



RELENTLESSLY PURSUING MORE BIRTHDAYS

ANNUAL REPORT 2011



THE OFFICIAL SPONSOR OF BIRTHDAYS.®

MORE THAN

350



**LIVES SAVED
FROM CANCER
EVERY DAY**



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Chief Executive Officer

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President

“Knowing is not enough; we must apply.
Willing is not enough; we must do.”

Johann Wolfgang von Goethe

If there ever was a moment for decisive action in the global cancer fight, it is now. Today we are faced with greater opportunity – and greater need – for swift, lifesaving action in this fight than ever before. If we intervene with proven methods, we can help stem the tide of disease that is coming not just from cancer, but from all chronic illness worldwide in the next century.

We know more than ever before about cancer and other noncommunicable diseases (NCDs) – such as heart disease, diabetes, and chronic respiratory diseases. We know what to do to ease the NCD epidemic, which killed 36 million people in 2008. We simply must act.

The American Cancer Society is acting, transforming itself to lead the global fight against cancer because we are uniquely positioned to do so. Cancer is a relentless enemy – but we are just as relentless in our pursuit of more birthdays, at home and around the world. We’ve come through a transformative year as an organization, as we’re working to make the American Cancer Society more innovative, effective, and efficient – so we can save more lives faster. Even though the nation as a whole continues to struggle with economic times, we will not wait.

With nearly a century of experience and more than three million volunteers worldwide, the American Cancer Society has an incredible capacity to deliver lifesaving results in the global cancer fight. We’re making great progress in our own country, doing much to help people stay well and get well, to find cures, and to fight back to end this disease. We’re already saving more than 350 lives each and every day from cancer in the United States – but there is much more to do worldwide. We believe together, we can save 1,000 lives per day from cancer in the United States and thousands more every day worldwide.

Thank you for helping us accomplish the successes outlined in these pages – and for the successes that will fill them in the years to come. Together, we are a relentless force fighting this disease. And together, we will win.

RELENTLESSLY PURSUING MORE BIRTHDAYS WORLDWIDE

The year 2011 brought new opportunities in the global cancer fight that once we could only dream of. Never before has cancer been positioned as the clear global health priority it should and must be if we are to bring this disease under control earlier in this century.

The American Cancer Society is committed to making that goal a reality. Although we have been making progress in our own country, already saving more than 350 lives every day, around the world the cancer fight tells a different story. Chronic diseases like cancer caused an overwhelming 63 percent of global deaths in 2008. The Society is working relentlessly to turn the tide of this epidemic, transforming to lead this fight – and charting a path to a world with less cancer and more birthdays for people everywhere.

Leading the Global Cancer Fight

In September, leaders from around the globe convened at the United Nations in New York for a historic High-level Meeting on noncommunicable diseases (NCDs), a group that includes cancer, diabetes, heart disease, and chronic respiratory diseases.

The meeting was one the American Cancer Society has long advocated for and was a unique opportunity to put cancer on the global stage. Only one such gathering has ever focused on a health issue – that of HIV/AIDS – and that meeting was largely responsible for the significant global response to that epidemic.

The Society was a key player at this meeting, hosting several events along with our partners in the fight against NCDs to raise awareness of the issue and to push for a successful outcome from the meeting – putting cancer on the global health agenda. John R. Seffrin, PhD, the Society's chief executive officer, had a particularly high-profile role at the meeting as part of the official US delegation and as a speaker at numerous events, including a coveted speaking role at the High-level Meeting itself. At the meeting, the world's leaders unanimously approved a Political Declaration that provides a road map for global action to fight NCDs.

"If we do not act swiftly and urgently, we are facing a virtual tsunami of chronic disease in this century," Seffrin says. "With the results of this High-level Meeting, we now have something that – if implemented – can help reduce human suffering and save so many lives."

The Society and its volunteers worked tirelessly in the months leading up to the meeting to ensure the declaration would emphasize the vital need to battle cancer and tobacco worldwide. In June, the Society convened 80 global cancer "ambassadors," volunteers who are helping tell the cancer story around the world and who successfully advocated for powerful outcomes at the High-level Meeting and beyond.

One of those ambassadors was five-time cancer survivor Leoni Margarida Simm. The president of a Brazilian breast cancer organization, Simm was one of several of the Society's ambassadors to attend the High-level Meeting, and says her experience was a life-changing – and lifesaving – one. She used the skills she learned as an ambassador to give structure to her organization's cancer advocacy work at home.

NCDs CAUSED **63%** OF WORLDWIDE DEATHS IN 2008

“We have an opportunity today to tackle the greatest public health challenge of this century – and the American Cancer Society is working to lead the way.”

