



MISSION

FOR ALL WHO BATTLE CANCER

NEWSLETTER
SUMMER 2017

MISSION ACCOMPLISHED

After two years of careful discernment, a detailed gathering of information and viewpoints from a wide range of cancer survivors and a deep dive into a long list of possible names, the game-changing CT Challenge programs were relaunched and expanded under Mission this winter. The aim was to find a clearer platform from which to communicate the breakthrough role of these programs as the seminal path forward for survivors everywhere while growing the aspects of our programming that are proving to be most effective.

Our commitment to continuing to use these programs to equip all who battle cancer with the exercise, nutrition and mind-body knowledge, tools, mindset and community needed to *live. life. vibrantly.* remains unchanged. While this part of our Mission is done, we've only just begun with all that remains before us to help survivors get to the other side of cancer and stay there.

On behalf of all who battle cancer, we thank the thousands of supporters who have made these important steps forward possible.

KEY NUMBERS

15.5 MILLION

Number of cancer survivors in the U.S., up from 14.5 million

68%

Five-year survival rate across all types of cancer, up from 49% 40 years ago

150

of minutes per week of moderate-intensity aerobic physical activity recommended to achieve "substantial health benefits"

Sources: American Cancer Society; National Cancer Institute; U.S. Department of Health and Human Services

OUR MANIFESTO

I may get cancer.
It doesn't get me.

No matter what,
It cannot weaken the will.
To live.
To defy.
To prevail.
Determination grows.
Bonds deepen.
Now focus
On what truly matters.
What are you made of?
What will you achieve?
How far will you go?
There are no limits.
Find Your Mission

"If I want to conquer fear, I'm not going to sit at home and think about it. I need to get on with my life." – Cancer Survivor

RESHAPING THE FUTURE FOR CANCER SURVIVORS

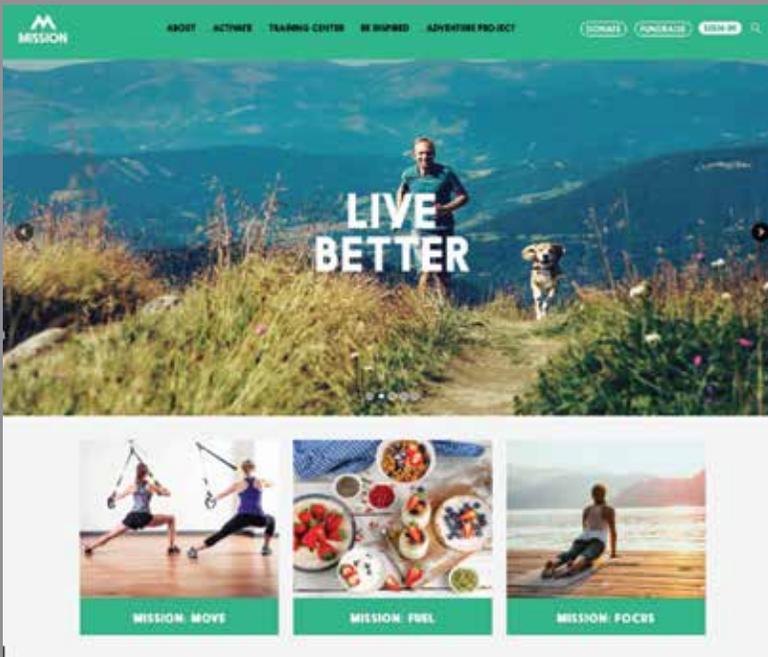
Mission programs are filling in the blank that exists after treatment is done. Through the Mission Training Center, our incubator for best practices, our digital health and wellness initiatives, education and community outreach and programs for young survivors, we're putting cancer survivors back on track to what comes next in their lives, and keeping them there. It's important because it works. Research proves it. All who benefit from our programs prove it.



Personal Training sessions at the Mission Training Center increased 52% last year

“In order to survive, first we have to believe we can! Tough situations build strong people in the end.”

– 2x Glioblastoma Survivor



TAKING IT TO THE WORLD

Through our digital platforms, we put all we are learning about actionable fitness, mind-body and nutrition strategies for cancer survivors at the Mission Training Center within reach of any survivor in need of them, regardless of where they live. The centerpiece of this digital strategy is www.yourmission.org launched in February to live in place of www.ctchallenge.org. Through survivor stories and motivating calls to action, we inspire survivors to elevate their expectations of what life can be after cancer. Through blogs featuring leading knowledge in the marketplace, we educate survivors on the importance of healthy lifestyle choices and give them the tools, information and tactics needed to make them part of their daily routine.



