



ANNUAL IMPACT REPORT

2024

734-800-6144 | www.mioca.org | info@mioca.org
2075 W. Stadium Blvd. #2649 Ann Arbor, MI 48106

THANK YOU

Thanks to your continued support and active involvement, 2024 has been a year of exciting opportunities and growth for MIOCA. We've offered different programming, increased our presence across the state, and had the privilege of coming together for impactful community events. Together, we've embraced new, innovative ways to advance our mission of enhancing support and improving treatment outcomes.

MIOCA is deeply grateful to all of our participants, donors, volunteers, community partners, and families. Your unwavering dedication to our mission empowers us to fund innovative research, raise awareness, and offer vital support to individuals and families throughout Michigan. I am incredibly proud to be part of a team that is driving real, meaningful change each day.

Thank you for being an essential part of the Michigan Ovarian Cancer Alliance. Your efforts make progress possible, and we look forward to continuing our collaboration to bring lasting change for all impacted by ovarian cancer in Michigan.



Megan Neubauer
Executive Director

2024 OVERVIEW



SPREAD AWARENESS

Tie Michigan Teal & other community events educate the public about the risks and symptoms



SURVIVOR SUPPORT

Survivor Totes contain resources & info, & support groups are space for shared experiences



RESEARCH GRANTS

MIOCA is invested in Michigan's scientific community by awarding research grants



EDUCATION

We strive to empower connection & knowledge through opportunities like webinars & presentations

PROGRAMS

◆ Support Totes

This year, MIOCA's team distributed 56 support totes filled with resources, comfort items, handmade gifts, and heartfelt letters to individuals across Michigan who were newly diagnosed with ovarian cancer or experienced a recurrence.

Our tote program is one way that we continue to work to ensure that individuals diagnosed throughout the state have access to resources, support and information as they navigate treatment and beyond.



◆ Support Groups

Throughout 2024, MIOCA offered virtual, monthly support groups to address the needs of individuals impacted by ovarian cancer. These groups provided comfort, conversation, and support through three specialized networks: the Friends and Family Support Network and the Teal Sisters Support Network, both led by Maneesha Finkle, LMSW; and the Younger Survivor Support Network, led by Valerie Paige, M.A., LLPC.

EDUCATION

MIOCA offered numerous educational opportunities through webinars in collaboration with key partners, ensuring access to valuable information on ovarian cancer awareness, treatment, and support. Additionally, we hosted an in-person survivor event, creating a meaningful space for connection and shared experiences among survivors.

◆ Lunch & Learn: Genetics

The virtual Lunch & Learn Series on Genetics invited participants to learn about the link between genetics & cancer and discover their own family health portrait. This two-session webinar featured local experts who provided valuable insights and answered questions.

◆ Survivor Retreat

At our Networking & Educational Survivor Retreat, survivors joined us in connecting and learning with one another. This event included research and wellness panel discussions, and provided a supportive space for sharing experiences.

RESEARCH

MIOCA is dedicated to funding ovarian cancer research to advance scientific progress in detection and improve treatment outcomes. Since 2014, MIOCA has supported researchers developing innovative approaches for improved treatment of ovarian cancer through our Geri Fournier Ovarian Cancer Research Grant.

The Geri Fournier Ovarian Cancer Research Award, named in honor of MIOCA's co-founder, was established to support the crucial research taking place in Michigan. This grant was made possible through the support and generosity of our donors. We are grateful for our community's thoughtful support in making this possible.

In 2024, MIOCA was pleased to award our \$50,000 research grant to Ayesha B. Alvero, MD, MSc. for the project, *Sialylation as an Immune Checkpoint in Ovarian Cancer*.

At times, ovarian cancer treatment with surgery and chemotherapy can fail to fully eliminate the disease, leading to recurrence. Immune therapies that work for other cancers haven't been effective in ovarian cancer, possibly due to other immune-suppressing factors. Dr. Alvero's research suggests that abnormal cell-surface sugar modifications (sialylation) may play a role.

The proposed studies aim to understand how these changes impact the interactions between ovarian cancer cells and immune cells, with the goal of developing treatments that boost the immune response and prevent recurrence.

We are excited to learn the results of Dr. Alvero's vital research that has the potential to improve the treatment of ovarian cancer.

Dr. Alvero is a Cancer Biologist, focusing on ovarian cancer research, at Wayne State University, Department of Obstetrics and Gynecology.



