

CT challenge

EMPOWERING CANCER SURVIVORS



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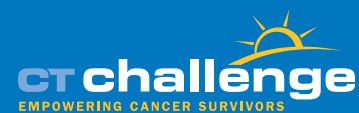
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Our Mission

The CT Challenge empowers cancer survivors to live longer, happier, healthier lives by creating and funding programs, offering credible resources and building a community of support.

Our Impact

Programs funded by the CT Challenge directly impacted the lives of *9,325 cancer survivors this year.*





Carol Becker, Cancer Survivor

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Peter Baker

LETTER FROM THE PRESIDENT

Dear Friends,

The vision of the CT Challenge is grounded in a philosophy and mission that speaks to people like us, people who find self-discovery and personal fulfillment in pushing limits and thinking big. The approach we take toward incubating and advancing cancer survivor programs demonstrates our willingness to expand the reaches of the current support systems available to survivors.

Our health care system is not currently organized to support post-treatment care for the 12 million cancer survivors in the US. The survivor population is growing, and thankfully in response to that growth, we have seen the emergence of a limited number of survivor clinics and programs around the country. These providers are doing their best to meet the growing need, but they can only address part of the problem. We need more clinics, more allied support services, and a much stronger organization to build programs available to cancer survivors. As we grow, we will seek new ways to foster collaboration—through technology, through community building and through partnerships.

During 2010, we mapped out our strategic objectives for the next five years:

- ✦ Developing a network of informed partners by collaborating with county-based hospitals and support organizations

- ✦ Creating a “Center For Survivorship” to lead the way in developing model programs for survivors
- ✦ Expanding public awareness on survivorship through programs, events and advocacy
- ✦ Building on community engagement and educational strengths to support a greater number of survivors

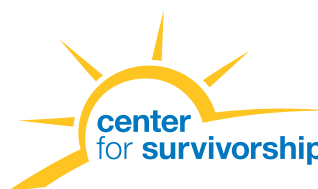
Our achievements over the past year have made a real difference and our work has only just begun. We are proud to announce that the CT Challenge impacted the lives of over 9,325 survivors in 2010 through our collaborative partnerships and programs. We have set an ambitious goal of reaching 30,000 survivors in five years and feel this milestone is attainable.

We invite new friends to reach out and help us in this cause that undoubtedly touches everyone. If you are energetic, passionate and committed to making a difference in this world, then please join us. Now is the time we must band together as a community in order to have a measurable impact on the lives of all cancer survivors.

Sincerely,

Jeffrey Keith
President & CEO

“We are proud to announce that the CT Challenge impacted the lives of over 9,325 survivors in 2010 through our collaborative partnerships and programs.”



The new home of CT Challenge survivorship programs

In 2010, the CT Challenge embarked upon an ambitious plan to create the Center for Survivorship, reaffirming our position as thought leaders in the field of survivorship, dedicated to advances in the treatment and care of cancer survivors. The Center will be a centerpiece in the ongoing mission of the CT Challenge, to empower cancer survivors to live longer, happier, healthier lives by creating and funding unique programs, offering credible resources, and building a community of support. The Center will be home to CT Challenge programs and house our corporate offices.

In a Nurse's Health Study at Harvard, as little as 1-3 hours of moderate intensity exercise per week was associated with a 30-50% reduction in risk for recurrent, breast-cancer-specific, and all cause mortality.

The Center for Survivorship will offer cancer survivors resources in therapeutic movement and exercise, nutrition, and psychosocial support to help them resume a normal and active life.

Exercise

- ☀ Strength and Balance Classes
- ☀ Yoga

Psychosocial Support

- ☀ Group support sessions
- ☀ Counseling

Nutrition

- ☀ Nutritional consultation
- ☀ Diet planning

Education

- ☀ Seminars
- ☀ Survivorship Guides
- ☀ Video Series
- ☀ Professional Education

SURVIVORSHIP PROGRAMS

GRANTS

This year, programs funded by the Connecticut Challenge positively impacted the lives of 9,325 survivors.

The CT Challenge established the first survivorship program for adults in Connecticut in 2006, the CT Challenge Survivorship Clinic at Yale Cancer Center. Since that time, grants have funded research and helped to sustain and expand survivorship programs at hospitals across Connecticut.

