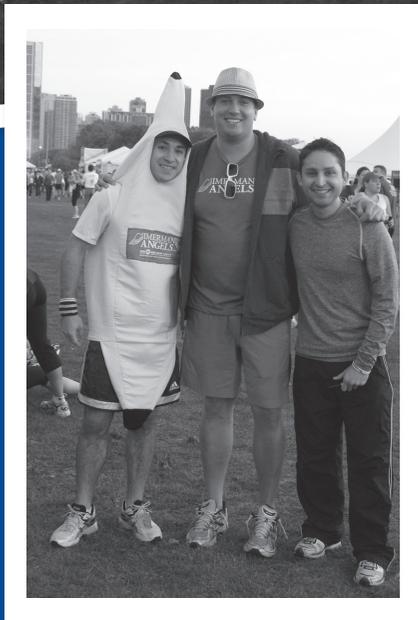




1-on-1 cancer support

Connecting Cancer Fighters, Survivors & Caregivers





## Chairman's Letter

Welcome again to Imerman Angels 2010 annual report. We hope that you find the information contained here both useful and informative. This past year was a testament to our commitment and passion: providing personalized connections to provide 1-on-1 support for every cancer fighter, survivor and caregiver.

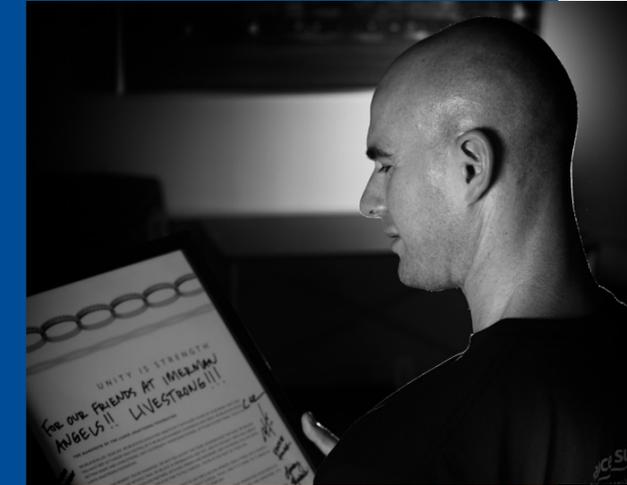
We touched people in over 34 countries, and matched up fighters in every single state in the USA. Our network includes survivors of almost every known cancer to the modern world and we consider it an honor to be able to provide support to anyone that desires to be connected with someone that has survived their same type of cancer and living to tell about it today.

Imerman Angels is humbled by the army of volunteers, staff, committed vendors and partner organizations that help us every day. We could not accomplish this mission without you!!!

On behalf of our Board of Directors, I would like to thank you for all that you have done to support Imerman Angels and if there is ever anything we can ever do to support you, please do not hesitate to contact us.

Wishing you a strong and blessed 2011!

John May  
Chairman



## Letter from the Founder

It has been a great year at Imerman Angels, and I FIRST want to thank our amazing staff for all their hard work to ensure this mission is carried out the best we can - THANK YOU. SECOND, thank you to all the believers, donors, and supporters who care SO MUCH about what we do! We could NOT do this without you. Period. THANK YOU to all the survivors and caregiver mentors who share their stories to help one another in the fight today. We couldn't do any of this without you all. In summary, we are the epitome of a team. The TEAM is why this mission works, and will continue to work. TOGETHER, let's keep building this and make it happen for everyone fighting cancer alone!!!

The #1 way to help Imerman Angels inspire more cancer fighters and give them the will to press on and get to the finish line is: **please continue to help us RAISE AWARENESS and GET EXPOSURE for Imerman Angels!!!** Please tell your co-workers about our free service, tell your friends and send emails or social media updates so that no one - NO ONE - fights alone!!! Our survivors are with us and ready to help, guide, and motivate!!!

How I feel right now: FIRED-UP to see what we can do to help more people next year! Thank you team - it's all about the TEAM!!!

