



Dear Members of the Board,

Cancer is an insidious disease that inexplicably chooses who, where, when and how it wants to create its incredible havoc. Cancer ultimately devastates families, due in no small way, to how it is treated.

Going through cancer tests each person in profound ways. Describing the cancer experience is almost impossible to explain to someone that hasn't been through it. Cancer is a journey like no other.

For me, having lost my mother to metastatic melanoma breast cancer in 1977, inspired me to become a fundraiser. I thought if I could find a way to develop a treatment option for my mother's cancer it would allow me to better understand why I was born. I would use whatever platform I had to bring people together and raise money for cancer research so that I could honor her in every way.

Twenty years later, I was faced with my own diagnosis of stage 3 testicular cancer. As much as I thought I understood cancer, I was unprepared. From the biopsy, to my chemotherapy infusions, to surgery, cancer was the biggest competition of my life. Through my own diagnosis, I have been better able to understand and serve the cancer community.

In 1999, I wanted to thank the Cleveland Clinic for bringing me back to life. Because of journey, I was able to help them serve the next person faced with cancer with more information, support and the promise of new treatment options by launching the Scott Hamilton CARES Initiative.

After 15 years it became clear that it was time to become a national foundation dedicated to advancing cancer research with more collaboration. I felt it was best to fund the future of cancer treatments by treating the cancer and sparing the patient largely in part because of the advancement of immunotherapy.

Now, CARES exists to change the realities of disrupting current cancer treatment modalities. I want to thank each and every member of the CARES Board of Directors, our Donors, Sponsors, Partners, Volunteers and our growing community of supporters. I encourage you. I challenge you. I am asking for your involvement, commitment and leadership in support of the CARES mission. With our shared vision, we can make a difference in funding precision targeted therapy treatment with my quest to turn cancer upside down.

Gratefully,

Scott Hamilton
CEO and Founder
Scott Hamilton CARES Foundation



To our CARES Community,

As we reflect on what we have accomplished since launching the Scott Hamilton CARES Foundation, it is clear that our remarkable journey has enabled us to launch our trajectory due to our unwavering dedicated Founder and our Board of Directors uniting in our commitment.

In addition to our leadership, thanks to your trust, our mission is funding research that is redefining boundaries in immunotherapy advancements. With our fundraising community coupled by our public identify, we have a profound ability, and also, responsibility to transform cancer research.

As we move forward in our mission, our team has outlined the three-year Strategic Plan that leads to the best possible outcomes in each strategy that will grow our mission and our impact in fine detail.

It is remarkable when individuals, donors, sponsors and communities continue to support us financially with their time, their energy and their resources because they are committed to our impact. It is exciting to see how much CARES has evolved and how they want to be a part of our continued growth.

Over the next 3 – 5 years, CARES will continue to invest in its donors and their gifts to show measurable outcomes in our strategic initiatives. We aim to achieve managed growth, conversations in homes, businesses and healthcare organizations that share our sense of community and impact and we seek your support in celebrating our efforts and success with our donors.

With Respect,

Karri Morgan
Executive Director
Scott Hamilton CARES Foundation



Scott Hamilton CARES Foundation Mission:

The Scott Hamilton CARES Foundation is dedicated to changing the future of cancer by funding advanced, innovative research that treats the cancer and spares the patient.

CARES strives to empower research scientists to identify better outcomes through the advancement of immunotherapy, the expansion of proton therapy and to establish partnerships with others thriving in the cancer community.

Background:

In 2014, the Foundation was established as a 501(c) 3 as a national identity in the cancer community. CARES, which stands for Cancer Alliance for Research, Education and Survivorship.

