



# MISSION

FOR ALL WHO BATTLE CANCER

2021 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.



1771 Post Rd E • Westport CT 06880 • 203-418-4106 • [www.yourmission.org](http://www.yourmission.org)



# ● CONTENTS

2 Letter from the President

3 Survivorship: Why It Matters

4 Survivorship Programs Update

## 4 YOUNG SURVIVOR PROGRAMS

- *Adventure Project*
- *Academic Scholarships*
- *Mindbody Programs*

## 7 DIGITAL RESOURCES

8 Education & Community Outreach

- *Hospital Programs*

9 Funding Our Programs

- *CT Challenge*
- *Team Mission*
- *Virtual Fitness Challenge by Franklin Templeton*

12 Digital Health & Wellness

13 The Adventure Project

15 Financial Information

## STAFF

**Jeffrey Keith** • *Founder & CEO*

**Liz Spears** • *Director of Rider Recruitment*

**Laura Equale** • *Wellness & Program Director*

**Andrew Newbold** • *Director of Operations*

## BOARD OF DIRECTORS

**Jeffrey Keith** • *Founder & CEO, Mission & CT Challenge*

**Jonathan Bass** • *Managing Director, Jefferies & Company*

**Jonathan Boos** • *Senior VP, Oasis Pro Markets*

**Tim Carrol** • *Partner, Pearl Diver Capital*

**Sean Cowan** • *Managing Partner, Pequot Property Group*

**Matt Howard** • *Managing Director, ICAP*

**Read Hubbard** • *Financial Advisor, Merrill Lynch*

**Diana Ruskowski** • *Director, Franklin Templeton*

**Diane Sklar** • *Principal, Sklar Advisors*

**Evan Vosburgh, MD** • *Yale Cancer Center*

## ● LETTER FROM THE PRESIDENT



I believe people reach the bar you set for them, and we believe in setting the bar high, especially for cancer survivors. Because people, like myself, who face cancer are no soft crew – they’re resilient, determined and want to get back to life, on their terms, with humor, authenticity, and defiance. I also believe that if you give survivors the right tools and mindset, they can punch through to the other side of cancer and stay there. Through Mission, we’re giving them those tools. And it works – research shows that cancer recurrence can be reduced through our programs.

The COVID-19 crisis has continued to impact the entire non-profit industry in 2021. The good news is we were able to host the CT Challenge Charity Ride this past July and the event was a success on many levels with 3 young adult cancer survivors sending off our riders at the start line. We were proud to have had 5 runners participating on Team Mission in the 2021 NY City Marathon in November, where they raised \$16,000. We hosted a virtual fundraising event with Franklin Templeton and raised over \$25,000. We look forward to hosting more of these in the future.

Over the past couple years, mental health has become a major issue in the US population, specifically for cancer survivors. In 2021, we provided 135 cancer survivors the “Calm” meditation application for free as a way for them to gain access to mind body resources when they need it most. And we continued to deliver grants to young adult cancer survivors who are at risk of severe life-long health impacts across the country through our marquee Adventure Project program. Currently, the program has grown to be made up of 35 young survivors receiving grants from Mission to use for their nutrition, exercise, or mind body.

As we move forward, 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. We look to continue our expansion into the tele-wellness and virtual spaces to achieve these goals. We have utmost gratitude for our supporters, volunteers, participant community, corporate partners, and more than 10,000 donors. Mission will continue to advocate, inspire, and empower survivors on their journey to live a fuller life, with newfound strength and purpose on the other side of cancer.

