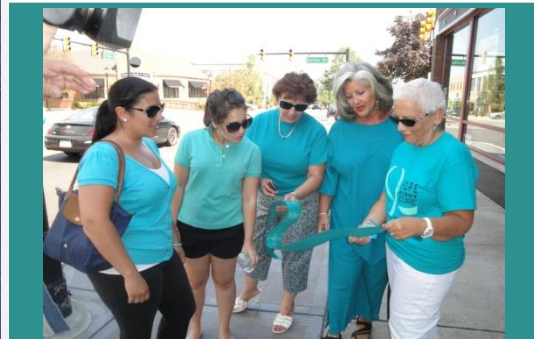


## 2013 Annual Report

A year of overwhelming support and rapid growth for the Michigan Ovarian Cancer Alliance



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A letter from Pamela Dahlmann, MIOCA President

Dear Friends,

Certainly an ovarian cancer diagnosis is a life changing event. From survivors to care givers to family members and friends, one common thread is that there is the realization that so much work needs to be done if we want to improve the life of those with ovarian cancer and those yet to be diagnosed. This year, MIOCA supporters came together to provide support, raise awareness of the disease, educate Michigan communities, and advocate for survivors and improved treatment outcomes.

As Team Teal, we accomplished an incredible list of achievements in just twelve months. On behalf of the Board of Directors, I would like to sincerely thank the thousands of people who joined forces with us this year. Among this large group, the energy is palpable. I am extremely excited about the possibilities which lie ahead for our organization.

Thank you again for your generous donations and gifts of your time and talents.

Sincerely,



*Pamela Dahlmann*

Pam Dahlmann, RN, BSN  
President



### ***Providing resources and support to ovarian cancer patients and their families.***

In April, MIOCA joined forces with the Foundation for Women's Cancer and University of Michigan Health System by hosting a reception for attendees of the Ovarian Cancer Survivors' Course in Ann Arbor. This event provided an opportunity to strengthen MIOCA's relationship with survivors both locally and regionally as many attendees traveled a distance to participate.

The Survivor to Survivor program continues to expand as an increasing number of survivors request to be matched with longer term survivors. This one to one support provides a source of hope and information for women reeling from a recent diagnosis or recurrence.

Throughout the year, time was spent on creating and revising MIOCA's informational literature. MIOCA's newly designed patient cards were sent to additional gynecologic oncology offices throughout Michigan. Beyond MIOCA's literature, a wealth of resources and information is frequently updated and available on our website.

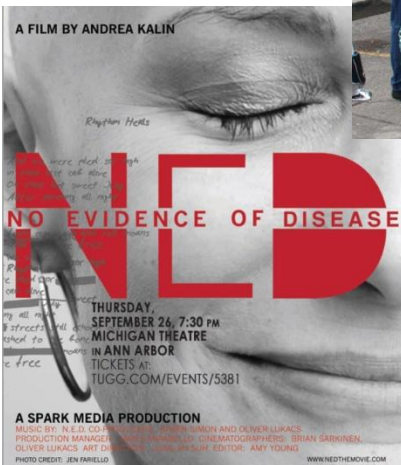
### ***Expanding public education and ovarian cancer awareness efforts***

MIOCA's SPEAK: Survivors Promoting Early Awareness & Knowledge<sup>SM</sup> program was well received in its first year. Program materials were created and the SPEAK team set out to find venues for presentations. Many presentations were provided to various community groups in Michigan. The program was consistently highly rated by those in attendance. Comments included, "Excellent presentation filled with good information" and "Keep doing this. It will save lives."

The Scars on 45 concert, which was held in June in Ann Arbor, not only provided wonderful entertainment, but also raised awareness of ovarian cancer through radio and media coverage. This highly successful concert was a great way to include young people in our awareness efforts. MIOCA members also attended the University of Michigan Women's Football Academy in June. MIOCA's ovarian cancer educational literature was distributed to over 400 women in attendance.

*In memory of Mariel Almendras, Scars on 45 appeared at a benefit concert supporting MIOCA. Ann Arbor's own young music lover, Mariel, lost her life at the age of 8 to ovarian cancer in 2011, but not before she formed a special bond with the band.*





**September - National Ovarian Cancer Awareness Month** was an extremely busy month for MIOCA. Volunteers in over 30 cities and towns tied teal ribbons to raise awareness in collaboration with the Turn The Towns Teal® national campaign. Several events also took place to bring attention to the disease. In Grand Rapids, the first annual Shake Your Teal Feather ovarian cancer awareness walk was held as 200 participants came together to walk in honor of ovarian cancer survivors and in memory of those women who have passed. The second annual Turn the Village Teal was held in Rochester Hills. MIOCA's first billboards, provided by Crittenton Hospital, not only advertised the event but helped raise awareness. Forty-eight teal and turquoise classic cars lined the main street, providing a beautiful backdrop to many other awareness activities. MIOCA is very appreciative of the invitation to discuss both ovarian cancer and the event in a live in-studio interview on WXYZ Channel 7 ABC.

