



2016 IMPACT REPORT



A LETTER FROM OUR DIRECTOR OF GOOD THINGS

I never imagined, in 2007, that a little fundraiser would turn into an inspiring organization impacting so many lives today. Athletes 4 Cancer began from a personal experience with cancer and a problem without a solution.

When my brother went into remission after nine months of treatment, no one told him the struggles he would face once he was done with treatment. No one warned him of the isolation, the depression, the disconnect from his peers, and the survivor's guilt he would experience as a young adult navigating typical college life, but not as a typical student. Everyone said, "Congratulations! You're young and resilient! Good luck with life now!"

As many of you know, there is no going back to normal after cancer. There is a "new normal" young survivors face as they transition back into life.

At Athletes 4 Cancer, we aim to enrich the lives of young adults through community and the outdoors as a way to move forward after cancer. Through programs like Camp Koru and This is Life, we connect young adult survivors through experiences of adventure and creativity that inspire community, empowerment, and life-renewal.

2016 was an incredible year, and this Impact Report aims to show you just how far we've come. Our highlights include:

- We're the first young adult survivorship program to provide an emphasis on mental health well-being at camp through development of a mental health counselor role.
- We increased the number of camps and capacity to serve young adult survivors in 2016 by 20%.
- We raised a record \$188,331 at our annual fundraiser, Kiteboard 4 Cancer.

We're excited to share our progress with you, our dedicated supporters. We hope we've done you proud.

All the best,



Tonia Farman
Director of Good Things (Executive Director)

WHAT SETS US APART

OUR MISSION

Athletes 4 Cancer enriches the lives of young adults through community and the outdoors as a way to move forward after cancer.

OUR APPROACH

Athletes 4 Cancer focuses on the individual first. We keep our program retreats small and personal, running with a lean and core staff so that each individual can get the most meaningful and authentic experience.

Someone might have said, “It’s not an adventure until something goes wrong”. But we say, “Adventure takes on different meanings in different times in your life.” Someone who lost their leg to Osteosarcoma may very well consider walking in sand a big adventure. True story. A Breast Cancer survivor after a double-mastectomy puts on a swimsuit in public for the first time. This was an adventure. Adventure is at our core, but it’s relative to each individual’s experience.

We can’t cure cancer, but we can help transform someone’s life after it. We can help build a community who can authentically support each other from shared experiences, and we do this from the ground up.

OUR CORE PROGRAMS

CAMP KORU

Camp Koru is our week-long adventure therapy camp that empowers young adult cancer survivors to find renewal through personal success, self-growth, and achievement in a community of their peers. This year we expanded our staff to include mental health support and added a sixth surf camp to our line up.

THIS IS LIFE

Born out of hundreds of young adults sharing their survivorship needs with us, we created a three-day weekend retreat where young adult survivors join one another in small collaborative workshops facilitated by experts. Our goal was to increase knowledge and skills in areas of survivorship specific to young adults. It worked so well, This is Life is coming to new cities in 2017!

SUPPORT NEEDED FOR YOUNG SURVIVORS

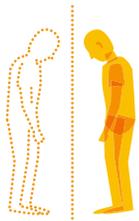
YOUNG ADULT SURVIVORS FACE REAL CHALLENGES



Fear Of Reoccurrence

Medical Debt

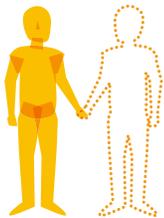
Social Challenges



Body Insecurities

Infertility

Sex And Dating Fears



Late Effects

Poor Mental Health

False Appearance



Lost Sense Of Purpose



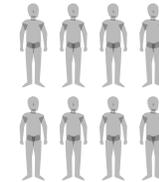
Every 10 minutes

someone between the ages of 15 & 39 is diagnosed with cancer.



70,000 young adults

between 15 and 39 are diagnosed with cancer annually in the United States



This is 8x more

than all children diagnosed annually.

Prior to camp,

73% of Athletes 4 Cancer survivors

said they wanted "more connection to resources for survivors".

62% wanted

"more emotional support/counseling/peer support".



ATHLETES 4 CANCER'S 4-PART SOLUTION

SOCIAL SUPPORT Through camp, a community is formed that extends to online and offline support & gatherings. Participants can talk honestly and openly about their cancer without feeling judged or stigmatized.