In April 2010 the CT Challenge Integrative Survivorship Center opened its doors at St. Vincent's Medical Center in Bridgeport CT.

As a result of the extraordinary efforts of our cyclists and volunteers and the generosity of donors in 2010, we are able to extend financial support to 10 additional hospitals and organizations who are supporting cancer survivors through educational initiatives and new survivorship programs.

GRANT RECIPIENTS

Network Member Hospitals

- ☀ Bridgeport Hospital, Bridgeport CT
- ☀ Charlotte Hungerford Hospital, Torrington CT
- ☀ Connecticut Children's Medical Center, Hartford CT
- ☀ Day Kimball Hospital, Putnam CT
- ☀ ECHN (Eastern Connecticut Health Network), Manchester CT
- ☀ Hartford Hospital, Hartford CT
- ☀ Leever Cancer Center, Waterbury CT
- ☀ Middlesex Hospital, Middletown CT
- ☀ St. Vincent's Medical Center, Bridgeport CT

The Susan Fund

A grant to the Susan Fund will help send 30 cancer survivors to college next fall. The Susan Fund was established in 1982 to honor the memory of Susan Davis Lloyd, a Westport, CT teenager and student at Staples High School diagnosed with osteogenic sarcoma in the fall of her senior year.



(above, l-r) Matt Vossler, Jeff Keith, John Ragland, Bob Mazzone
(below) Jeff Keith, left, with Susan Fund grant recipients

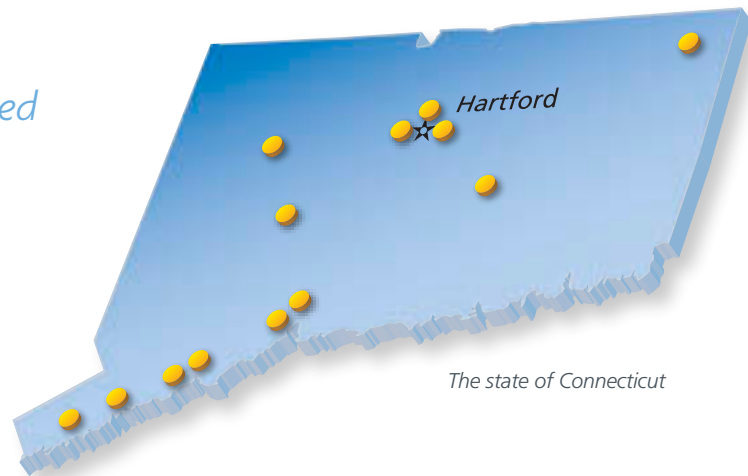


SURVIVORSHIP PROGRAMS

SURVIVORSHIP NETWORK

In May 2009, The CT Challenge Survivorship Network was formed with 5 charter members and a goal to reach 30,000 cancer survivors in five years and to double network membership in 2010. We have exceeded our goal for network membership and have made great progress in the number of survivors impacted. The CT Challenge Survivorship Network now counts 13 of the state's leading healthcare institutions as members.

Members of the Network served the needs of 27,379 cancer survivors in 2010.



- ☀ Connecticut Challenge Survivorship Clinic at Yale Cancer Center
- ☀ HEROS Clinic at Yale University
- ☀ Stamford Hospital's Bennett Cancer Center
- ☀ REACH For the STARS Clinic at CT Children's Medical Center
- ☀ Connecticut Challenge Integrative Survivorship Program at St. Vincent's Medical Center
- ☀ Hartford Hospital's Helen & Harry Gray Cancer Center
- ☀ Bridgeport Hospital's Norma F. Pfreim Cancer Institute
- ☀ Middlesex Hospital Cancer Center
- ☀ Whittingham Cancer Center at Norwalk Hospital
- ☀ Eastern Connecticut Cancer Institute at Eastern CT Health Network
- ☀ Harold Leever Regional Cancer Center - Stepping Forward
- ☀ Charlotte Hungerford Hospital and the Center for Cancer Care
- ☀ Day Kimball Healthcare

Requirements for membership in the CT Challenge Survivorship Network were established to ensure that survivors receive the highest quality survivorship care at institutions receiving funding from the CT Challenge.