Mission Training Center cardio and strength floor

CRANKING IT UP

Taking It to the Next Level at Mission Training

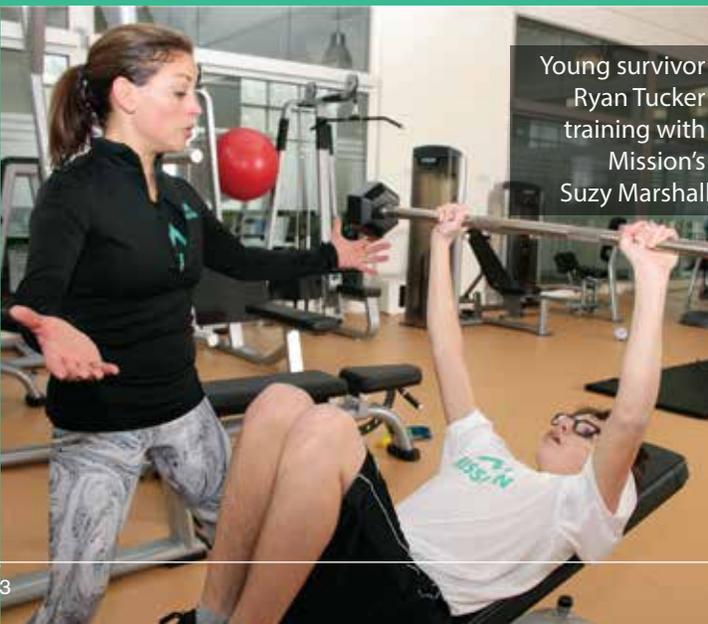
This winter, with our name change, the paradigm-shifting 8,000-square-foot Center for Survivorship was renamed the Mission Training Center. With this change came a major refit, positioning the Center more in line with what survivors want.

“Our members want to be pushed. They work hard for their health and wellness. They work hard to reclaim their lives and stay strong. We took on this refit to deliver what they want,” said Center Wellness Director Tori Fairchild.

Driven by a skyrocketing demand for personal training and open workout time, we more than doubled the size of the strength and training floor and added new weight and aerobic machines, focusing on equipment that provides a total body workout. Reflecting a committed and growing dedication to mind-body health, we moved the mind-body studio to a quieter quadrant. We also expanded our hours and class offerings.

- For people diagnosed with cancer, exercise can significantly increase the chance of survival. Danish researchers credit adrenaline.
- A large new study in 2016 confirmed that exercise lowers the risk of many different types of cancer including lung, colon and breast.
- Exercise is the best way to fight cancer-related fatigue.

Sources: Copenhagen University Hospital, National Cancer Institute, University of Rochester Medical Center Analysis, JAMA, 3/02/17



Young survivor Ryan Tucker training with Mission's Suzy Marshall



Weekly group exercise classes grew from 22 to 28

ADVENTURE PROJECT

Helping Young Survivors Reclaim Their Lives and Live Their Dreams

Fifty years ago, childhood cancers were largely fatal. Today, the survival rate is over 83%. However, childhood cancer survivors often experience multiple, severe health problems typical of those much older; they also die prematurely. By age 45, 80% of pediatric cancer survivors will have a disabling, serious or life threatening health condition ...all due to the treatments they endured.

A growing body of research shows the effectiveness of exercise, nutrition and mind body health in neutralizing many of these after effects of cancer treatments. That's why it is so important for young survivors to adopt healthy lifestyle practices early and forever.

The Adventure Project gives young survivors fully paid access to dedicated coaches. Mission coaches work in-person and virtually with these survivors to achieve their goals through personalized 12-week training programs. Survivors apply to participate. Specific program components include:

- An initial meeting to evaluate and define fitness goals
- A customized, weekly program that includes specific, day-to-day training regimens aligned to personal goals
- Unlimited email and phone contact with coach, including the inspiration and encouragement needed to conquer all hurdles
- Local health club fees during the training period

The Adventure Project is open to all young cancer survivors ages 12 to 30. For more information, visit yourmission.org



Ryan Tucker at the 12th Annual CT Challenge Bike Event, Summer 2016

SURVIVOR. WARRIOR.

