

# Annual Report





Dear Friends,

2015 was a year of growth and a year of building. We are thrilled to have the opportunity to reflect on the progress we made in 2015, and what an exciting year it was! At the start of 2015 we launched our Strategic Plan, an ambitious set of goals to guide us through the next five years:

# OUR VALUES

**Be Human.**  
**Be Better.**

**Be Courageous.**  
**Be Committed.**

**Be Human.** *Provide innovative and impactful programs to the Young Adult Cancer Community.*

In January of 2015 we began a preliminary evaluation of our Patient Navigation Services and found 100% of respondents reported that the Ulman Cancer Fund helped improve their overall cancer experience. We also launched an expansion site of our Cancer to 5K program in Boston and identified two more new cities that launched in 2016. So far our Cancer to 5K program has graduated 215 survivors across the finish line!

**Be Better.** *Increase visibility as the national leader in the Young Adult Cancer Community.*

2015 set the stage for us to publicly launch our most ambitious fundraising initiative yet, a three million dollar Capital Campaign which will fund the construction of the UCF House, grow our endowment, and enhance ongoing programs. The UCF House will provide free housing to young adults and their families who travel to Baltimore for treatment, the first of its kind in the region. The UCF House will serve as a model across the country that will improve cancer care and survival rates.

**Be Courageous.** *Invest in new, non-Peer-to-Peer fundraising and strengthen our existing revenue sources.*

The “quiet phase” of our Capital Campaign in 2015 brought in over one million dollars including contributions from 100% of our Board and staff. Now, as we continue campaigning publicly in 2016, we have achieved over two-thirds of our goal. Through 2016 we are continuing to work towards capitalizing on the possibilities offered by grants, events, and corporate partnerships. We also introduced a new route to 4K for Cancer, our most profitable Peer-to-Peer fundraising program, leading runners from San Francisco to New York City.

**Be Committed.** *Provide an excellent working environment so that we can maintain a skilled and driven staff.*

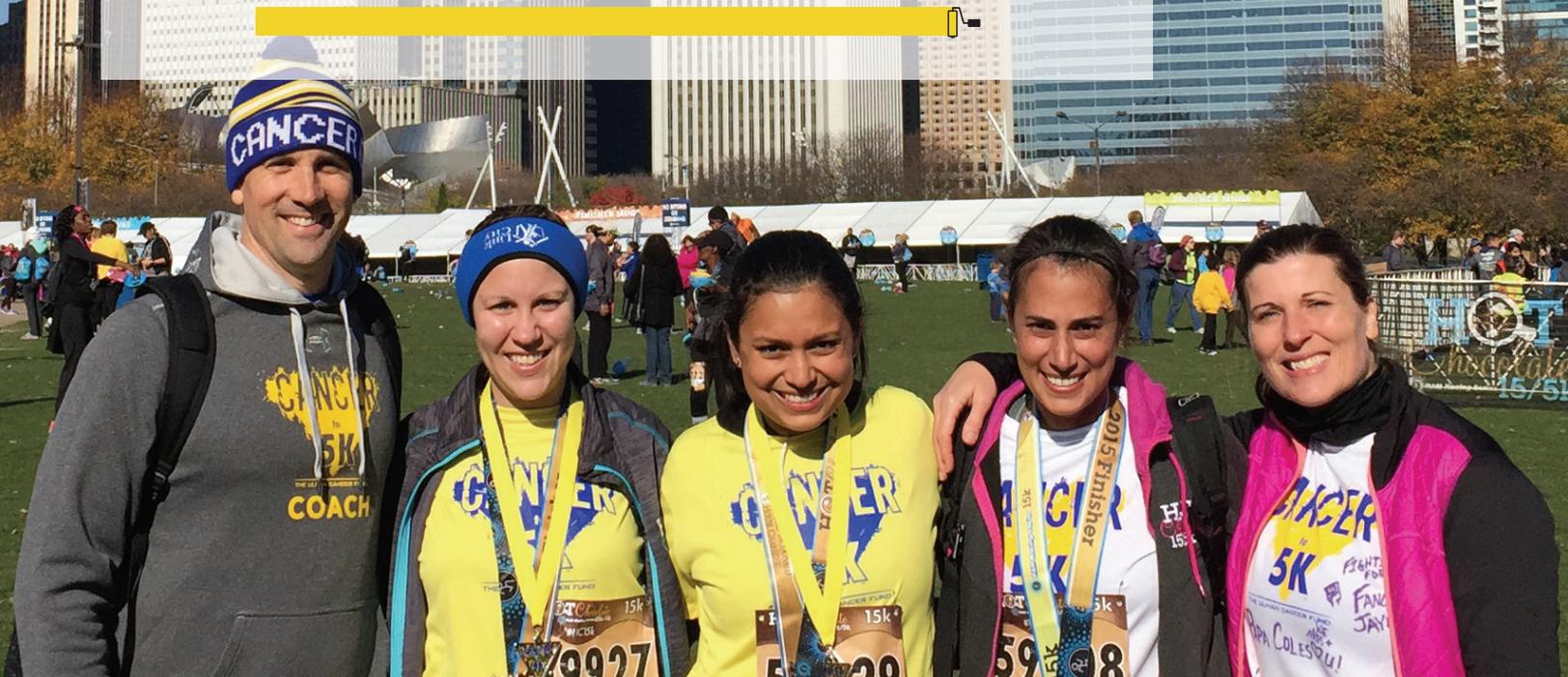
At the end of 2015, we moved the UCF Headquarters just a few blocks south in Locust Point to allow our team to grow and to provide an environment rich for collaboration. We strive to keep our staff inspired and imaginative by providing them with the support they need to impact more lives and expand our mission. Our commitment to our team paid off. For the second time, in 2015 we were honored as a “Best Non-Profit to Work For” by *The Non-Profit Times* and recognized by *Smart CEO Magazine* as having one of the region’s top corporate cultures.