All Network member programs provide survivors with a Treatment Plan: a summary of medical treatments and recommended future surveillance.

Other important components of a plan for healthy survivorship include recommendations for: nutrition, exercise, psychosocial counseling, and support groups. Complementary therapies like Yoga, Massage and Reiki are often part of survivorship programs.

SURVIVORSHIP PROGRAMS

EDUCATION & OUTREACH *Resources for Cancer Survivors*

Website: CTChallenge.org

The CT Challenge website is a comprehensive resource for cancer survivors where they can learn about survivorship issues and find resources that can help them. In 2010, 11,390 unique visitors came to the site, with a total of 20,547 visits and 59,113 pages viewed.



(left) A Comprehensive Resource for Cancer Survivors

(below) Yoga for Cancer Survivors: A three-part series with Rita Trieger



Yoga Classes

A 2010 study published by ASCO concluded that cancer survivors who participated in gentle yoga, including breathing, stretching and other exercises, experienced a reduction in fatigue and sleep related issues.

Last fall the CT Challenge introduced a series of free yoga classes for cancer survivors led by noted instructor Rita Trieger, editor in chief of Fit Yoga magazine. According to Rita, "In addition to the physical aspects of getting the joints moving and muscles stretched, one of the most important aspects of a yoga class devoted to cancer survivors is the sense of community that survivors feel with each other, and providing the opportunity for a survivor to share stories and experiences. And during that 'yoga' time being able to forget what is going on with their bodies and just let themselves go."

Speaker Series

Quarterly talks educate, inform and inspire cancer survivors.

In December of 2010, **Dr. Richard Frank**, author, medical oncologist and medical director of the Whittingham Cancer Center at Norwalk Hospital was the first speaker in our quarterly series.

Dr. Frank spoke about his book, "*Fighting Cancer With Knowledge and Hope: A Guide for Patients, Families and Health Care Providers*" published in 2009 by the Yale University Press. Dr. Frank understands that cancer patients and their families need insight into the disease along with a sense of control. Throughout the book, Dr. Frank honors the 'power of people' to overcome, endure and move on through, with, and beyond cancer.



Peter Baker

CT Challenge programs had a big impact on my recovery, from the yoga classes and wellness seminars to the bike ride. Now I want to pay it forward. I plan to be involved for a long time.”

— Jenn Lewis, cancer survivor

Survivor Days

The Connecticut Challenge provided funding to support programs for survivors and their families, that both celebrate survivorship and provide helpful and healthful information.

- ✦ Harold Leever Regional Cancer Center
- ✦ Day Kimball Hospital
- ✦ HEROS Clinic - Ready, Set, Go!
A Day at the Beach For Childhood Cancer Survivors.
- ✦ Stamford Hospital
- ✦ Middlesex Hospital
- ✦ Eastern CT Cancer Institute
- ✦ Bridgeport Hospital
- ✦ Hartford Hospital's Helen & Harry Gray Cancer Center
- ✦ Charlotte Hungerford Hospital



CT challenge 
Survivorship
Summit

Bringing Together Leaders in Survivorship and Sharing Knowledge to Build Better Programs for Cancer Survivors in Connecticut.

The CT Challenge held its first Survivorship Summit in September, attended by close to 200 health care professionals. Attendees were eligible to receive CME credits that fulfill ongoing certification requirements.

The keynote address was delivered by Dr. Julie K. Silver, MD, an assistant professor at Harvard Medical School in the Department of Physical Medicine and Rehabilitation. Dr. Silver spoke to the importance of Cancer Rehabilitation for cancer survivors.

Speakers included:

Dr. Barry Boyd: Dr. Boyd is founding president of The Integrative Cancer Care Research Foundation and a board member of Environment and Human Health, Inc., a nonprofit organization made up of physicians and public health professionals dedicated to the purpose of protecting public health from environmental harms. Dr. Boyd has also recently published a book titled *The Cancer Recovery Plan*.