He wanted to ride a bike. Simple, right? Not if you were diagnosed with brain cancer at 3 years old and spent much of the next eight years of your life battling through surgery, chemo treatments and their effects ...effects including strength, balance and depth perception issues. Now on the other side of all that, Ryan Tucker is 14 years old and solidly in the saddle of his bike and his life, thanks in part to the Adventure Project and the Mission trainers who helped get him there.

Ryan is among the 35 young survivors who inspired the roll out of the Adventure Project, a free coaching program designed to reach cancer survivors ages 12 to 30, regardless of where they live.



Adventure Project athlete and cancer survivor Harrison Grinnell at Mission Training Center

“(Mission) has been great for my life. The personal training sessions have helped me tremendously. I can’t express how grateful I am.”

- Adventure Project Athlete

WHY MISSION: ANATOMY OF A NAME

When dealt THE card, the one that freezes your heart and stops you in your tracks, most of us very quickly jump to it in search of the most promising way forward. We launch a mission to get to the other side of cancer. The push puts us back in the driver's seat. Our name acknowledges this, and that the journey continues after treatment is done. Mission also represents a will to pursue the things needed to stay in that driver's seat. The peaks in our mark represent the way forward—the ascent we all tackle in overcoming challenge—and the heights we reach when we do.



1 IN 2

OF MEN WHO WILL GET CANCER

1 IN 3

OF WOMEN WHO WILL GET CANCER

20 MILLION

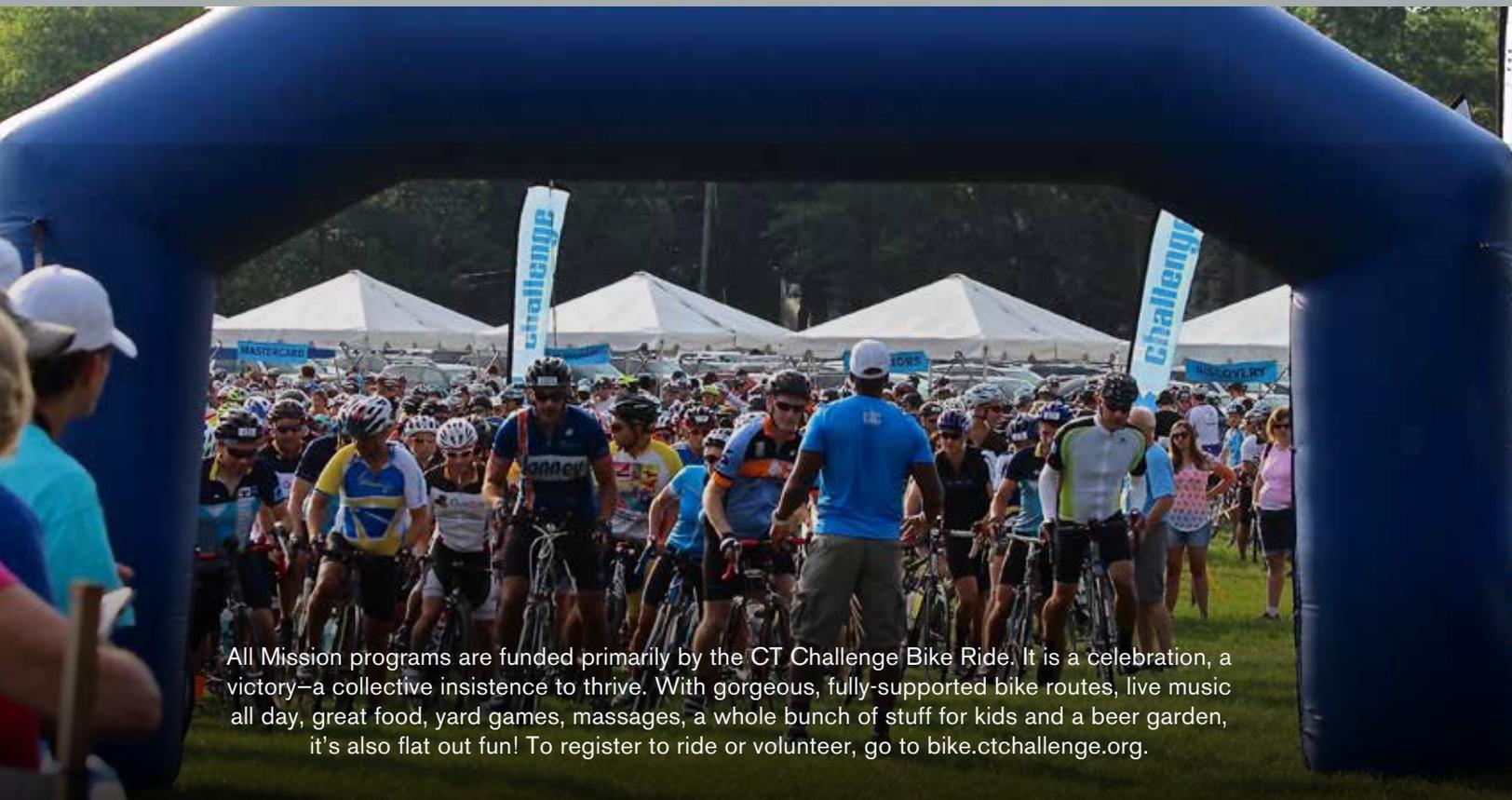
OF PEOPLE EXPECTED TO BE LIVING BEYOND A CANCER DIAGNOSIS BY 2026

