2018 ANNUAL REPORT

NO LIMITS • HELPING SURVIVORS RECLAIM THEIR LIFE AFTER CANCER

Powered by the CT Challenge
WHAT WE DO

MISSION exists to inspire everyone who has stared down cancer, to elevate expectations and equip them with the game-changing exercise, nutrition and mind-body knowledge, tools and community needed to activate any plans, dreams and potential to live. life. vibrantly.

PROGRAM IMPACT

MISSION Filling a Hole in the Healthcare System

Unlike people with heart disease who are prescribed cardiac rehab after an event or the millions who undergo orthopedic surgery with a P/T prescription practically in hand as they enter the operating room, cancer patients are dropped off a cliff after treatment ends. Mission is building the net, providing resources for survivors that are as important to the “cure” as the therapies that launch the journey.
Mission is moving ahead with its five-year strategic plan intended to support high-impact results, and expand our organization’s reach to the cancer survivor population which is projected to grow to 21.7 million by 2029.

In 2018, we recruited new talent to our team to improve effectiveness and efficiency at Mission. We brought on a social media consultant, a wellness director, and a digital content consultant who are all experts in their respective fields.

We have pushed forward with momentum on our goal to build a social media following and improve Mission content, including Adventure Project Young Adult Athlete Stories and General Survivor Stories. Building our knowledge base and resources for cancer survivors, we develop original content and revolve our programs around the three pillars of exercise, nutrition, and mind-body wellness. Our content, tools, and community, equips cancer survivors with what they need to live vibrantly.

Alongside digital content, we have grown our education and community outreach through Mission Speaker Series, and workshops, serving hundreds of survivors in 2018.

The presence of @Mission:NoLimits, rebranded in 2017, has grown on Facebook, where we reached over 4,000 followers in 2018, as well as thousands on Instagram and Twitter, as we successfully execute our digital health and wellness initiatives. Our website was viewed by people in 50 states and 69 countries.

The Mission Training Center, with its wide range of classes, activities and members, continues to serve as a launch pad for programs that serve cancer survivors. As we improve our wellness practices and programming, we plan to expand the reach of the Center in 2020 through on-line classes and other videos so that survivors who live outside our region can benefit from the Center.

Following five years of incubating Adventure Project at the Mission Training Center, we officially launched the program in 2017. Last year, we provided fitness grants for 21 hard-to-reach young survivors between the ages of 12 to 30 years old. Mission also provided 39 academic scholarships, and hosted over 150 survivors in our partner Summer Camp program.

Our vision remains to provide comprehensive resources and opportunities for the 16.9 million cancer survivors in the U.S. We know the demand for our work is increasing, and the number of organizations meeting that need is insufficient. Moving forward, on behalf of all the survivors and their communities, we will grow financial support, using strong partnerships and the broader public to extend our reach and achieve measured targets.

We have utmost gratitude for our supporters who donate and raise money, including the 1,022 riders and 425 volunteers who made this year’s CT Challenge Charity Bike Ride possible. With the help of our community, our corporate partners and our more than 9,000 plus donors, Mission has been able to advocate for and empower survivors, and help them live full, vibrant lives on the other side of cancer.

Sincerely,

Jeffrey Keith
President & CEO
The rate of new cancer cases continues to decrease in men and stay about the same in women. However, despite fewer diagnoses, the number of cancer survivors is growing, thanks to improved treatments and better early detection. Still, the effects of cancer and its treatments can last months, weeks, years even and be as life-limiting and/or life-threatening as the original diagnosis. The need for survivorship programs and education has never been greater.

**16.9 MILLION**
Number of cancer survivors in the U.S., up from 15.5 million

**29%**
Projected increase in cancer survivors in the U.S. by 2029

**67%**
Five-year survival rate across all types of cancer, up from 49% 40 years ago

**40%**
Number of cancer diagnoses in the U.S. related to being overweight

**20**
Minutes of moderate exercise needed to stimulate the immune system and produce an anti-inflammatory cellular response which can protect against serious health issues

**2X**
The rise in post-treatment mental processing speed among breast cancer survivors who increased their physical activity

**1 IN 285**
Number of children diagnosed with cancer every day

**80%**
Number of childhood cancer survivors who will have a disabling, serious or life-threatening health condition by age 45

**Sources:** American Cancer Society • National Cancer Institute • U.S. Centers for Disease Control & Prevention • University of California – San Diego School of Medicine • St. Jude Children’s Research Hospital
Mission is a mindset, and the tools needed to achieve it. It’s a conviction that life is so much more than a diagnosis. It is the engine to get survivors past the effects of treatment and back to their lives. Mission is personal training, group fitness classes, yoga, TRX, walk and talk sessions, academic and camp scholarships, nutrition education, workshops, a speaker series and online platforms including www.yourmission.org (formerly www.ctchallenge.org) visited by survivors in all 50 states and 69 countries…and Mission is The Adventure Project, for survivors aged 12 to 30. Mission is hope, determination and triumph. Mission is life. See below for more detail on each of our programs.