Keep pushing your limits,

Jeffrey Keith  
Founder & 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

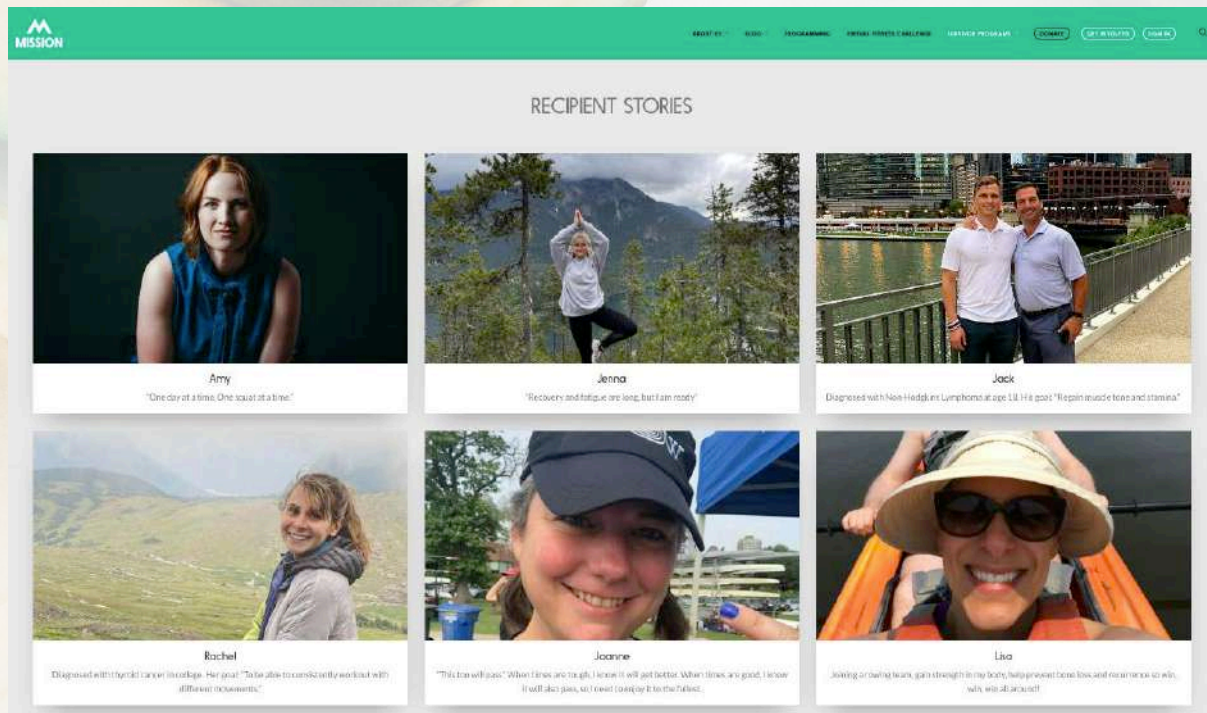


● SURVIVORSHIP PROGRAMS UPDATE

# YOUNG SURVIVOR PROGRAMS

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 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. It is particularly important for these survivors to adopt the healthy lifestyle advocated by Mission early and forever.

*Adventure Project young adult survivor recipients*



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

› Morgan Galdenzi, Adventure Project Athlete

## ● SURVIVORSHIP PROGRAMS UPDATE: YOUNG SURVIVOR PROGRAMS



**My name is Chester Kennedy, III. I am a Hodgkin's Lymphoma cancer survivor and an advocate for those like me. I was diagnosed with the disease at the age of 22 and battled it for a year. Over the course of that year I underwent ABVD chemotherapy, ICE chemotherapy, and ultimately, a stem cell transplant that has fortunately allowed me to be in remission until this very day.**

**Since this, I've dedicated myself to rebuilding the healthy body that has carried me through life. I've implemented a consistent gym schedule into my daily life, incorporated fruits and vegetables to my lunch and breakfast, and gave up many foods I deemed unhealthy. My daily exercise comes in the form of either running, calisthenics, or weight lifting. I also take 1 mile+ walks along West Haven boardwalk to refresh and clear my mind. It is a healthy habit that I value greatly.**

**35**  
SURVIVORS  
SERVED IN 2021



**I'm Andrea Berting and I am a 34-year-old theatre professional, screenwriter, giant nerd, and breast cancer survivor. Live theatre has been my entire life since age 10, but with COVID-19 shutting down theaters worldwide I was forced to find other passions and places to find meaning in my days. Enter: fitness, and rowing specifically. Going through cancer treatment has taught me to embrace the chaos of life and enjoy what I can while I can.**

A member of the Recovery on Water breast cancer survivor community, she has found strength and inspiration during her cancer journey through rowing.

### Adventure Project

Through fitness grants, the Adventure Project gives survivors ages 12 to 39 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 member-ships, 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.