Dr. Kenneth Miller: Dr. Miller is the medical director of the Lance Armstrong Foundation Adult Survivorship Clinic and co-director of the Perini Family Survivors' Center at the Dana-Farber Cancer Institute. He is also a member of the Breast Oncology Group.

Melinda L. Irwin, PhD, MPH: Dr. Irwin is an associate professor at the Yale School of Medicine and co-director of the Cancer Prevention and Control Research Program at Yale Cancer Center.

FUNDING OUR PROGRAMS



Development:

2010 marked the 6th anniversary of the CT Challenge bike ride and set new milestones for both rider participation and fundraising. The bike event raised a record \$1,200,000 this year, including donations to riders, registration fees and corporate sponsorships. 752 riders participated, up from 500 in 2009, and our volunteer base grew to over 200 participants.

752 Riders, including 52 cancer survivors, from 64 CT Towns & Cities and 13 States

Connecticut	Illinois	Maryland	New York	Vermont
California	Maine	New Hampshire	Pennsylvania	
Florida	Massachusetts	New Jersey	Virginia	

Distances

100 miles: **21%** 75 miles: **9%** 50 miles: **24%** 25 miles: **30%** 12 miles: **16%**

9,616 Donors and over 200 Volunteers

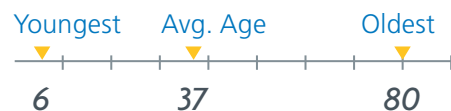
Total Donations: **\$1,150,000**

Avg. Amount Raised/Rider: **\$1,370**

Median Amount Raised/Rider: **\$750**