“I’m here because I have a mission,” she says – a mission to battle the disease that has affected not only her own health, but also taken the lives of several family members. “The experience of being a (global cancer) ambassador inspired me, encouraged me, gave me a reason to live.”

While the High-level Meeting was a critical step for world leaders in finally acknowledging the magnitude and urgency of the NCD burden, the Society sees its work as truly just beginning.

“It is where we go from here that matters,” Seffrin says. “We must follow up the lifesaving promises made at this meeting with actions around the globe.”

Building a Better Platform

With NCDs now firmly on the world’s health agenda, the American Cancer Society is seizing this unique opportunity, working to lead the global fight against cancer – making it imperative the organization is able to deliver on its mission faster and better. This year

the Society built on work begun in 2010 to transform the organization, exploring ways to build the best platform and make ourselves more efficient and effective – so we can save more lives.

To that end, we began to change how we work with external partners, working in new ways, with new people, and across new boundaries. We convened more than 200 corporate partners and CEOs to discuss the future of wellness in the workplace at our second Corporate Impact Conference. We are also exploring new ways of connecting with this group through our expanding CEOs Against Cancer® program, which is now available to help approximately 15 million people lead healthier lives.

Throughout 2011, the Society chose to be bold, seizing the initiative to build a better lifesaving machine, even while the country continued to struggle with challenging economic times. We’re looking at all aspects of our business, considering everything from how to capitalize on the greatest opportunities in cancer research and where we can have the greatest

impact globally to how to be a model of transparency in the nonprofit sector and an innovation leader in the cancer fight. We are also examining new ways to make our organization best-in-class, streamlining our governance model and creating more interdependent working relationships across our enterprise.

Part of that work involves honing in on mission areas where we can have the greatest impact – like with populations that are disproportionately affected by cancer. This year the Society launched a groundbreaking pilot project across the Southeast United States that will help more communities access breast, cervical, and colon cancer screenings, and we announced a collaboration with the Walmart Foundation to help reduce disparities in underserved communities.

“We are now up to bat,” Seffrin says. “The stars are truly aligned. We have an opportunity today to tackle the greatest public health challenge of this century – and the American Cancer Society is working to lead the way.”

CANCER CAUSES MORE DEATHS THAN
TB, MALARIA, AND HIV/AIDS COMBINED

6.3 MILLION
EMPLOYEES ARE REPRESENTED IN OUR
CEOs AGAINST CANCER PROGRAM

STAY WELL

A substantial number of cancers could be prevented with everyday lifestyle choices like not smoking, maintaining a healthy weight by eating right and staying active, and getting the right cancer screening tests. The American Cancer Society helps people everywhere put their health first to help prevent the disease or find it early, with the resources and support to make it possible.

120,000 WOMEN 
HAVE JOINED THE **CHOOSE YOU** MOVEMENT

**CANCER DEATH RATE
DECREASE SINCE
THE EARLY 1990s**

	
15%	23%

- **Encouraging Women to Choose**

Themselves: Because one in three women will get cancer in her lifetime, the Society in 2010 launched the Choose You® movement to encourage women to choose their health first to help prevent the disease and change the odds. Building on efforts begun last year, in 2011 the Society partnered with two-time Academy Award-winning actress Hilary Swank, who executive-produced a documentary film sharing the stories of women transforming their lives through the Choose You movement. The film was previewed at a special “blue carpet” event in New York, with Hilary Swank and a host of celebrity and VIP guests. The Society also celebrated Choose You Day in May, a national day of celebration in support of women’s cancer prevention, which involved more than 100 companies nationwide and garnered significant media attention. More than 120,000 women have joined the Choose You movement to date.

- **Reaching Diverse Audiences:**

The Society has long placed an emphasis on cancer disparities, and 2011 was no exception. In addition to the groundbreaking navigation project launched across the Southeast US this year and the new \$2 million collaboration with the Walmart Foundation mentioned in the opening pages, the organization also reached diverse audiences at the annual Essence Music Festival in New Orleans, the nation’s largest African American event. The Society’s presence at the festival featured special appearances by legendary R&B musicians Boyz II Men, who are also supporters of the Society’s movement for more birthdays. Festival attendees were also encouraged to make healthy choices to help prevent cancer.

- **Kicking the Habit:** More than 339,000 tobacco users have taken steps to stay well this year by enrolling in the American Cancer Society Quit For Life® Program, operated by Alere Wellbeing. The program has contracts with 622 employers and health plans and 25 states (plus Washington, D.C., and Guam).