Adventure Project athletes training



## ● 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.

**6**  
SERVED IN 2021

[www.calm.com](http://www.calm.com)



### Mindbody Programs

We gave away over 100 Calm App's to cancer survivors in 2021. This resource was used for Mental Health and part of our Mind-Body outreach program. Mission exists to provide mind-body programming to all who have faced cancer. Mission provided a gift of a 12 month membership to Calm, the leading meditation app.

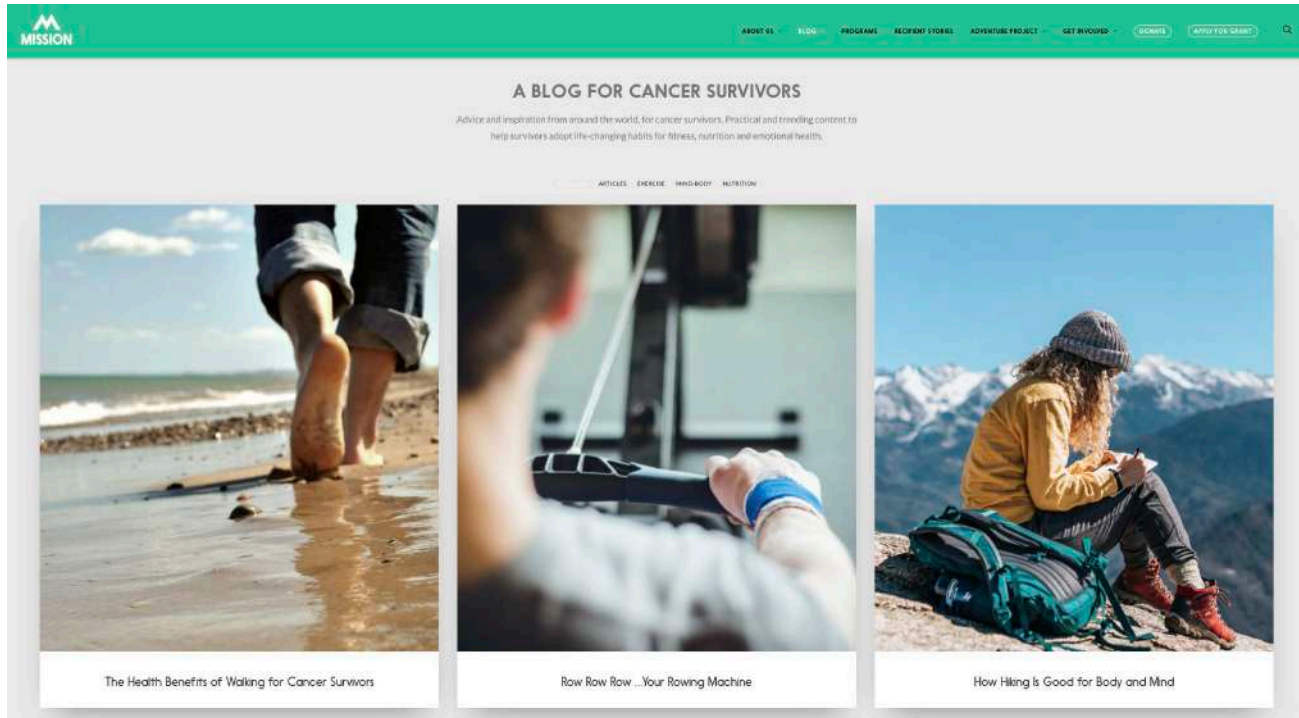


## ● SURVIVORSHIP PROGRAMS UPDATE: DIGITAL RESOURCES

### A Blog For Cancer Survivors

Advice and inspiration from around the world, curated for cancer survivors. Practical and trending content to help survivors adopt life-changing habits for fitness, nutrition and emotional health.