Please join us as we look back on the progress we have made in this exciting year! We could not have made these accomplishments without you. On behalf of the entire UCF Team, thank you. Thank you for leading us to a world in which no young adult faces cancer alone and for inspiring us to build a better tomorrow.

Cancer changes lives... SO DO YOU!

Brock Yetso  
President & CEO

# Building Communities

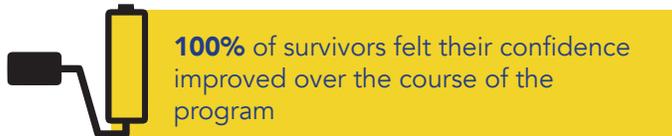


**Support Through Sport** programs at the Ulman Cancer Fund for Young Adults use physical activity as a platform for young adults affected by cancer to give and receive support. These community-based initiatives encourage all individuals touched by this disease to live healthy, active, and fulfilling lives.

## 2015 Building Blocks

### Cancer to 5K

- 215 total survivor participants
- Launched a NEW program in Boston, MA
- Rolled out Cancer to 5K Expansion Plan and began implementation of two new expansion teams for 2016



### Key to Keys

- 25 riders, 8 survivors, and 6 support drivers raised \$160,000
- Delivered 80 chemo care bags to patients in Charleston, SC and Savannah, GA.
- 19 rider applications for 2016 were submitted within the first 5 days applications were available



### Team Fight

- 107 Fight Club Members represented Team Fight in over 40 races across the nation
- Launched Team Fight's first Iron Girl Training Program
- Joined forces with Saul Ewing at the Baltimore Running Festival for the first Corporate Cup Challenge Team



### 4K for Cancer

- 116 riders and 54 runners raised \$1,083,000
- Awarded 12 scholarships to young adults across the country
- Expanded the running program to include a second route from San Francisco, CA to New York, NY
- Spread awareness of the young adult cancer fight to 200+ communities



“ The gift of memories is an amazing thing. You don’t realize how important it is until life tells you that they are going to be limited. That there will be a day when there won’t be the 5 of us. You look at life very differently then. And you realize that so much that you put importance on, isn’t really important. But the memories are what get you through. The hope to spend beautiful time together. To carry those memories with you for a lifetime. That is a real gift and that is a gift that each of you provided to us. We are thankful beyond words. Your hearts are so big and we are so incredibly grateful for that. ”

-The Davis Family (received gift certificates to take their kids to Great Wolf Lodge)

## Gift Drive

Every year dozens of families and corporate partners collect, wrap, and deliver hundreds of gifts for families facing a cancer diagnosis.

