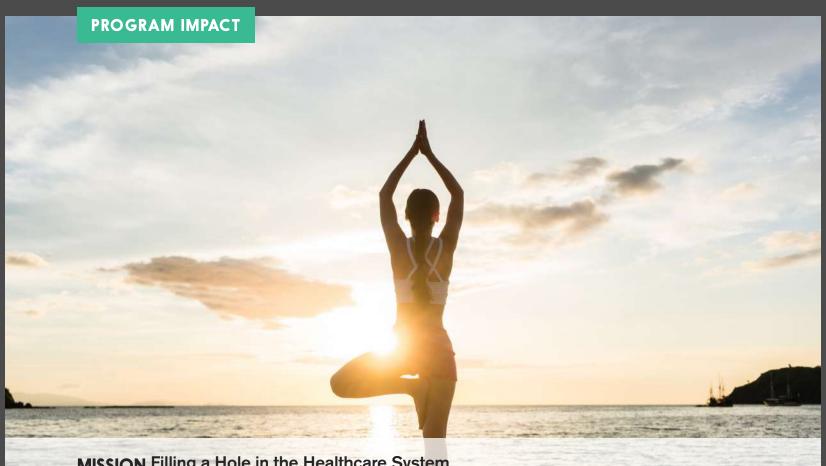


WHAT WE DO

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.



MISSION Filling a Hole in the Healthcare System

Physical therapy and rehabilitation services are routinely offered as a proven recovery plan to cardiac and orthopedic patients through the U.S. healthcare systems. However, despite the debilitating effects of cancer and its treatment, cancer patients report feeling as though they have been abandoned at the conclusion of medical interventions. Mission is building a safety net that provides crucial resources for survivors on their journey to regain strength, stamina and confidence.



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STAFF

Jeffrey Keith • Founder & CEO

Liz Spears • Director of Rider Recruitment

Laura Equale • Wellness & Program Director

Andrew Newbold • Director of Operations

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LETTER FROM THE PRESIDENT



I believe people reach the bar you set for them, and we believe in setting the bar high, especially for cancer survivors. Because people, like myself, who face cancer are no soft crew – they're resilient, determined and want to get back to life, on their terms, with humor, authenticity, and defiance. I also believe that if you give survivors the right tools and mindset, they can punch through to the other side of cancer and stay there. Through Mission, we're giving them those tools. And it works – research shows that cancer recurrence can be reduced through our programs.

The COVID-19 crisis has continued to impact the entire non-profit industry in 2021. The good news is we were able to host the CT Challenge Charity Ride this past July and the event was a success on many levels with 3 young adult cancer survivors sending off our riders at the start line. We were proud to have had 5 runners participating on Team Mission in the 2021 NY City Marathon in November, where they raised \$16,000. We hosted a virtual fundraising event with Franklin Templton and raised over \$25,000. We look forward to hosting more of these in the future.

Over the past couple years, mental health has become a major issue in the US population, specifically for cancer survivors. In 2021, we provided 135 cancer survivors the "Calm" meditation application for free as a way for them to gain access to mind body resources when they need it most. And we continued to deliver grants to young adult cancer survivors who are at risk of severe life-long health impacts across the country through our marquee Adventure Project program. Currently, the program has grown to be made up of 35 young survivors receiving grants from Mission to use for their nutrition, exercise, or mind body.

As we move forward, our vision is to provide comprehensive resources and support for the 16.9 million cancer survivors in the U.S. who are not being served by the current healthcare model. We look to continue our expansion into the tele-wellness and virtual spaces to achieve these goals. We have utmost gratitude for our supporters, volunteers, participant community, corporate partners, and more than 10,000 donors. Mission will continue to advocate, inspire, and empower survivors on their journey to live a fuller life, with newfound strength and purpose on the other side of cancer.

Keep pushing your limits,

Deffrey Keith

Jeffrey Keith Founder & CEO



SURVIVORSHIP WHY IT MATTERS

The rate of new cancer cases continues to decrease in men and stay about the same in women. However, despite fewer diagnoses, the number of cancer survivors is growing, thanks to improved treatments and better early detection. Still, the effects of cancer and its treatments can last months, weeks, years even and be as life-limiting and/or life- threatening as the original diagnosis. The need for survivorship programs and education has never been greater.

