



Sources:
Cancer.org
Cancer Facts & Figures 2009
FY09 Great West Division Year End
Report (to the Board of Directors)



We **save lives** and create more birthdays
by helping you stay well, helping you get well,
by finding cures, and by fighting back.

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Helping people
stay well, get well,
find cures and fight back!



THE OFFICIAL SPONSOR OF BIRTHDAYS.™



The American
Cancer
Society is

saving lives
and
creating more
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by helping people
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by finding **cures**

and by **fighting** back

against
cancer.



What Sets Us Apart...

As we deliver on our promises of saving lives, three values set the American Cancer Society apart in this fight and make us unique as an organization.

They enable us – with your help – to create a world with less cancer.



American Cancer Society Values in the Fight Against Cancer

We fight for everyone — Cancer doesn't discriminate; neither do we. We fight for every life threatened by every cancer – in every community. We fight so one day, no one has to ever face cancer.

We apply wisdom with passion — Our unwavering commitment is based on a century of experience. We combine generations of knowledge with a dedicated grassroots volunteer force unlike any other in the world.

We get results — Millions of cancer survivors – and countless Americans who have avoided cancer – are alive because of the progress we've made together.



We Are Committed to Saving Lives!

The American Cancer Society established specific goals in partnership with other organizations to achieve by the year 2015

- Reduce the mortality of cancer by 50% (dying from cancer).
- If achieved, 4.9 million lives will be saved.
- Reduce the incidence of cancer (getting cancer) by 25%.
- If achieved, 5.7 million fewer persons will be diagnosed.
- Improve cancer survivors' quality of life from the time of diagnosis throughout the balance of life.



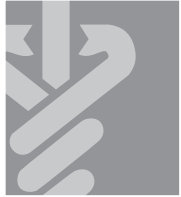
We Are Making Progress:

Incidence Rates

- Incidence rates fell 5.7% between 1991 and 1995.
- Breast cancer incidence rates decreased by 3.5% per year from 2001 to 2004.
- Colorectal cancer incidence rates decreased from 1998 to 2004 in both males and females.

Mortality Rates

- The 5-year survival rate for all cancers diagnosed between 1996-2004 is 66%... up from 50%.
- Since 1991, death rates have declined 18.4% for men and 10.5% for women.
- The reduction translates to the avoidance of 534,500 cancer deaths in the U.S.



Progress

We Are Making Progress:

Two major factors influence cancer incidence: hereditary factors and acquired factors. Though our heredity cannot be modified, the acquired factors (which account for 75-80% of cancer cases and deaths in the US) are potentially modifiable and include:

- tobacco use (30%)
- poor nutrition, physical inactivity, obesity (35%)
- certain infectious agents
- certain medical treatments
- excessive sun exposure
- exposures to carcinogens in the environment (6%)

Stay Well

We help people live a *healthier* life
by **preventing** cancer
or finding it **early**,
when it's *most treatable*.

Whether it's helping someone quit smoking, providing information on cancer screening tests, or through simple tips to live healthier, we help everyone turn what we know about cancer into what we do about it.



**Stay
Well**

Prevention/Early Detection

- Making Strides Against Breast Cancer® funded \$1.1 million to screen more than 3,800 uninsured women in 2009.
- We provided office tools and education to 1,500 Primary Care Physicians in AZ, CO, WA and OR.
- All 12 Comprehensive Cancer Control state plans (in our Division) now include American Cancer Society screening guidelines for colorectal cancer.
- Our screening guidelines help people understand what tests they need to find cancer at its earliest most treatable stage.



**Stay
Well**

The Society's prevention programs focus on:

- preventing the use of tobacco products
- educating individuals, health professionals and policy-makers about the relationship between weight control, diet, physical activity, and cancer
- reducing excessive sun exposure
- encouraging individuals to follow the Society's guidelines for preventive cancer screenings

For the majority of Americans who do not smoke, the most important ways to reduce cancer risk are to maintain a healthy weight, be physically active on a regular basis, and to eat a diet rich in fruits and vegetables.