Wishing everyone good health and wellness,



At Imerman Angels, we spend our days focused on our mission: providing personalized connections to enable 1-on-1 cancer support among cancer fighters, survivors, and caregivers. However, while our mission describes **what** we do, one sentence alone is not enough to define **who we are** as an entire organization. The essence of Imerman Angels includes our people, our philosophies, our culture, and our values. Over the course of many months we discussed, drafted, refined, rewrote, and eventually defined our core values. These values are the operating philosophies and principals that help explain our culture and guide our internal conduct as well as our relationship with the outside world. As we set our sights on growing Imerman Angels, these core values will help replicate our culture along the way:

- 1. Mission first, people first** – We focus on profoundly impacting those touched by cancer through delivery of our mission.
- 2. Create awareness and inspiration** – The more people that know about our mission and service, the more people we can help and inspire.
- 3. Never let fundraising distract us from our mission** – Of course we graciously and gladly accept donations! However, we believe it's most important to dedicate our time, energy, and resources to our mission.
- 4. Create community** – We strive to be inclusive, to build long-term relationships and to treat everyone with empathy and compassion.
- 5. Build alliances with everyone** – We are happy to share and help any good cause. We don't compete – we just hug back!
- 6. Stay relaxed, laid back and have funnnnnnnnn!** While the work we do is serious, there's a joy and fulfillment in making an impact in people's lives.
- 7. Stay innovative and always improve** – We believe in excellence and must never settle for being "good enough." We set and exceed our own high standards in order to best help those touched by cancer.
- 8. Be humble** – Cancer is an equalizer. There's no room for ego in the cancer fight.



“Imerman Angels provides what people need – support no matter what the circumstance.”

–Cancer Survivor

## CREATE AWARENESS AND INSPIRATION

2010 proved to be a year of continued growth and impact with **1,341 personalized connections** made among cancer, fighters, survivors and caregivers in **34 countries** around the world.



Imerman Angels implemented both new social media strategies and outreach

initiatives to grow our awareness efforts in order to reach people everywhere, regardless of their geographic location. It is this **global reach** that continually spurs us on and reminds us that cancer knows no boundaries and that everyone, regardless of their location, can benefit from 1-on-1 cancer support.

“My mentor helped me realize that no matter what the odds, even 1% chance of survival, someone has to be in the 1%. Why not me?”  
— *Cancer Survivor*



## EVENTS

### ■ **A Day with the Stanley Cup**

Chicago Blackhawks General Manager and cancer survivor, Stan Bowman, donated his day with the Stanley Cup to raise funds and awareness for Imerman Angels

### ■ **“Six Digits Saves Lives”**

Awareness campaign promoted cancer prevention by asking men and women worldwide to schedule and post the six digit date of a prostate or breast exam.

### ■ **Rush University Medical Center**

Through implementation of a monthly community outreach event at Rush University Medical Center in Chicago, Imerman Angels was able reach more medical professionals and cancer fighters

### ■ **National press**

As a result of a national news segment on WGN, Imerman Angels reached millions and registered hundreds of Americans in need of 1-on-1 peer cancer support



“Since my illness ten years ago I had only spoken to one family whose child was suffering from the same disease. I had never had a chance to speak with any other survivors or fighters. Despite living thousands of miles away in Cape Town, South Africa, through Imerman Angels I am able to connect with fighters and survivors in a meaningful way. I use email, Skype and Facebook to keep up with fighters and their families. Being an Angel has also given me wonderful experiences and a cherished opportunity to discuss my own experience with others in the cancer community. It has become an important part of my long term healing from a traumatic time in my life.”

- Patrick Young, Mentor Angel  
*Ten Year Ewings Sarcoma Survivor*  
Cape Town, South Africa

“With a deep sense of gratitude and the belief that everyone should be so lucky, I am running this marathon so others will have the same level of support and strength people have shown me.” – Chris

### NEVER LET FUNDRAISING DISTRACT US FROM OUR MISSION

Asking for funds is uncomfortable. At Imerman Angels, we don't like to do it. We prefer to focus our time and energy on what's most important: making personalized connections amongst cancer fighters, survivors, and caregivers for 1-on-1 support.

*“When I could not find a reason, I found a purpose”,* Chris, a testicular cancer survivor, explaining why he elected to run the 2010 Chicago Marathon on behalf of Imerman Angels after completing chemotherapy only four months prior.

The reality is that we must raise money in order to keep our service 100% free for the cancer patients who need it most. We adopted this core value as a constant reminder about why we raise funds, who they benefit, and where the funds go.

*“So here I am today, almost ten months after my initial diagnosis, five months after my last treatment, and a few days before I try complete my first marathon.”*

Funds are raised in a host of ways. Marathon runners train for many months and ask their friends and family to donate to Imerman Angels in support of our cause. Soirees, bashes, galas, and other events foster fun, community, highlight our mission, and generate proceeds. Campaigns and sponsorship programs create venues for businesses and individuals to make an impact via giving.

We deeply appreciate the generous and selfless donors who ask for nothing in return and allow us to keep our focus firmly on our mission, without distraction.