MIOCA also had a presence at the *Best of Times* video/book launch event in West Bloomfield. Media coverage, a MIOCA booth, and speaker highlighted MIOCA's efforts and ovarian cancer in general. Near the end of the month, a screening of the NED (No Evidence of Disease) documentary was offered in Ann Arbor with comments from a gynecologic oncologist and MIOCA member following the film. A MIOCA speaker also provided information at the University of Michigan Health System Focus on Women Series.

In addition to the many awareness and educational events held throughout the year, MIOCA spent a great deal of time creating new educational materials. MIOCA's survivor information was also sent to additional gynecologic oncology offices throughout Michigan. Through a wide variety of media coverage including articles written in major newspapers, television coverage, and radio broadcasts, MIOCA educated the public and connected with many new survivors and supporters.

**Advocating for ovarian cancer survivors and improved treatment outcomes.**

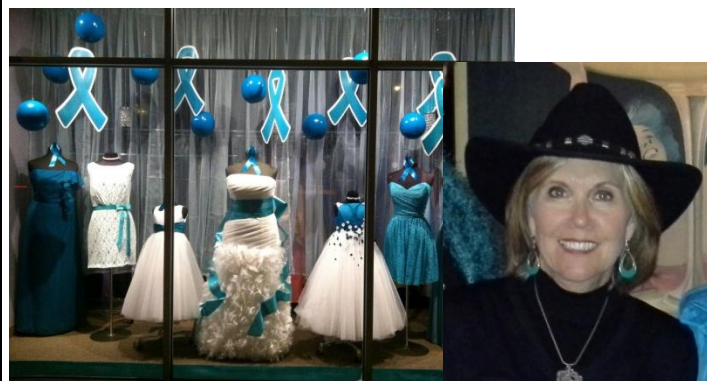
In July, six Michigan women, including four MIOCA Board members, attended the Ovarian Cancer National Alliance Conference. These women participated in the Advocacy Day and worked to inform federal legislators about the many critical needs related to ovarian cancer funding, care, and research. MIOCA expanded our advocacy efforts through the work of two Board members who served on the Ovarian Cancer National Alliance Grasstops program. This group of trained advocates from across the country participated in monthly conference calls and lobbied for Department of Defense Ovarian Cancer Research Program – Fiscal Year 2014 funding, Ovarian Cancer Awareness Month designation, and Oral Chemo Parity, among other issues. At the state level, relationships continued to be built with state legislators. Groundwork was laid for a Michigan Cancer Caucus presentation in 2014.

**Gerri Fournier Ovarian Cancer Research Fund**

Adhering to MIOCA's goal of contributing to ovarian cancer research in the near future, the Board voted to set aside money to the Gerri Fournier Ovarian Cancer Research Fund, named after one of MIOCA's founding members. Additional dollars, specifically donated by individuals for research, were also put in that reserve.

**MIOCA is very grateful to the generous people and organizations who chose to raise awareness and funds in many creative ways**

- Andover High School Girls' Varsity Basketball Team
- Avon Automotive Charity Jean's Day
- Bombshell Bridal Event (Amanda Clover and Julia Sultes)
- Clinton Township Casual Attire Friday
- Dundee High School Varsity Girls' Swim Team
- Grand Blanc School Employees – Jeans for Charity (Kim Thiel)
- J.U.G.S Rock a Cure (Deanna Cosens and family)
- Pheasant Run Golf Club Outing to honor Carly Herweyer
- The Ride for a Cure to honor Wendy McEwen (Matt McEwen)
- Run in the Thumb – Sebewaing, MI (Ilene Chiotti and Bev Wiltse, co-chairs)
- Shake Your Teal Feather Bottle Drive (Andrea Melvin)
- Theodore Roosevelt HS Key Club (Julia Sultes, advisor)
- WTKA Grill Wars
- Zumba Teal You Drop (Kelly Thompson)



