



MIOCA Annual Report – 2012

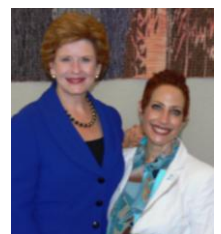
A message from Pam Dahlmann, MIOCA President

Exceeding its goals and expectations in 2012, the Michigan Ovarian Cancer Alliance had a major year of growth. Our mission states that we will **promote saving women's lives through the early detection of ovarian cancer**. Aligning with our mission, we continued our public outreach via health fairs, media outlets, hosting and attending events including the Big House, Big Heart run/walk. Our *Turn the Village Teal* event in Rochester Hills, complete with a concert and a teal/turquoise classic car show, was part of our statewide effort to participate in the nationwide ovarian cancer awareness program, Turn the Towns Teal®.



Additionally, we forged new relationships with other businesses and non-profits. Our highly successful collaborative effort with Leon & Lulu, a boutique in Clawson, resulted in a festive and profitable holiday celebration. Our # 1 goal was to let Michigan know that we are here and ready to make a difference!

In addition to community outreach and education, MIOCA provides advocacy, resources and support throughout Michigan. MIOCA partnered with the Ovarian Cancer National Alliance (OCNA) and 4 other states to form a Midwest Regional Conference that was held in Indianapolis in March, 2012. Marcie Paul, MIOCA's vice president, attended OCNA's national conference in July, 2012. Marcie lobbied on Capitol Hill for ovarian cancer research funds. She is shown here with Senator Debbie Stabenow.



We continued our patient outreach by updating our website, sending informative and timely Constant Contact updates, placing waiting room cards in many area hospitals and in gynecologic oncology offices.



We helped the Survivors Teaching Students® program, which raises awareness of ovarian cancer among future healthcare providers, grow to include the U of M Medical School, U of M School of Nursing, and U of M School of Pharmacy. We began the process of establishing a Survivors Teaching Students team in the Grand Rapids area.

MIOCA's achievements would have been significantly reduced without your support. Whether it was a financial donation or a donation of time, we are extremely grateful. We would like to acknowledge and publicly thank two major donors. The Detter Family gave us a \$2,000 donation. The Graef Family Foundation honored a grant request in the amount of \$8,800. The grant monies will support MIOCA's new SPEAK program created to educate the general public about ovarian cancer and will fund database management improvements and the ever increasing need for MIOCA print material.

We look forward to an exciting and productive year in 2013. We are humbled and yet energized by your support.



2012 Financial Report

Revenue:

Carry Over from 2011	7,624.30
Grants	8,800.00
Individual contributions	15,687.00
Corporate contributions	2,540.64
Fundraisers, Events	
a.) Rochester Hills Village	1,301.00
b.) Northville Art Fair	714.00
c.) Northville First Fridays	286.12
d.) Belinda Sue Zoo	300.00
e.) Farmington Farmers Market	72.00
f.) Menopause Musical	260.00
g.) Leon & Lulu's	2,069.00
h.) Holiday Shopping Event	323.80
Other Reimbursement (OCNA,etc)	810.00
Interest income	6.72
Total Income	40,794.58

Expenses:

Rent / Parking / Utilities	22.75
Equipment/Software	469.36
Supplies and materials	406.68
Printing and copying	949.74
Web Design / Graphic / Hosting	1,313.00
Travel, Conferences, Registration Fees	3,624.04
Sponsorships	350.00
Due, Subscriptions, Fees	176.95
Marketing / Awareness Merchandise	4,641.57
Postage / Mailing	234.53
Accounting / Legal Fees / Insurance	300.00
Turn the Towns Teal	1,080.00
Business Licenses	70.00
Total Expenses	13,638.62

Reserve to be carried over to 2013:
\$27,155.96