Craig Duchossois

A Partnership for Employee Wellness

For Duchossois Industries CEO **Craig Duchossois**, promoting employee health and wellness begins at the top. A longtime supporter of his company's wellness program, he was intrigued when the American Cancer Society approached him in 2003 about a new initiative that could take that work to the next level. "CEOs Against Cancer fit right into the corporate wellness program we've had for many years," he says. Through a successful smoking cessation program, lifesaving health reminders, and direct access for employees' cancer-related questions and concerns, the Society has provided "outstanding resources" to his company. "I really look at it as a partnership that our company has been able to form with the Society," he says. Craig has also recruited 15 CEOs to join the program over the years, stressing the responsibility of corporate leaders to "walk the talk" in promoting employee wellness. "It's a win-win situation across the board," he says. "There's big payback."



GET WELL

Cancer never sleeps – and neither does the American Cancer Society.

We're here whenever, wherever people need us with the information, day-to-day help, and support needed throughout a cancer experience, online, on the phone, and in your community.



CANCER.ORG

UNIQUE VISITORS: 17 MILLION

HITS: 22 MILLION PLUS

OUR CANCER INFORMATION SPECIALISTS
HAVE ANSWERED MORE THAN



14.5 MILLION
CALLS SINCE 1997

- **A Home Away from Home:** The 31st American Cancer Society Hope Lodge® location opened this year, making it easier for more people with cancer and their caregivers to find lodging when they have to travel for treatment – so they can focus on getting well, not on lodging costs. In 2011, Hope Lodge facilities provided more than 250,000 nights of free lodging to more than 40,000 patients and caregivers – saving them more than \$23 million in lodging expenses. In June, the Hope Lodge Jerome L. Greene Family Center in New York City got a special makeover from “The Nate Berkus Show,” focusing on the facility’s main common area and patio.
- **Guiding the Way:** As the largest oncology-focused, patient service program of its kind in the country, the 134 American Cancer Society Patient Navigator Program sites nationwide help guide people through every step of a cancer experience. In 2011, 90,000 people relied on the program to help them through their diagnosis and treatment, and our patient navigators fulfilled 157,000 requests for services.
- **Award-winning Information:** The Society has long been a trusted source of cancer information, and in 2011 became the largest publisher of cancer books in the nation. Society books not only deliver high-quality content – our books won 20 awards for both editorial and design excellence this year – but they’re also available when and where you need them, such as in new electronic editions. Books cover a wide variety of topics in both English and Spanish, from children’s books to books on caregiving and quitting tobacco.
- **A New Way to Give and Get Support:** Finding relevant peers, perspectives, and resources while facing cancer can be overwhelming. This year the Society helped launch WhatNext, the world’s first diagnostic social network that provides complex matching between and among those affected by cancer, connecting people with others based on specific cancer diagnosis, treatments, and other experiences. Developed with the participation of the American Cancer Society, WhatNext provides an organized way for cancer patients and caregivers to share insights about their cancer journey, ask and answer questions, and learn from and support each other in a public forum. Learn more at acs.whatnext.com.

Joe Alvey

Finding Support Online

Diagnosed in 2005 with head and neck cancer and struggling with a sense of isolation, **Joe Alvey** went online in search of information and support. He was skeptical a Web support group would provide the comfort he needed, but decided to try the American Cancer Society Cancer Survivors Network® (CSN). As he connected with other patients online, Joe developed a sense of confidence about his situation. "What I learned from CSN is to ask questions ... so I know what is going on with my treatment and my life," he says. The once-skeptical browser is now a volunteer moderator of CSN chat rooms. "It's my personal therapy," Joe says. "I've found others who are like me, who I can talk to without constantly being reminded that I have cancer. And now that I'm free of cancer, I want to pay it forward."



FIND CURES

We know more today about how to prevent, detect, and treat cancer than at any other point in history, thanks in part to the American Cancer Society's 65 years of work finding answers about this disease. As the largest private, not-for-profit funder of cancer research in the nation, the Society is leading the way in the fight to find cures that will help save *more lives faster*.

\$148.5 MILLION
INVESTED IN RESEARCH IN 2011

US CANCER DEATHS AVOIDED
IN THE PAST TWO DECADES:
1,024,400

- **Award-winning Researchers:**

The American Cancer Society has funded more Nobel Prize winners early in their careers than any other nonprofit organization. This year, two Society-funded researchers earned science's top honor – Bruce A. Beutler, MD and Ralph M. Steinman, MD – bringing the total over time to 46 Nobel laureates. To continue our progress, this year the Society awarded 240 new research grants and 60 health professional training grants, investing a total of more than \$105 million. The Society's investment in the research of the 297 grantees whose projects ended in 2010 resulted in the publication of 1,360 peer-reviewed journal articles and six books or book chapters, and generated 27 new or pending patents.

