



## ANNUAL REPORT 2012

The HERA Women's Cancer Foundation celebrated its 10<sup>th</sup> Anniversary in 2012. The year kicked off with the premiere of the beautiful and inspiring KUED PBS documentary, "**Climb for Life: A Legacy**," about HERA's founder, Sean Patrick. Every day, we work to carry on Sean's legacy and fulfill our mission to stop the loss of women from ovarian cancer by promoting Health, Empowerment, Research, and Awareness.

### Other Highlights of the Year

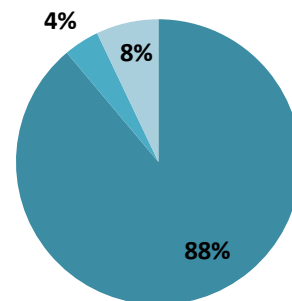
- ❖ Completed **first comprehensive audit** of the HERA financials;
- ❖ Welcomed **5 new volunteer HERA Board** members;
- ❖ New funding opportunity through Petzl: the **Ragnar Relay** registrations raised \$21K+ for HERA;
- ❖ Established **Climb4Life<sup>SM</sup> event in Boston** with pro climber Sasha DiGiulian presenting a clinic;
- ❖ Became charitable partner with the "**Fit to Fight Ovarian Cancer**" Triathlon in Cincinnati;
- ❖ Co-sponsored first **Ovarian Cancer Summit** at the University of Denver;
- ❖ Kicked off the new **HERA Ambassador** program to extend our outreach into new geographies to help raise awareness about the signs and symptoms of ovarian cancer.
- ❖ Launched **HERA Tribute page** to honor those courageous women who we've lost to ovarian cancer. We'll never forget them. They are the reason why we do what we do.

HERA raises funds through our signature Climb4Life<sup>SM</sup> rock climbing and hiking weekends, as well as other community events, donations, sponsorships, and our Partners in Action. Of the funds raised, **88%** provides for our programs such as our Scientific Research Grants and our Community Grants. In 2012, HERA proudly awarded:

- \$70,000 to Johns Hopkins University for Outside the Box scientific research grants;
- \$50,000 to University of Chicago and University of Texas for the Sean Patrick Multidisciplinary Collaborative Grant;
- \$2,000 co-sponsor of the Ovarian Cancer Summit; Denver, CO;
- \$1,000 to Teal Toes; Bethesda, MD;
- \$1,000 to Mautner Project, Washington, DC;
- \$1,000 to Women's Cancer Awareness Group; Petaluma, CA.

### HERA Distribution of Funds

- Programs: Science & Community Grants
- Administration
- Fundraising



## Event Recap 2012

**Total Sponsor Donations: \$117,052**

**Total Product Donation: \$74,196**

**Total Advertising Donation from Media Partners: \$16,335**

**Partners in Action Contributions: \$5,418**

**PIA Hangtags Distributed: 44,250**

<b>Climb4Life<sup>SM</sup> Weekends</b>	<b>Climbers/Hikers/ Others</b>	<b>Volunteers</b>	<b>Total Participants</b>	<b>% change over 2011</b>	<b>Funds Raised</b>
Boston, MA	43		43	100%	
Boulder, CO	60	28	88	-35%	
Washington, DC	88	3	91	+30%	
Salt Lake City, UT	126	45	171	+28%	
<b>C4L TOTALS:</b>	<b>317</b>	<b>76</b>	<b>393</b>	<b>+22%</b>	<b>\$152,351</b>

<b>COMMUNITY EVENTS - FUNDS RAISED</b>	
Run Like a Girl	\$25,459
Ragnar Relays	\$21,342
Granogue	\$ 2,555
Roller Derby	\$ 2,491
Fit to Fight Triathlon	\$ 3,130
Other Events	\$ 9,855
<b>TOTAL:</b>	<b>\$64,832</b>

## Looking Ahead to 2013

- ❖ Fund HERA scientific research grants focused on mechanisms of ovarian cancer development, growth, and treatment;
- ❖ Fund HERA community grants to other non-profits raising awareness in novel and unusual ways;
- ❖ Present four Climb4Life<sup>SM</sup> events around the country;
- ❖ Partner with Mother's Day 5K race in Denver (new opportunity);
- ❖ Identify and cultivate new sources of funding;
- ❖ Continue to focus on HERA's mission: to stop the loss of women from ovarian cancer by promoting **Health, Empowerment, Research, and Awareness.**

**Whether you climbed, hiked, ran, bicycled, or simply supported someone who did, we thank you for your support.**

**HERA Women's Cancer Foundation**

**P.O. Box 6147**

**Denver, CO 80206**

**970.948.7360**

[www.herafoundation.org](http://www.herafoundation.org)