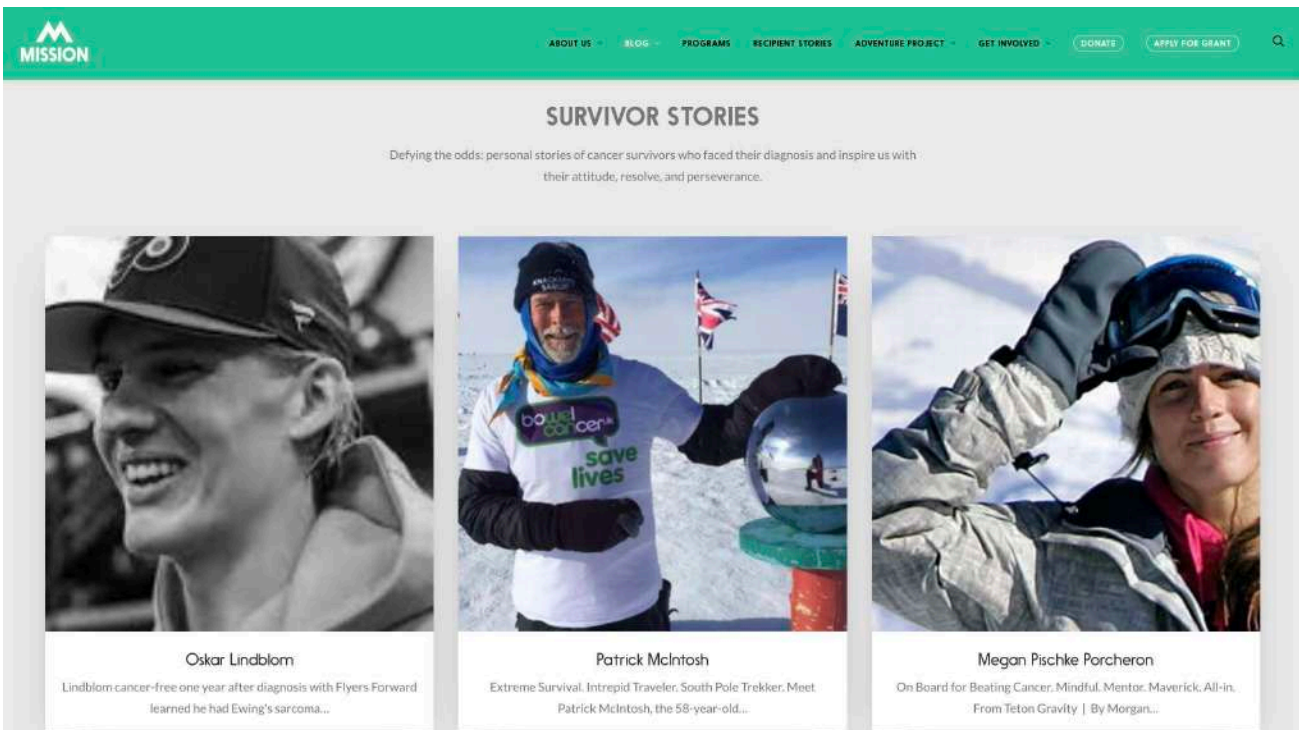
**50+**  
WELLNESS BLOGS



### Survivor Stories

Defying the odds: personal stories of cancer survivors who faced their diagnosis and inspire us with their attitude, resolve, and perseverance.