- **Understanding Cancer through CPS-3:**

The number of participants in our latest long-term research study – Cancer Prevention Study-3 – continues to grow, this year totaling more than 106,000 individuals. We continue to recruit more participants to help us better understand the causes of cancer. In 2011, recruitment efforts included participation from notable people, such as former National Football League linebacker Chris Draft. Society researchers are already planning the first studies with CPS-3 data. Learn more about this historic opportunity to get involved in the cancer fight at cancer.org/cps3.

- **Research to Reduce Cancer Disparities:**

During the past 10 years, the Society has targeted a portion of its research into poor and medically underserved populations. During that time, the program awarded 133 grants worth more than \$113.5 million total. The results of this work are featured in a new book, *Cancer Disparities: Causes and Evidence-Based Solutions*. The book is the first to focus on proven solutions and strategies – not just the evidence of cancer disparities. The Society's investment in this area proves reducing cancer disparities is possible with the right interventions.

- **Essential Journals for Health Care Professionals:**

The Society publishes a variety of information sources for health care professionals, including three peer-reviewed clinical journals that offer the latest cancer research findings: *Cancer*, *Cancer Cytopathology*, and *CA: A Cancer Journal for Clinicians*. This year the Society produced a mobile app for iPad, iPhone, Droid, and Blackberry users that combines the best content of all three journals for lifesaving information on the go.

Dr. Olufunmilayo Olopade

Researching for Health Equity Worldwide

Olufunmilayo Olopade, MBBS, FACP, University of Chicago associate dean of global health, is helping eliminate health inequities worldwide. "We live in a global village, and the looming epidemic of cancer and other noncommunicable diseases in developing countries means those of us who are in a position to act cannot watch idly on the sidelines," she says. Renowned for her pioneering research in cancer genetics, Dr. Olopade says American Cancer Society funding early in her career had a "huge impact." Today the Society is proud to support her research on preventing breast cancer in women of African ancestry, who are often at a higher risk of an aggressive form of the disease at a younger age. "We want to train more African scientists to perform research to find solutions to health problems within their communities," she says. "Innovative research from Africa has the potential to have a global impact."



FIGHT BACK

With empowering events in your community and by connecting people – alongside our partner advocacy organization – to the fight to make cancer a legislative priority, the American Cancer Society enables people everywhere to make a world with less cancer and more birthdays a reality.

SINCE 1985 RELAY EVENTS HAVE RAISED

\$4.2 BILLION



PERCENTAGE OF US POPULATION NOW COVERED BY
SMOKE-FREE LAWS: **49%**

- **ACS CAN Celebrates 10 Years with Action:** In September, the American Cancer Society Cancer Action NetworkSM (ACS CAN) celebrated its 10th birthday with a nationwide campaign to double ACS CAN membership, double funding for cancer research, and double the hope of beating cancer. The Society's partner advocacy organization has much to celebrate in its decade of work fighting the disease – from boosting research funding and working for strong tobacco control policies to expanding access to care. Learn more at acscan.org/celebrate.

- **Relay For Life® Reaches New Heights:** The American Cancer Society Relay For Life, the world's largest movement to end cancer, literally reached a new high in 2011 as Society volunteer Dr. Richard Deming led a team of 14 Iowa cancer survivors on a journey to Mt. Everest's South Base Camp to demonstrate the adversity that cancer survivors face – and how they can conquer it. The Society was proud to be the leading sponsor of this group's trip, as they held what is believed to be the highest-ever Relay event on Mt. Everest.

- **Fighting to Make Cancer a Priority:** As the nation's continuing economic difficulties focused lawmakers at all levels of government on spending cuts, ACS CAN led vigorous efforts to advance and defend cancer-fighting policies and programs. Key victories to celebrate in 2011 included 1 million young adults gaining health insurance, thanks to the Affordable Care Act, legislation which ACS CAN and the Society supported, as well as \$1.3 billion in grants awarded through the Prevention and Public Health Fund, also created by the Affordable Care Act to help prevent, detect, and manage chronic illnesses.

- **Empowering Communities to Fight Back:** American Cancer Society community events – whether you're on a Relay or Making Strides Against Breast Cancer team or participating in an endurance event with the DetermiNation® program – offer millions of people nationwide the chance to help save lives from cancer. In 2011, more than 3.5 million Relay participants raised more than \$400 million at more than 5,000 US events; DetermiNation athletes raised \$5.9 million for the rapidly growing program; and Making Strides walkers raised more than \$60 million at nearly 270 events nationwide.

