MISSION
FOR ALL WHO BATTLE CANCER

PUSHING AHEAD TOGETHER
2017 ANNUAL REPORT

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.
CONTENTS

2 Letter from the President
3 Survivorship: Why It Matters
4 Survivorship Programs Update
4 MISSION TRAINING CENTER
6 DIGITAL HEALTH & WELLNESS
7 YOUNG SURVIVOR PROGRAMS
  • Adventure Project
  • Adventure Retreats
  • Academic Scholarships
  • Summer Camps

10 Education & Community Outreach
  • Speaker Series
  • Workshops
  • Yoga for Life
  • Prevention Programs
  • Biannual Newsletter

14 Funding Our Programs
16 Financial Summary

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After two years of careful discernment, a detailed gathering of information and viewpoints from a wide range of cancer survivors and a deep dive into a long list of possible names, the game-changing CT Challenge programs were officially relaunched and expanded under Mission in early 2017 with the unveiling of our new website at www.yourmission.org and the rebranding of the Center for Survivorship as the Mission Training Center.

The pillars around which our programs are built remain exercise, nutrition and mind-body health. We deliver the critical knowledge and tools in these areas, as well as the mindset and community needed to live. life. vibrantly.

The aim has always been to find a clearer platform from which to communicate our programs as the breakthrough path forward for survivors everywhere while growing the aspects of our programming that are proving to be most effective. One of those programs is the Adventure Project, which provides fitness grants for hard-to-reach young survivors ages 12 to 30 years old. Following five years of incubating the Adventure Project at the Mission Training Center, we were pleased to give it official lift off in 2017. (See page 7 for more detail.)

In 2017, the Center for Survivorship received a major refit along with its name change, positioning it more in line with what survivors want. (See page 4). We also repositioned our social media under the handle @Mission:NoLimits on Instagram, Facebook and Twitter as part of our expanded digital health and wellness initiatives. (See page 6). Additionally, we continued to deliver our education and community outreach programs as well as academic and camp scholarships for young survivors.

While these critical milestones on our trek to claim the leadership vacuum that exists in the area of cancer survivorship are complete, we’ve only just begun with all that remains before us to reach a critical mass of survivors, to help them get to the other side of cancer and stay there.

On behalf of all who battle cancer, we thank our supporters—including the 1,500 riders and volunteers who powered this year’s CT Challenge Ride to such success, our corporate partners and our 10,000+ donors—who have made these important steps forward possible.

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.

**15.5 MILLION**
Number of cancer survivors in the U.S., up from 14.5 million

**31%**
Projected increase in cancer survivors in the U.S. by 2026

**68%**
Five-year survival rate across all types of cancer, up from 49% 40 years ago

**1/3**
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

**43**
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 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
- Physical Therapy
- Personal Training
- Nutrition One-on-Ones
- Mind Body Studio
- Exercise Classes
  - Yoga
  - Pilates
  - Spinning
  - TRX... and more

"At (Mission), I feel comfortable to show up in any state I might be in on any particular day and know that I am surrounded by people who have had similar experiences and by people who are rooting for me and I am rooting for them."

› Jennifer Jennings, Cancer Survivor
SURVIVORSHIP PROGRAMS UPDATE: MISSION TRAINING CENTER

In 2017, 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: 2017

<table>
<thead>
<tr>
<th>790</th>
<th>10,427</th>
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<tbody>
<tr>
<td>UNIQUE VISITORS (members utilizing Center programs)</td>
<td>UNIQUE VISITS (including special events)</td>
</tr>
</tbody>
</table>

Personal training sessions:
The total number of exercise classes increased from…

| 1,181 | 28 TO 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.

“Our members want to be pushed. They work hard for their health and wellness. They work hard to reclaim their lives and stay strong. We took on this refit to deliver what they want.”

› Jeff Keith, President & CEO
Mission is committed to raising awareness and advancing the knowledge and skill sets needed to move survivors beyond cancer. Through our digital hub, www.yourmission.org, our social media channels on Facebook, Instagram and Twitter, and our bi-weekly newsletter, we are putting 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 including blogs, videos, inspirational survivorship stories, recipes, strength and fitness-building strategies and more.

Mission Bi-weekly E-newsletter

yourmission.org

47,317
PAGE VIEWS

10,442
UNIQUE VISITORS

50 states / 45 countries

Facebook: 3,652

Instagram: 913

Twitter: 1,150

E-newsletter: bi-weekly opt-in to 2K
Fifty years ago, childhood cancers were largely fatal; Today the survival rate is over 83%. 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. This is the thinking behind our commitment to programs for young survivors.

**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 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

**Adventure Retreats**

These rejuvenating one-week outdoor experiences help young adult cancer survivors re-build their self-esteem and shatter the illusion that they are fragile or limited. Executed in partnership with First Descents, retreats include whitewater kayaking, rock climbing and surfing.

“It... (allowed) me to re-enter my life, confident in myself and my abilities to ‘out-live it.’”

