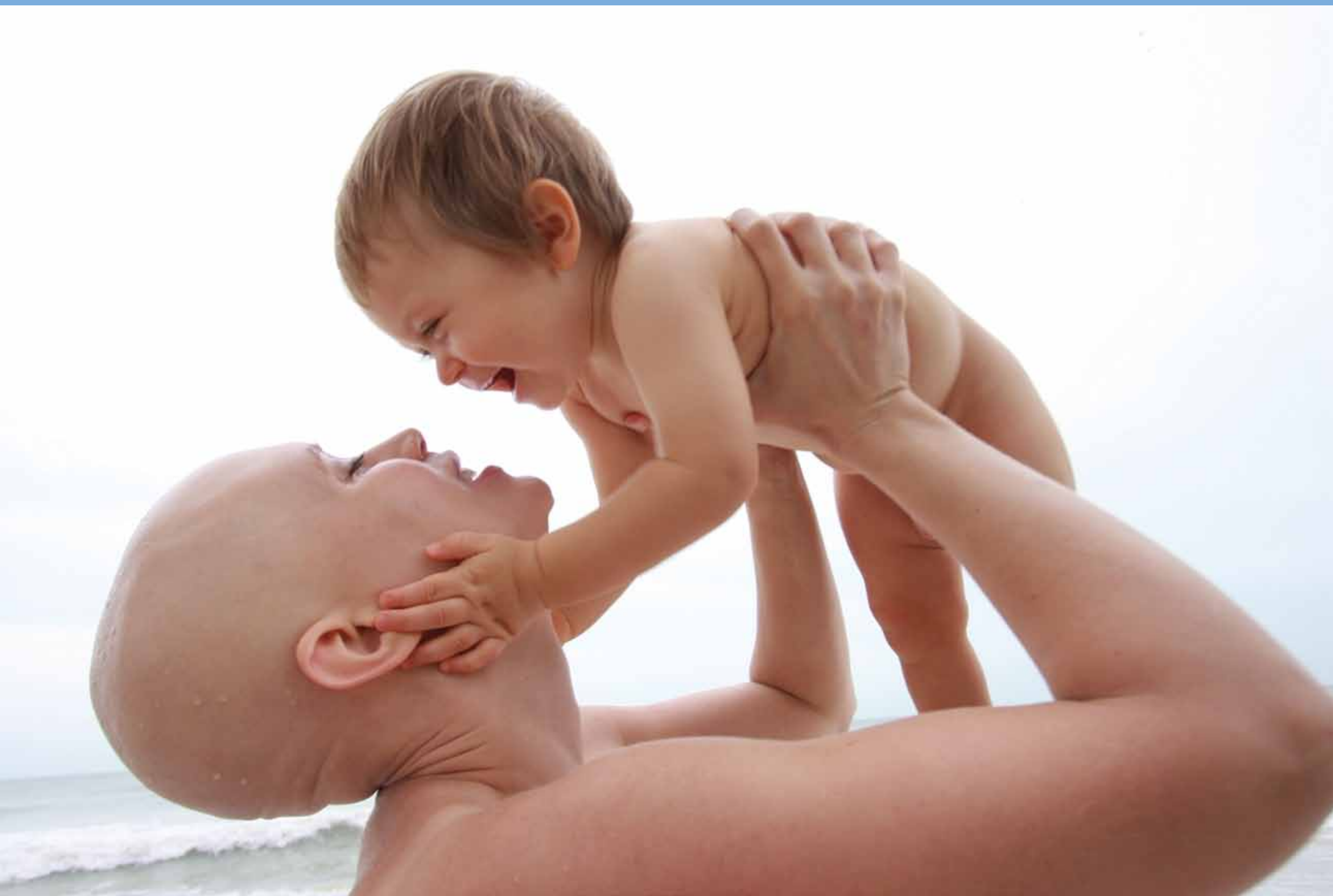




1-on-1 cancer support

Connecting Cancer Fighters, Survivors & Caregivers

2009 Annual Report



“ Reaching out to Imerman Angels when I was diagnosed was one of the best decisions I have made in my life. Absolutely, no one, except someone who has gone through exactly what I’ve gone through & survived, could have helped me fortify my resolve to live in the powerful way my angel did. My angel encouraged my determination to be here for my son as he grows up.