**25**  
INSPIRING  
SURVIVOR STORIES





● EDUCATION & COMMUNITY OUTREACH

# HOSPITAL PROGRAMS

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

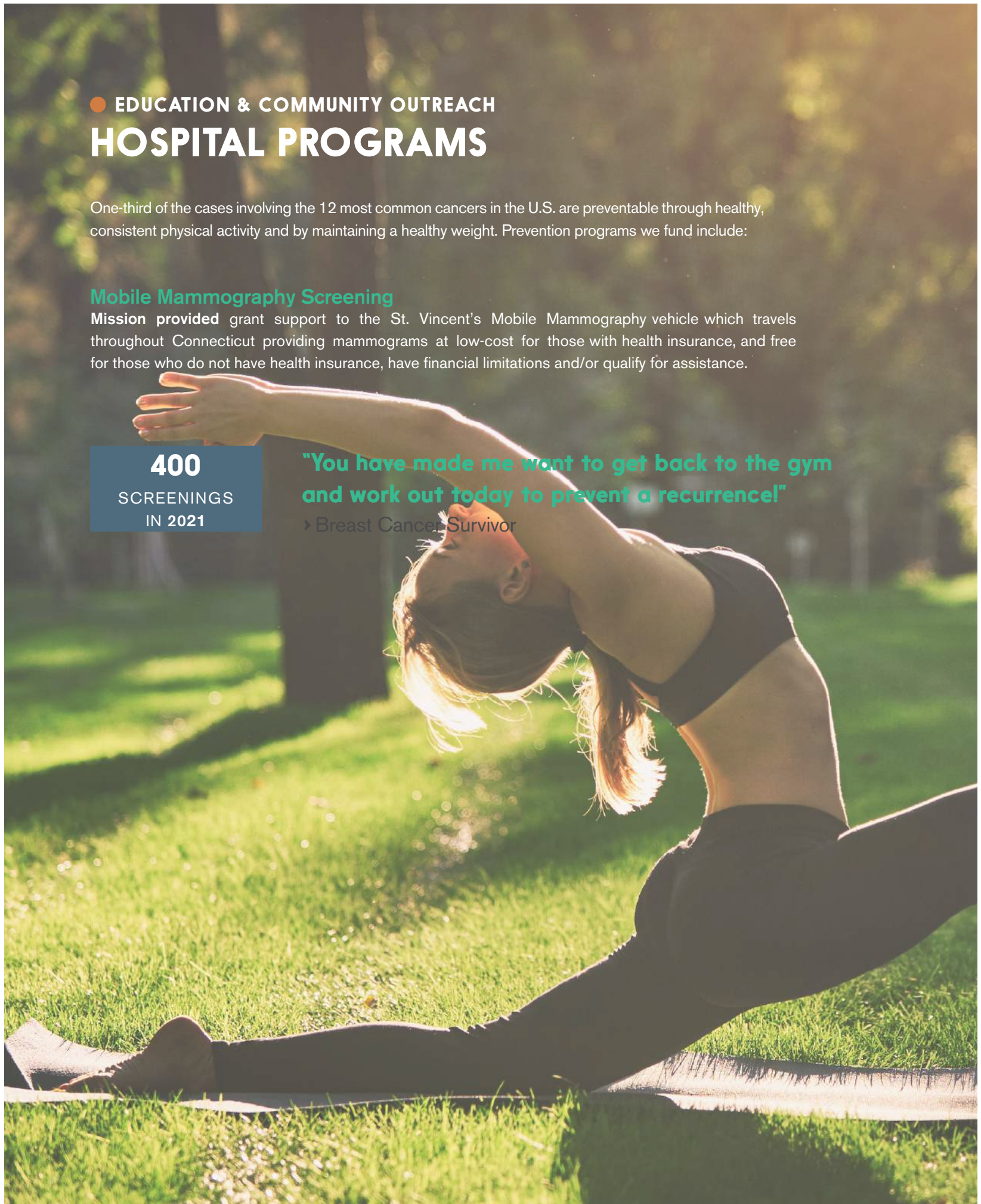
Mission provided grant support to the St. Vincent's Mobile Mammography vehicle which travels throughout Connecticut providing mammograms at low-cost for those with health insurance, and free for those who do not have health insurance, have financial limitations and/or qualify for assistance.

**400**

SCREENINGS  
IN 2021

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

› Breast Cancer Survivor





## ● FUNDING OUR PROGRAMS



# ct Challenge

July 31, 2021

### It's Not A Ride, It's A Movement.

They came. They rode. They celebrated ... and raised \$350,000 from 2,000+ donors while they were at it. "They" were the 42 teams consisting of 285 riders from 18 states, two foreign countries and 32 towns across Connecticut as well as the more than 105 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

*Team Mission member Mike Ines crushing his 26.2 miles at the NYC Marathon for cancer survivors.*



*Image courtesy of: New York Times*





# FUNDING OUR PROGRAMS

## VIRTUAL FITNESS CHALLENGE BY FRANKLIN TEMPLETON TO BENEFIT THE ADVENTURE PROJECT FUND

**MISSION**  
VIRTUAL FITNESS CHALLENGE

POWERED BY  
FRANKLIN TEMPLETON

ON FRIDAY, JUNE 25th We will get active for 30 minutes in memory celebration of the lives we have lost for Mission Adventure Project Fund for Cancer Survivors.