16.9 MILLION

Number of cancer survivors in the U.S., up from 15.5 million

29%

Projected increase in cancer survivors in the U.S. by 2029

67%

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

40%

Cancer diagnoses in the U.S. related to being overweight

20

Minutes of moderate exercise needed to stimulate the immune system and produce an anti-inflammatory cellular response which can protect against serious health issues

2X

The rise in post-treatment mental processing speed among breast cancer survivors who increased their physical activity

1 IN 285

Number of children diagnosed with cancer every day

80%

Number of childhood cancer survivors who will have a disabling, serious or life-threatening health condition by age 45

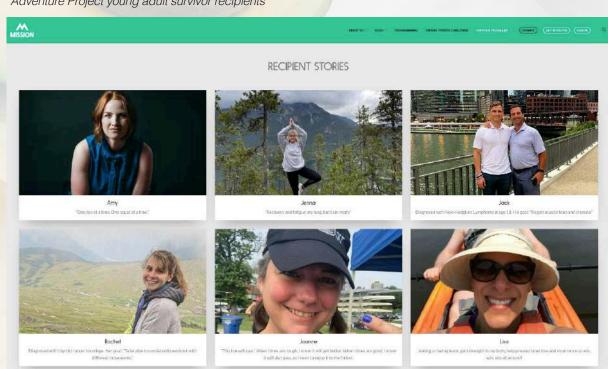
Sources: American Cancer Society • National Cancer Institute • U.S. Centers for Disease Control & Prevention • University of California – San Diego School of Medicine • St. Jude Children's Research Hospital

SURVIVORSHIP PROGRAMS UPDATE

YOUNG SURVIVOR **PROGRAMS**

Fifty years ago, childhood cancers were largely fatal. Today, the survival rate is over 83% and there are 300,000 survivors under the age of 30 living in the U.S. As the number of these survivors reaching adulthood increases, so do the after effects from their treatments. Childhood cancer survivors experience multiple, often severe health problems more 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. It is particularly important for these survivors to adopt the healthy lifestyle advocated by Mission early and forever.

Adventure Project young adult survivor recipients



"Through this entire journey I exercise every day, and this has kept me alive and healthy." > Morgan Galdenzi, Adventure Project Athlete

SURVIVORSHIP PROGRAMS UPDATE: YOUNG SURVIVOR PROGRAMS



My name is Chester Kennedy, III. I am a Hodgkin's Lymphoma cancer survivor and an advocate for those like me. I was diagnosed with the disease at the age of 22 and battled it for a year. Over the course of that year I underwent ABVD chemotherapy, ICE chemotherapy, and ultimately, a stem cell transplant that has fortunately allowed me to be in remission until this very day.

Since this, I've dedicated myself to rebuilding the healthy body that has carried me through life. I've implemented a consistent gym schedule into my daily life, incorporated fruits and vegetables to my lunch and breakfast, and gave up many foods I deemed unhealthy. My daily exercise comes in the form of either running, calisthenics, or weight lifting. I also take 1 mile+ walks along West Haven boardwalk to refresh and clear my mind. It is a healthy habit that I value greatly.

35
SURVIVORS
SERVED IN 2021



I'm Andrea Berting and I am a 34-year-old theatre professional, screenwriter, giant nerd, and breast cancer survivor. Live theatre has been my entire life since age 10, but with COVID-19 shutting down theaters worldwide I was forced to find other passions and places to find meaning in my days. Enter: fitness, and rowing specifically. Going through cancer treatment has taught me to embrace the chaos of life and enjoy what I can while I can.

A member of the Recovery on Water breast cancer survivor community, she has found strength and inspiration during her cancer journey through rowing.