56%

OF SURVIVORS WHO WERE DIAGNOSED WITHIN THE PAST 10 YEARS

Source: American Cancer Society

“When something is important enough, you do it regardless of the odds.” – Cancer Survivor



All Mission programs are funded primarily by the CT Challenge Bike Ride. It is a celebration, a victory—a collective insistence to thrive. With gorgeous, fully-supported bike routes, live music all day, great food, yard games, massages, a whole bunch of stuff for kids and a beer garden, it's also flat out fun! To register to ride or volunteer, go to bike.ctchallenge.org.



Partner Profile

Navigators Insurance: Fluent in Philanthropy

They're wired internationally but plugged in locally all over the world. Market by market, wherever they work and live, employees from specialty insurer Navigators speak the language, giving back the same way they conduct their business ...with integrity, professionalism, pride and a personal commitment to achieving results. With its worldwide headquarters in Stamford, CT, just a few towns south of the Southport, CT-based Mission, Navigators has come out in full force to support the thousands of cancer survivors we help through the fundraising they do as a corporate team in the annual CT Challenge Ride.

Now in its eighth year participating in the Ride, Team Navigators, led by President and CEO Stan Galanski and backed by a corporate donation, consistently ranks among the top fundraisers each year.

Choosing from 10-, 25-, 50-, 75- or 100-mile routes, team members come from offices around the world to participate each year. Even Navigators Founder and

Chairman Emeritus, Terry Deeks, rides. That's how deep the Navigators culture of giving back runs.

"At Navigators, we believe that part of a company's responsibility is to be a meaningful and active part of the communities in which we live and conduct business. Navigators employees and our broker partners fly in from as far away as Chicago, Houston and London to share in this unique experience," said Galanski, who typically tackles the 75-mile route.

"We are extremely fortunate to have Navigators in our corner," said Mission President Jeff Keith. "Not only are they tireless fundraisers and generous in their own right, but they also keep the bar high for us with the corporate example they set. Their own insistence on excellence and results inspires us to keep pushing for broader reach among the millions of survivors in the U.S. and beyond who have yet to learn of the powerful path forward Mission represents," said Keith.

SPECIAL THANKS TO OUR PARTNERS

- ▶ Bank of America Merrill Lynch
- ▶ Bigelow Tea
- ▶ BMW of Bridgeport
- ▶ Boehringer Ingelheim
- ▶ Cantor Fitzgerald
- ▶ Datto
- ▶ Day Pitney
- ▶ Dell Technologies
- ▶ Discovery
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- ▶ Newman's Own
- ▶ Orthopaedic Specialty Group
- ▶ People's United Bank
- ▶ PIMCO
- ▶ priceline Group
- ▶ Pullman & Comley
- ▶ QueBit
- ▶ Steelcase
- ▶ Stop & Shop
- ▶ TD Bank
- ▶ Thule
- ▶ TracyLocke
- ▶ Williams Trading

MISSION exists to inspire everyone who has stared down cancer, to elevate expectations and equip them with the game-changing exercise, nutrition and mind-body knowledge, tools and community needed to activate any plans, dreams and potential to *live. life. vibrantly.*



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