### 2015 Building Blocks

51

Families received gifts

11

Institutions participated (including our five partner institutions)

38

Companies and individuals adopted families



## Scholarships

The Ulman Cancer Fund for Young Adults’ National College Scholarship Program awards scholarships for higher education to students affected by cancer through their own diagnosis or through the diagnosis of a parent or sibling. Scholarships are awarded on the basis of financial need, medical hardship, dedication to community service, commitment to educational and professional goals, and how the cancer experience has impacted their lives. Since 1999, scholarships have been awarded both regionally and nationally.

“ Somer Greene - The first in her family to attend college, Somer felt out of place throughout her higher education experience. However, by her senior year she had never felt so loved, accepted, or supported before—and that is largely due to the community that comes with the John Hanley Memorial Scholarship. Receiving this award is truly the highlight of her college experience, and she is always moved to tears by the postcards, Facebook messages, and even emails of support from the 4K for Cancer teams. Without the love and intentionality that goes into this scholarship, Somer never would have been able to transform what she’s learned from this illness into tangible experiences of community service and academic discovery. ”

### 2015 Building Blocks

28

Scholarships awarded to young adults across the country



# Lunch & Learns and Chemo Care Bags

Lunch & Learns present the perfect opportunity to educate companies in the Washington, D.C. and Baltimore areas about the young adult cancer fight. For a more hands on approach, Lunch & Learns are often coupled with Chemo Care Bag assemblies. With a few buckets of blankets, socks, and crossword puzzles, we lead employees in assembling bags that bring warmth and comfort to cancer fighters across the country.

Here are just a few of the groups that hosted UCF in 2015:

- **Marriotts Ridge High School**
- **Corridor Mortgage Group**
- **Morgan Stanley**
- **M&T Bank**
- **Emergent BioSolutions**
- **Kaiser Permanente**
- **Venable LLP**
- **R2integrated**
- **Bates White**
- **Bombardier**
- **UNUM**
- **Saul Ewing LLP**

## 2015 Building Blocks

**12+**



Lunch & Learns hosted through the year

**755**



Chemo Care Bags assembled and delivered across the country

Our Chemo Care Bags contain items recommended to us by cancer survivors such as hand sanitizer, back scratchers, and a UCF stress ball to help make long hours at the hospital a little easier for patients. These bags are delivered both locally, through cancer centers in the Washington, D.C. and Baltimore metro area, and nationally, through our 4K for Cancer and Key to Keys programs.

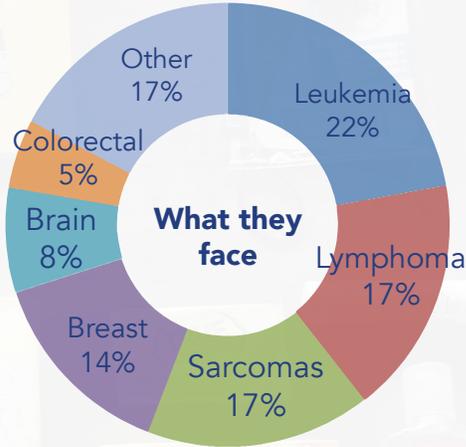
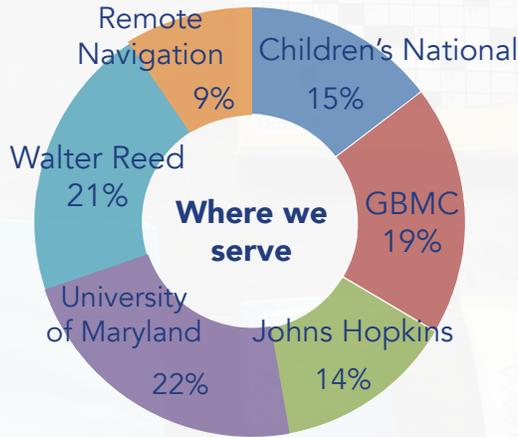


