



Organization's Purpose:

Year and State Incorporated:

Iowa, 2010

Organization's Mission:

- ❖ Providing financial assistance and resources to cancer patients and families with some of the unexpected expenses associated with cancer treatments not covered by insurance.
- ❖ Providing and promoting cancer awareness and prevention within our communities through educational retreats and speakers forum.
- ❖ Providing cancer patients and families not only during treatment but also during post treatment by offering professionally certified WellBeing Coaching services

Methods used for fundraising:

Direct mail, special events, print advertisements, television, radio, grant proposals, Internet appeals, planned giving and, cause-related marketing.

Board Governance:

7 - Voting Members

3 - Non-Voting Members

The officers of the organization shall be as follows:

President: Don Rivers

Executive Director: Craig Phinney

Deputy Director: Shirley Phinney

Vice President: Scott Rosenberg

Secretary: Charis Paulson

Treasurer: Jeff Brinkley

Executive Committee: Nick Brown

Executive Committee: Angie Hunt

Executive Committee: Jay Jacobson

Advisor to Board: Carol Frazell

Advisor to Board: Jon Rosmann

Tax Status:

This organization is tax-exempt under section 501c(3) of the Internal Revenue Code. It is eligible to receive contributions deductible as charitable donations for federal income tax purposes.

Effectiveness Report:

The organization conducts a strategic planning session annually and nine Board meetings across the calendar year. This Boards meeting involving face to face and teleconference participation, with a minimum of five (5) voting members present. At the strategic planning session, the Board of Directors and staff review the organization's challenges and successes from the previous year, meeting the mission and objectives of the organization and its effectiveness in serving the needs of the clients, families, and patients that benefit from the organization's services. Also, evaluation and effectiveness of the Executive Director and their role, review, and approval of forthcoming fundraisers or programs budgets as part of the strategic planning session the Board and staff also identify organizational goals and priorities for the coming year.

Effectiveness Report 2015:

In December 2014, our organization accepted the resignation of two of our five Board Members. Their resignations came after a review of those members and their commitment to the organization. During their review, conflicts were presented in their personal lives that needed their attention. Respectfully, their resignations were accepted.

The organization began interviewing prospective Board Members in January 2015 and by March 2015, our Board grew from three to five and the organization's initial business for the first quarter was to reorganize and build a stronger, more effective Board, and Organization.

The focus for 2015 was not on fundraising, but on the organization building and annual fundraising was suspended.

April 2015, was the first year that Cops Against Cancer presented the educational and resource Survivorship Retreat. A partnership was created with the John Stoddard Cancer Center in Des Moines, Iowa. Nationally and internationally recognized speakers in the field of cancer research and survivorship motivated and inspired those attending. During the Retreat, 68 attendees were provided a financial free experience presenting and educating the attendees on proper nutrition, physical fitness, prescription assistance, human services tools, and financial planning was presented by faith, medical and financial professionals. This project was 100% funded by two grants that were written specifically for this purpose.

By September 2015, the Board grew to five Board Members and two Advisors to the Board, and one non-voting Deputy Executive Director's position.

During 2015, we continued writing grants to assist with our survivorship resource and educational programs, to include, Survivorship Retreats and Coaching Services. A total of five grants were written and four grants awards were received totaling \$9,100.00.

There were requests from smaller fundraising efforts, which did not take away from the organization focus but was able to generate donations and promoted educational awareness, totaling \$17,479.50.

During 2015, a total of nine client applications were received and processed for financial and resource assistance.

Effectiveness Report 2016:

- ❖ January 2016, the organization held its first strategy retreat. During the Retreat,
 - a. An update on board positions that was still vacant. Several areas of fundraising were discussed with additional research.
 - b. Also discussed were term limits for Board Members, with a passing of the motion.
 - c. The 2015 Executive Director evaluation was reviewed and applauded for the 2015 efforts.
- ❖ During April 2016, it was learned the fundraising venue for our Annual BBQ Fundraiser, which accommodates 450 persons, was lost due to a clerical error on behalf of the venue. Because of this, several other locations were researched, but because of either of a smaller holding size or extremely high dollar for rental, we were again without an annual fundraiser. So there was no annual fundraiser during 2016.
- ❖ 2016, a Conflict of Interest Policy was created. Each year, *ALL* members must review and sign off on the policy during the Annual Strategy Retreat.
- ❖ The 2016 revisions/decision of the organization bylaws were completed.
- ❖ The organization worked with a local area community college with their internship program, and a College Freshman was assigned and created the new Cops Against Cancer logo and brand. A college intern completed a new organization banner and brand logo.
- ❖ During 2016, we continued writing grants to assist with our survivorship resource and educational programs, to include, Survivorship Retreats and Coaching Services A total of five financial grants were written during 2016 for Survivorship Retreats, and Well-being Coaching and awards totaling \$16,000.00 were received.
- ❖ Two additional Board Members were appointed in the summer of 2016, and these appointments are for our Executive Committee. The appointees, have a specific background in large organizational management and operations and will play a critical role in strategic planning in the forthcoming year.
- ❖ During the summer of 2016, Cops Against Cancer applied and was excited when we were awarded the Guidestar Top Platinum Level Award for the organization. GuideStar USA, Inc. is the world's largest information resource, services specializing in reporting on U.S. nonprofit companies.