Demographics

Men: **504** Women: **248**



MAKING A DIFFERENCE

ONE SURVIVOR'S STORY



Kate Lieder

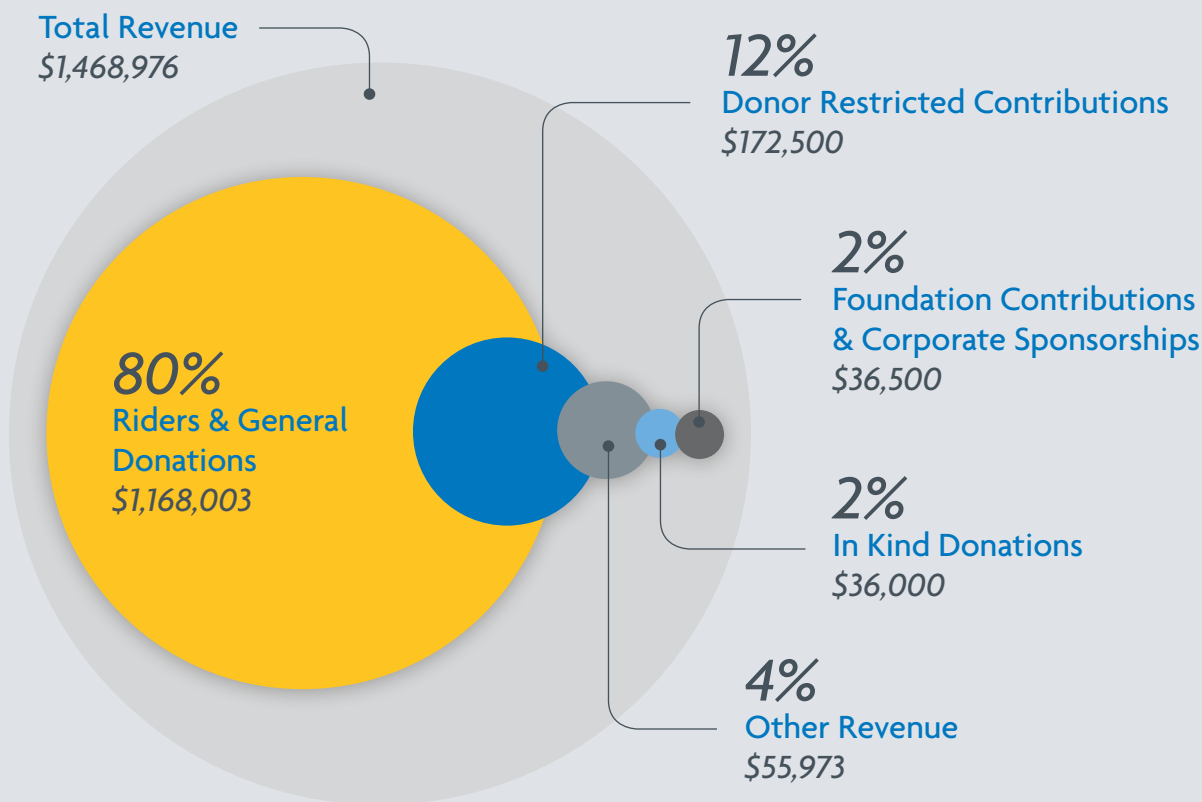
Breast Cancer Survivor
& Family

*The CT Challenge and all that it represents
has become a part of who I am.*

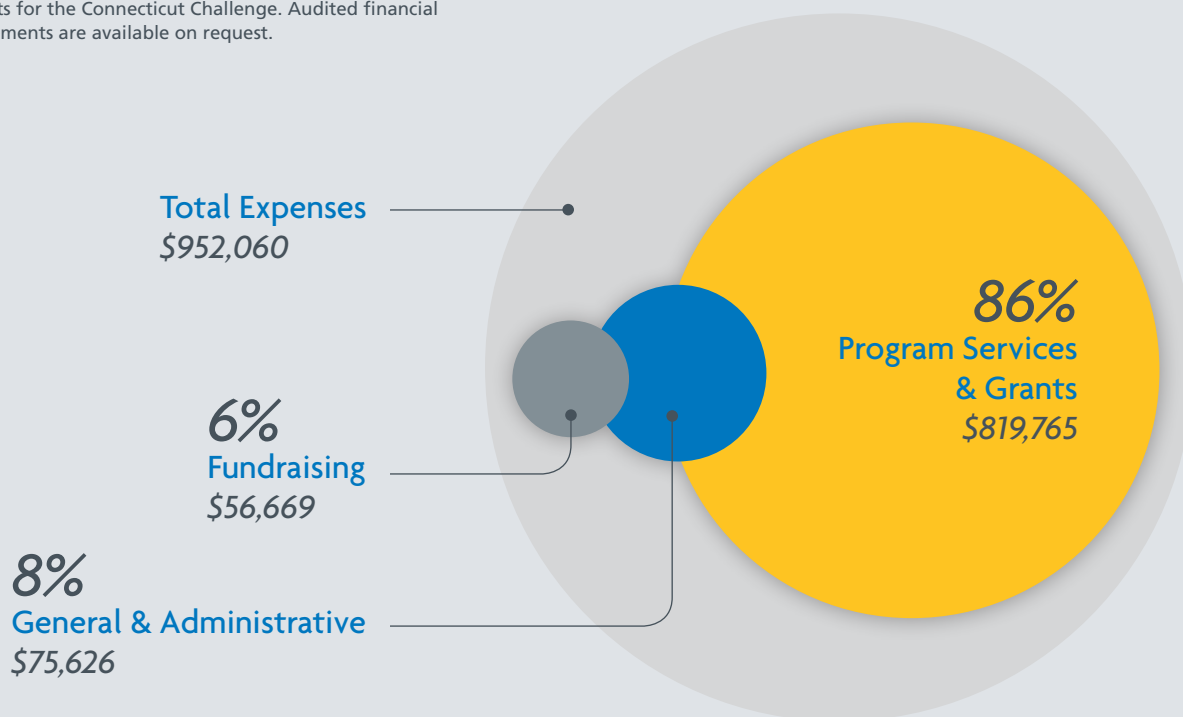
When Jeff Keith first described his vision for the CT Challenge to my husband and me in 2005, I had no idea that the organization would become such a large and important part of my life. As an athlete, I was thrilled at the prospect of the bike ride, but what initially resonated most with me was that he wanted to help “survivors”. At the time there were 5 survivors in my family who I had watched deal with the many ramifications of their diseases... physical, spiritual and emotional. The ride gave me an opportunity to do something tangible that would help survivors negotiate the road ahead post treatment. Since that time, I have ridden all 6 years, and will continue to ride as long as I am able. Each year my dedication has grown as more and more friends and family members have been diagnosed with cancer. Then, on December 8, 2008 I was diagnosed with breast cancer. My relationship with cancer had suddenly become much more personal and scary, but going through my own journey with this terrible disease has only deepened my understanding of the