Neva Weber

Fighting Breast Cancer is a Family Affair

For busy wife and mom **Neva Weber**, family comes first. But raising funds for the American Cancer Society – whose research investment led to the development of treatment she's benefited from in her fight against breast cancer – is also a priority. As a top fundraiser for her local Making Strides Against Breast Cancer® event, she has found a way to incorporate both priorities. "I don't want anyone else to have to hear they have breast cancer, including my children," she says. "That's why I pour myself into supporting Making Strides." Neva's fighting spirit clearly runs in the family – at age 9, her son Jacob is the youngest top fundraiser in the country. Of the \$2,500 he raised last year, \$1,000 came from a penny drive at his elementary school. Proud mom Neva explains, "He's very determined, just like me, and kept raising his goal."



American Cancer Society, Inc., and Affiliated Entities

Combined Balance Sheets August 31, 2011 and 2010 (in thousands)

	2011	2010
ASSETS		
Cash and cash equivalents	\$ 129,289	\$ 117,968
Short-term Investments, at fair value	959,019	844,921
Securities lent under securities lending program	17,573	107,821
Collateral received under securities lending program	17,927	109,992
Receivables, net	43,322	52,978
Prepaid expense and other assets	33,959	31,309
Legacies and bequests receivable	78,268	85,410
Gift annuity investments, at fair value	34,946	34,838
Investments, at fair value	102,220	88,546
Beneficial interests in trusts	294,668	284,980
Fixed assets, net	328,013	345,596
Total assets	\$ 2,039,204	\$ 2,104,359



The American Cancer Society, Inc.
adheres to the Better Business Bureau's
strong standards for charitable giving.

	2011	2010
LIABILITIES AND NET ASSETS		
Research and other program awards and grants payable	\$ 217,591	\$ 212,571
Accrued expenses:		
Accounts payable and other accrued expenses	63,818	67,537
Accrued retirement plan benefits	191,125	231,396
Post-retirement medical, dental, and life insurance accrual	54,999	57,716
Total accrued expenses	309,942	356,649
Payable under securities lending program	17,927	109,992
Other liabilities	28,927	26,108
Gift annuity obligations	25,439	25,926
Debt	64,993	65,715
Total liabilities	664,819	796,961
Commitments and contingencies		
NET ASSETS:		
Unrestricted:		
Available for program and supporting activities	625,055	531,951
Net investment in fixed assets	260,200	277,303
Total unrestricted	885,255	809,254
Temporarily restricted	229,532	258,137
Permanently restricted	259,598	240,007
Total net assets	1,374,385	1,307,398
Total liabilities and net assets	\$ 2,039,204	\$ 2,104,359

American Cancer Society, Inc., and Affiliated Entities

Combined Statement of Activities for the Year Ended August 31, 2011, with Summarized Financial Information for 2010 (in thousands)

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	
				2011	2010
REVENUE, GAINS, AND OTHER SUPPORT					
Support from the public:					
Contributions	\$ 136,210	\$ 42,655	\$ 350	\$ 179,215	\$ 188,545
Special events	454,316	71,874	—	526,190	525,400
Other special fundraising events	268	—	—	268	297
Legacies and bequests	97,073	19,461	5,143	121,677	113,822
Change in value of split-interest agreements	461	(7,452)	(946)	(7,937)	5,495
Contributed services, merchandise, and other in-kind contributions at fair value	22,715	27,863	—	50,578	49,938
Contributions raised indirectly from federated and other fundraising organizations	12,247	6,076	—	18,323	19,703
Total support from the public	723,290	160,477	4,547	888,314	903,200
Investment income (losses):					
Interest and dividends, net	15,224	3,416	—	18,640	18,589
Net realized and unrealized investment gains (losses)	9,635	5,426	(90)	14,971	7,430
Net unrealized gains on perpetual trusts	—	—	15,196	15,196	11,649
Total investment income	24,859	8,842	15,106	48,807	37,668
Exchange transactions:					
Income	92,641	—	—	92,641	91,680
Expenses	(92,290)	—	—	(92,290)	(91,095)
Net exchange transactions	351	—	—	351	585
Grants and contracts from government agencies	8,567	2,378	—	10,945	11,180
Other revenue (losses)	3,316	1,735	(468)	4,583	3,695
Gain (loss) on disposal of fixed assets	576	—	—	576	(169)
Total revenue, gains, and other support	760,959	173,432	19,185	953,576	956,159
NET ASSET RESTRICTION TRANSFERS					
Satisfaction of activity restrictions	180,691	(180,689)	(2)	—	—
Reclassification of restrictions	(51)	(357)	408	—	—
Satisfaction of equipment acquisition restrictions	5,737	(5,737)	—	—	—
Expiration of time restrictions	16,073	(16,073)	—	—	—
Total net asset restriction transfers	202,450	(202,856)	406	—	—