**I owe a big part of my survival to IA and my angel. ”**

Katie Blossfield Iannitelli  
Breast Cancer Survivor





“ Sometimes the best treatment for cancer is just talking to someone who’s been there. ”

### Our Mission:

To provide personalized connections that enable one-on-one support among cancer fighters, survivors, and caregivers.





## Letter from the Founder

Jonny Imerman

I want to begin by wishing everyone in treatment for cancer all of my bessssst!!!! I also want to thank you our amazing staff of 5 for their relentless dedication and passion for this mission, and determination to build this organization so we can help each and every person with cancer!! And of course thank you to our survivor angels who share their stories and are the true gift of inspiration and light, and to our volunteers who work so hard to keep us going!!!! Clearly, the strength and power is in the TEAM. And only in the TEAM. In my opinion, it's the most compassionate and loving group of people that I have ever seen!!!

It has been a great year at Imerman Angels. Our 1on1 matching program (our only program!) is getting busier and busier by the day!! Clearly, the need for isolated cancer fighters to reach survivors drives this - and we will keep in there and keep matching them up for help and inspiration!!!

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 FB updates so that no one - NO ONE - fights alone!! Our survivors are with us & ready to help, guide, and motivate!!

I wish each and every one of you all of my bessssst in good health - live each and every hour and day and make the most of it and let's all keep making a difference for those who are in the biggest fight of their life!!!!

Thanks and be well #1!!!!

Letter from the Chairman of the Board  
John May



Wow!!! What another great year for Imerman Angels and the impact we are making in the cancer world. First, let me thank all of the fighters, angels, caregivers, volunteers, professional staff, donors, sponsors and every person that helped Imerman Angels continue serving its mission.

We believe Imerman Angels is the largest personalized 1-on-1 cancer support organization in the world. We could not have achieved this without your support!!!

We are proud to announce that Imerman Angels touched more people this year than in any other previous year – our database of fighters, survivors and caregivers is at an all-time high and growing daily. We connected fighters in all 50 states last year and in 35 countries. The mission is working and Imerman Angels is committed to being the preeminent personalized cancer support organization in the world.

While 2009 was a challenging year from an economic perspective for people and countries around the world, Imerman Angels continued to thrive with a “Mission First” focus. You will see contributions were up 11% in 2009 and we closed the year with over \$209,000 Net Assets which poises us to accelerate our mission in 2010.

Thank you again for all your support. We look forward to another strong, healthy and growing year in 2010.

Enjoy reading our 2009 Annual Report and please do not hesitate to contact myself or anyone on our staff with any questions or comments.

Wishing you all the best!!

A handwritten signature in black ink that reads "JOHN MAY".

John May

“ Thanks to Imerman Angels, we can hold hands & march forward on the path to remission, or better yet, **a cure in the future.** ”



Kris Horner,  
Stage 4 Ovarian Cancer survivor



# 2009 Program and Event Highlights

- In 2009, we completed a successful **6 month** strategic planning effort focused on comprehensively growing our organization to meet the needs of cancer fighters nationwide within the next five years. **25 experts** in a variety of fields came together to share valuable insight in this process.
- We launched a series of outreach events with more than **70 information booths** staffed at hospitals, cancer partner organizations, & other gatherings.
- Our wonderful volunteer community donated over **31,090 hours** to help Imerman Angels spread our wings.
- We reached over **2,500 survivors** in our angel mentor network, in all **50 states and approximately 35 countries**.
- We launched our new, custom-built proprietary database with state of the art tools to better match cancer fighters, survivors and caregivers all over the world.
- We received **weekly referrals** from several cancer organizations such as American Cancer Society, Livestrong, MD Anderson Network, Ulman Cancer Fund, etc.