Woody Roseland, 8x Cancer Survivor and Adventure Retreat Participant

(Top and Bottom) Young adult cancer survivors at Mission-funded experiential retreats

**18 TO 39**
AGE RANGE OF PARTICIPANTS

**550**
YOUNG SURVIVORS SERVED IN 2017
Academic Scholarships
Through grants to the Susan Fund, Fairfield University 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 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.
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, and Adventure Project athlete and Paralympian Lacey Henderson.

(Left) Paralympian and Adventure Project athlete Lacey Henderson addressing CT Challenge Opening Ceremony attendees, July 2017, as part of the Mission Speaker Series

Workshops
Through opportunistic workshops led by experts in their respective fields and hosted at the Training Center as well as satellite locations, Mission circulates empowering nutrition knowledge, the mind-body benefits of music, qigong and more.

(Left) Mission Training Center staff lead flexibility and foam rolling sessions at the CT Challenge bike event, July 2017
A growing body of research confirms the health benefits of yoga for cancer survivors—for those in active treatment and post-treatment. Gentle, restorative movement and relaxation techniques relieve stress and anxiety. Therapeutic yoga offers support for the immune system and can even help to ease medication side effects and balance energy to address fatigue.

Mission extends these 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 was pleased to support Yoga for Life programs at Fuller Yoga in Glastonbury, CT, Yoga Garden in White Plains, NY and The Yoga Shala in Ridgefield, CT.

"Cancer patients are dealing with a high level of anxiety. Anxiety is the surface of fear, generated by a surplus of thought. It's all about what could or might happen, never about the present. ...It’s important to help cancer patients experience real relaxation, real release of this fear; a restorative practice coupled with guided imagery, and/or aromatherapy/reiki can be miraculous."

—Rita Trieger, Mission Yoga Instructor, Author, Founding Editor – Fit Yoga
PREVENTION 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:

Prevention Memberships
Mission offers prevention memberships to the state-of-the-art Mission Training Center allowing universal access to health and wellness, exercise and nutrition resources.

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.

45 SERVED IN 2017

500 SCREENINGS IN 2017
Biannual Newsletter
In June and December each year, we spotlight the benefits of Mission programs in a dedicated 6-page newsletter mailed to survivors and their supporters nationwide. Featuring current research as well as Mission program details and participants, the newsletter is designed to educate and galvanize those in need of all we do to incorporate the approach, wellness choices and resources advocated and provided by Mission into their lives.

21,000 REACHED IN 2017
It’s Not A Ride, It’s A Movement.

They came. They rode. They celebrated…and raised $2,094,504 from 11,581 donors while they were at it. “They” were the 124 teams, including a record 52 corporate teams, consisting of 1,181 riders from 21 states, three foreign countries and 68 towns across Connecticut as well as the 523 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 Kathryn Lieder at the finish of the 2017 Boston Marathon. Kathryn was one of two runners who participated in the 2017 Boston Marathon in support of Mission programs. An additional five runners participated in the 2017 NYC Marathon in support of Mission programs.

7th Annual Spin CT Challenge at the Edge Fitness Clubs – Fairfield & Norwalk

The 2017 team of dedicated spin instructors, who gave their time to lead 35 spinners participating as teams and individuals to fundraise for Mission programs in honor of loved ones who have battled cancer, at the 2017 Fairfield, CT Spin CT Challenge event.

Vineyard Vines National Cancer Survivors Day Sales Event

On Saturday, June 3, 2017, Vineyard Vines donated a portion of sales from its Greenwich, New Canaan and Westport stores to CT Challenge in support of Mission programs.

Leadville 100 2017

“What could be better than setting a high bar for ourselves and our team in support of kids who are fighting through cancer and the effects of treatment to reach their own goals?”

—Jean Paul Desrosiers, Jr. (right) who rode the grueling Leadville 100 in Colorado in August with Tom Kottler (left) and two other teammates in support of Mission programs.
81 cents of every dollar spent was allocated to Program Services & Grants

**EXPENSES**
- **Total Expenses**: $2,338,215
  - **11%** Fundraising: $263,413
  - **8%** General & Administrative: $192,690
  - **81%** Program Services & Grants: $1,882,112

**REVENUE**
- **Total Revenue**: $2,125,616
  - **90%** Contributions & Grants: $1,917,385
  - **5%** Special Events: $108,187
  - **5%** Membership: $100,044

**PROGRAM EXPENSE DETAIL**
- **44%** Education, Digital Wellness & Program Development: $825,782
- **22%** Programs & Public Awareness: $416,224
- **34%** Mission Training Center: $640,106
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, 2017 the CT Challenge recognized $2,125,616 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, 81 cents of every dollar spent was allocated to program services and grants.

### STATEMENT OF FINANCIAL POSITION
As of December 31, 2017

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<th>ASSETS</th>
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<td>Contributions receivable</td>
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<tr>
<td>Intangible assets</td>
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<td><strong>Total Assets</strong></td>
<td><strong>$2,106,705</strong></td>
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<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
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<tbody>
<tr>
<td><strong>Liabilities</strong></td>
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<td>Accounts payable and accrued expenses</td>
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<td><strong>Net Assets</strong></td>
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<td><strong>Total Net Assets</strong></td>
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<td><strong>Total Liabilities and Net Assets</strong></td>
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