For 2016, Cops Against Cancer held the second Survivorship Retreat with 62 attendees.

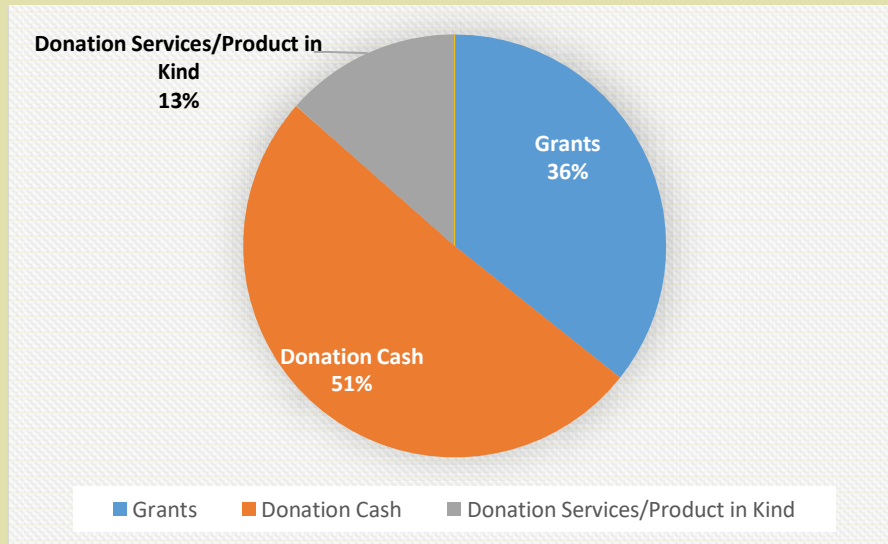
- a. Cops Against Cancer is committed to expanding the Retreat program into three additional regional areas in Iowa. The one-day format will be similar to the 2015 Retreat, with some improved additions. The areas or regions selected is based on the demographic of our client base, the availability of cancer treatment centers to the area and if there are currently support groups for the families in place in those specific areas.
 - b. Cops Against Cancer will be working with several of the Iowa-based cancer treatment centers on this program. Surveys will be presented to the individual centers to ascertain the needs and present services available to their clients and as well as for the centers to assist in promoting our events.
- Updating application for the Better Business Bureau for "Accredited Charity" program.
 - Although there were several smaller fundraisers, generating donations for client assistance and operations throughout 2016. In all, a total of 14 clients were assisted.

Cops Against Cancer 2015 Financial Report

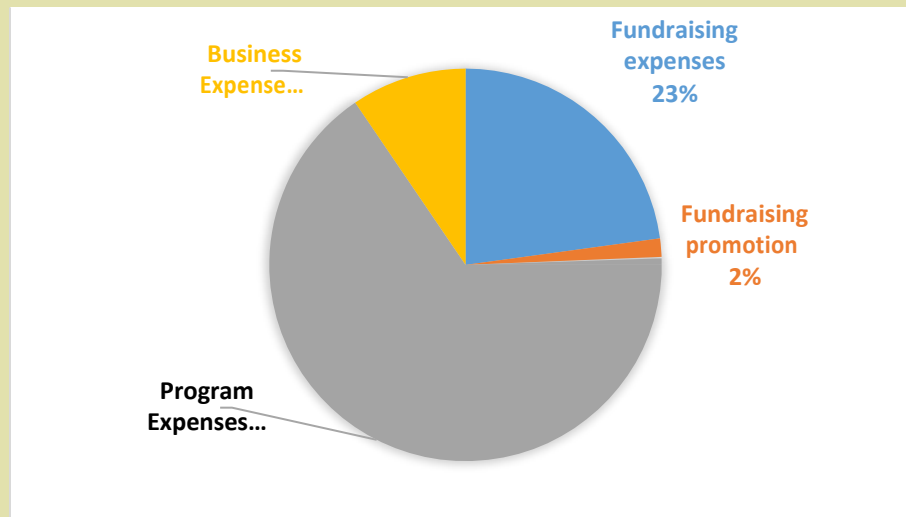
Budget:

Our budget on our programs and fundraisers are on a case-case basis. This is dependent upon available funding and a number of donations that come in. Operational budget is guaranteed based on an anonymous donor with funding allocated directly to operational expenses.