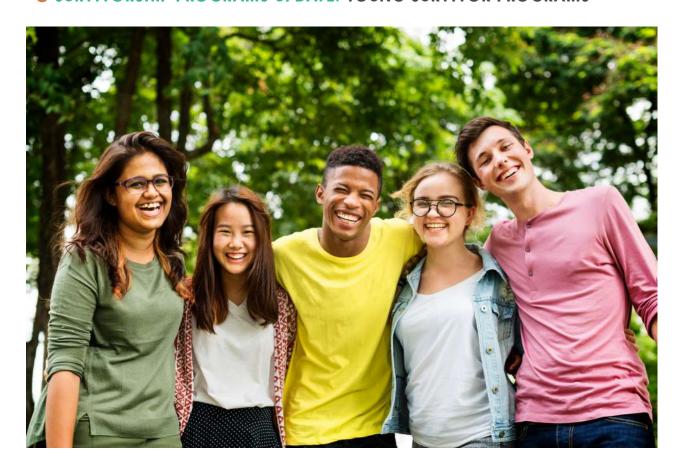
Adventure Project

Through fitness grants, the Adventure Project gives survivors ages 12 to 39 access to the tools they need to pursue active, healthy lifestyles to counter the long-term effects of their cancer treatments. The grants fund personalized 12-week training programs, gym member-ships, coaching and competition expenses – anything needed by these young cancer fighters to reclaim their lives and live their dreams. Their stories are shared online through our digital platforms for exponential impact as they draw in survivors of every age, inspiring and educating them in turn to reclaim their own lives



Adventure Project athletes training

SURVIVORSHIP PROGRAMS UPDATE: YOUNG SURVIVOR PROGRAMS

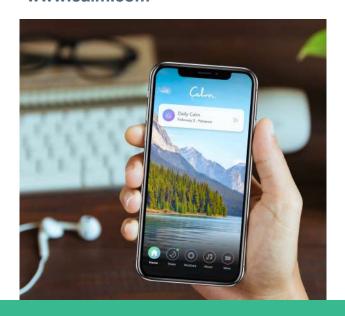


Academic Scholarships

Through grants to the Susan Fund and the Christopher Cook Scholarship program offered at Sacred Heart University we are helping young survivors achieve their dreams in colleges across the country.

6 SERVED IN 2021

www.calm.com



Mindbody Programs

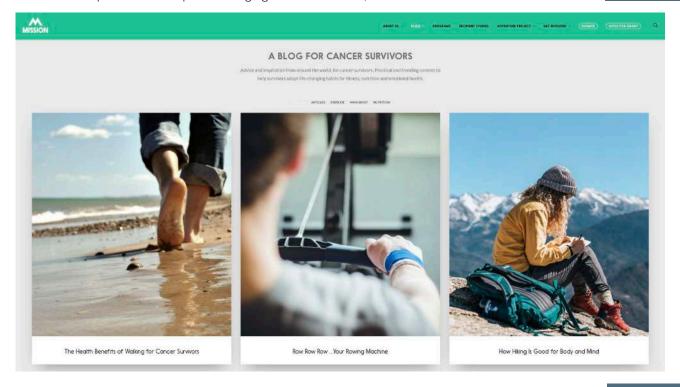
We gave away over 100 Calm App's to cancer survivors in 2021. This resource was used for Mental Health and part of our Mind-Body outreach program. Mission exists to provide mind-body programming to all who have faced cancer. Mission provided a gift of a 12 month membership to Calm, the leading meditation app.

SURVIVORSHIP PROGRAMS UPDATE: DIGITAL RESOURCES

A Blog For Cancer Survivors

Advice and inspiration from around the world, curated for cancer survivors. Practical and trending content to help survivors adopt life-changing habits for fitness, nutrition and emotional health.