**HERE'S HOW:**

- SHARE YOUR FUNDRAISING PAGE ON SOCIAL MEDIA & TAG @MISSIONHOLISTS AND #OURMISSIONBEATCANCER & RECRUIT PARTICIPANTS
- ON EVENT DAY LIKE THE 10 MINUTES TO GET ACTIVE IN A WAY YOU WANT. GET OUTSIDE, OR RIDE, RUN OR DO YOGA THROUGH THE PELOTON APP. **REGISTRATION IS FREE!** BECAUSE YOU DO NOT NEED TO HAVE THE PELOTON BIKE OR USE THE APP TO PARTICIPATE.
- FOR THOSE USING THE PELOTON APP:
  - ADD THE #FRANKLINTEMPLETON TAG TO YOUR PELOTON PROFILE TODAY
  - RIDERS: PLEASE JOIN THE GROUP HERE: [30 MINUTE RIDE](#)
  - YOGIS: PLEASE JOIN THE GROUP HERE: [10 MINUTE YOGA FLOW](#)
  - RUNNERS: PLEASE JOIN THE GROUP HERE: [30 MINUTE INTERVAL RUN](#)
- SHARE YOUR EXPERIENCE ON SOCIAL MEDIA WITH A LINK TO YOUR FUNDRAISING PAGE

THE ADVENTURE PROJECT FUND WILL PROVIDE CANCER SURVIVORS ACCESS TO THE ADVENTURE PROJECT'S ACCESS TO THE FITNESS AND WELLNESS RESOURCES THEY NEED TO GET TO THE OTHER SIDE OF CANCER AND STAY THERE THROUGH ADVENTURE PROJECT GRANTS. MISSION IS COMMITTED TO HELPING YOUNG SURVIVORS OVERCOME FINANCIAL IMPEDIMENTS TO LIVING LONG AND WELL AFTER CANCER.

THE VIRTUAL FITNESS CHALLENGE IS A GRASSROOTS FITNESS EVENT CREATED TO RAISE FUNDS FOR THE ADVENTURE PROJECT FUND TO ENRICH THE LIVES OF YOUNG CANCER SURVIVORS. YOUR COMMITMENT WILL HELP US IN OFFER MUCH NEEDED SUPPORT IN THE FORM OF GRANTS TO PROVIDE YOUNG SURVIVORS WITH THE TOOLS THEY NEED TO GET TO THE OTHER SIDE OF CANCER.

**MISSION QUICK FACTS**  
Providing exercise, nutrition and mind-body programs to over 10,000 cancer survivors locally and 200+.

**WHY IT MATTERS**  
There are 18.9 million cancer survivors in the US. 10,000 more will be diagnosed each year. Cancer treatment can be physically, emotionally and financially draining.

**IMPACT OF CANCER ON YOUNG SURVIVORS**  
Not only being under 20 years old, 10 times more likely than the general population to die from cardiovascular disease, pulmonary disease or to experience other health-related diagnoses.

**MISSION CREATES ADVENTURE PROJECT**  
The Adventure Project provides cancer survivors ages 12 to 39 across the US, fully-paid access to the fitness and wellness resources they need to get to the other side of cancer and stay there. Through Adventure Project Grants, Mission is committed to helping young survivors overcome financial impediments to living long and well after cancer.

"IF YOU CAN'T RUN THEN WALK, IF YOU CAN'T WALK THEN CRAWL, BUT WHATEVER YOU DO YOU HAVE TO KEEP MOVING FORWARD" — MARTIN LUTHER KING JR.