2015 Assets



2015 Expenses



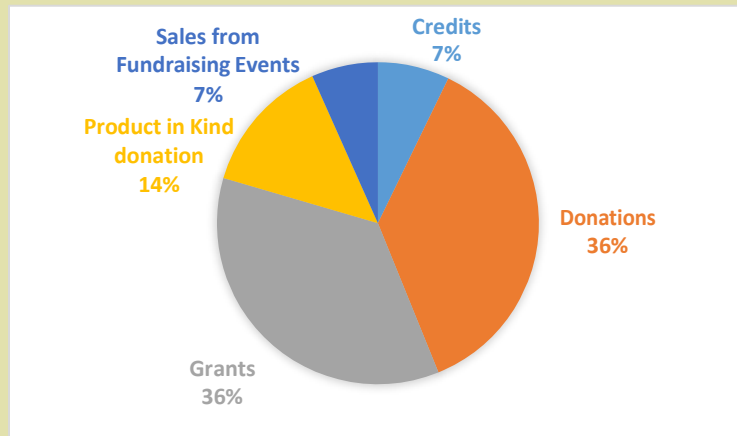
2015

Total Income	\$25,492.00
Grants	\$9,100
Donation Cash	\$12,959
Donation Services/Product in Kind	\$3,433
Total Expenses:	\$22,722.00
Fundraising expenses	\$5,190
Fundraising Promotion	\$371
Program Expenses	\$15,001
Business Expense	\$2,160

2016 Projected Annual Financial

(complete report will be updated after tax filing in March 2017).

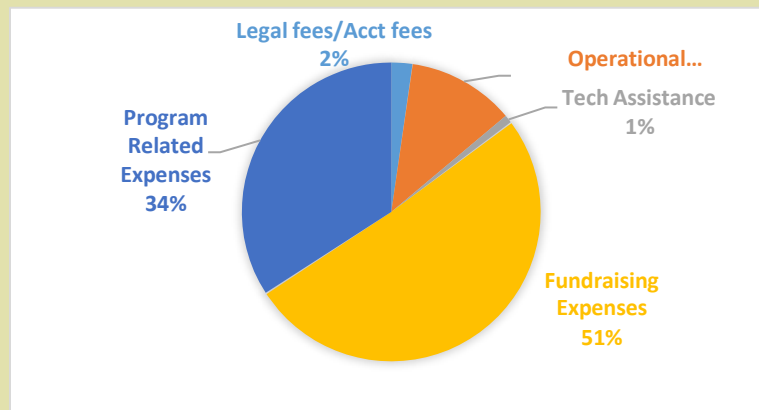
Assets



2016 Assets

Credits	\$3,234.00
Donations	\$16,439.00
Grants	\$16,000.00
Product in Kind donation	\$6,184.00
Sales from Fundraising Events	\$2,997.00
	\$45,032.00

Operational Expenses



2016 Expenses

Fundraising expenses	\$10,561.00
Fundraising Promotion	\$506.00
Legal fees/Acct fees	\$499.00
Operational Expenses	\$2,514.00
Program Related Expenses	\$7,399.00
Tech Assistance	\$214.00
Total Expenses	\$21,693.00

There is \$15,263.00 in grants awards for our coaching and retreat programs to be carried over into 2017. These funds are specifically for these programs and the grants period covers July 2016 to July 2017.

2017 Budget

Operational	
Liability Insurance	\$650.00
Tax Prep	\$350.00
Software Renewals	\$450.00
	\$1,450.00
Fundraising	
Storage Unit	\$1,290.00
Renters Insurance	\$360.00
Rental-Venue & Equip	\$4,500.00
Promotional	\$750.00
Fundraising Supplies	\$650.00
Annual BBQ Supplies	\$2,100.00
	\$9,650.00
Programs	
Retreats (4 locations)	\$8,500.00
Program expenses	\$2,175.00
	\$10,675.00

Fundraising numbers are projected to include our Annual BBQ fundraiser in June and our Comics & Cops night scheduled for November.

Our 2017 Budget was presented and reviewed during our 2017 Strategy Retreat, January 28, 2017. The Program expenses are determined by the available funds at the time of the client's request. This amount varies throughout the year.