MISSION TRAINING CENTER

The paradigm-shifting 8,000-square-foot Mission Training Center in Southport, CT is the centerpiece of all Mission programs. An incubator for best practices in wellness for cancer survivors, it is filling a hole in the healthcare system: there are few comprehensive, dedicated wellness resources for survivors. Blending exercise, nutrition education and mind-body health and staffed by experienced, compassionate trainers, instructors and nutritionists with expertise in working with cancer survivors, classes and resources offered at the Center include:

- Cardio/Strength Floor
- Personal Training
- Physical Therapy
- Nutrition One-on-Ones
- Mind Body Studio
- Yoga
- Exercise Classes
  - Foundation Training
  - Pilates
  - Spinning
  - Tabata
  - TRX…and more

“It’s like cardiac rehab for cancer survivors, which doesn’t really exist in the healthcare system like it does for cardiac patients who get exercise and nutrition as part of their rehabilitation program. So, what we’re doing represents an effort to change the game entirely for cancer survivors.”

Mission Training Center Wellness Director Debbie Wilhelmy
SURVIVORSHIP PROGRAMS UPDATE: MISSION TRAINING CENTER

In 2018, driven by demand for personal training and open workout time, we more than doubled the size of the strength and training floor, adding new weight and aerobic machines, focusing on equipment that provides a total body workout. Reflecting a committed and growing dedication to mind-body health, we moved the mind-body studio to a quieter quadrant. We also expanded our hours and class offerings.

Center Stats: 2018

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<th>790 UNIQUE VISITORS</th>
<th>10,033 UNIQUE VISITS</th>
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<td>(members utilizing Center programs)</td>
<td>(including special events)</td>
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Personal training sessions: 838
Number of exercise classes per week: 32

The Mission Training Center is led by a full-time director who is responsible for managing survivorship training programs and all activities at the Center.

“When you are entering (the cancer) world or already in it, resources like yours are very helpful and show you a path people have taken and the results they are achieving due to it.”

Lisa, Brain Cancer Survivor
Mission is committed to raising awareness and advancing the skill sets needed to move survivors beyond cancer. Through our digital platforms, fueled by advanced SEO/SEM and social media strategies, we put the exercise, nutrition, mind-body health and community-building support programs incubated at the Mission Training Center within reach of any survivor in need of them, regardless of where they live. These communication platforms are built from content on our website including blogs, videos, inspirational survivorship stories, recipes, strength and fitness-building strategies and more. This content is viewed by people in 50 states and 69 countries.

Facebook: 3,045
Instagram: 680
Twitter: 940
Fifty years ago, childhood cancers were largely fatal. Today, the survival rate is over 83% and there are 300,000 survivors under the age of 30 living in the U.S. But, as the number of these survivors reaching adulthood increases, so do the after effects from their treatments. Childhood cancer survivors experience multiple, often severe health problems more typical of those much older; they also die prematurely. By age 45, 80% of pediatric cancer survivors will have a disabling, serious or life-threatening health condition. So it is particularly important for these survivors to adopt the healthy lifestyle advocated by Mission early and forever.

"Through this entire journey I exercise every day, and this has kept me alive and healthy.”

Morgan Galdenzi, Adventure Project recipient
Survivorship Programs Update: Young Survivor Programs

21 Survivors Served in 2018

(Above) Paralympian Brenna Huckaby with young cancer survivors at our summer retreat

Through fitness grants, the Adventure Project gives survivors ages 12 to 30 access to the tools they need to pursue active, healthy lifestyles to counter the long-term effects of their cancer treatments. The grants fund personalized 12-week training programs, gym memberships, coaching and competition expenses—anything needed by these young cancer fighters to reclaim their lives and live their dreams. Their stories are shared online through our digital platforms for exponential impact as they draw in survivors of every age, inspiring and educating them in turn to reclaim their own lives and dreams.
SURVIVORSHIP PROGRAMS UPDATE: YOUNG SURVIVOR PROGRAMS

Academic Scholarships
Through grants to the Susan Fund and the Christopher Cook Scholarship program offered at Sacred Heart University we are helping young survivors achieve their dreams in colleges across the country.

Summer Camp
Mission grant support to Camp Rising Sun helps provide a safe, nurturing weeklong camp experience for childhood cancer survivors, so that they may grow and learn from what they have been through to become the best they can be.
Through opportunistic workshops led by experts in their respective fields and hosted at the Training Center and off site, Mission circulates empowering nutrition, fitness and wellness knowledge covering areas ranging from qigong to proper stretching techniques and more.

**Mission Speaker Series**

Inspiring athletes who have come through cancer and embody the Mission mindset tell personal stories of hope, perseverance and triumph, helping us reach a broader audience of cancer survivors in this CT-based speaker series. Past speakers include New York Giants linebacker Mike Herzlich, Olympic gymnastics legend Shannon Miller, Sean Swarner, the first cancer survivor to complete the 7 Summits and Paralympians Lacey Henderson and Brenna Huckaby (at right) who won two gold medals in snowboarding at the 2018 Paralympics.