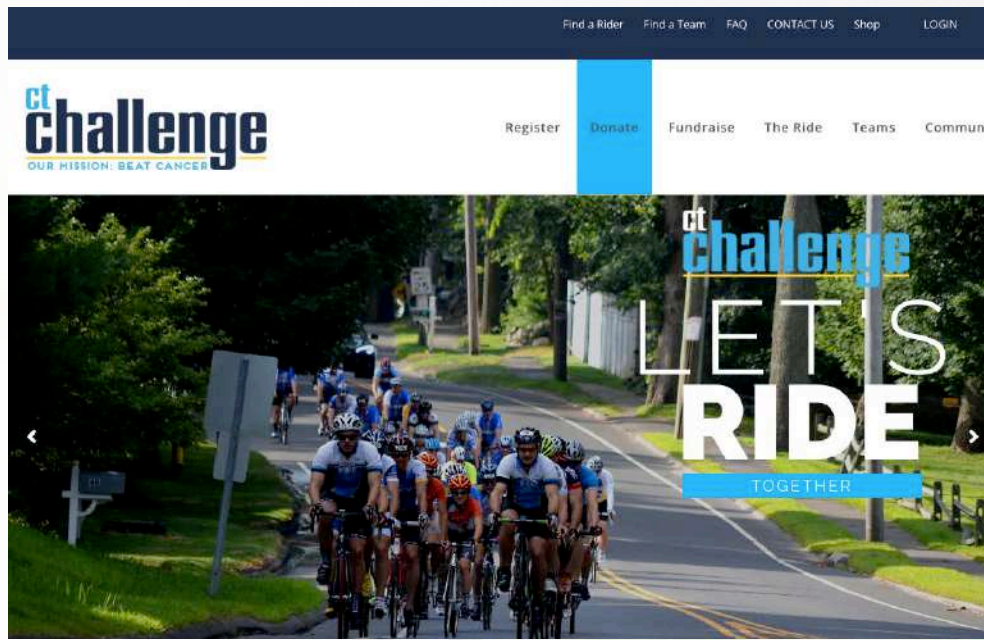
June 11, 2021

Franklin Templeton Investments' employees and partners met up virtually in June to power Mission's Adventure Project Fund for Cancer Survivors. Established in response to the global health crisis, the fund ensures that cancer survivors continue to have access to life changing exercise, nutrition and mind-body programming. Participants in the Virtual Fitness Challenge used the Peloton Fitness App, where they chose a ride, yoga practice or strength training session and found each other on the leaderboard under #Ourmissionbeatcancer.

The Adventure Project Fund received donations to provide survivors ages 12 to 39 across the U.S. fully-paid access to the fitness and wellness resources they need to get to the other side of cancer and stay there. Through Adventure Project Grants, Mission is committed to helping young survivors overcome financial impediments to living long and well after cancer. Today, the childhood cancer survival rate is over 83%. However, young cancer survivors often experience multiple, often severe health problems typical of those much older; they also die prematurely ...all due to the treatments they endured. A growing body of research shows the effectiveness of exercise, nutrition and mind body health in neutralizing many of the after effects of cancer treatment. That's why it is so important for young survivors to adopt healthy lifestyle practices early and forever.

# DIGITAL HEALTH & WELLNESS

The programs funded by the CT Challenge Ride are about hope, inspiration and triumph. They are about reasserting yourself in your life after cancer. They are about setting goals and achieving them. They are about community and finding strength in a group collectively aimed at living well. They are about lifting yourself up to new levels of peace, confidence and energy ... enabling all affected by cancer reclaim their life and move forward.



[bike.ctchallenge.org](http://bike.ctchallenge.org)

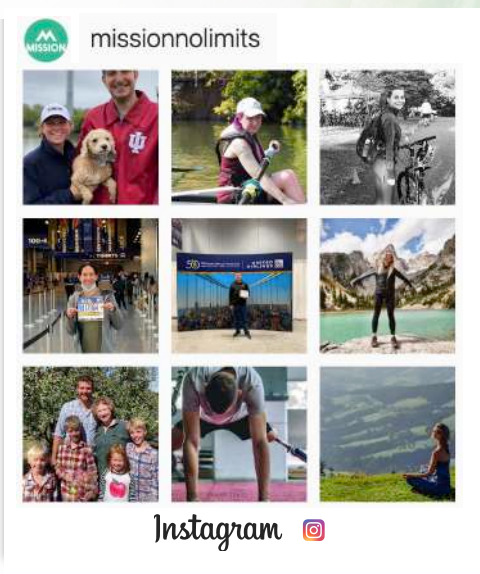
**31,810**  
PAGE VIEWS

**12,172**  
UNIQUE VISITORS

**f** Facebook: **2,878**

**@** Instagram: **949**

**t** Twitter: **324**



**f** Facebook: **6,750**

**@** Instagram: **845**

**t** Twitter: **890**

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.



