

RELAY FOR LIFE

Facts & Figures

2010



RelayForLife.org

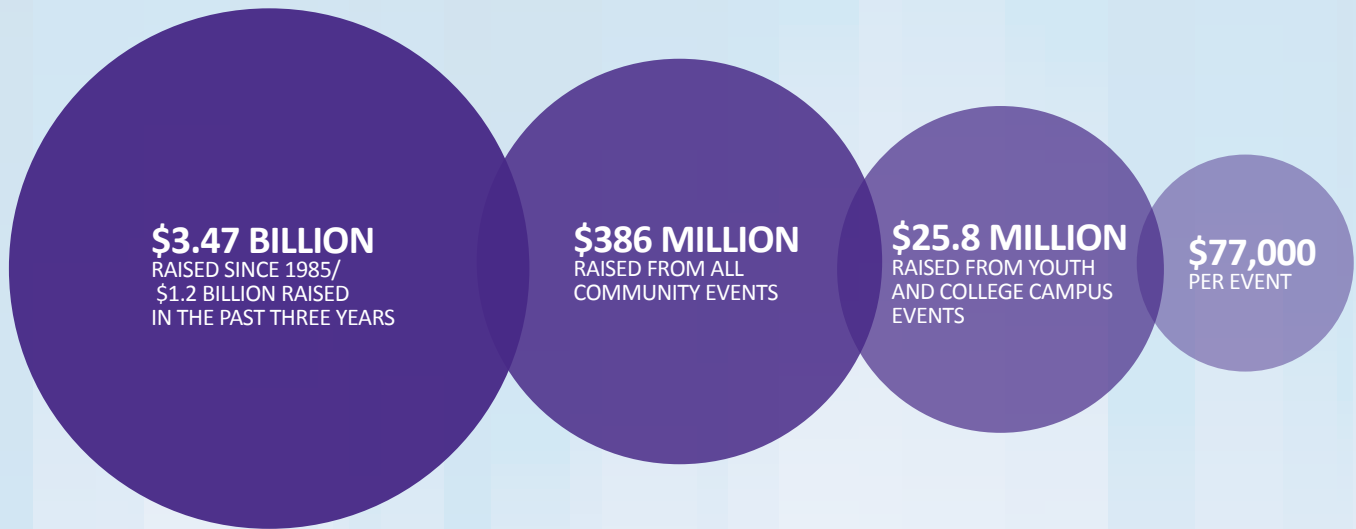
Celebrate. Remember. **Fight Back.®**



RELAY FOR LIFE

FACTS & FIGURES 2010

INCOME



GROWTH

	1985	1995	2005	2008	2009
YEAR					
SITES	1	848	4,370	4,931	5,034
GROWTH IN SITES	N/A	300	299	161	103
NET INCOME	\$27,000	\$20M	\$351.5M	\$409M	\$386M
GROWTH IN MILLIONS	N/A	\$11M	\$45.5M	\$4M	-\$23M

More individuals, teams, donors, survivors and caregivers participated in 2009 than ever before.

Since 1985, more than 50,000 Relay events have been held in the US.

556 college campus raised \$21 million.

470 Colleges Against Cancer chapters are active across the US.

94 all high school events raised \$4.7 million.

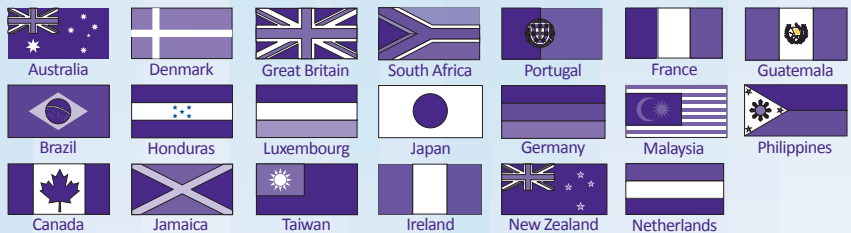
COMMUNITY PRESENCE



- 5,034 community sites
- One event for every 61,600 Americans
- 132 new community sites planned for 2010
- One in every four Relay participants is a youth.

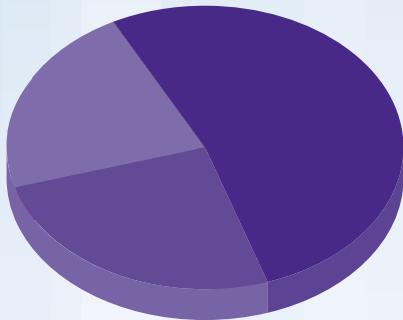
INTERNATIONAL

Cancer organizations in 20 countries outside the US hosted Relay For Life in 2009.