- Jonny Imerman was an **invited participant** at the Livestrong Global Cancer Summit in Dublin, Ireland.
- We hired another full - time **Connection Specialist**, Lisa Cristia.
- **6,620 people** attended our 4 keystone events in 2009: 3rd annual Spring Fling, Rock 4 Angels, 6th annual Akira fashion show and silent auction, Angels on 80 Holiday Happy Hour and our Survivor Day celebration!
- We launched the new **Angel Allies** program in 2009, in which supporting businesses and individuals threw **20 events** to benefit Imerman Angels and increase our outreach.
- We were chosen to be the **official partner** for the 2009 Bank of America Shamrock Shuffle.
- **180 runners** ran The Bank of America Chicago Marathon and the Rock 'n' Roll Chicago Half Marathon in support of Imerman Angels, **raising over \$142,000**.





# 2009 Media Highlights

## THE WALL STREET JOURNAL

OCTOBER 27, 2009

HEALTH AND WELLNESS

THE INFORMED PATIENT

### After Cancer Diagnosis, a Mentor

Survivors Volunteer to Offer Strategies, Encouragement to New Patients

By Laura Landro



The first time they met for a beer in Austin, Texas, Matt Ferstler and Keith Levy hit it off so well that they ended up talking for six hours. Their conversation, though, wasn't what you'd expect of two 20-somethings at a bar.

"Do I need to bank sperm?" Mr. Ferstler wanted to know. Mr. Levy had already been through what his new friend was dealing with: testicular cancer, which affects the reproductive system. "I'm not going to be able to have a normal sex life? Will someone accept me if I'm different?"



Matt Ferstler (left) with mentor and teammate Keith Levy on Sunday, after the 45-mile Livestrong Challenge bike ride in Texas.

executive of the Lance Armstrong Foundation, the advocacy group started by the champion cyclist and testicular-cancer survivor. Mentor networks like Imerman Angels "could potentially save significant health care resources because they can help people navigate the system, figure out their options and create their own support systems," says Christine Rini, a researcher at Mount Sinai School of Medicine, New York, who

"I had great doctors, friends and family, but what I really needed was another guy in his 20s who could look me square in the eye and say, 'I sat in your seat five years ago, and life is good on the other side.'" Mr. Imerman recalls. He began piecing together a peer-mentoring network in 2003 and turned to it full time in 2006, raising funds mainly from events and unsolicited donations, as well as some recent support from Nike Inc.

Peer-mentoring can be the best source of information and support for newly diagnosed patients, says Christine Rini, a researcher at Mount Sinai School of Medicine, New York, who

girlfriend," says Mr. Ayers. Since signing up with Imerman Angels, he has been helping another young Ewing's sarcoma patient.

The organization matched up Krystal Bocanegra, of Wheaton, Ill., with Johanna Perez, of Houston; both 25 and of Hispanic descent, the women shared a rare form of cancer that invades the lining of the abdominal cavity. Ms. Bocanegra, who works in marketing, had a hysterectomy and was resisting her doctor's recommendation to have a new surgical procedure that had shown promise in improving survival.

After their first contact by phone, Ms. Bocanegra was impressed that Ms. Perez, a bilingual elementary school teacher who had also survived ovarian cancer, had found the courage to undergo surgery that was still experimental—and had done so well afterward. The two discussed relationships and what they'd missed out on while struggling with illness. Though they still haven't met in person, Ms. Bocanegra says Ms. Perez helped her feel the surgery wasn't so daunting after all; she underwent the procedure six months ago.



Jonny Imerman (facing camera), founder of Imerman Angels, hugs a relative whose wife has beaten breast cancer at an awareness event.

Mentors can become friends. "It's very different than another friend, who might be sympathetic but just can't understand from personal experience," says Mr. Ferstler, the Austin cancer survivor. He recalls his initial email exchange with Mr. Levy. "I can tell you from experience that you are going to pull through this," Mr. Levy wrote, the first time anyone had told Mr. Ferstler he was going to

"[Dr.] Steven Rosen...felt reassured that Imerman Angels was diligent about screening volunteers. He now refers interested patients to the group. Peer mentors can help patients see 'there is light at the end of the tunnel,' Dr. Rosen says."

**Dr. Steven Rosen**  
Director, Robert H. Lurie Comprehensive Cancer Center  
of Northwestern University

"Mentor networks like Imerman Angels 'could potentially save significant health care resources because they can help people navigate the system, figure out their options and create their own support systems.'"