There are 16.9 million cancer survivors currently living in the U.S. This is projected to grow to 21.7 million by 2029. That’s good news for sure but this booming demographic adds urgency to our mission like nothing else: More people than ever need the secure crossing back to vibrancy, strength, confidence and hope that our approach to life after cancer offers. Our Education and Community Outreach initiatives help us communicate the Mission mindset and resources to an ever-widening audience of cancer survivors. In addition to our digital outreach, they include:

**Workshops**

200 Served in 2018
Yoga for Life
Mission extends the benefits of yoga to survivors beyond the Training Center through Yoga for Life, a 12-week yoga program offered free to cancer survivors at select yoga centers. This year, Mission is pleased to support Yoga for Life at Fuller Yoga in Glastonbury, CT.

“Yoga is the perfect opportunity to be curious about who you are.”
—Jason Crandell
One-third of the cases involving the 12 most common cancers in the U.S. are preventable through healthy, consistent physical activity and by maintaining a healthy weight. Prevention programs we fund include:

**Mobile Mammography Screening**
Mission provides grant support to the St. Vincent’s Mobile Mammography vehicle which travels throughout Connecticut providing mammograms at low-cost for those with health insurance, and free for those who do not have health insurance, have financial limitations and/or qualify for assistance.

“**You have made me want to get back to the gym and work out today to prevent a recurrence!**”
› Breast Cancer Survivor

**Norwalk Hospital**
Mission continues to provide grant support for the development of non-medical cancer survivorship programs at Norwalk Hospital.
E-NEWSLETTER

Every other week throughout the year, we deliver an e-newsletter to a list of opt-in subscribers. Each issue includes information on exercise, nutrition, mind-body health and a motivational survivor story.
It’s Not A Ride, It’s A Movement.
They came. They rode. They celebrated... and raised $1.7 million from 8,241 donors while they were at it. “They” were the 123 teams consisting of 1,022 riders from 18 states, two foreign countries and 64 towns across Connecticut as well as the more than 500 volunteers who laid down the infrastructure that made the day possible. Because of their collective passion, hard work and generosity, we are changing the game for all who battle cancer.

THE ANNUAL CT CHALLENGE BIKE RIDE
IS THE PRIMARY SOURCE OF FUNDING FOR ALL WE DO
FUNDING OUR PROGRAMS

Team Mission
NYC Marathon/Boston Marathon

Team Mission member Kim Driscoll successfully battling a Nor’easter to run the 2018 Boston Marathon for cancer survivors. An additional five runners participated in the 2018 NYC Marathon in support of Mission programs.

8th Annual Spin CT Challenge
at the Edge Fitness Club in Fairfield

The 2018 team of dedicated spin Instructors, who gave their time to lead 45 spinners participating as teams and individuals to fundraise for Mission programs in honor of loved ones who have battled cancer, at the 2018 Fairfield, CT Spin CT Challenge event.

Vineyard Vines National Cancer Survivors Day Sales Event

On Saturday, June 9, 2018, Vineyard Vines donated a portion of sales from its Greenwich, New Canaan, Westport and West Hartford stores to CT Challenge in support of Mission programs.
82 cents of every dollar spent was allocated to Program Services & Grants.

**SELECTED FINANCIAL INFORMATION**

**EXPENSES**
- **82%** Program Services & Grants
  - $1,476,743
- **11%** General & Administrative
  - $193,785
- **7%** Fundraising
  - $137,988

**REVENUE**
- **90%** Contributions & Grants
  - $1,768,020
- **4%** Special Events
  - $78,970
- **6%** Membership
  - $120,947

**TOTAL EXPENSES**
- $1,808,516

**TOTAL PROGRAM EXPENSES**
- $1,476,729

**TOTAL REVENUE**
- $1,967,937

**MISSION EXPENSE DETAIL**
- **45%** Mission Training Center
  - $671,091
- **16%** Grants & General Programs for CTC (dba Mission)
  - $237,659
- **39%** Education & Public Awareness
  - $567,979

**MISSION 2018**
In keeping with the careful fiscal stewardship that has allowed us to grow Mission programming, we continue to control costs and push toward the greatest efficiencies possible in all areas. As we look to build on this momentum and deliver our programming to an even broader audience of survivors, we remain committed to maintaining our same high percentage of total expenses spent on program services and grants.

For the fiscal year ending December 31, 2018 the CT Challenge recognized $1,967,9370 in revenues to help cancer survivors find the path forward after diagnosis and treatment through healthy lifestyle choices. This could not have been possible without the powerful dedication and committed support of our sponsors, riders, volunteers and other donors who gave so much of themselves to raise these funds.

*Because of the hard work of all our friends and family, 82 cents of every dollar spent was allocated to program services and grants.*

*In 2018, our generous community generated more than $1.7 million in contributions & grants.*

*In recognition of our financial transparency, GuideStar awarded CTC with its prestigious Gold Seal ranking.*

Blum Shapiro performed the 2018 audit for the Connecticut Challenge (d/b/a CT Challenge and Mission). Audited financial statements are available on request.