I never imagined, in 2007, that a little fundraiser would turn into an inspiring organization impacting so many lives today. Athletes 4 Cancer began from a personal experience with cancer and a problem without a solution.

When my brother went into remission after nine months of treatment, no one told him the struggles he would face once he was done with treatment. No one warned him of the isolation, the depression, the disconnect from his peers, and the survivor’s guilt he would experience as a young adult navigating typical college life, but not as a typical student. Everyone said, “Congratulations! You’re young and resilient! Good luck with life now!”

As many of you know, there is no going back to normal after cancer. There is a “new normal” young survivors face as they transition back into life.

At Athletes 4 Cancer, we aim to enrich the lives of young adults through community and the outdoors as a way to move forward after cancer. Through programs like Camp Koru and This is Life, we connect young adult survivors through experiences of adventure and creativity that inspire community, empowerment, and life-renewal.

2016 was an incredible year, and this Impact Report aims to show you just how far we’ve come. Our highlights include:

- We’re the first young adult survivorship program to provide an emphasis on mental health well-being at camp through development of a mental health counselor role.
- We increased the number of camps and capacity to serve young adult survivors in 2016 by 20%.
- We raised a record $188,331 at our annual fundraiser, Kiteboard 4 Cancer.

We’re excited to share our progress with you, our dedicated supporters. We hope we’ve done you proud.

All the best,

Tonia Farman
Director of Good Things (Executive Director)
WHAT SETS US APART

OUR MISSION
Athletes 4 Cancer enriches the lives of young adults through community and the outdoors as a way to move forward after cancer.

OUR APPROACH
Athletes 4 Cancer focuses on the individual first. We keep our program retreats small and personal, running with a lean and core staff so that each individual can get the most meaningful and authentic experience.

Someone might have said, “It’s not an adventure until something goes wrong”. But we say, “Adventure takes on different meanings in different times in your life.” Someone who lost their leg to Osteosarcoma may very well consider walking in sand a big adventure. True story. A Breast Cancer survivor after a double-mastectomy puts on a swimsuit in public for the first time. This was an adventure. Adventure is at our core, but it’s relative to each individual’s experience.

We can’t cure cancer, but we can help transform someone’s life after it. We can help build a community who can authentically support each other from shared experiences, and we do this from the ground up.

OUR CORE PROGRAMS

CAMP KORU
Camp Koru is our week-long adventure therapy camp that empowers young adult cancer survivors to find renewal through personal success, self-growth, and achievement in a community of their peers. This year we expanded our staff to include mental health support and added a sixth surf camp to our line up.

THIS IS LIFE
Born out of hundreds of young adults sharing their survivorship needs with us, we created a three-day weekend retreat where young adult survivors join one another in small collaborative workshops facilitated by experts. Our goal was to increase knowledge and skills in areas of survivorship specific to young adults. It worked so well, This is Life is coming to new cities in 2017!
Support needed for young survivors

Young adult survivors face real challenges:

- Fear of recurrence
- Medical debt
- Social challenges
- Body insecurities
- Infertility
- Sex and dating fears
- Late effects
- Poor mental health
- False appearance
- Lost sense of purpose

Every 10 minutes, someone between the ages of 15 & 39 is diagnosed with cancer.

70,000 young adults between 15 and 39 are diagnosed with cancer annually in the United States.

This is 8x more than all children diagnosed annually.

Prior to camp, 73% of Athletes 4 Cancer survivors said they wanted “more connection to resources for survivors.”

62% wanted “more emotional support/counseling/peer support.”
Through camp, a community is formed that extends to online and offline support & gatherings. Participants can talk honestly and openly about their cancer without feeling judged or stigmatized. Our programs teach survivors to embrace their bodies through learning to do something they’ve never done before and finding success. At camp, participants shed layers of isolation and anxiety through supportive activities with other survivors. We harness campfires, surfing, yoga, hiking, etc. as channels of empowerment and connection to others. The culture at camp fuels inspiration for our participants to move mountains in one’s life after cancer! Whether it’s through volunteerism, or adopting physical activity and balanced nutrition, or taking on something new and challenging in life, Camp Koru participants go on to achieve some big, meaningful ventures after camp.
2016 PROGRAM RESULTS

105 YOUNG ADULTS

20% increase in camps in 2016

87 CAMP KORU 18 THIS IS LIFE

99% say Athletes 4 Cancer has met their expectations and hopes

99% experienced increased confidence and positive feelings about their bodies through learning to surf, stand up paddle board, ski or snowboard

98% say their Camp Koru ohana is an important part of their support system

95% say attending Camp Koru has increased their confidence and positive feelings about their bodies

91% of campers say attending camp has increased their physical activity after returning home

“[Camp Koru] really changed my life. I feel like my life can start over again. I feel like my life has a purpose, has a meaning. Thank you to everyone at Camp Koru for changing my life and making me find that there is comfort and peace in having a cancer diagnosis, and there really is life after a cancer diagnosis.”

COMBAT CAT
CAMP KORU 22
KITEBOARD 4 CANCER TURNED 10

The 10th Annual Kiteboard 4 Cancer (KB4C) raised $188,331 for Athletes 4 Cancer and our Camp Koru, This is Life, and Ambassador Programs. This is the most we have raised to date at KB4C!

We also had our first Koru Alumni Reunion at the 2016 KB4C. About 50 alumni from 23 different Camp Koru weeks gathered at the event for a KB4C “campfire,” a tradition we have at camp and now, a new tradition at KB4C. Some survivors spoke to the crowd and the athletes, connecting event participants to the cause and purpose behind this incredible event.

This organization and the impact we achieve started from the kiteboarding community’s support of Kiteboard 4 Cancer 10 years ago, and it continues each July. We can’t thank you enough for your energy, commitment, and support in making KB4C so successful. It serves as such an inspiration to our survivors who attend each year!

THANK YOU!

FUNDRAISER SPOTLIGHT

STEVE FISHER - $15,793
Steve attended our very first Camp Koru back in 2011 after recovering from Testicular Cancer. He is our biggest fundraiser to date and has participated in Kiteboard 4 Cancer nine out of 10 years, having missed only one year while he was in treatment.

IGOR ALVAREZ - $11,791
Igor is another Testicular Cancer survivor who has not attended camp, but is a huge advocate of Camp Koru! He is a health care provider who has taken care of thousands of patients, providing compassion and empathy at their bedside. He understands what cancer takes from someone, not just physically, but emotionally and mentally as well.

PHILLIP CERNERA - $7,615.13
Phillip’s wife, Elaina, attended Camp Koru after breast cancer treatment in 2013. Little did they realize back then what a positive impact it would have not only on Elaina as an individual, but on their marriage. While Phillip kiteboards in the 6-hour kite derby each year, Elaina volunteers her time for the organization at Registration and at the evening fundraising functions.
# 2016 Financials

## Consolidated Statement of Financial Position

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| Total Liabilities & Net Assets | 248,708 | 252,258 |
BOARD OF DIRECTORS, ADVISORY BOARD AND STAFF

STAFF
Tonia Farman, Executive Director
Mindy Buchanan, Program and Outreach Director

BOARD OF DIRECTORS
Garret Zallen, President
Rob Chimelak
Joanna Hershey
Candice Gerlach
Tonia Farman

ADVISORY BOARD
Rebecca Block
Brian Wolff
Gregg Gnecco
Sarah Bahn
Steve Fisher
Matt Scott
STAY IN TOUCH

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