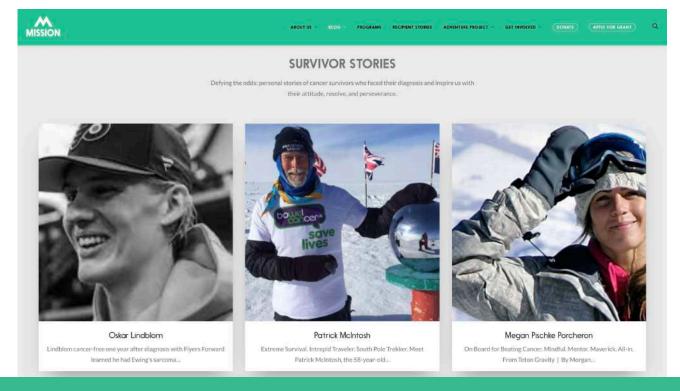
50+WELLNESS BLOGS

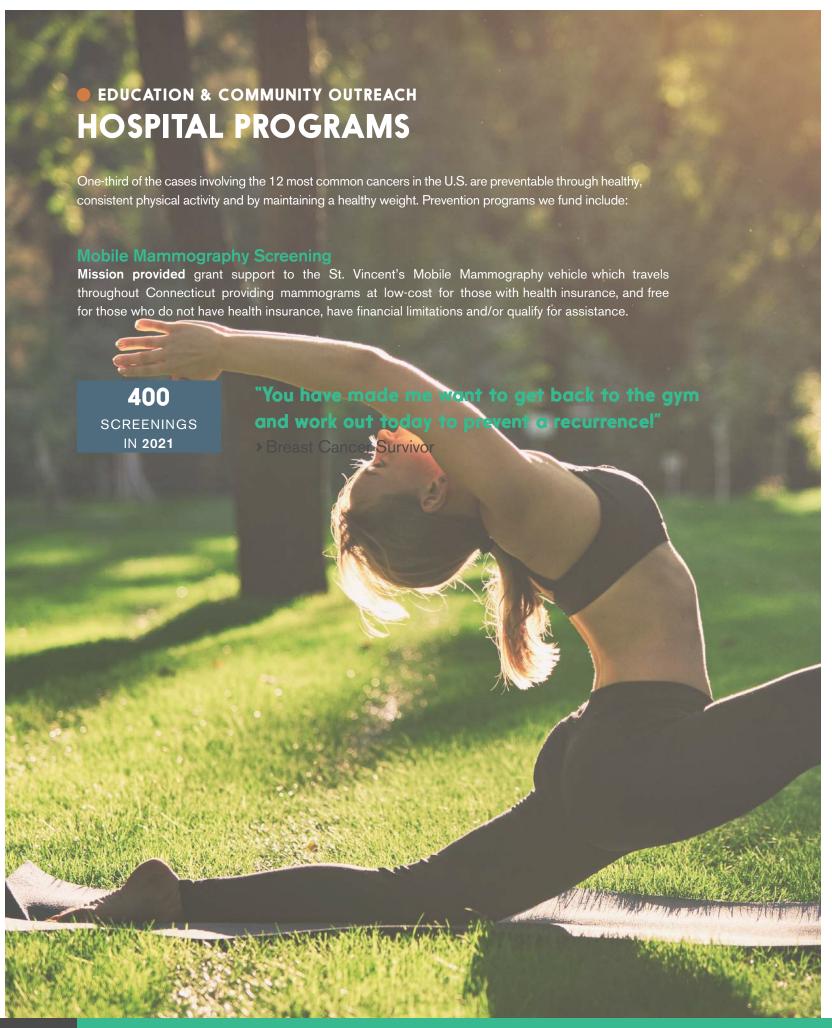


Survivor Stories

Defying the odds: personal stories of cancer survivors who faced their diagnosis and inspire us with their attitude, resolve, and perseverance.

25
INSPIRING
SURVIVOR STORIES





FUNDING OUR PROGRAMS





challenge

July 31, 2021

It's Not A Ride, It's A Movement.

They came. They rode. They celebrated ... and raised \$350,000 from 2,000+ donors while they were at it. "They" were the 42 teams consisting of 285 riders from 18 states, two foreign countries and 32 towns across Connecticut as well as the more than 105 volunteers who laid down the infrastructure that made the day possible. Because of their collective passion, hard work and generosity, we are changing the game for all who battle cancer.



• FUNDING OUR PROGRAMS



Team Mission NYC Marathon

Team Mission member Mike Ines crushing his 26.2 miles at the NYC Marathon for cancer survivors.



Image courtesy of: New York Times



FUNDING OUR PROGRAMS

VIRTUAL FITNESS CHALLENGE BY FRANKLIN TEMPLETON TO BENEFIT THE ADVENTURE PROJECT FUND



June 11, 2021

Franklin Templeton Investments' employees and partners met up virtually in June to power Mission's Adventure Project Fund for Cancer Survivors. Established in response to the global health crisis, the fund ensures that cancer survivors continue to have access to life changing exercise, nutrition and mind-body programming. Participants in the Virtual Fitness Challenge used the Peloton Fitness App, where they chose a ride, yoga practice or strength training session and found each other on the leaderboard under #Ourmissionbeatcancer.