**Doug Ulman**, President & Chief Executive Officer, The Lance Armstrong Foundation

same type of cancer within 24 hours of diagnosis. Mr. Imerman sought Dr. Rosen out to explain his program; afterward, Dr. Rosen says, he felt reassured that Imerman Angels was diligent about screening volunteers. He now refers interested patients to the group. Peer mentors can help patients see "there is light at the end of the tunnel," Dr. Rosen says.

Despite improvements in survival rates in patients under 15, and steady improvements in treatment for those over 40, cancer survival among patients ages 25 to 35 hasn't improved since 1975, according to the National Cancer Institute. Some cancers are less responsive to treatment in young adults than in other age groups. But those patients may be less likely to seek immediate help for symptoms, resulting in a delayed diagnosis, and they often lack insurance.

Young cancer patients have their own emotional and psychological issues, often feeling isolated during treatment and its aftermath, says Doug Ulman, 34, a cancer survivor and chief

## Imerman Angels...

### ...In Print

In 2009, Imerman Angels received over \$150,000 in value from traditional press coverage (estimated based on advertising equivalency) with impressions in the multi-millions. Some of our many articles included:



Live Strong Quarterly  
Winter 2009-2010



Chicago Sun-Times  
September 2009



Women  
Winter 2009



Oncology Nursing News  
September 2009

### ...In Sports

When Detroit Tigers star, Magglio Ordonez, cut off his hair to auction on ebay for Imerman Angels, over 850 national and regional outlets picked up the story, including Major League Baseball and USA Today.



The auction, which included the cut hair, an autographed bat, and use of Ordonez' private box for a September 2009 game, raised \$6100 and immeasurable publicity for Imerman Angels.

### ...Online

Imerman Angels social media outreach is unprecedented, averaging 30,000 impressions per 50 Twitter mentions (source: Tweet Reach) & over 12,500 combined Facebook Fans, Friends, and Members.



Imerman Angels launched a Facebook fan page which grew to over 6,000 fans in the year 2009.



In 2009, Imerman Angels' Twitter page grew to have 1,105 followers.



In 2009, Imerman Angels launched a dedicated IA YouTube channel.



Also follow us on:

### the IA Blog

The Imerman Angels blog, launched October 15, 2009 generating 2,546 visits in just 2.5 months.

- 68.73% of visits were first time visitors
- Visits from all 50 states & 97 different countries
- 47,327 total visits in 2009

# Imerman Angels... by the numbers

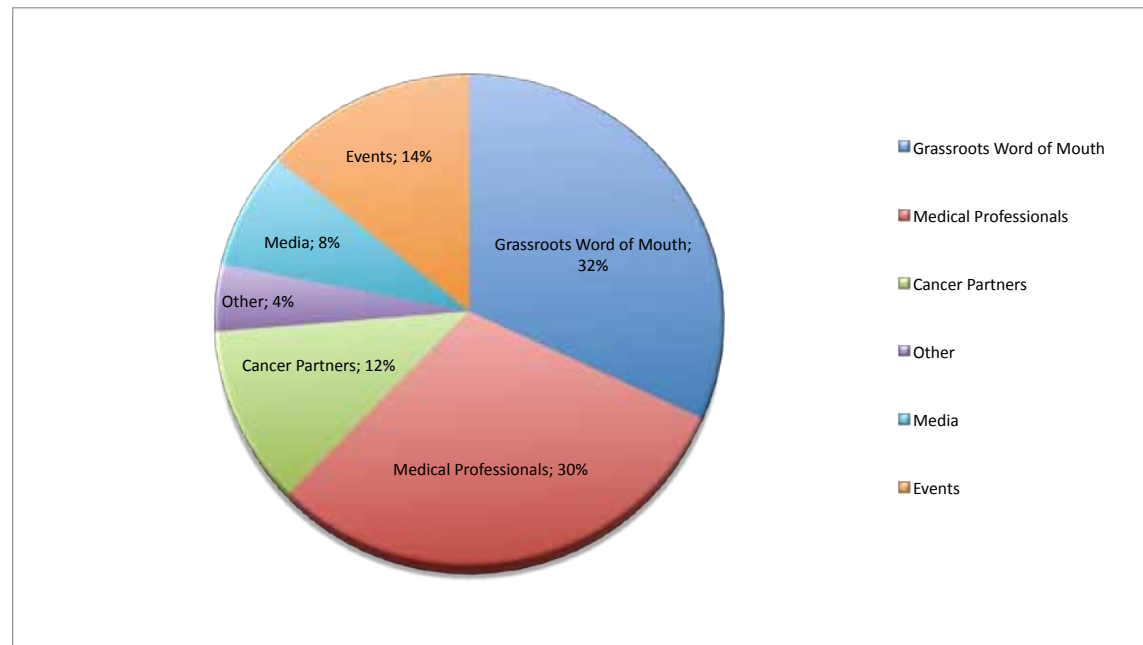
**290** cancer types among our mentor angels.

