CT Challenge programs were renamed Mission to better communicate their role as the flagship for survivors everywhere. Our commitment to equipping survivors with the tools and community needed to move beyond cancer remains unchanged.
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 \textit{live. life. vibrantly.}

![Image of a person climbing a mountain]
ON THE COVER
Young adult cancer survivor just past treatment at a Mission-funded experiential retreat on the Snake River in Wyoming

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15.5 million... that’s one million more than just a year ago. It’s the number of cancer survivors currently living in the United States and it’s good news for sure. But this booming demographic adds an 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 through the paradigm-shifting exercise, nutrition, mind-body health and community-building we champion.

People who face cancer are no soft crew—they’re resilient, determined and want to get on with it... back to life, on their terms, with humor, authenticity and defiance. That is exactly what they’re able to do through our programs.

We believe people reach the bar you set for them and we believe in setting the bar high, especially for survivors. Because we believe that if you give survivors the right tools and mindset, they can get there... whatever their “there” may be. That’s why we are hell-bent on giving them those tools—exercise, mind-body health, nutrition knowledge and an inspiring, energized community of like-minded people to carry them along. It’s important because it works. Research proves it. Our state-of-the-art Training Center proves it.

In 2016, we focused on ramping up access to these tools for a much broader audience. That started with working on a name change for all of the programs supported by our annual CT Challenge Bike Event. We chose Mission because once diagnosed, survivors start one of the most vital missions many will ever face—a call to fight, to defy, to prevail, to move beyond cancer. And, while our national footprint is growing currently through our programs and partners, this more universal name will help us take what is working so well at the Center and in these programs to more people faster.

So enormous thanks to all our supporters, including the 1,500 riders and volunteers who powered this year’s CT Challenge Ride to such success, our corporate partners and the 10,000 + donors who are helping make this critical Mission possible.

Sincerely,

Jeffrey Keith
President & CEO
According to the latest information from the American Cancer Society, the rate of new cancer cases is decreasing in men and staying about the same in women. However, despite fewer diagnoses, the number of cancer survivors is growing. This is thanks to improved treatments, better early detection and a larger aging population. The need for survivorship programs and education has never been greater.

**MORE PEOPLE ARE SURVIVING CANCER**

**15.5 MILLION**
Survivors in the U.S.

**31% INCREASE**
In survivors by 2026

The Effects of Cancer and its Treatments Can Last Months, Weeks, Years Even

After effects include:
- Depression/fear of recurrence
- Heart Damage
- Problems fighting infection
- Trouble concentrating
- Neuropathy
- Fatigue
- Muscle weakness
- Isolation
- Chronic pain
- Bone and joint problems
- Secondary cancers and recurrences
- Anemia

A Growing Body of Research Indicates a Direct Correlation Between Exercise, Nutrition and Better Long-Term Outcomes for Cancer Survivors of All Ages

- Excess body weight is a well-recognized risk factor for several types of cancers and has been associated with higher mortality from all cancers combined, specifically for cancers of the breast, esophagus, colon and rectum, liver, gallbladder, prostate and pancreas
- Women who participated in any moderate-intensity recreational physical activity, such as brisk walking, after breast cancer diagnosis had an approximately 64% lower risk of death than inactive women
- Colon cancer survivors who walked 6 or more hours per week at an average pace showed a 47% improvement in disease-free survival compared with inactive patients

**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.

Sources:
American Cancer Society • National Cancer Institute • St. Jude Children’s Research Hospital • Journal of Clinical Oncology • National Institutes of Health
The 8,000-square-foot state-of-the-art 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

“Survivors don’t want to be reminded of their struggles. They want to overcome the challenges they face and want us to get them there.”

> Val Moss, Mission TRX Instructor
SURVIVORSHIP PROGRAMS UPDATE: MISSION TRAINING CENTER

In 2016, the Center had…

- **784 UNIQUE VISITORS**
  (members utilizing Center programs)
- **11,103 UNIQUE VISITS**
  (including all external events)

Personal training sessions increased…

- **52% TO 1,130**

The total number of exercise classes increased from…

- **22 TO 28**

“The tools they have provided for me have been a huge part of my recovery and continue to push me to be the best version of myself.”

Erin Lavery,
Center Member

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.
Mission is committed to raising awareness and advancing the skill sets needed to move survivors beyond cancer. Through our digital platforms, 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 including blogs, videos, inspirational survivorship stories, recipes, strength and fitness-building strategies and more. They are our distribution channels for the actionable knowledge amassed from the exercise, nutrition, mind-body health and community-building support programs incubated at the Mission Training Center, enabling us to communicate these best practices to survivors everywhere.
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.

**SURVIVORSHIP PROGRAMS UPDATE**

**YOUNG SURVIVOR PROGRAMS**

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**

This newly-launched program exists to give survivors ages 12 to 30 across the U.S. fully paid access to dedicated personal trainers. Our trainers work in-person and virtually with these young survivors to achieve their goals through personalized 12-week training programs. Survivors apply to participate. As needed, it covers local health club fees during the training period. To date, 35 young adults have participated in the launch phase of the project.
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.