The Adventure Project Fund received donations to provide survivors ages 12 to 39 across the U.S. fully-paid access to the fitness and wellness resources they need to get to the other side of cancer and stay there. Through Adventure Project Grants, Mission is committed to helping young survivors overcome financial impediments to living long and well after cancer. Today, the childhood cancer survival rate is over 83%. However, young cancer survivors often experience multiple, often severe health problems typical of those much older; they also die prematurely ...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 the after effects of cancer treatment. That's why it is so important for young survivors to adopt healthy lifestyle practices early and forever.

DIGITAL HEALTH & WELLNESS

The programs funded by the CT Challenge Ride are about hope, inspiration and triumph. They are about reasserting yourself in your life after cancer. They are about setting goals and achieving them. They are about community and finding strength in a group collectively aimed at living well. They are about lifting yourself up to new levels of peace, confidence and energy ... enabling all affected by cancer reclaim their life and move forward.



Facebook: 2,878

O Instagram: 949

Twitter: **324**

bike.ctchallenge.org

31,810 PAGE VIEWS

12,172UNIQUE VISITORS



Facebook: 6,750
Instagram: 845
Twitter: 890

Mission is committed to raising awareness and advancing the skill sets needed to move survivors beyond cancer. Through our digital platforms, fueled by advanced SEO/SEM and social media strategies, we put the exercise, nutrition, mind-body health and community-building support programs incubated at the Mission Training Center within reach of any survivor in need of them, regardless of where they live. These communication platforms are built from content on our website including blogs, videos, inspirational survivorship stories, recipes, strength and fitness-building strategies and more. This content is viewed by people in 50 states and 69 countries.



THE ADVENTURE PROJECT

Helping Young Survivors
Reclaim Their Lives and Live Their Dreams

PROGRAM OVERVIEW

There are 16.9 million cancer survivors living in the United States; 400,000 are under 39 years old. The Adventure Project provides this particularly vulnerable group with the necessary tools, resources and mindset needed to counter the life-limiting after effects of cancer and its treatments.

STATEMENT OF NEED

Fifty years ago, childhood cancers were largely fatal; today the survival rate is over 83%. However, as the number of these survivors reaching adulthood increases, so do the after effects from their treatments. Childhood cancer survivors experience multiple, often severe health problems more 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.

A growing body research shows the effectiveness of exercise, nutrition and mind body health in combating and neutralizing many of the after effects of cancer treatments. It is, therefore, particularly important for young survivors to adopt the healthy lifestyle practices advocated by Mission early and forever. Mission's many young cancer survivors are helped through the Adventure Project.

Pictured right: Brenna Huckaby (top) and Kat Carroll-Devaney (bottom), two of our Adventure Project recipients. A competitive gymnast, Brenna was 14 years old when osteosarcoma took her leg and her gymnastics dreams. Kat was 16 years old when thyroid cancer derailed her young life. Never focusing on the negative, Brenna moved on to snowboarding and used her grant to train and win a gold and bronze medal in the 2022 Winter Paralympics. Her Adventure Project grant is helping her return to the 2022 Games. Kat used her grant in college to "re-achieve the things I was capable of before I got sick."







THE ADVENTURE PROJECT

Helping Young Survivors
Reclaim Their Lives and Live Their Dreams

PROGRAM DETAILS

The Adventure Project exists to give survivors ages 12 to 39 across the U.S. fully paid access to dedicated fitness resources. Each survivor is on a journey—one that demands ongoing attention to exercise, overall health, injury prevention and motivation. Expense should not block their road back to life, health, hope and the future. Mission is committed to helping survivors overcome financial impediments to getting to the other side of cancer and staying there by providing grants for access to gyms, training, equipment, coaching and competition.

Below: Some of our Adventure Project grant recipients

PROGRAM GOALS

- Impact the lives of young adult cancer survivors.
- Use stories and testimonials collected from Adventure Project recipients to inspire and educate a target of 50,000 young survivors in the U.S. over the next five years to communicate the benefits of exercise and nutrition (through social media, yourmission.org, etc.).
- Provide each young survivor with a roadmap to live into their full potential and longevity e.g., the exercise, nutrition and mind body knowledge and tools needed to counter the life-limiting after effects of their treatment.