EVENTS

MIOCA's awareness and fundraising events connected communities across Michigan, providing support for survivors while creating memorable and enjoyable experiences.

◆ Mother's Day 5K & Fun Run

MIOCA held the 13th Annual Mother's Day Time to Teal event in downtown Ann Arbor, Michigan on Sunday, May 12th, 2024. The annual tradition featured a time 5K race and a Fun Run/Walk. For those who preferred to show their support from home, the Stay in Bed for a Cure option was also available. Survivor registration was free, and as an added bonus and to welcome families, each adult 5K registration had the option to include one free child registration for participants under 12.

The event drew 691 participants. We celebrated 43 ovarian cancer survivors who took part, 16 fundraising teams, 67 individual fundraisers, and raised awareness while running through the streets of Ann Arbor on a beautiful Mother's Day morning. New in 2024, a raffle was held during the event, featuring items generously donated by in-kind supporters. Raffle tickets were sold on-site on race day. Additionally, MIOCA merchandise was available for purchase at the event.

Our community, sponsors, and in-kind donors helped create a memorable experience where participants could come together to honor and show support for those impacted by ovarian cancer. Thanks to our amazing supporters, sponsors and donors, this event raised \$63,400.



\$63k

Fundraising Teams

Chanel Teal Warrior Team, DiFeo Lab, dtsp, In memory of Norma, JoAnns Angels, KenzieStrong, Kim's Krew, Michigan OBGYN, Schefke Strong, Schuler Ovar-achievers, Team Carol, Team Dee Forever, Team Judie, Team Lisa, Team MIOCA, The Crew

Time to Teal Sponsors

GSK, AIR Aerial Fitness, Amcor, Ann Arbor Track Club, Clarke Professional RX, Dickinson Wright, Dominos, 84.51, Golden Soul, Linda Wilson, Merck, Standard Electric, MI Power Rodding, Old National, Oxford Companies, Victory Toyota, Authentic Kitchen and Design, Valiant Pharmacy, Pizza House

Thank you GSK, our Partner in Hope

◆ Shake Your Teal Feathers

Our annual Shake Your Teal Feathers event took place at Millennium Park in Grand Rapids on September 22, 2024 with an exciting twist. The event was rebranded to Shake Your Teal Feathers: Sundae Stroll. In addition to the one-mile fun run and silent auction, this year's event concluded with a sundae bar. 189 participants came together to honor and support loved ones impacted by ovarian cancer.

With the support of participants, volunteers, sponsors, and donors, this event raised \$22,600 for MIOCA, spread ovarian cancer awareness, and connected the West Michigan community.



◆ Sporting Events

Michigan sports fans always show incredible support! In 2024, they helped raise awareness for ovarian cancer through various sporting events. Over 100 supporters and survivors came out to cheer on teams including the Grand Rapids Griffins at the Spotlight on Cancer night in February, the Detroit Pistons at the Hoops, Hope, and Teal game in March, and the United Shore Professional Baseball League at Teal the Bases in August.

These events provided opportunities for supporters to enjoy memorable outings with loved ones, share vital information about ovarian cancer, and honor those affected by the disease.

\$22.6k

Shake Your Teal Feathers Sponsors

GSK, Lighthouse Group an Alera Group Agency, Lake Michigan Credit Union, Trinity Health, Old National Bank, Michigan Association of Genetic Counselors (MAGC), West Michigan Community Bank, Carelinc Medical Equipment and Supply Co, LLC, Godwin Plumbing

Thank you GSK, our Partner in Hope



FUNDRAISING

MIOCA is deeply grateful for the generosity of countless individuals and organizations in the Michigan community. Through events, sales, and other creative efforts, our supporters play a vital role in helping us fund essential awareness initiatives, research, and support services.



◆ MarTEAL Gras

The first annual MarTEAL Gras was held in February 2024 by hosts Amy Milanovich, Deedee Varick, and Suzi Peterson Steward. The Mardi Gras celebration benefiting MIOCA included music, dancing, appetizers, and opportunities to donate to MIOCA.

◆ Gerych's Benefit

MIOCA was included in a benefit event dedicated to raising awareness and funds for ovarian cancer. This in-person event, held at Gerych's in Fenton, featured live music, food and a silent auction. Speakers, including a survivor and medical professional, shared their knowledge and experience with attendees.