### Imerman Angels Statements of Cash Flows For the Years Ended December 31, 2010 and 2009

|  | 2010        | 2009       |
|--|-------------|------------|
| <b>Cash Flows from Operating Activities</b>  |             |            |
| Increase (Decrease) in Net Assets  | \$ (23,990) | \$ 15,331  |
| Adjustments to Reconcile Increase (Decrease) in Net Assets to Net Cash Provided by (Used in) Operating Activities: |             |            |
| Depreciation   | 22,372      | 23,546     |
| Unrealized Gain on Marketable Securities   | (2,120)     | (472)      |
| Increase (Decrease) in Operating Liabilities   |             |            |
| Accounts Payable   | (11,342)    | 11,342     |
| Net Cash Provided by (Used in) Operating Activities  | (15,080)    | 49,747     |
| <b>Cash Flows from Investing Activities</b>  |             |            |
| Purchase of Equipment  | (1,749)     | (33,575)   |
| Sale of Marketable Securities  | 17,981      | 0          |
| Net Cash Provided by (Used in) Investing Activities  | 16,232      | (33,575)   |
| <b>Cash Flows from Financing Activities</b>  | 0           | 0          |
| <b>Net Increase to Cash and Cash Equivalents</b>   | 1,152       | 16,172     |
| <b>Cash and Cash Equivalents</b>   |             |            |
| Beginning of year  | 147,058     | 130,886    |
| End of year  | \$ 148,210  | \$ 147,058 |
| Supplemental Cash Flow Information:  |             |            |
| Interest Paid  | \$ 375      | \$ 0       |

The accompanying notes are an integral part of these financial statements.

**Imerman Angels**  
**Statements of Activities and Changes in Net Assets**  
**For the Year Ended December 31, 2010**

| <b>Revenue and other Support</b>       | <b>Unrestricted</b> | <b>Temporarily</b> | <b>Total</b>      |
|--|---------------------|--------------------|-------------------|
| <b>Restricted</b>                      |                     |                    |                   |
| Contributions                          | \$ 496,466          | \$ 0               | \$ 496,466        |
| Interest Income                        | 64                  | 0                  | 64                |
| Gain on Marketable Securities          | 2,121               | 0                  | 2,121             |
| <b>Total Revenue and Other Support</b> | <b>\$ 498,651</b>   | <b>0</b>           | <b>\$ 498,651</b> |
| <b>Expenses</b>                        |                     |                    |                   |
| Programs                               | \$ 389,466          | 0                  | 389,466           |
| General and Administration             | 94,214              | 0                  | 94,214            |
| Development                            | 38,961              | 0                  | 38,961            |
| <b>Total Expenses</b>                  | <b>\$ 522,641</b>   | <b>0</b>           | <b>522,641</b>    |
| <b>Decrease in Net Assets</b>          | <b>(23,900)</b>     | <b>0</b>           | <b>(23,900)</b>   |
| <b>Net Assets, beginning of Year</b>   | <b>209,612</b>      | <b>0</b>           | <b>209,612</b>    |
| <b>Net Assets, End of Year</b>         | <b>\$ 185,622</b>   | <b>\$ 0</b>        | <b>\$ 185,622</b> |

The accompanying notes are an integral part of these financial statements.

**Imerman Angels**  
**Statements of Financial Position**  
**December 31, 2010 and 2009**

| <b>Assets</b>   | <b>2010</b>       | <b>2009</b>       |
|---|-------------------|-------------------|
| Cash and Cash Equivalents   | \$ 148,210        | \$ 147,058        |
| Marketable Securities   | 0                 | 15,860            |
| Security Deposit  | 4,983             | 4,983             |
| Property and Equipment<br>(Net of Accumulated Depreciation of \$64,107<br>and \$41,734, Respectively) |                   |                   |
| <b>Total Assets</b>   | <b>32,429</b>     | <b>53,053</b>     |
| <b>Net Cash Provided by (Used in) Operating Activities</b>  | <b>185,622</b>    | <b>220,954</b>    |
| <b>Liabilities and Net Assets</b>   |                   |                   |
| Accounts payable  | 0                 | 11,324            |
| <b>Net Assets</b>   |                   |                   |
| Unrestricted  | 185,622           | 209,612           |
| <b>Total Liabilities and Net Assets</b>   | <b>\$ 185,622</b> | <b>\$ 220,094</b> |

The accompanying notes are an integral part of these financial statements.



1-on-1 cancer support

*Connecting Cancer Fighters, Survivors & Caregivers*

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