**1400** connections made in 2009.

**2500** registered mentor angels.

**1.5 million** new cancer cases were diagnosed in 2009 in the United States.  
(according to the American Cancer Society)

Source of Referrals  
How we make connections



“ The experience of working with Imerman Angels has given me the freedom to share the experience with others, to cry and yet still be able to laugh. **Thanks, Jonny, for such a great ministry!** ”



Patricia Wash  
Cancer Survivor



“ Thanks once again for all your support & connecting me with this fabulous woman! I already have made it two days without crying since I found Imerman Angels!! Imerman Angels gives me the light & a lot of strength to push through and now **I have the confidence that I will be just FINE!** ”

Jessica D'Andrea  
Breast Cancer Survivor



### Independent Auditors' Report

Benjamin & Birkenstein, P.C. CERTIFIED PUBLIC ACCOUNTANTS  
February 16, 2010

We have audited the accompanying statement of financial position of Imerman Angels (a not-for-profit organization) as of December 31, 2009, and the related statements of activities and changes in net assets, and cash flows for the year then ended. These financial statements are the responsibility of Imerman Angels management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Imerman Angels as of December 31, 2009, and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

Statement of Financial Position  
December 31, 2009

**Assets**

|  |                |
|--|----------------|
| Cash and Cash Equivalents                                  | \$147,058      |
| Marketable Securities                                      | 15,860         |
| Security Deposit   | 4,983          |
| Fixed Assets (Net of Accumulated Depreciation of \$41,734) | 53,053         |
| <b>Total Assets</b>  | <b>220,954</b> |

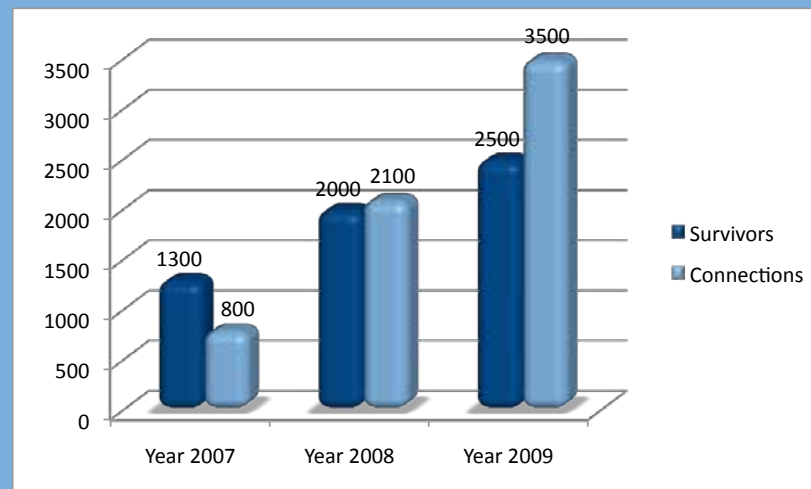
**Liabilities and Net Assets**

|   |                   |
|---|-------------------|
| Liabilities (Accounts Payable)          | \$ 11,342         |
| Net Assets (Unrestricted)               | 209,612           |
| <b>Total Liabilities and Net Assets</b> | <b>\$ 220,954</b> |