Our founder Scott Hamilton is not new to philanthropy or cancer. Scott's motto in life is "the only disability is a bad attitude." One of the most sought after keynote speakers and most popular figure skating stars in the world today, Scott Hamilton is an Olympic Gold Medalist, Network TV skating analyst, actor, performer, producer, Emmy Award nominee, best-selling author, role model, humanitarian, philanthropist, and a cancer and brain tumor survivor. Even more importantly for Scott, he is a Christian, husband, and father to four beautiful children. As a keynote speaker, he exudes enthusiasm and inspiration. As a figure skater, he forever bridges the gap between sports and entertainment. As a role model, he contradicts the saying that "good guys finish last." As a humanitarian, he avails himself to any plight that will improve mankind. But, more importantly, as a cancer survivor he is a constant reminder that with fortitude and determination, anything is possible. Scott's much publicized bout with testicular cancer in 1997, and his November 2004 diagnosis and July 2010 recurrence and August 2017 recurrence of a brain tumor has touched him with a special insight into life and human vulnerabilities.

Scott has participated in a wide variety of charitable activities throughout his adult life. He founded the Scott Hamilton CARES Initiative at the Taussig Cancer Institute at the Cleveland Clinic in Cleveland, Ohio, as well as the 4th Angel Mentoring Program and ChemoCare.com. This wonderful initiative coupled by Scott's personal experiences, side-effects and concerns about conventional treatment for cancer patients led to Scott establishing his own foundation with the expansion of proton therapy and its innovative treatment with Provision Healthcare.



Provision Healthcare and the Pioneer Fund jointly funded the launch of CARES as a national identity. With the launch of CARES, Provision provided additional resources to also include their staff, accounting, administrative, board governance, legal support and facilities as CARES worked to establish its programs and funding mechanisms.

With the transition of CARES to Nashville and officially assimilated with its own staff, board, volunteers and vendors, it is now headquartered in the Provision CARES Proton Therapy Center Nashville. The office is a joint partnership with both organizations to support our missions and to also help generate awareness and patient connections to the Center itself.

Highlights:

Throughout the life cycle infancy of CARES, it worked to establish many components to include:

- its national peer-to-peer program with Sk8 to Elimin8 Cancer
- infrastructure to protect the foundation's integrity (CRM, SOPs, HR, Accounting, Marketing, Branding Guidelines, Event Committee's, Host Committee's, fine-tuning the mission, website and more)
- create additional events to expand revenue
- establish our Charity of Choice program and partnerships
- create alliances in both healthcare organizations and researchers
- craft messaging on our charitable partners and giving
- merchandise partnership with Authentically American
- establish better accounting reporting of classing
- launch our Board Ambassador program
- expand into a new CRM due to efficiencies
- activate stewardship plans for ongoing programs, partners and donor giving
- establish outreach within our existing programs to identify growth
- identify endowment resources
- hire two part-time employees to support the Sk8 program
- update our website to include our impact
- finalize the Core Values for the organization with the board of directors
- establish the 2020-2022 strategic plan with the board of directors



Additional significant impact:

- trademarked Sk8 to Elim8 Cancer™ and Turn Cancer Upside Down™
- funding 30 grants in either immunotherapy, ancillary care or patient services (outlined on impact page of website)
- largest grant funding is in approval stages to advance to clinical trials for immunotherapy in medulloblastoma tumors
- seeing the impact of proton therapy in the Nashville community reach our donors in CARES who now not only seek referrals and also receive treatment

The GUIDE to our Strategic Plan – The Scott Hamilton CARES Foundation Mission:

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Core Values:

Our values are an integral part of our identity and guide our daily actions and decisions. The incorporation of these values directly impacts our ability to make progress toward achieving the mission of the Scott Hamilton CARES Foundation. Our Board, Staff and Volunteers commit to living these Core Values in our words and actions.