importance of the work the CT Challenge is doing. I am one of the lucky ones and now two years cancer free, I am more committed than ever to helping the CT Challenge fulfill its mission of “empowering cancer survivors to live healthier, happier and longer lives”. I am honored to be a member of the Survivor Advisory Board and to work with such passionate, intelligent and caring people who also share my desire to help promote the cause and spread the word. In this past year, I have also had the opportunity to facilitate the first support group the CT Challenge has run. The group, held in Bridgeport, CT was established to reach underserved female cancer survivors. As both a therapist and a cancer survivor, it has been an honor and a privilege to help create a community of support, where women can come together in a safe and nurturing environment to share their experience and hope with each other and to learn about the tools and resources available to them. The CT Challenge and all that it represents has become a part of who I am.

SELECTED FINANCIAL INFORMATION



Muskus & Wilemski, LLC performed the 2009 and 2010 audits for the Connecticut Challenge. Audited financial statements are available on request.



The Connecticut Challenge is committed to making a real difference in the lives of cancer survivors. As part of our commitment, we continue to monitor our costs, dedicating as much money as we can to program services. By relying on a team of volunteers and keeping administrative and fundraising expenses low, the Connecticut Challenge invested in grants and program services related to cancer survivorship through public health, education and research. ***In February 2011, the Board Of Directors elected to set aside \$600,000 for the new "Center For Survivorship" located in Fairfield, CT.*** The Center will be a direct program service of the CTC offering exercise, nutrition, and psychosocial support for cancer survivors and will help the CTC establish itself as a thought leader in the field of survivorship care.

Statement of financial position

As of December 31, 2009 and 2010	2009	2010
Assets		
Cash and investments	\$ 514,197	\$ 900,836
Contributions receivable	\$ –	\$ 17,068
Prepaid expenses	\$ –	\$ 10,861
Security deposit	\$ 1,000	\$ 1,000
Total current assets	\$ 515,197	\$ 929,765
Website development costs	\$ 20,000	\$ 17,986
Computer equipment, net	\$ –	\$ 3,740
Total assets	\$ 535,197	\$ 951,491
Liabilities		
Accounts payable and accrued expenses	\$ 10,186	\$ 16,428
Grants payable	\$ 225,000	\$ 112,500
Deferred revenue	\$ –	\$ 4,312
Other current liabilities	\$ –	\$ 1,324
Total liabilities	\$ 235,186	\$ 134,564
Total net assets	\$ 300,011	\$ 816,927
Total liabilities and net assets	\$ 535,197	\$ 951,491

For the fiscal year ending December 31, 2010, the Connecticut Challenge recognized \$1,468,976 in revenues to support cancer survivors, thanks to the dedication of riders, volunteers and staff who helped raise these funds through the CTC's marquee charity bike event, numerous individual donors and special fundraising events. ***Because of the hard work of all our friends and family, 86 cents of every dollar spent was allocated to program services and grants.***

Statement of activities

As of December 31, 2009 and 2010	2009	2010
Public support and revenue		
Contributions:		
Riders and general donations	\$ 489,366	\$ 1,168,003
Foundation contributions	\$ 31,750	\$ 30,500
Corporate sponsorships	\$ 52,500	\$ 6,000
Donor restricted contributions	\$ 30,000	\$ 172,500
In-Kind Donations	\$ –	\$ 36,000
Total contributions	\$ 603,616	\$ 1,413,003
Other:		
Rider registration fees	\$ 35,753	\$ 53,315
Interest income	\$ 2,196	\$ 2,913
Loss on Investments	\$ –	\$ (255)
Total public support	\$ 641,565	\$ 1,468,976
Expenses		
Program services & grants	\$ 497,873	\$ 819,765
Fundraising	\$ 49,343	\$ 56,669
General & administrative	\$ 53,561	\$ 75,626
Total expenses	\$ 600,777	\$ 952,060
Change in unrestricted net assets	\$ 40,788	\$ 516,916



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