# Patient Navigation

Our Young Adult Patient Navigators provide a holistic approach to patient care that is free of charge and available to young adults at any stage in their cancer diagnosis. We strive to educate, empower, engage, and encourage by providing tailored emotional and practical support to young adults impacted by cancer.

In January of 2015 we launched an evaluation of our Patient Navigation services.

# 1



# %

of Young Adults reported that their UCF Young Adult Patient Navigator:

- connected them to resources within the community and hospital that helped improve their overall cancer experience
- made them feel less anxious about their diagnosis and treatment
- helped them establish a healthier lifestyle during and/or after cancer treatment

## 2015 Building Blocks

690



Individuals received Patient Navigation Services

326



New patients were assisted this year

49



Young adults received fertility preservation funding

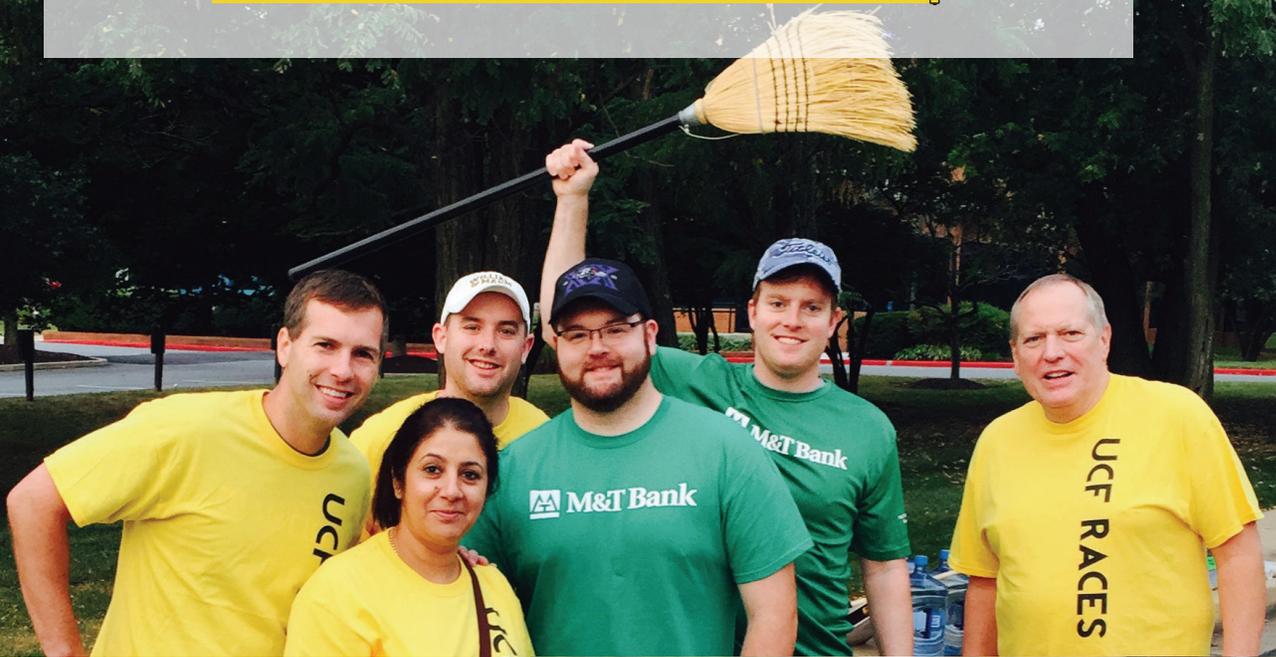
2



Established fertility preservation protocols at Children's National and Walter Reed



# Building Partnerships



## 2015 Building Blocks

2,500

Hours served by 300+  
Volunteers at our UCF Races

100+

Volunteers supported the  
Blue Jeans {& Bowties} Ball



# There Goes My Hero Bone Marrow Registry Drives

Each year, scholarship recipients commit to supporting UCF's efforts in their communities by coordinating and running a bone marrow registry drive.