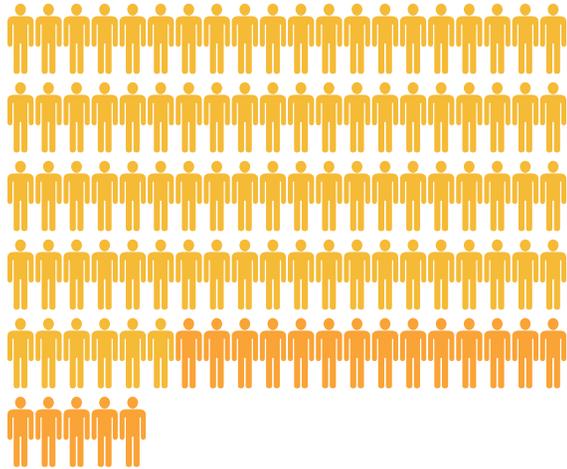
BODY CONFIDENCE Our programs teach survivors to embrace their bodies through learning to do something they've never done before and finding success.

CONNECTION At camp, participants shed layers of isolation and anxiety through supportive activities with other survivors. We harness campfires, surfing, yoga, hiking, etc. as channels of empowerment and connection to others.

INSPIRATION The culture at camp fuels inspiration for our participants to move mountains in one's life after cancer! Whether it's through volunteerism, or adopting physical activity and balanced nutrition, or taking on something new and challenging in life, Camp Koru participants go on to achieve some big, meaningful ventures after camp.

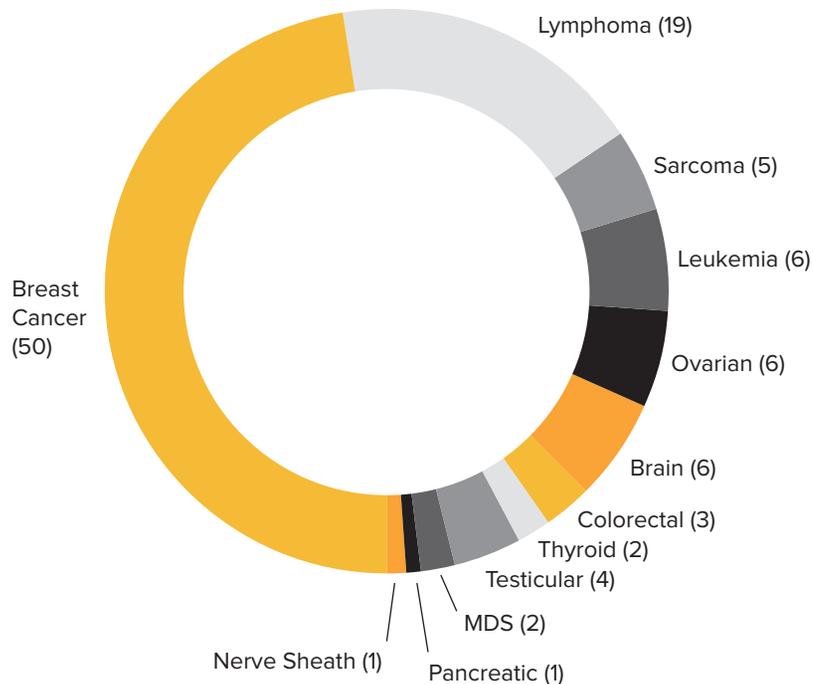
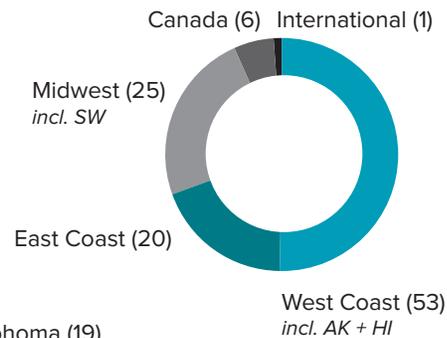
2016 PROGRAM RESULTS

105 YOUNG ADULTS



87 CAMP KORU 18 THIS IS LIFE

↑ 20%
increase in camps in 2016



- » 99% say Athletes 4 Cancer has met their expectations and hopes
- » 99% experienced increased confidence and positive feelings about their bodies through learning to surf, stand up paddle board, ski or snowboard
- » 98% say their Camp Koru ohana is an important part of their support system
- » 95% say attending Camp Koru has increased their confidence and positive feelings about their bodies
- » 91% of campers say attending camp has increased their physical activity after returning home

“

[Camp Koru] really changed my life. I feel like my life can start over again. I feel like my life has a purpose, has a meaning. Thank you to everyone at Camp Koru for changing my life and making me find that there is comfort and peace in having a cancer diagnosis, and there really is life after a cancer diagnosis.”