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total			
				2011	%	2010	%
EXPENSES							
Program services:							
Research – support provided to academic institutions and scientists to seek new knowledge about the causes, prevention, and cure of cancer, and to conduct epidemiological and behavioral studies	148,468	–	–	148,468	16%	148,644	16%
Prevention – programs that provide the public and health professionals with information and education to prevent cancer occurrence or to reduce the risk of developing cancer	149,719	–	–	149,719	16%	148,982	16%
Detection/treatment – programs that are directed at finding cancer before it is clinically apparent and that provide information and education about cancer treatments for cure, recurrence, symptom management, and pain control	102,741	–	–	102,741	11%	112,262	12%
Patient support – programs to assist cancer patients and their families and ease the burden of cancer for them	279,645	–	–	279,645	29%	270,652	28%
Total program services	680,573	–	–	680,573	72%	680,540	72%
Supporting services:							
Management and general – direction of the overall affairs of the Society through executive, financial, and administrative services	63,456	–	–	63,456	7%	68,373	7%
Fundraising – programs to secure charitable financial support for programs and supporting services	202,941	–	–	202,941	21%	202,210	21%
Total supporting services	266,397	–	–	266,397	28%	270,583	28%
Total program and supporting services expenses	946,970	–	–	946,970	100%	951,123	100%
Net (decrease) increase in retirement plan liability	(60,381)	–	–	(60,381)		32,040	
CHANGE IN NET ASSETS	76,820	(29,424)	19,591	66,987		(27,004)	
NET ASSETS, beginning of year before the effect of adoption and recognition of ASC 958-205-45-13	809,254	258,137	240,007	1,307,398		1,334,402	
Effect of adoption and recognition of ASC 958-205-45-13	(819)	819	–	–		–	
NET ASSETS, beginning of year as adjusted	808,435	258,956	240,007	1,307,398		1,334,402	
NET ASSETS, end of year	\$ 885,255	\$ 229,532	\$ 259,598	\$ 1,374,385		\$ 1,307,398	

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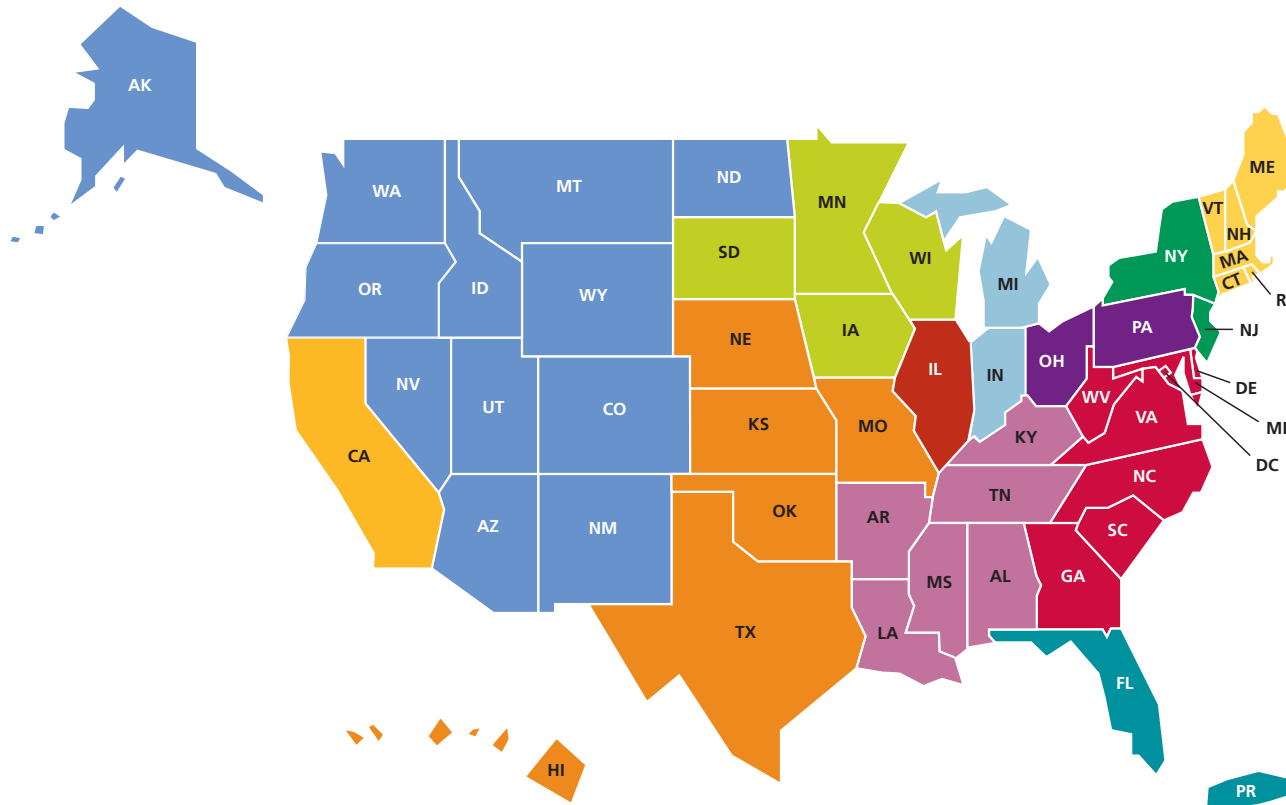
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(315) 437-7025 (O)
(315) 437-0540 (F)