## 2015 Building Blocks

24



Partnered drives with There Goes My Hero

1,000+

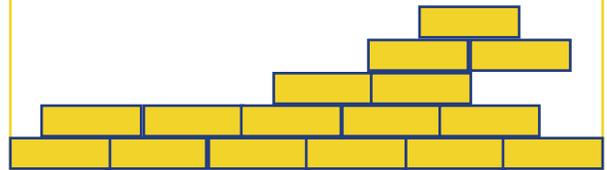


Individuals have been added to the registry through UCF sponsored events this year

3



Matches made so far.\* Only 1 in 430 registered donors will be called to donate within their lifetime



“ Many leukemia and blood cancer patients need bone marrow transplants in order to save their lives. Through our partnership with the Ulman Cancer Fund, we have been able to increase the number of individuals on the national bone marrow registry with the help of the Ulman scholarship recipients. At Hero we believe that college students make ideal donors because research shows that young donors make the most successful matches. It is amazing to know that so many young people have taken the lead in making a difference in support of this initiative. ”

- Rasha Travis, There Goes My Hero

## Our Growing Partnerships

24 Hours of Booty

The Apatow-Mann Family Foundation, Inc.

BGE

Bradley T. MacDonald Family Foundation

Emergent BioSolutions

The Geaton & Joann Decesaris Family Foundation

Have a Ball Foundation

Johns Hopkins Hospital

Kaufman Mayo Foundation

The Kirk Family Foundation

M&T Bank

Miles & Stockbridge

Navigator Management Partners

The Roberts Family

Saul Ewing LLP

There Goes My Hero

University of Maryland Greenebaum Cancer Center

Venable LLP

Windsor Electric

\*Due to space limitations and your generosity, it is impossible to list all of UCF's incredible partners. We apologize for anyone not mentioned in this report and thank everyone for their support.



# The Board of Directors

The Ulman Cancer Fund for Young Adults has a board of 21 members who are the building blocks of the organization:

**Megan Collins**  
Under Armour

**Cheryl Duvall**  
Avancé LLC

**Ryan Hanley**  
SolarCity

**Blair Hill**  
**Treasurer**  
Merrill Lynch

**Zereana Jess-Huff**  
Beacon Health Options

**Gary Lombardo**  
Steptoe & Johnson LLP

**Matt Nesbitt**  
Total Futbol/HI Group/Weichert

**Jennifer Parker**  
Agencyport Software

**Gwyn Reece**  
Annapolis Pediatrics

**Kim Sheridan**  
Datalink

**Michael Silverman**  
Cardiovascular Specialists of  
Central Maryland

**Chris Sproule**  
General Physics Corporation

**Kevin Spurrier**  
Reynolds American

**Barron Stroud**  
Wong Fleming LLC

**John Sunder**  
Venable LLP

**Jessica Tanner**  
**Secretary**  
Department of Veterans Affairs

**Diana Ulman**  
**Founding Member**  
Diana Ulman Designs

**Doug Ulman**  
**Founding Member**  
Pelotonia

**Andy Veluona**  
**Chair**  
Global Data Source LLC

**Rich Walega**  
Navigator Management Partners

**James Wood**  
Suntrust Robinson Humphries

**Chris Zahlis**  
NTT DATA Federal Services, Inc.

# The Board of Young Adult Advisors

The Board of Young Adult Advisors grew to 27 members in 2015 and included members in varied industries including marketing, financial, law, healthcare, education, and commercial real estate. By leveraging their enthusiasm, diverse work experience, and the broad skill sets of local young professionals, BOYAA expands UCF's impact on the local community to ensure that no young adult faces cancer alone.