◆ HundredX

Throughout the month of April, supporters helped generate funds for MIOCA by sharing feedback on popular brands through HundredX surveys. Each completed survey earned up to \$1.60 per opinion for MIOCA. In total, \$3,276 was raised.

◆ Detroit Marathon

As a charity partner of the 2024 Detroit Marathon, participants raised over \$10,000 in support of MIOCA's mission. We are grateful to all of the participants who ran on behalf of MIOCA and raised awareness of ovarian cancer and to all of the volunteers who gave their time to support race weekend on behalf of MIOCA.

◆ Giving Tuesday

For Giving Tuesday, MIOCA launched an online campaign centered on the theme, Small Steps for Big Change. The message was focused on highlighting how even small contributions can make significant impact. Through social media posts and email outreach, we encouraged our community to get involved.



◆ Teal Attack

In 2024, 30 teams participated in Teal Attack games, raising crucial awareness among approximately 480 student athletes plus their families and friends. The 2024 Teal Attack golf outing in Dundee was one of the year's most significant fundraisers. Across all events, teams and Teal Attack supporters raised \$45,200.

Founded by Karen O'Brien in 2015, the Teal Attack movement engages student athletic programs to increase awareness & raise funds in support of MIOCA's mission. To date, the program has raised over \$500,000.

2024 Participants

Alumni match at Livonia Stevenson, Pinckney, Williamston and Howell matches, Oakland University vs. Eastern Michigan University, Tournament at Fraser High School with St. Clair, Sterling Heights Stevenson, Waterford Mott, Waterford Kettering, Chippewa Valley, Birmingham Groves, Gabriel Richard, Airport vs. St. Mary Catholic Central, Hudson High School vs Blissfield High School, Concordia University vs. Siena Heights University, Quincy High School vs. Bronson, Jefferson HS vs. Dundee HS, Ida vs. Monroe, Chippewa Valley Community and L'Anse Creuse Dance teams, and Teal Attack Golf Outing

Janet Schuler Award

MIOCA was proud to recognize Karen O'Brien with the inaugural Janet Schuler Service Award. This accolade recognizes Karen's outstanding dedication and impactful service in raising awareness about ovarian cancer through her innovative work with Teal Attack.



This award is named in honor of Janet Schuler. As a nurse and through her work with MIOCA, Janet worked tirelessly providing support to many and raising awareness throughout the state. Janet passed away in 2019, but her legacy continues to be felt by so many in the community.

This award is given to a volunteer who exemplifies Janet's spirit of service and commitment to education. Since 2015, Karen has made a remarkable contribution to the ovarian cancer community by organizing over 120 Teal Attack events across high schools and colleges throughout Michigan. These events, which have engaged at least 3,600 student-athletes, serve not only to raise awareness but also to mobilize entire communities. Each Teal Attack game brings attention to ovarian cancer, offering vital information to players, spectators, and opposing teams alike.

AWARENESS

By raising public awareness, we help communities across Michigan recognize ovarian cancer and how MIOCA supports those facing it.

◆ Outreach

One of the most effective ways to engage new audiences is by being active in communities across Michigan. This year, we made many appearances, including:

- Volleyball Coaches Clinic
- AME Conference
- Olivet College Health Fair
- Faith Community Health Fair
- Ladies of Distinction Event
- Cancer Survivors Day Celebration hosted by Trinity Health
- Mid Michigan Women's Health Summit
- Fenton Pride Fest
- Parkside Community Health Fair
- Pow Wow in the D
- Grosse Pointe Non-profit Event
- AIR Women's Empowerment Event
- South Oakland YMCA Awareness
- Jinglefest Parade
- Oakland University Health Fair
- Cedar Polka Fest
- Workplace wellness presentations

◆ Awareness Ambassadors

We expanded our Regional Awareness Ambassador program, adding two ambassadors, one to connect with faith-based communities and another in the Northern region of Michigan. In addition to the established Southeast region, these two ambassadors, Joe and Ashley, help broaden our reach.

Our ambassadors were instrumental in attending outreach events, strengthening community connections, building partnerships, and representing MIOCA through public appearances.



◆ Online Engagement

By maintaining an active online presence, MIOCA stays connected with our community, shares valuable resources, promotes programming, and fosters meaningful conversations. Our online presence continues to grow, particularly on Facebook, our most popular platform, and Instagram, which experienced the highest overall increase. This expanded visibility helped raise more funds, spread greater awareness, and enhance public recognition of our mission.