● **Florida Division, Inc.**
(including Puerto Rico operations)
3709 West Jetton Avenue
Tampa, FL 33629
(813) 253-0541 (O)
(813) 254-5857 (F)

● **Puerto Rico**
Calle Alverio #577
Esquina Sargento Medina
Hato Rey, PR 00918
(787) 764-2295 (O)
(787) 764-0553 (F)

● **Great Lakes Division, Inc.**
(IN, MI)
1755 Abbey Road
East Lansing, MI 48823
(517) 332-2222 (O)
(517) 664-1498 (F)

● **Great West Division, Inc.**
(AK, AZ, CO, ID, MT, ND, NM, NV, OR, UT, WA, WY)
2120 First Avenue North
Seattle, WA 98109
(206) 283-1152 (O)
(206) 285-3469 (F)

● **High Plains Division, Inc.**
(including Hawai'i operations, GU, KS, MO, NE, OK, TX)
2433 Ridgpoint Drive
Austin, TX 78754
(512) 919-1800 (O)
(512) 919-1844 (F)

● **Hawai'i Pacific, Inc.**
2370 Nuuanu Avenue
Honolulu, HI 96817
(808) 595-7500 (O)
(808) 595-7502 (F)

● **Illinois Division, Inc.**
225 N. Michigan Avenue
Suite 1200
Chicago, IL 60601
(312) 641-6150 (O)
(312) 641-3533 (F)

● **Mid-South Division, Inc.**
(AL, AR, KY, LA, MS, TN)
1100 Ireland Way
Suite 300
Birmingham, AL 35205
(205) 930-8860 (O)
(205) 930-8877 (F)

● **Midwest Division, Inc.**
(IA, MN, SD, WI)
8364 Hickman Road
Suite D
Des Moines, IA 50325
(515) 253-0147 (O)
(515) 253-0806 (F)

● **New England Division, Inc.**
(CT, ME, MA, NH, RI, VT)
30 Speen Street
Framingham, MA 01701
(508) 270-4600 (O)
(508) 270-4699 (F)

● **South Atlantic Division, Inc.**
(DE, GA, MD, NC, SC, VA, Washington, D.C., WV)
250 Williams Street
Atlanta, GA 30303
(404) 816-7800 (O)
(404) 816-9443 (F)

The 2011 Nationwide Corporate Impact Award Series Winners

The American Cancer Society is pleased to honor corporations and a chief executive officer with its Corporate Impact Awards. The recipients of this award series are honored for their engagement and leadership to significantly impact cancer's effect in the workplace; for their contributions to support the American Cancer Society's efforts to save lives; and for their efforts to address responsible community involvement.

CEO of the Year, Excellence in Leadership and Impact:

Patrick J. Geraghty,
chairman and chief executive officer,
Blue Cross and Blue Shield of Florida, Inc.,
formerly president and CEO, Blue Cross and
Blue Shield of Minnesota

Award of Excellence:

State Farm Insurance

Excellence in Cancer Control:

Children's Hospital - Denver

Excellence in Employee Engagement:

Curves International

Excellence in Employee Giving:

Toyota

Excellence in Tobacco Control:

Magellan Health Service

Excellence in Philanthropy:

Abbott Laboratories

AstraZeneca Pharmaceuticals, LP

Bank of America

BCBG Max Azria Group, Inc.

Curves International

HAIRUWEAR

IBM

Kohl's Department Stores

Live Positively and the Sprite Zero brand of
The Coca-Cola Company

maurices & dressbarn, divisions of the ascena
retail group, inc.