Ulman Cancer Fund for Young Adults



**Board of Young Adult Advisors**

## 2015 Building Blocks

-  Awarded one BOYAA Scholarship
-  Hosted over 150 people at Screw Cancer Brew Hope
-  Hosted pajama brunch fundraiser and adopted a local family for our gift drive



## Partnered Events

Headers for Hope  
\$14,087.00

Pikesville 5K Miles That Mattered  
\$25,840.72

Juggle-a-Thon  
\$2,031.00

Pedal Paddle  
\$3,999.32

24 Hours of Booty  
\$80,000.00

Corridor Classic  
\$12,500.00

Jacqueline Shearer Memorial Gala  
\$121,176.90

Sean Silver Eff Cancer Golf Scramble  
\$37,055.00

Sprint for Spat  
\$2,636.44

\$299,326.38

## Signature Events

Blue Jeans {& Bowties} Ball  
\$159,632.00

Columbia Triathlon  
\$128,477.38

Ride Across Maryland  
\$61,675.00

Iron Girl Triathlon  
\$200,049.58

Iron Girl Half Marathon  
\$41,520.00

Screw Cancer Brew Hope Pennsylvania  
\$44,100.00

Screw Cancer Brew Hope Baltimore  
\$9,979.00

Beard Off  
\$31,378.19

\$676,811.15

Total funds raised  
through events  
**\$976,137.53**

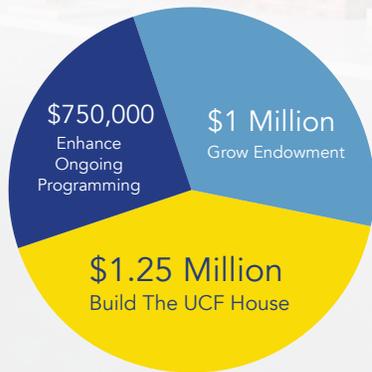
# Building Tomorrow

In 2015 UCF embarked on our largest project to date—the UCF House. For a number of years, we had been hearing from our Baltimore-based Patient Navigators and partner institutions that there was a void in affordable housing options for young adults while they are undergoing treatment. So, after a House Visioning Session held with patients, survivors, staff, family members, and donors, the UCF House became a reality. A series of row homes in East Baltimore, a neighborhood undergoing a revitalization, were secured and a capital campaign was launched to raise the funds necessary to build and operate the house and grow UCF’s impact. Learn more about the UCF House at [ulmanfund.org/theucfhouse](http://ulmanfund.org/theucfhouse)



## Capital Campaign

The Capital Campaign will help fund three priority areas for UCF- building the UCF House, growing our endowment, and enhancing on-going programing like Patient Navigation.



\$3M Campaign Goal

## The UCF House – A Home Away From Home For Young Adult Cancer Patients

- › Expect to serve ~200 families in need each year
- › 5-8 family suites for patients/caregivers
- › Communal family/dining space
- › Outdoor space
- › Wellness/fitness space
- › Open 24/7/365
- › Volunteer and community partner engagement opportunities

### Design Pillars

- |  |                         |  |                    |
|--|-------------------------|--|--------------------|
|  | Comfortable and private |  | Inspiring          |
|  | Shared experiences      |  | Medically safe     |
|  | For young adults        |  | Clever flexibility |
|  | Sustainable building    |  | Bring control back |
|  | Supportive and inviting |  | Healthy living     |

Each dot represents one of the 17,341\* donations UCF received in 2015!

## Patient Support

A \$10,000 contribution from one of our partnered hospitals.

All of the hospitals we operate in help cover the expenses associated with our Patient Navigation services through various granting processes.

## Events

An auction payment of \$100 from a supporter at one of our Signature Events, Screw Cancer Brew Hope Pennsylvania.

A donation of \$80,000 from our Partnered Event, 24 Hours of Booty.

Events give us a wonderful opportunity to go into communities and spread our reach.

## Support Through Sport

A \$5 donation from an individual in Colorado supporting a 4K for Cancer participant.

