MISSION
FOR ALL WHO BATTLE CANCER

2019 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

Physical therapy and rehabilitation services are routinely offered as a proven recovery plan to cardiac and orthopedic patients through the U.S. healthcare systems. However, despite the debilitating effects of cancer and its treatment, cancer patients report feeling as though they have been abandoned at the conclusion of medical interventions. Mission is building a safety net that provides crucial resources for survivors on their journey to regain strength, stamina and confidence.
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Evan Vosburgh, MD • Yale Cancer Center
In 2019 Mission reached thousands of cancer survivors through online and in person programs. Nearly 19,000 unique visitors from 70 countries and all 50 states accessed the Mission website while the presence on social media grew to 7,150 followers on Facebook, 822 on Instagram and 972 on Twitter. Nearly 1,700 contacts choose to receive regular updates and newsletter content through email which delivers stories and best practices in fitness and nutrition.

On the ground at the Mission Training Center, a refreshed gallery of classes was offered this year, such as Tread & Shred, Fit for Life, Balance Fit, and Foundation Training II, for athletes at every fitness level. The select Mission instructors do more than lead classes, they participate in the development of customized content while attracting new audiences through their personal brand and influence. Collaboration with local partners enabled the training center to offer complimentary fresh produce, healthy snacks and in-person nutrition workshops. Mind-body programming included weekly meditation and yoga classes.

The Adventure Project for Young Athletes, launched in 2017, continues to be one of the most impactful programs, serving young survivors who are at risk of severe life-long health impacts due to a variety of psycho-social factors, including access to and ability to pay for follow-up care. Twenty-five young survivors participated in 2019, sharing their energy and optimism with everyone they encountered at the training center. Our objective for 2020 is to double participation and extend outreach efforts to under-served youth.

The 2019 CT Challenge Charity Bike event provided an opportunity for our community to interact and support the cause of cancer survivorship. Attracting 856 riders, 500 volunteers and 55 corporate teams the event generated $1.2 million in support of Mission. Keynote speaker, Jake Olson, exemplified the “Mission – No Limits” motto, inspiring more than 450 guests at the Opening Ceremony on Friday evening. Overcoming retinoblastoma, and losing his vision at age 12, did not deter him from becoming an accomplished golfer and earning a spot as a long snapper for the USC Trojan football team. “After I went blind,” he stated, “I became more determined than ever to not let blindness stop me from living the life I wanted to live.”

Our vision is to provide comprehensive resources and support for the 16.9 million cancer survivors in the U.S. who are not being served by the current healthcare model. Our ongoing challenge is to extend our reach to serve more cancer survivors while engaging partners and the public to achieve financial targets. We will look to expand into the tele-wellness space as a way to achieve these goals. We have utmost gratitude for our supporters who donate and raise money, including the hundreds of volunteers who made this year’s CT Challenge Charity Bike Ride possible. With the help of our participant community, corporate partners and more than 10,000 donors, Mission will continue to advocate and empower survivors on their journey to live full, vibrant lives on the other side of cancer.

Sincerely,

Jeffrey Keith
President & CEO
SURVIVORSHIP WHY IT MATTERS

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%
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 70 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

"The Mission Training Center creates a continuum of support for survivors through its fitness programs, nutrition workshops and community of wellness resources."

> Mission Training Center Wellness Director, Laura Equale
SURVIVORSHIP PROGRAMS UPDATE: MISSION TRAINING CENTER

In 2019, 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: 2019

<table>
<thead>
<tr>
<th>836</th>
<th>8,046</th>
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<tbody>
<tr>
<td>UNIQUE VISITORS</td>
<td>UNIQUE VISITS</td>
</tr>
<tr>
<td>(members utilizing Center programs)</td>
<td>(including special events)</td>
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Personal training sessions: 1,033
Number of exercise classes per week: 30

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.

“Going to Mission Training Center has not only helped me physically gain strength but mentally. My Adventure Project coach, Suzy, has helped me push myself to work harder and persevere through the pain. It’s been an honor to work with her and (be part of) such an exciting experience.”

> Patrice, Hodgkin’s Lymphoma 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: 7,150

Instagram: 822

Twitter: 972
SURVIVORSHIP PROGRAMS UPDATE

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. As the number of these survivors reaching adulthood increases, so do the aftereffects 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. It is particularly important for these survivors to adopt the healthy lifestyle advocated by Mission early and forever.

Adventure Project young adult survivor recipients

"Mission coached me on how to eat, cook and shop healthier through their nutrition programs. This was extremely important and helpful to me when I was preparing to go to college and study abroad."

> Aaron Gaberman, Adventure Project Athlete
SURVIVORSHIP PROGRAMS UPDATE: YOUNG SURVIVOR PROGRAMS

Cancer survivor and former USC Football player Jake Olson with young cancer survivors at our summer retreat (Above)

Adventure Project

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 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 support to Camp Rising Sun helps provides a safe, nurturing week-long 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.

38 SERVED IN 2019

Chris Cook scholarship recipients (Top)
Young cancer survivors at Camp Sun Rising (Bottom)

150+ SERVED IN 2019
EDUCATION & COMMUNITY OUTREACH

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:

**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, Paralympians Lacey Henderson and Brenna Huckaby, and Jake Olson (at right) who played football for the USC Trojans after losing his eyesight to cancer.

**Workshops**
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.
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 provided 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.

400 SCREENINGS IN 2019

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

› Breast Cancer Survivor
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.
FUNDING OUR PROGRAMS

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

July 27-28

It’s Not A Ride, It’s A Movement.
They came. They rode. They celebrated … and raised $1.2 million from 7,986 donors while they were at it. “They” were the 108 teams consisting of 856 riders from 18 states, two foreign countries and 64 towns across Connecticut as well as the more than 400 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.
Team Mission
NYC Marathon/Boston Marathon

Team Mission member Neil Cullen crushing his 26.2 miles at the NYC Marathon for cancer survivors. An additional three runners participated in the 2019 Boston Marathon in support of Mission programs.

9th Annual Spin CT Challenge
at the Edge Fitness Club in Fairfield

A team of dedicated spin instructors led 25 spinners who rode in honor of loved ones who have battled cancer while fundraising for Mission at the 2019 CT Challenge indoor spin event.

Vineyard Vines National Cancer Survivors Day Sales Event

In June 2019, 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.
85 cents of every dollar spent was allocated to Program Services & Grants.

**Total Expenses**
- **$1,628,900**
- **6.3%** General & Administrative: **$102,840**
- **8%** Fundraising: **$130,785**

**Total Program Expenses**
- **$1,395,276**
- **40%** Mission Training Center: **$558,714**
- **17.2%** Grants & General Programs for CTC (dba Mission): **$239,923**
- **42.8%** Education & Public Awareness: **$596,639**

**Total Revenue**
- **$1,483,495**
- **2.1%** Special Events: **$31,669**
- **14%** Membership: **$207,822**
- **83.9%** Contributions & Grants: **$1,244,044**

**SELECTED FINANCIAL INFORMATION**
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, 2019 the CT Challenge recognized $1,483,495 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, 85 cents of every dollar spent was allocated to programs for cancer survivors.*

*In 2019, our generous community generated nearly $1.4 million for program services.*

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