Trends in Smoking

- Between 1965-2004, cigarette smoking among adults (age 18+) declined by half from 42% to 21% and continued to decline to 20% in 2007.
- 43.4 million Americans currently smoke cigarettes.
- Although cigarette smoking among US high school students increased significantly from 1991-1997 (28% to 36%), the rate declined to 20% by 2007.
- Secondhand smoke contains numerous carcinogens for which there is no safe level of exposure.
- Each year, about 3,400 nonsmoking adults die of lung cancer as a result of breathing secondhand smoke.
- Laws that prohibit smoking in public places and create smoke-free environments are the most effective approach to prevent exposure to and harm from secondhand smoke.

Early Detection

Finding cancer at its earliest, most treatable stage gives patients the greatest chance of survival. To help the public and health care providers make informed decisions about cancer screening, the American Cancer Society publishes a variety of early detection guidelines.

Aggressive public awareness campaigns to increase usage of Pap testing and mammography have contributed to a 70% decrease in cervical cancer since the introduction of the test in the 1950s and a steady decline in breast cancer deaths since 1990.



Stay Well

My Stay Well Story

The way that I help people stay well: _____

Get Well

We're in your corner *around the clock* to **guide** you through every step of a cancer experience, with *information* to help you make decisions and free services like **transportation** to cancer treatment or a **place to stay** if treatment is far from home.

Eat your way to better health. What you eat and how active you are can influence your risk of developing cancer.



Get
Well

For more than 1.4 million cancer patients diagnosed this year and 11 million cancer survivors in the US, the American Cancer Society Cancer Resource Network is here to help.

- Free, comprehensive resources
- Cancer information
- Programs, services, and community referrals



Get
Well

1-800-227-2345 and cancer.org

“Cancer never sleeps and neither do we.”

- Our National Cancer Information Center (NCIC) is open 24 hours a day, seven days a week with trained Cancer Information Specialists handling each call.
- Approximately 1.1 million calls come into the NCIC Call Center each year.
- When the NCIC Call Center first opened, it received 720 calls in January 1997. In March 2009 alone, NCIC received 174,692 calls.
- There are more than 23 million visits to cancer.org each year.
- Years of image studies indicate the public wants the American Cancer Society to be a free, reliable and unbiased source of cancer information, and we are.



Cancer Resource Network: Day-to-Day Help

- Road to Recovery® provides rides to medical appointments by volunteer drivers.
- Hope Lodge® and Patient Lodging programs provide free housing to patients undergoing treatment.
- College scholarship opportunities for students who are childhood cancer survivors can help them pursue higher education.
- Patient Navigators help patients in hospitals and treatment centers across America, guiding people facing cancer through every step of their journey.



Cancer Resource Network: Emotional Support

- Reach to Recovery® matches breast cancer survivors with new patients.
- Look Good...Feel Better® provides cosmetic counseling for women facing cancer.
- Camps for child cancer survivors are equipped to handle the special needs of children undergoing treatment and the needs of the cancer survivor.
- Cancer Survivors Network® is an online community that offers a welcoming, safe place for people to find hope and inspiration from others who have “been there.”



A Month in the Life

On average **each** month, the American Cancer Society in the 12 states making up the Great West Division provides the following services and programs:

- 5,280 people receive cancer patient related information or services
- 233 visits are made to breast cancer patients by Reach to Recovery volunteers
- 1,595 trips transporting cancer patients to treatment are provided by Road to Recovery volunteers and other transportation programs
- 4,872 people contact the American Cancer Society via our 24-hour information line



My Get Well Story

The way that I help people get well: _____

Find Cures

We've been **involved** in nearly every major cancer **breakthrough** in the last century – from **medications** that help people live longer and better to **lifesaving** cancer screening **tests**.

As the world's largest private funder of cancer research, we support the best ideas of the brightest researchers, who with each discovery get us closer to a world without cancer.



Find Cures

Research: Facts

- The Society's Research Program is the largest, private, not-for-profit source of funding for cancer research, second only to the federal government.
- The American Cancer Society has funded more than \$3.4 billion in research.
- Grants are given through a peer-review process to the most promising researchers in the country. We fund innovative ideas before they are likely to receive funding through other sources.
- 44 of the researchers we have financially supported have gone on to receive the Nobel Prize.
- We have played a part in every major research break-through in the last 50 years: the Pap Test, mammography, Tamoxifen, Herceptin®, Gleevec®, Gardasil®, the first successful chemotherapy treatment for cancer, structure of DNA, and bone marrow transplant technique.