18 TO 39
AGE RANGE
OF PARTICIPANTS

512
YOUNG SURVIVORS
SERVED IN 2016

“I am humbly filled with deep gratitude for the unwavering commitment (Mission) has made to helping me and all cancer survivors.”

Aaron Gaberman,
Young Cancer Survivor

(Above) Mission-supported young adult cancer survivors participating in an adventure retreat on the Snake River in Wyoming.
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.

Summer Camp
Mission grant 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.
**Workshops**

Through opportunistic workshops led by experts in their respective fields and hosted at the Training Center then shared with a larger community of survivors online, Mission circulates empowering nutrition knowledge, the mind-body benefits of music, qigong and more.

**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 athlete and filmmaker Woody Roseland, a 26-year-old eight-time cancer survivor.

**450 REACHED IN 2016**

Woody Roseland addressing CT Challenge opening ceremony attendees, July 2016, as part of the Mission Speaker Series

**Workshops**

Mission Training Center Nutritionist Paula Meyer (far right) leading a nutrition workshop
Hospital Programs

As the pioneering force behind the launch of survivorship programs at hospitals throughout Connecticut, Mission continues to provide grant support for the development of non-medical cancer survivorship programs at select hospitals.

Norwalk Hospital: Mission continues to provide grant support for the development of non-medical cancer survivorship programs at Norwalk Hospital. The aim of the Norwalk program is to link patients to community-based resources to maximize their quality of life post hospital-based care.

The Harold Leever Regional Cancer Center: Mission provides grant support to The Stepping Forward Survivorship Program at the Leever Cancer Center. Designed specifically to address the needs of cancer survivors, the program provides each survivor with an effective post-treatment plan for care, disease prevention and support.

The Tommy Fund: Through grant support of the Tommy Fund, Mission helps provide emotional, educational, medical and financial assistance to children with cancer and their families.

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. In 2016, 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.
Prevention
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 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.

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.

625 SCREENINGS IN 2016

25 SERVED IN 2016
Biannual Newsletter
In June and December each year, we spotlight the benefits of Mission programs in a dedicated 6-page newsletter mailed to survivors, friends and family members who have been impacted by cancer. 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 we advocate and provide into their lives.

21,000
REACHED IN 2016

"People who face cancer are no soft crew — they're resilient, determined and want to get on with it."

› Jeff Keith, Mission President & CEO
FUNDING OUR PROGRAMS

It’s Not A Ride, It’s A Movement.

They came. They rode. They celebrated… and raised $1,917,228 from 9,506 donors while they were at it. “They” were the 110 teams, including a record 45 corporate teams, consisting of 1,129 riders from 21 states, three foreign countries and 68 towns across Connecticut as well as the 476 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

(Below, Left) Team Mission member Alisa Ryan at the finish of the 2016 Boston Marathon. Alisa was one of two runners who participated in the 2016 Boston Marathon in support of Mission programs. An additional five runners participated in the 2016 NYC Marathon in support of Mission programs.

Vineyard Vines National Cancer Survivors Day Sales Event

On Saturday, June 4, 2016, Vineyard Vines donated a portion of sales from its Greenwich, New Canaan and Westport stores to CT Challenge in support of Mission programs.

6th Annual Spin CT Challenge at the Edge Fitness Clubs – Fairfield & Norwalk

(Above, Right) Team Karen, one of the teams that comes together each year to fundraise for Mission programs in honor of loved ones who have battled cancer, at the 2016 Fairfield, CT Spin CT Challenge event.

Border to Beach 2016

(Left) They started in Canada. They ended in Connecticut. In an athletic challenge of their own creation, a team of riders led by David Raymond (middle) of Fairfield, CT rode 310 miles in 24 hours to raise funds for Mission, combining their personal drive with a drive to give back to help cancer survivors of all ages.
85 cents of every dollar spent was allocated to Program Services & Grants

- Total Expenses: $2,382,350
  - Fundraising: 11% ($261,252)
  - General & Administrative: 4% ($105,216)
  - Program Services & Grants: 85% ($2,015,882)

- Total Program Expenses: $2,015,882
  - Education & Program Development: 20% ($409,124)
  - Programs & Public Awareness: 38% ($755,902)

- Total Revenue: $2,352,159
  - Events & General Donations: 66% ($1,550,206)
  - Corporate Sponsorships: 7% ($175,000)
  - Donor Restricted Contributions: 2% ($50,375)
  - Other Revenue*: 6% ($140,436)
  - In-Kind Donations: 19% ($436,142)

*Membership Fees, Registration Fees, Interest & Dividend Income, Loss on Investments
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, 2016 the CT Challenge recognized $2,352,159 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 program services and grants.

### STATEMENT OF FINANCIAL POSITION
As of December 31, 2016

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tr>
<td><strong>Current Assets</strong></td>
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<td>Construction in Progress</td>
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<td><strong>Current Liabilities</strong></td>
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<td>Current Portion of Payable</td>
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