



Curing Cancer, One Child at a Time.

2009 Annual Report

Our accomplishments in 2009 were such a testament to the global need for a charity that focuses on a “homerun strategy” for curing cancer. Our successes this year are thanks to the tireless work of our volunteers and passionate resolve of supporters worldwide. This year we welcome numerous families into The Cure Starts Now folds with hopes that this is only the beginning to a supportive and productive chapter system. I look forward to 2010 and our focus on the true heroes. ~ 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.

2009 Accomplishments

In 2009 we were honored to be able to fund three studies in medical research. The first research funded was at St Jude Research Hospital with their Phase I Study of the combination of Vandetanib and Dasatanib administered during and after radiation therapy in DIPG patients. Secondly we funded the national expansion of a study funded last year with Cincinnati Children's Hospital with the study of Bevacizumab and Temozolamide in patients during radiotherapy with high grade gliomas and DIPG. Last year's successful preliminary data made the decision to expand nationally easy for our Medical Advisory Committee. Lastly, the Medical Advisory Committee approved the final funding for a previously funded tissue sample study of DIPG patients at St Jude Research Hospital.

In 2009 The Cure Starts Now also undertook the task of spreading awareness by asking families who were currently battling brain cancer, to record legacy videos explaining their stories and passions. These videos were placed online to help donors to relate to families struggles and understand the need to fund research. Feedback to these videos has been overwhelmingly positive. CSN was also proud to receive amazing worldwide awareness with it's connection to the New York Times best seller, “Notes Left Behind” written by CSN founders Brooke & Keith Desserich. The exposure was priceless for CSN and pediatric cancer as a whole.

This year, The Cure Starts Now also focused on building relationships with other foundations with similar goals by consolidating research monies to achieve greater impact in research funding. In 2009 we have been blessed to expand our foundation by welcoming families into our chapter system. Families who have been affected by cancer have agreed to run state chapters. Thirteen chapters in all joined The Cure Starts Now in our quest to find that homerun cure. We are excited to see the successes of these new chapters as they begin fundraising in 2010.

<u>Financial Information</u>	<u>(% of total expenses)</u>	
Contributions	\$373,494	
Program Expenses		35%
Medical Research Funding	-\$110,000	
Medical Assistance Funding	-\$ 6,400	
Other Program Funding	-\$ 13,617	
Fundraising Expenses	-\$21,572	5.8%
General Operating Expenses	-\$27,048	7.2%
Expenses in Excess of Income	-\$48,620	
Beginning Net Assets	\$ 49,603	
Ending Net Assets	\$258,339	
Total Assets	\$256,422	

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

Once in a Lifetime Gala	\$199,831
Race Against the Odds - DC	\$ 55,918
Make a Stand	\$ 11,737
Caps for the Cure	\$ 9,231
Tellico Cookbook	\$ 5,491

2009 Board Members:

Keith Desserich	Trent Hummel
Brooke Desserich	Melissa Saladonis
Douglas Desserich	Kyle McLaughlin
Gavin Baumgardner	Tamara Ekis