COMBAT CAT
CAMP KORU 22

KITEBOARD 4 CANCER TURNED 10

The 10th Annual Kiteboard 4 Cancer (KB4C) raised \$188,331 for Athletes 4 Cancer and our Camp Koru, This is Life, and Ambassador Programs. This is the most we have raised to date at KB4C!

We also had our first Koru Alumni Reunion at the 2016 KB4C. About 50 alumni from 23 different Camp Koru weeks gathered at the event for a KB4C “campfire,” a tradition we have at camp and now, a new tradition at KB4C. Some survivors spoke to the crowd and the athletes, connecting event participants to the cause and purpose behind this incredible event.

This organization and the impact we achieve started from the kiteboarding community’s support of Kiteboard 4 Cancer 10 years ago, and it continues each July. We can’t thank you enough for your energy, commitment, and support in making KB4C so successful. It serves as such an inspiration to our survivors who attend each year!

THANK YOU!



FUNDRAISER SPOTLIGHT



STEVE FISHER - \$15,793

Steve attended our very first Camp Koru back in 2011 after recovering from Testicular Cancer. He is our biggest fundraiser to date and has participated in Kiteboard 4 Cancer nine out of 10 years, having missed only one year while he was in treatment.



IGOR ALVAREZ - \$11,791

Igor is another Testicular Cancer survivor who has not attended camp, but is a huge advocate of Camp Koru! He is a health care provider who has taken care of thousands of patients, providing compassion and empathy at their bedside. He understands what cancer takes from someone, not just physically, but emotionally and mentally as well.



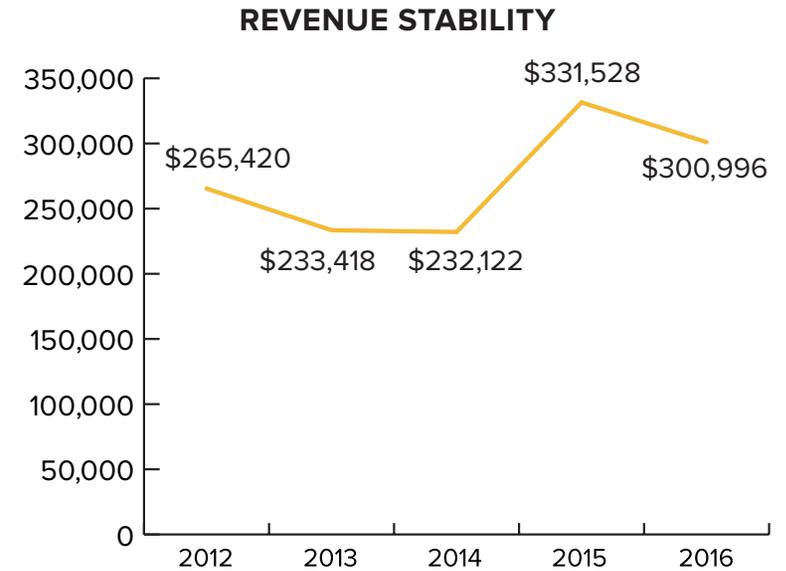
PHILLIP CERNERA - \$7,615.13

Phillip’s wife, Elaina, attended Camp Koru after breast cancer treatment in 2013. Little did they realize back then what a positive impact it would have not only on Elaina as an individual, but on their marriage. While Phillip kiteboards in the 6-hour kite derby each year, Elaina volunteers her time for the organization at Registration and at the evening fundraising functions.

2016 FINANCIALS

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

ASSETS	2016	2015
Cash and Equivalents	208,639	219,658
Prepaid Expenses	40,069	32,600
Total Assets	248,708	252,258
LIABILITIES & NET ASSETS		
LIABILITIES		
Accounts Payable & Accrued Expenses	18,065	10,748
Total Liabilities	18,065	10,748
NET ASSETS		
Unrestricted Net Assets	230,643	241,510
Total Net Assets	230,643	241,510
TOTAL LIABILITIES & NET ASSETS	248,708	252,258



BOARD OF DIRECTORS, ADVISORY BOARD AND STAFF

STAFF

Tonia Farman, Executive Director

Mindy Buchanan, Program and Outreach Director

BOARD OF DIRECTORS

Garret Zallen, President

Rob Chimelak

Joanna Hershey

Candice Gerlach

Tonia Farman

ADVISORY BOARD

Rebecca Block

Brian Wolff

Gregg Gnecco

Sarah Bahn

Steve Fisher

Matt Scott



STAY IN TOUCH

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