## PROGRAM OVERVIEW

There are 16.9 million cancer survivors living in the United States; 400,000 are under 39 years old. The Adventure Project provides this particularly vulnerable group with the necessary tools, resources and mindset needed to counter the life-limiting after effects of cancer and its treatments.

### STATEMENT OF NEED

Fifty years ago, childhood cancers were largely fatal; today the survival rate is over 83%. However, 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.

A growing body research shows the effectiveness of exercise, nutrition and mind body health in combating and neutralizing many of the after effects of cancer treatments. It is, therefore, particularly important for young survivors to adopt the healthy lifestyle practices advocated by Mission early and forever. Mission's many young cancer survivors are helped through the Adventure Project.

**Pictured right:** Brenna Huckaby (top) and Kat Carroll-Devaney (bottom), two of our Adventure Project recipients. A competitive gymnast, Brenna was 14 years old when osteosarcoma took her leg and her gymnastics dreams. Kat was 16 years old when thyroid cancer derailed her young life. Never focusing on the negative, Brenna moved on to snowboarding and used her grant to train and win a gold and bronze medal in the 2022 Winter Paralympics. Her Adventure Project grant is helping her return to the 2022 Games. Kat used her grant in college to "re-achieve the things I was capable of before I got sick."



## PROGRAM DETAILS

The Adventure Project exists to give survivors ages 12 to 39 across the U.S. fully paid access to dedicated fitness resources. Each survivor is on a journey—one that demands ongoing attention to exercise, overall health, injury prevention and motivation. Expense should not block their road back to life, health, hope and the future. Mission is committed to helping survivors overcome financial impediments to getting to the other side of cancer and staying there by providing grants for access to gyms, training, equipment, coaching and competition.

*Below: Some of our Adventure Project grant recipients*

## PROGRAM GOALS

- Impact the lives of young adult cancer survivors.
- Use stories and testimonials collected from Adventure Project recipients to inspire and educate a target of 50,000 young survivors in the U.S. over the next five years to communicate the benefits of exercise and nutrition (through social media, yourmission.org, etc.).
- Provide each young survivor with a roadmap to live into their full potential and longevity—e.g., the exercise, nutrition and mind body knowledge and tools needed to counter the life-limiting after effects of their treatment.



**THE ADVENTURE PROJECT IS OPEN TO ALL YOUNG CANCER SURVIVORS.  
FOR MORE INFORMATION, VISIT [YOURMISSION.ORG](http://YOURMISSION.ORG)**

**Sources:** Childhood Cancer Survivor Study (CCSS), St. Jude's Children's Hospital; Journal of the National Cancer Institute, Childhood Cancer Survivors: *The Long Road Ahead* by Cathryn Delude, published 12/11/15; American Cancer Society



# ● SELECTED FINANCIAL INFORMATION

86 cents of every dollar spent was allocated to Program Services & Grants

Total Expenses  
\$610,13

7%  
General & Administrative  
\$43,110

7%  
Fundraising  
\$43,722

86%  
Program Services & Grants  
\$ 523,306

EXPENSES

PROGRAM EXPENSE DETAIL

41%  
General Programs CT Challenge & Mission  
\$ 213,735

Total Program Expenses  
\$523,306

24%  
Adventure Project - Young Adults  
\$126,210

35%  
Education & Public Awareness  
\$183,361

Total Revenue  
\$552,502

15%  
PPP Grant/Misc.  
\$84,105

85%  
Contributions & Grants  
\$468,397

REVENUE



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.

The CT Challenge was able to recover from the Covid-19 pandemic so we could continue 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 funds for our mission.

**Because of the hard work of all our friends and family, 86 cents of every dollar spent was allocated to programs for cancer survivors.**

*In 2021, our generous community supported our Mission with \$523,306 for program services.*

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



**"CironeFriedberg, LLP performed the 2021 Financial Statements for the Connecticut Challenge d/b/a Mission which are available upon request."**





Mission • 1771 Post Rd. E • Westport, CT 06880 • 203-418-4106

[www.yourmission.org](http://www.yourmission.org)