➡ **2,707**
facebook followers

➡ **150**
linkedin followers

➡ **853**
instagram followers

SOCIAL



◆ Tie Michigan Teal

Tie Michigan Teal is MIOCA's statewide initiative aimed at raising awareness about ovarian cancer and its symptoms during National Ovarian Cancer Awareness Month. The program encourages volunteers from across Michigan to tie teal informational ribbons throughout their local communities. In 2024, we were thrilled to see landmarks like The Halo of Sterling Heights and the historic fountain in Marshall illuminated in teal.

2024 Participants

Algonac, Ann Arbor, Beverly Hills, Birmingham, Berkley, Brighton, Carleton, Chelsea, Clinton, Dearborn, Dearborn Heights, DeTour Village, Dexter, Dundee, Elk Rapids, Farmington Hills, Ferndale, Fife Lake, Flint, Fremont, Grand Blanc, Grand Marais, Howell, Ida, Kalamazoo, Lake Orion, Lansing, Livonia, Marshall, Mt Clemens, Mt Pleasant, Northville, Novi, Olivet, Otsego, Petersburg, Village of Rochester Hills, Royal Oak City Hall, Saline, Sterling Heights, South Lyon, Trenton, Ypsilanti, Webberville

Mid Michigan College, Delta College, Kettering University, U of M Flint, Washtenaw Community College, U of M Dearborn, Wayne State University, Olivet College



44

cities

8

campuses

◆ Survivor Presentations

Through MIOCA's SPEAK: Survivors Promoting Early Awareness and Knowledge and the Ovarian Cancer Research Alliance's Survivors Teaching Students® programs, survivors shared their stories to raise ovarian cancer awareness and increase the public's understanding of its symptoms.

In 2024, SPEAK presentations reached nearly 100 community members in the state. Additionally, as statewide facilitators of the Survivors Teaching Students® Program of the Ovarian Cancer Research Alliance, survivors educated future healthcare professionals (such as medical, nursing, and other allied health professional students). Throughout the year, 19 speakers volunteered for 21 presentations reaching 800 students.

21
statewide presentations

800
students reached

19
survivor volunteers



ADVOCACY

Part of MIOCA's mission is to advocate for issues that are important for individuals, families and communities as it relates to ovarian cancer, especially as it relates to funding for ovarian cancer research, awareness, and support for survivors. In March 2024, members of our Michigan advocate network participated virtually in the national Ovarian Cancer Advocacy Day, coordinated by the Ovarian Cancer Research Alliance (OCRA) to discuss ovarian cancer research and education programs.

Advocacy efforts play a critical role as individuals who have been impacted by ovarian cancer share lived experiences to educate legislators on initiatives needed to advance access, awareness and care.

VOLUNTEERS

We are so grateful to so many volunteers who participate each year to make the work of MIOCA possible. Our volunteers help to share information about our ovarian cancer through our SPEAK Program, help to plan and allow our events to run smoothly, make survivor sashes and materials for survivor totes, Tie Michigan Teal each year, and so much more. **In 2024, we had 262 volunteers throughout the year.**

Thank you to everyone who participated- we couldn't do it without you!