## Financial Information

Revenue Source	2013 Year End
Carry Over from 2012	27,155.96
Individual contributions	7,841.47
Corporate contributions	7,789.00
Income from Foundations	3,500.00
Reward Programs	518.30
Turn the Village Teal	3,786.57
Shake your Teal Feathers Zoo Walk	8,477.00
MSU -U of M Challenge	42,594.00
Third party events	2,469.00
Scars on 45	8,355.00
Rock a Cure	2,500.00
Income from Merchandise	1,566.50
Ovarian Cancer Survivors Conference	1,343.00
Other Reimbursement	350.00
Interest income	30.37
<b>Total Income</b>	<b>118,276.17</b>

Expense	2013 Year End
Equipment/Software	788.36
Supplies	920.44
Printing and copying	3,629.49
Web Design / Graphic / Hosting	325.00
Travel, Conferences, Registration Fees	3,593.15
Mileage Reimbursement	207.40
Chemo Care Bags	409.22
OCNA partner membership	650.00
Due, Subscriptions, Merchant Fees	719.32
Marketing / Awareness Merchandise	5,639.97
Postage / Mailing	516.21
Database - E Tapestry	1,898.46
Storefront - Underground Printing	518.40
Accounting / Legal Fees	234.00
Turn the Towns Teal / Ribbons / Kit	1,000.00
Scars on 45 - Expenses	2,205.45
Shake your Teal Feathers Zoo Walk	1,367.63
Business Licenses	20.00
Miscellaneous Expenses	100.00
<b>Total Expenses</b>	<b>24,742.50</b>
<b>Reserve to be carried over to 2014</b>	<b>93,546.71</b>
<b>Designated for Geri Fournier Research Fund</b>	<b>5,455.00</b>
<b>Undesignated carry over</b>	<b>88,091.71</b>



## Donor Recognition

In just our second full year of existence, MIOCA made enormous strides as we worked toward our mission. We are so appreciative of all of our donors and volunteers without whom we could not have accomplished so much so quickly.

### **Green and Blue makes TEAL...**

MIOCA would like to thank the many donors who rose to the challenge made by the Michigan State University Alumni Association Director, Scott Westerman, to join together and make a difference by donating to MIOCA during National Ovarian Cancer Awareness Month. The challenge raised over \$42,000 from MSU and U of M donors. These contributions allowed us to greatly expand our goals for 2014.

## Top Donors

MIOCA would like to acknowledge the donations made by the Detter Family Foundation and Ridgeview Industries, Inc. Your donations made a significant impact on our ability to help others.

MIOCA is pleased to honor the many devoted individuals and organizations that donated \$100 or more in 2013.

## Direct Donations

Alliance for Women's Cancer  
Awareness  
Steven Arbit  
Raghdan Azzou  
H. Lee Bacheldor  
Katelyn Bagg  
Bank of Ann Arbor  
Barbara Beineman  
Maureen Belden  
Bierlein Companies Foundation  
Christine Blackwell  
James Boland  
Krista Bortnick  
Guy and Martha Boudreau  
Brent Boyce, MD  
Thomas Bramson  
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Mary Helen Crooks  
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Marshall and Thelma Davis  
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Shelly Hoffman

Megan Holmstrom  
Mike and Judith Hommel  
Ryan Horning  
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Beth Hudspeth  
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Mike Jackson  
Kerry Katch  
Margaret Kephart  
Cheryl Kingsely  
Leonard Koltonow  
Denise Koss  
Harold Kress  
Richard Kruger  
Lakeside Pilates  
Ronald Lamb  
Aaron Lum  
Thomas Manning  
Lawrence Marasco  
Daniel Mathis  
Daniel McCarthy  
Matt McEwen  
Philip McKinley  
Mezza Mediterranean Grille  
Mercy Health /Lacks Cancer Ctr  
David and Alison Michelson  
Michigan OMS  
Michigan Pain Consultants  
Scott and Tami Miller  
Lisa Moore  
Patrick Morand  
Rick Mullick  
Craig Murray  
Stacy Nagel  
Yona Nivy  
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Jennifer Villa  
Carmen Wargel  
Laura Wesche  
Scott and Bev Wiltse  
Craig Winston  
Maureen Wolf  
Bruce Wolffis  
Beth Woodward  
Scott Wright

## In-Kind Donations

Samanth Baker  
C&G News  
Carsons  
Michael and Deanna Cosens  
Amanda Cracchiolo  
Crittenton Hospital  
Pamela Dahlmann  
deBoer Bakkerij & Restaurant  
Detroit Pistons  
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