

# 2008 Annual Report



Curing Cancer, One Child at a Time.

I am proud of our accomplishments this year, but it is only the small beginning to a long road. Thank you for putting these kids first! It was certainly a year of building and making this charity a dot on the expansive map of cancer research, but we are certainly making an impact. Thank you to our volunteers, sponsors, and partners for being one of the first charities to put this “homerun strategy” for curing cancer into reality. I look forward to 2009 and the opportunities to expand our impact. ~ Brooke A Desserich, Executive Director

## Our Mission

It started with just one child. It started with just one heart. Today, The Cure Starts Now Cancer Research Foundation (501c3 Federal Non-Profit) is one of the only cancer foundations dedicated to a “homerun” cure for all cancers, starting first with one of the most deadly and difficult cancers: pediatric brain cancer. Many experts believe that the lessons we learn from fighting pediatric cancer may in fact provide us the critical first step in winning the battle against all forms of cancer, both pediatric and adult. The Cure Starts Now represents a revolutionary new strategy in cancer research; one that fights cancer not according to numbers but instead based on knowledge and research. And isn't that the way we'll ultimately win the battle? The Cure Starts Now's mission is one that knows no boundaries and stops at no borders. It is an international effort of families, friends, businesses and even strangers, united in the desire to cure cancer, one child at a time. And it all started with one child, but today the inspiration is carried with us all.

## 2008 Accomplishments

In 2008 we had our first full year in as a charity. In this year we were able to fund \$25,000 to St Jude Research Hospital to fund a tissue sample protocol analyzing markers in DIPG tissue. We were also delighted to fund a research protocol at Cincinnati Children's Hospital for \$50,000 making them the first institution to provide Avastin in addition to other chemotherapy drugs for high grade glioma and DIPG patients at diagnosis. We hope that with this funding we will make much needed advancement in DIPG and high grade glioma treatments.

In 2008 The Cure Starts Now also undertook the task of spreading awareness of pediatric brain cancer. In the fall we saw over 3,000 school children participate in Caps for the Cure which not only teaches children to support other kids who are battling brain cancer, but also raise funds to support research. Our other awareness project was our CSN holiday cards. The Cure Starts Now asked children who were battling brain cancer to help create the artwork for this year's holiday cards. Each of these kids had such amazing personalities and huge dreams and it certainly was displayed in their remarkable artwork. Their hope and message were carried on to over 11,000 cards being mailed worldwide, each with each child's powerful story and The Cure Starts Now's mission to find the homerun cure. The feedback and resulting donations were remarkable.

<u>Financial Information</u>	<u>(% of total expenses)</u>
Contributions	\$97,574
Program Expenses	67%
Medical Research Funding	-\$75,000
Medical Assistance Funding	-\$ 1,500
Fundraising Expenses	-\$18,754 17%
<u>General Operating Expenses</u>	<u>-\$18,031 16%</u>
Expenses in Excess of Income	-\$15,711
Beginning Net Assets	\$65,314
Ending Net Assets	\$49,603
Total Assets	\$49,603

***These campaigns are among many who helped to contribute to our success in finding that Homerun Cure.***

Last Splash	\$10,980
Tellico Poker Run	\$15,034
Once in a Lifetime Gala	\$31,480
Caps for the Cure	\$3,079
Other Donations	\$37,001

## ***2008 Board Members:***

Keith Desserich  
Brooke Desserich  
Douglas Desserich