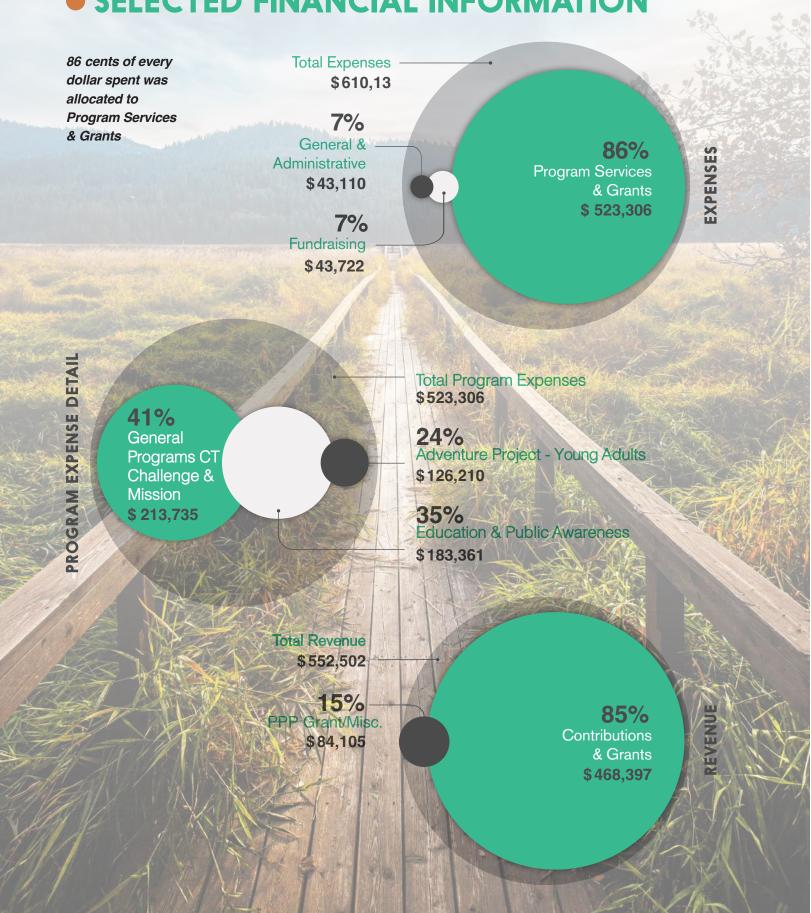


THE ADVENTURE PROJECT IS OPEN TO ALL YOUNG CANCER SURVIVORS.
FOR MORE INFORMATION, VISIT YOURMISSION.ORG

Sources: Childhood Cancer Survivor Study (CCSS), St. Jude's Children's Hospital; Journal of the National Cancer Institute, Childhood Cancer Survivors: *The Long Road Ahead* by Cathryn Delude, published 12/11/15; American Cancer Society

MISSION 2021

SELECTED FINANCIAL INFORMATION



In keeping with the careful fiscal stewardship that has allowed us to grow Mission programming, we continue to control costs and push toward the greatest efficiencies possible in all areas. As we look to build on this momentum and deliver our programming to an even broader audience of survivors, we remain committed to maintaining our same high percentage of total expenses spent on program services and grants.

The CT Challenge was able to recover from the Covid-19 pandemic so we could continue to help cancer survivors find the path forward after diagnosis and treatment through healthy lifestyle choices. This could not have been possible without the powerful dedication and committed support of our sponsors, riders, volunteers and other donors who gave so much of themselves to raise funds for our mission.

Because of the hard work of all our friends and family, 86 cents of every dollar spent was allocated to programs for cancer survivors.

In 2021, our generous community supported our Mission with \$523,306 for program services.

In recognition of our financial transparency, GuideStar awarded our organization with its prestigious Platinum Seal ranking.



"CironeFriedberg, LLP performed the 2021 Financial Statements for the Connecticut Challenge d/b/a Mission which are available upon request."



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www.yourmission.org