National Football League

The Pampered Chef, LTD

PartyLite Gifts, Inc.

Roche Pharmaceuticals

United Continental Holdings, Inc.

Walgreen Company

Walmart

To learn more about the Nationwide Corporate Impact Award Series and how these companies are impacting the Society's mission, please visit acsworkplacesolutions.com/impactawards.asp.

When you support the American Cancer Society, you become part of a network of people who are committed to eliminating cancer. You help save lives in your community and around the world. Together, we're helping people stay well with the tips and tools they need to live healthier lives; helping people get well with the support they need throughout a cancer experience; helping find cures by funding and conducting groundbreaking research; and we're fighting back by working with policymakers to pass laws that help fight cancer.

Thank you for supporting these life-affirming efforts that get us closer to a world with less cancer and more birthdays. We invite you to continue your generous support by giving in any way that is convenient for you.

Direct Donations

Make a donation by phone at 1-800-227-2345, online at cancer.org, or by getting in touch with someone in your local American Cancer Society office. You can also make your gift in honor of or in memory of someone special.

Planned Giving and Estate Planning

We can help you and your professional advisors achieve your financial objectives and craft a giving plan personalized for your needs. You can save on your taxes, increase your current income or cash flow, and preserve more of your estate for your heirs – all while supporting the Society's mission. Strategies include trusts and gifts made through wills. For free information or to speak with a planned giving officer, call 1-800-227-1885.

Special Events

Support events like Relay For Life®, Making Strides Against Breast Cancer®, DetermiNation®, galas, golf tournaments, and other fundraisers in your community. You'll have fun and your contributions will go a long way toward fighting cancer. For events in your area, call 1-800-227-2345 or visit cancer.org.

Workplace Giving

An easy, convenient way to support the American Cancer Society is through your employer's workplace giving/payroll deduction campaign. By designating the Society as your charity of choice, you can help us save more lives.

Although our financial report is always sent free to anyone requesting a copy, certain states require us to advise you that a copy of our financial report is available from them.

The American Cancer Society, Inc. ("ACS") is a New York not-for-profit corporation that is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer, through research, education, advocacy and service. The ACS national home office is located at 250 Williams Street, Atlanta, GA 30303. The information enclosed describes one or more of ACS's or an American Cancer Society Division's activities. Your gift is very much appreciated and tax deductible as a charitable contribution to the fullest extent allowed by law. A copy of ACS's or an American Cancer Society Division's latest financial report may be obtained by writing to ACS, 250 Williams Street, Atlanta, GA 30303 or by calling 1-800-ACS-2345. If you are a resident of the following states, you may obtain information directly by contacting: **Florida:** A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION of ACS or the American Cancer Society, Florida Division, Inc. MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICE BY CALLING 1-800-435-7352, TOLL-FREE WITHIN THE STATE. The ACS's registration number in Florida is CH7486. The American Cancer Society, Florida Division, Inc.'s registration number is CH59. **Maryland:** Copies of documents and information submitted by ACS or the American Cancer Society, South Atlantic Division, Inc. are available for the cost of copies and postage from the Secretary of State, Statehouse, Annapolis, MD 21401, 1-410-974-5534. **Mississippi:** The official registration and financial information of ACS and the American Cancer Society, Mid-South Division, Inc. may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. **New Jersey:** INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT www.njconsumersaffairs.gov/ocp.htm#charity. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT. **New York:** New York residents may obtain a copy of ACS's and the American Cancer Society, Eastern Division, Inc.'s annual report by writing to the Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. **North Carolina:** [Financial information about ACS and the American Cancer Society, South Atlantic Division, Inc. and a copy of their licenses are available from the State Solicitation Licensing Branch at 888-830-4989.](#) **Pennsylvania:** The official registration and financial information of ACS and the American Cancer Society, Pennsylvania Division, Inc. may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. **Virginia:** A financial statement for the most recent fiscal year is available upon request from the State Division of Consumer Affairs, P.O. Box 1163, Richmond, VA 23209; 1-804-786-1343. **Washington:** You may obtain additional financial disclosure information by contacting the Secretary of State at 1-800-332-GIVE. **West Virginia:** West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capital, Charleston, WV 25305.

REGISTRATION WITH A STATE AGENCY DOES NOT CONSTITUTE OR IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THAT STATE.



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

cancer.org | 1.800.227.2345

About the cover:

Because one in three women will get cancer in her lifetime, the American Cancer Society launched the Choose You® movement to encourage women to choose their health first to help prevent the disease and change the odds. More than 120,000 women have joined the Choose You movement – just one of the many ways the Society is creating a world with less cancer and more birthdays.