VOLUNTEERS

3.5M participants



- 500,000 cancer survivors
- 250,000 event, committee, and team leaders
- 200,000 team captains

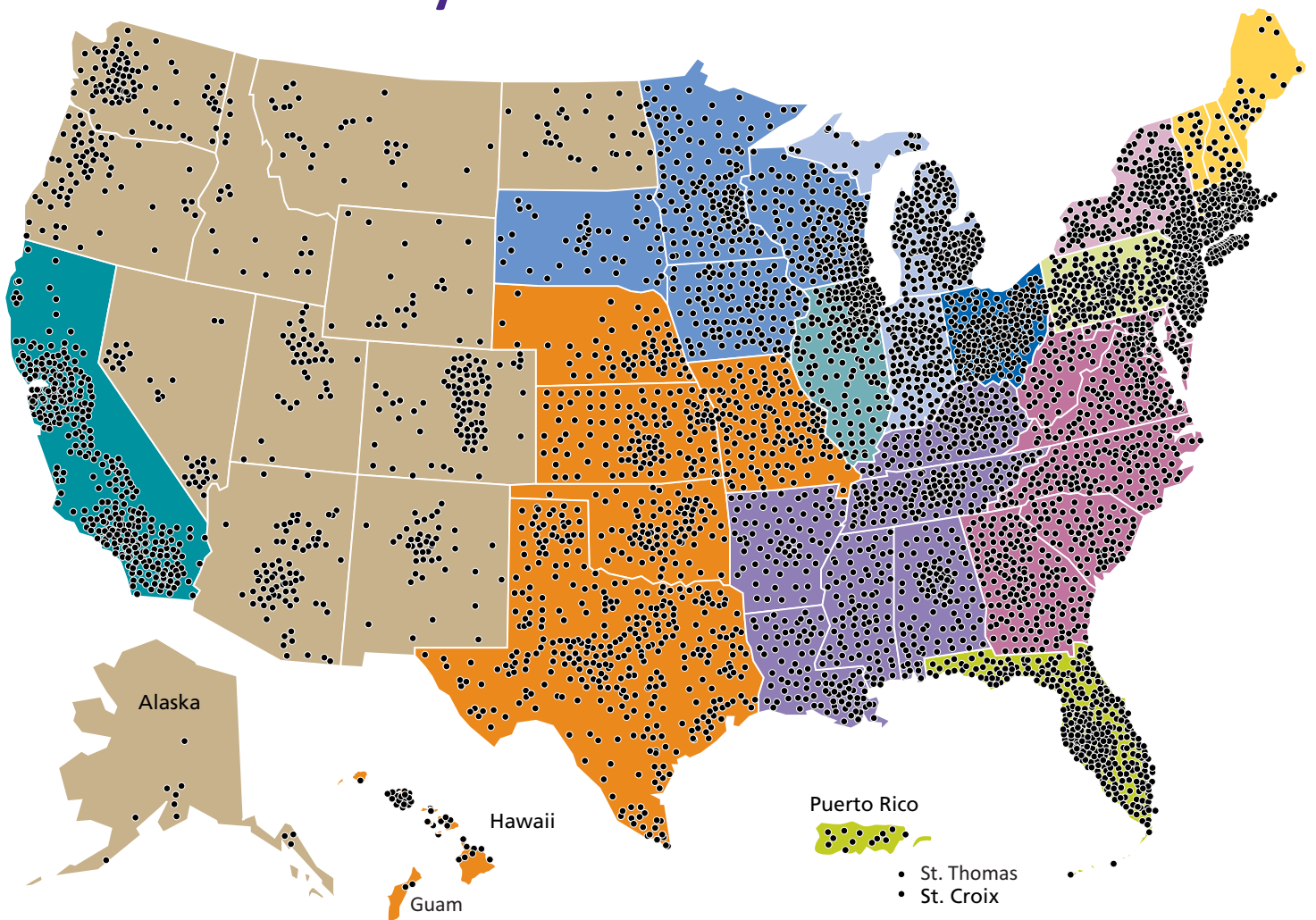
3,000+ avatars raised more than \$275,000 at the completely virtual Relay For Life of Second Life.

Traffic to RelayForLife.org increased by 50%.

Bark For Life® (canine) events were held in more than 100 locations nationwide, helping to increase participation in community Relay events.

Relay For Life participants raised nearly \$72 million online in 2009.

Relay For Life communities



Relay For Life events by Division

California **356**

Eastern **290**

Florida **356**

Puerto Rico **27**

Great Lakes **335**

Great West **501**

High Plains **710**

Illinois **210**

Mid-South **583**

Midwest **381**

New England **230**

Ohio **221**

Pennsylvania **222**

South Atlantic **612**

Total Relay For Life events: **5,034**

The American Cancer Society Relay For Life National Team Program is the perfect way for companies or organizations with large regional or national networks to join together with the American Cancer Society to help save lives. It is an excellent way for businesses and civic or youth organizations to participate in the world's largest nonprofit fundraising event while boosting morale and camaraderie and improving team-building skills. As part of their commitment, companies and organizations that participate in the Relay For Life National Team Program establish volunteer liaisons who work with Society relationship managers to build teams within each organization's network. To join the National Team Program, companies or organizations commit to 50 or more teams each year and a volunteer coordinator, as well as internal promotion. For more information, visit RelayForLife.org/relay/ntp.

In 2009, National Team Program partners raised more than \$19 million from 7,800 teams nationwide.



Youth organizations also partner with the American Cancer Society Relay For Life. Our Youth Partners know that Relay For Life offers leadership, fundraising, and cancer education opportunities for their students. Relay For Life is the perfect way for students – from elementary school through college – to learn about giving back to their communities.

In 2010, more than 500 youth partner teams participated in Relay For Life events across the country, raising more than \$600,000.



RelayForLife.org | 1.800.227.2345



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