The cumulation of small donations like this one are the core of our Support Through Sport programs.

## Annual Giving

A \$20 recurring donation from a Dedication Circle member.

Annual Giving programs like Dedication Circle give our supporters a way to stay involved through monthly contributions.

## Capital Campaign

A \$25,000 grant from a family foundation.

Granting Organizations and Foundations have had a huge impact on our revenue as we diversify and grow through non-peer-to-peer fundraising methods.

\* does not include refunds, reimbursements, or pledges

# Thank You!

## Our Revenue

# \$3,519,653

Unrestricted: \$2,463,692 | Temporarily Restricted: \$1,055,961

### 2015 Building Blocks

**526**

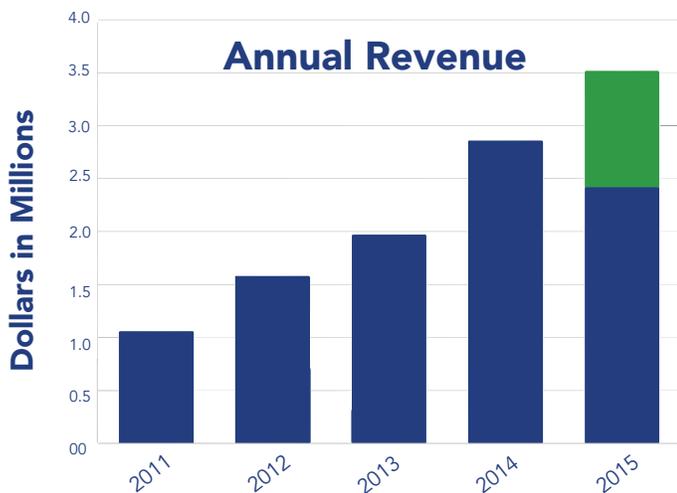


Social Fundraisers raised over \$1.2 million

**2,156**



Cancer Fighters were recognized through donations in their honor or memory



**Growing our Impact:** We invested \$27,000 towards fundraising for our Capital Campaign and saw a return of \$1.1 million!

#### Staying True to our Roots

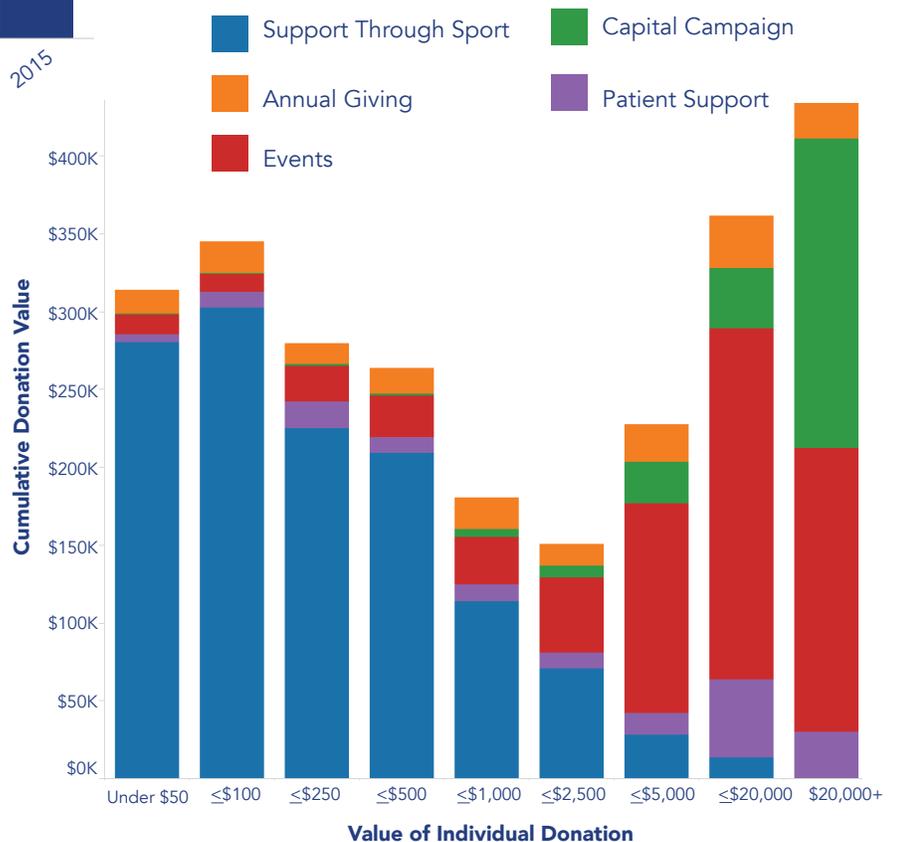
As a grass roots organization we owe much of our growth to donations from individuals across the nation. In 2015 we received over 16,000 contributions that were less than \$250. Together, these total nearly \$1 million.