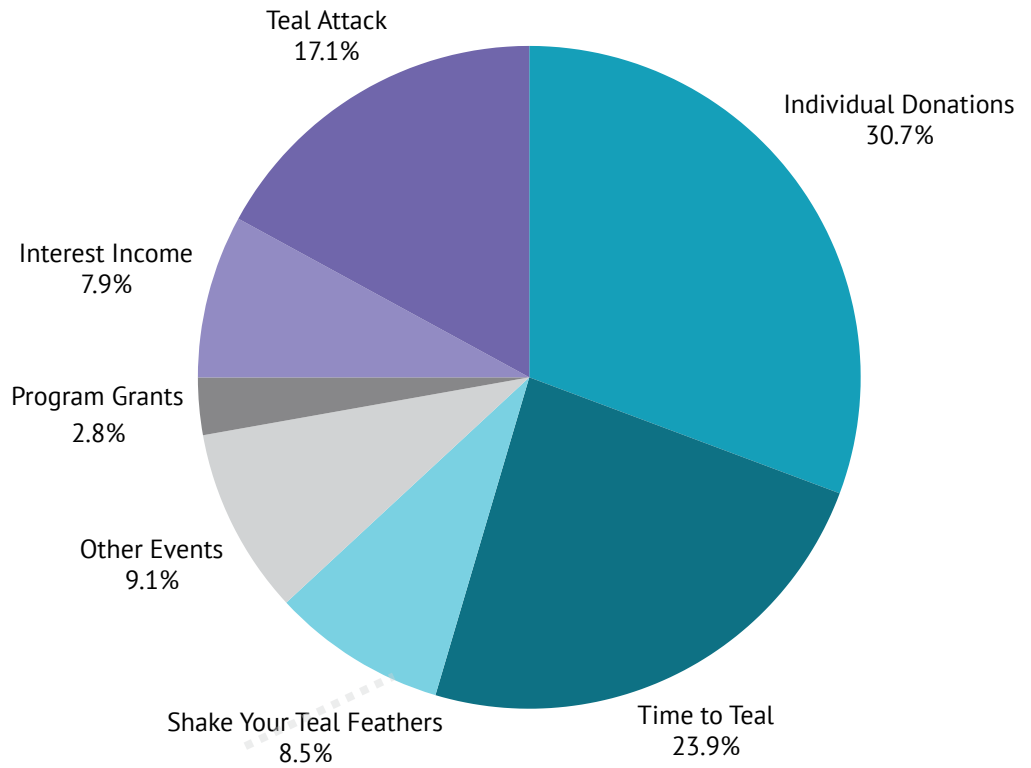
GRANTS

Thank you to our generous granters who help support MIOCA's programs throughout the year. In 2024:

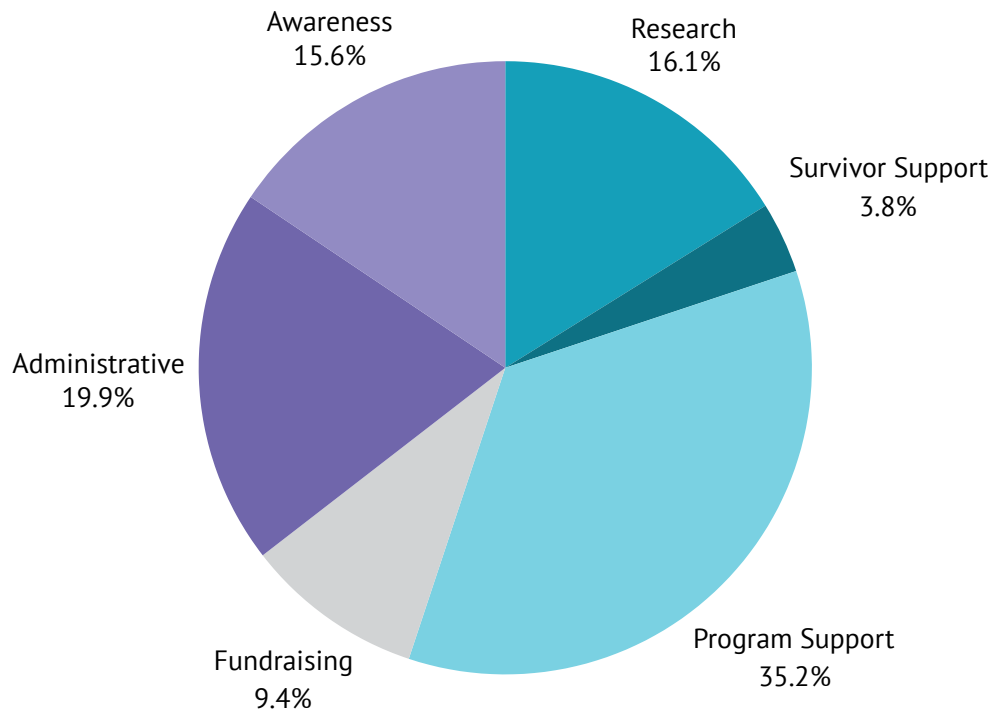
- The Eisai USA Foundation generously provided support for MIOCA's work to in raising awareness and providing resources for individuals and families throughout Michigan.
- The Kiwanis Club of Ann Arbor provided support to further engage students and young professionals around ovarian cancer.

FINANCIALS

**FUNDRAISING
REVENUE
\$264,990**



**EXPENSES
\$309,924**



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