluori, had for both the foundation and the clubs.



Development and Fundraising

Attack Cancer/Team Attack Cancer

In 2023, over 1,500 student athletes shined bright on and off the field by giving back with Attack Cancer. Rooted in servant leadership, Attack Cancer encourages players to pledge their performance to make their impact felt on and off the field. On fields, the links, courts, and rinks, these servant leaders made an everlasting impact by raising over \$311,000 for families affected by cancer. Teams also represented HEADstrong through Team HEADstrong at events like the Lake Placid Summit Classic and Ocean City Maryland Lacrosse Tournament.



Mustache Madness

This year, over 3,700 participants representing 115 collegiate athletic programs took part in Mustache Madness. Over the course of the 8-week campaign, athletes emulated the journey of HEADstrong founder Nick Colleluori by growing out their mustaches during the fall semester and funding nights of lodging and accommodations for guest families over Nick's House. The collective raised upwards of \$500,000 for the cause while providing a vessel for athletes to demonstrate their servant leadership and commitment to community at large.



Game Hair Havoc

Over 1,000 stylists, and 60 teams across the nation used their hairstyles on game day to play for something bigger than the game, and stand in solidarity of women who have lost their hair due to the side effects of cancer treatment. From custom made uniforms and warm up shirts, to campus fundraisers, and huge social media pushes, our athletes raised over \$110,000 to help us launch a wig program and provide wigs to women who have lost their hair, fund nights at Nick's House, and support fellow collegiate athletes who are going through treatment!



Team HEADstrong

Team HEADstrong encourages athletes to use any endurance event throughout the country as a vehicle for raising funds to support our mission! You can go the distance against cancer by becoming a Team HEADstrong athlete simply by being active! In 2023, runners participated in the Boston Marathon, Broad Street Run, Media 5 Miler and many more events in support of the cause! In addition, Ian Farley did the Relentless 27 run, running for 27 days from South Carolina to New York all while raising awareness and funds for those affected by cancer.



Donor List

\$100,000 - \$50,000

The Commonwealth of Pennsylvania
HEADstrong Lacrosse Club

\$49,999 - \$20,000

Phillies Charities
The Wasily Foundation
Novartis Pharmaceuticals
St. Luke's University Health Network
Spring Meadow Foundation
Dana and Robert Emery
True
Enterprise Holdings Foundation
Sharon Savings Bank
Cardinal O'Hara High School
Astra Zeneca

\$19,999 - \$15,000

American Online Giving
RunSignUP
Community Foundation of New Jersey
James & Alexandra Bruder Fund
Penn Medicine
LifeBrand

\$14,999 - \$10,000

Monsignor Bonner -Prendergast HS
Brendan & Jessy Kyle Kelly
Wawa, Inc.
Jackson National Life Insurance
The M&T Charitable Foundation
Impact XM
Cyber Grants
Good Day for a Run LLC
Dorman Products
Premier Orthopaedics
Philadelphia Kids In Care
James & Katherine Pursley
Inspira Health Management Corporation
The San Diego Foundation
Neisa Maute
Million Dollar Round Table
Marc Weller
Janssen Biotech, Inc.
TJX
John O'Connor

\$9,999 - \$5,000

Pennsylvania Apt. Assn. - East
Facebook.
Athletes Unlimited
WSFS Bank
AmeriHealth Caritas
WCUSC Penn Fusion
DE County Interactive Gaming Authority
Abbvie Inc
Stream Companies, Inc.
The SDG Foundation
Franklin Mint Federal Credit Union
Global Tax Mangement
Headstrong Lacrosse Upstate NY
Incyte Corporation
Miller Transportation
Todd Castrinoes
Provantage Solutions LLC
Leo Niessen Jr Charitable Trust
Schneider Electric Foundation
Ethel S. Clark Smith Memorial Fund
Ultimate Events and Sports Management
Devon Construction Services
Richard N Berman Foundation
CRW Graphics.
Gola Corporate Real Estate Inc
McCann Commercial Real Estate
Christopher Caniglia
Joe Riggione
Dakota Funds
Kelly Integral Solutions, Inc.
Friends of the University of Notre Dame
Monroe Energy
Sandra Faragalli
Razor Technology
CHOP
Kellian Coyle
SeaGen
David & Beth Buckman

\$4,999 - \$2,500

Amosland Elementary School
Kelli & EJ Marvel
Scott Carroll
Families Behind the Badge
Jackie Radcliffe
Independence Blue Cross
William & Wendy Treubig
Comcast Corporation
Compass RE
Benjamin Shein Family Foundation
Ullico Investment Company, LLC
Boeing Helicopter Credit Union
Southern Lehigh High School
Sherri Kyle
Domenic Roselli
Philadelphia Insurance Companies.
Catalent Pharma Solutions
Citadel Federal Credit Union
Connor Davis
The Kappler Marrack Foundation
Devon Preparatory School
Katie Hoffman
Chase D'Agostino
Chesapeake Charities
Care Fund at USLI
America's Charities
HEADstrong Lacrosse PA Girls
Donna Stilwell
John Curtin
Peco Energy
Holman Automotive Group
Team Chappy
Genentech
Wellworks For You
CAF America
Schwab Charitable
Chester County Community Foundation
Pentra LLC
Helen Goldberg
Stephanie Cappelli
Andrew Bilotta
Paul & Elizabeth Finley
The Erie Community Foundation
George Leveille
Summit Lacrosse Ventures LLC
Pahides Family

Financial Information

HEADstrong Foundation Operating Budget 2024	
Revenue	2024
Contributions	\$2,817,150
Program Service	\$1,710,800
	\$4,527,950
Investment Income	\$242,610
Total Revenue	\$4,770,560
Program Services	\$2,987,030
Support Services	
Fundraising	\$502,042
Mgmt and GA	\$311,612
Total Expenses	\$3,800,684
Reserve	\$969,876

HEADstrong Foundation Actual 2023	
Revenue	2023
Contributions	\$2,156,098
Program Service	\$1,570,890
	\$3,726,861
Investment Income	\$347,436
Total Revenue	\$4,074,297
Program Services	\$2,474,045
Support Services	
Fundraising	\$451,984
Mgmt and GA	\$280,500
Total Expenses	\$3,206,529
Reserve	\$867,768

2023 Accomplishments: Touched 5,500 lives, purchased Nick's House Boston, Opened new HEADquarters

Looking aHEAD - Goals and Targets

2024 Organization Priorities

1. Mission first
2. Redesign patient services
3. Inspire and empower community
4. Elevate culture
5. Have Nick-like teammates to move organization forward

Goals For 2024

1. Achieve fundraising goal of \$4.6 million
2. Open Nick's House Boston
3. Provide access to care for improved outcomes

Be HEADstrong

How can you support HEADstrong's mission of improving lives affected by cancer?

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