#### Diversifying our Revenue Sources

Revenue from our Events, shown in red, has more than doubled from 2014!

Capitalizing on revenue sources like grants, events, and corporate sponsorships helps round out our financial picture and makes us a healthier and more financially stable organization.

#### Our Value Breakdown



# Your Impact! Our Investments



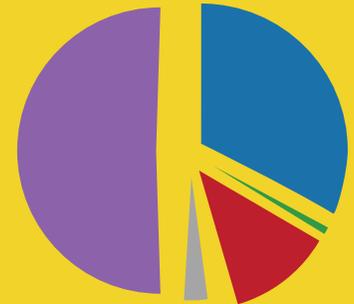
9% Fundraising \$259,050

4% Administrative \$118,802

87% Programs \$2,432,496

**Total Expenses: \$2,810,348**

## Programmatic Breakdown



### Patient Navigation & Survivorship Programs

Total: \$1,245,012.05 Percentage: 51%

- These expenses cover everything from attending national cancer conferences to shipping our *No Way, It Can't Be! Young Adult Cancer Guidebook* to cancer centers across the country. We remain committed to educating other cancer support networks on the unmet needs of young adults cancer fighters and we strive to provide a range of programs as diverse as the individuals we serve.
- Provided Patient Navigation Services to 690 individual and supplied over \$14,000 in patient assistance funding.
- Financed a cancer survivor support group in Howard County, Maryland, one of our longest running programs.
- Held special events and receptions to celebrate the successes of patients and survivors in the Young Adult Cancer Community.

### Support Through Sport

Total: \$799,758.17 Percentage: 33%

- 4K for Cancer awarded \$30,000 in scholarships. Held a coaching symposium to ensure that our Cancer to 5K and Team Fight coaches are informed on the specific needs of participants in survivorship.

### UCF Races

Total: \$294,100.35 Percentage: 12%

- At our UCF Races we inspire individuals to run, walk, bike, or swim for those who can't. These events give us the opportunity to spread awareness through our communities about the Young Adult Cancer Cause.

### Community/Mission Engagement

Total: \$72,526.87 Percentage: 3%

- Awarded over \$30,000 in UCF scholarships
- Published our updated *No Way, It Can't Be! Young Adult Cancer Guidebook*, released in February of 2015.
- Costs associated with our Chemo Care Bag and Holiday Gift Drive programs.

### UCF House

Total: \$21,098.14 Percentage: 1%

- Coming Soon!

Net Assets, Beginning of Year: Unrestricted: \$456,155 | Temporarily Restricted: \$132,179 | Total: \$588,334

Net Assets, End of Year: Unrestricted: \$130,492 | Temporarily Restricted: \$1,188,140 | Total: \$1,318,632

Cancer changes lives... SO DO WE!

Coming Soon



**Mission**

We change lives by creating a community of support for young adults, and their loved ones, impacted by cancer.

› We've Moved!  
UCF Headquarters  
1215 East Fort Avenue, Suite 104  
Baltimore, MD 21230

[www.ulmancancerfund.org](http://www.ulmancancerfund.org)  
Email: [info@ulmanfund.org](mailto:info@ulmanfund.org)  
Phone: 410.964.0202