Research: Programs

- For more than 60 years, the Society's Epidemiology and Surveillance Research Program has analyzed data and statistics that allows us to understand the current state of cancer and emerging trends.
- We house a Behavioral Research Center, which studies 5 aspects of the cancer experience: prevention, detection and screening, treatment, survivorship, and end-of-life issues.
- We provide Extramural Grants and Training Programs, which fund promising researchers early in their careers, at approximately 230 US medical schools and universities.



Research: Finding Answers

- We have led three Cancer Prevention Studies (CPS), which track the behavior and lifestyle of thousands of Americans, leading to increased understanding of cancer.
- In 1970, the Surgeon General concurred with the findings of our CPS I, which was the first study to irrefutably link cigarette smoking to cancer.
- CPS II (1980s to present) showed us that lifestyle choices are related to cancer. Patterns of overweight and obesity in the United States could account for 14 percent of all cancer deaths in men and 20 percent of those in women.
- CPS III (currently enrolling) will help us better understand the lifestyle, environmental and genetic factors that cause or prevent cancer.



Find Cures

My Find Cures Story

The best way to describe how I can help find cures: _____

Fight Back

The American Cancer Society is a **force** of **passionate** volunteers who **save lives** from cancer, work with lawmakers to **create healthier communities**, and **rally people** around the globe to **join our fight**.

Whether it's passing smoke-free laws or improving access to quality health care, we fight on all fronts.



Advocacy: Making an Impact

- We impact public policy by leveraging our core strength: grassroots volunteers in every community. Our network of advocacy volunteers contact elected officials at the local, state and federal levels in response to current cancer-related issues.
- We advocate for increased research funding, greater access to quality health care, clean indoor air and more.
- Members of Congress recently named the Society one of the most influential groups on health policy.



Engaging in the Fight

- One in every 100 Americans participates in one of the 5,000 American Cancer Society Relay For Life® events across the globe, comprising the world's largest movement to end cancer.
 - Making Strides Against Breast Cancer® events unite 500,000 walkers in more than 150 communities.
-

Leading the Fight

Together with our nonprofit, nonpartisan advocacy affiliate, the American Cancer Society Cancer Action NetworkSM (ACSCAN), we have led the fight to:

- Secure federal and state funding for vital programs, such as the National Breast and Cervical Cancer Early Detection Program, which helps low-income, uninsured women get access to cancer screening and treatment.
- Push for higher cigarette taxes and sufficient funding for tobacco prevention and cessation programs.
- Pass and protect laws that guarantee insurance coverage of critical cancer screenings and treatments, including clinical trials.



Fight Back

My Fight Back Story

The way that I fight back on behalf of cancer patients and their families: _____



This is Who We Are

Volunteers and Staff

- Our vast network of volunteer-staff partnerships has established us as the largest community-based voluntary health organization in the world.
- We are active, through millions of volunteers, in thousands of communities nationwide.
- Our volunteer network is our core strength, which empowers everything we do.
- When a community solution is needed in the fight against cancer, we lead the way.



This is Who We Are

We Promise to Spend Your Donated Dollars Wisely

The American Cancer Society exceeds the Better Business Bureau's charity standards, and has a long history of consistent, excellent financial stewardship.

Better Business Bureau Standards	Great West Division Performance
At least 65% of total expenses must be spent on programs	Spends and allocates approximately 69% to local and national programs
Fundraising costs not to exceed 35%	Fundraising costs under 19%



About Me

My Story

Why I joined the American Cancer Society: _____



About You

Your Story

What You Can Do...

- **Eat right:** Fit in at least 5 servings of fruits or vegetables every day.
- **Get active:** 30 minutes of regular exercise five times a week – coupled with eating right – can help you maintain a healthy weight and reduce your cancer risk.
- **Get tested:** Talk to your doctor about what tests are right for you, and learn more at cancer.org.
- **Don't smoke:** If you smoke, make a plan to quit. If you don't – don't start.
- **Join us:** Whether you walk in a Relay For Life event, volunteer at your local office, or help drive a cancer patient to treatment, *we can't do this without you.* **Join the movement for a world with less cancer at morebirthdays.com and help save lives!**