1. Standing in the gap as a bridge to advance survivorship and quality of life
2. Integrity as the soul of CARES that shepherd's survivorship to give patients, caregivers, and the research community a positive platform to succeed in the fight against cancer
3. Compassion that changes fear to hope
4. Inspiration rooted in faith-centered principals and the love of serving others
5. Collaborative mindset and execution that fosters a life-giving difference for cancer patients
6. Stewardship of resources, people, and partners with whom we've been entrusted to further our mission



Growth of CARES:

With the board's direction, the launch of the strategic plan will be activated in January of 2020. This is a pivotal moment for CARES to establish better integration of our board leadership, identify new board members and to ultimately increase funds raised to support the mission.

In concert with the strategic plan, CARES has established ways to give. Many of the options are also included on the website. They include:

- Monthly giving as a Partner in CARES
- Memorials and Tributes
- Planned Giving
- Double Your Donation thru corporate matching gifts
- Donate to any of our on-going events or campaigns
- Volunteer or serve as an Academic Intern

Direction and Strategic Plan – Goal and Approaches

1. GOAL #1: Sustained managed growth for the foundation to advance its leadership, footprint and its financial base* (*see goal 4).

- a) Shifting market perception from regional to national mission implementation
- b) Develop and create new revenue expansion to sustain and grow as a means of expanding the CARES footprint
- c) Identify, expand and maintain national partnerships to achieve optimal mission funding to include the NHL
- d) Evaluate, audit, and update existing Sk8 strategy to increase effectiveness and funding for the program and its tiers



**2. GOAL #2: Being transparent in achieving deliverable outcomes that matter in
a) cancer research in precision targeted therapy b) patient support services
and c) ancillary care services**

- a) Cultivate and strengthen critical Charity of Choice partnerships that drive funding and impact through our like-minded missions.
- b) Monitor and report CARES deliverable outcomes to donors to fulfill our mission and to drive growth.
- c) Expand charity partners in new markets that continue to align with our mission (*cross reference to Sk8 program)
- d) Finalize charitable distribution requirements and finalize its grant committee by December 2019 to ensure organization and donor accountability for distribution in 2020

3. GOAL #3: Lead high impact giving that drives donor growth and greater giving through asset management

- a) Retain and increase revenue from donors through asset management.
- b) Create and maintain a development strategy that creates a fundraising culture or a culture of giving
- c) Ensure adequate infrastructure of CARES with high functioning effective staff and board to fulfill its mission.

4. GOAL #4: Managed growth to stabilize, develop and evaluate staffing and resources to support the strategic plan and its growth objectives

- a) Evaluate, review and better define staff roles. Complimented by defining of roles and responsibilities of BOD



- b) Identify and ensure Event Chair responsibilities for event locations to drive funding
- c) Finalize volunteer structure, responsibilities, training and evaluation for high performance volunteers; enabling staff to focus and lead on strategic deliverables
- d) Evaluate ongoing operations plan bi-annually with Executive Committee and staff to ensure efficiency and cost effectiveness

5. GOAL #5: Fully support the mission of CARES through highly effective leadership, governance and oversight.

Bylaws, Policy, and Procedures

- a) Ensure governance, oversight activities and requirements are updated and in compliance with current by-laws.
- b) Review and insure adequate policy is in place to enable effective operations

Board Oversight

- c) Perform annual evaluation Executive Director
- d) Evaluate and optimize Founder's assets and resources internally and externally
- e) Provide oversight and accountability to include financial, programmatic, legal and moral conduct and annual audit.

Financial Responsibilities

- f) Board engagement, participation, and leadership in ensuring adequate financial resources
- g) Ensure 100% Board Giving (of time, talent and treasure). Accountability for fiscal year budget growth



Board Operations

- h) Redefine and restructure committees in accordance with the bi-laws, strategic plan and its goals.
- i) Conduct gap analysis in needed skills to strengthen existing BOD and future board development
- j) Align recruitment to needed skills based upon to annual needs in strategic plan
- k) Institute annual/every two years, ongoing board development
- l) Institute new board member orientation. Ensure on-going new BOD orientation before service begins
- m) Conduct annual board member self-evaluation
- n) Conduct full board performance evaluation once every three years in sequence with three year strategic planning cycles