Statement of Activities and Changes in Net Assets  
For the Year Ending December 31, 2009

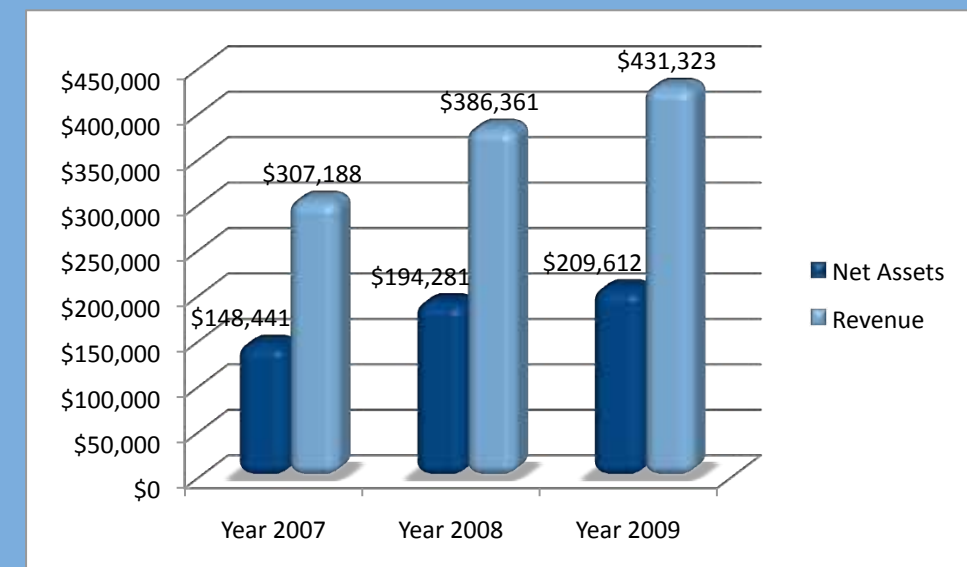
|  | Unrestricted      | Temporarily Restricted | Total             |
|--|-------------------|------------------------|-------------------|
| Revenue and Other Support                | \$ 431,323        | \$ 0                   | \$ 431,323        |
| Expenses                                 | 226,311           |                        | 226,311           |
| Programs                                 | 87,412            | 0                      | 87,412            |
| General and Administration               |                   | 0                      |                   |
| Development                              | 102,269           | 0                      | 102,269           |
| <b>Total Expenses</b>                    | <b>415,992</b>    | <b>0</b>               | <b>415,992</b>    |
| <b>Increase (Decrease) in Net Assets</b> | <b>15,331</b>     | <b>0</b>               | <b>15,331</b>     |
| Net Assets, Beginning of Year            | 194,281           | 0                      | 194,281           |
| <b>Net Assets, End of Year</b>           | <b>\$ 209,612</b> | <b>\$ 0</b>            | <b>\$ 209,612</b> |

As our database of registered Mentor Angels has grown we've been able to provide support to more cancer fighters, with 1,400 completed connections in 2009.



Connections and Mentor Angels  
2007 - 2009

Despite a challenging economic climate, revenue growth in 2009 allowed Imerman Angels to help more cancer fighter, survivors, and caregivers.



Revenue and Asset Growth  
2007 - 2009



Statement of Cash Flows  
December 31, 2009

|  |            |
|--|------------|
| Cash Flows from Operating Activities   |            |
| Increase (Decrease) in Net Assets  | \$ 15,331  |
| Adjustments to Reconcile Increase (Decrease) in Net Assets<br>to Net Cash Provided by (Used in) Operating Activities |            |
| Depreciation   | 23,546     |
| Unrealized (Gain) on Marketable Securities   | (472)      |
| Increase (Decrease) in Operating Liabilities   |            |
| Accounts Payable   | 11,342     |
| Net Cash Provided by Operating Activities  | 49,747     |
| Cash Flows used in Investing Activities  |            |
| Purchase of Equipment  | (33,575)   |
| Net Cash (Used in) Investing Activities  | (33,575)   |
| Cash Flows Provided by Financing Activities  | 0          |
| Net Increase (Decrease) in Cash and Cash Equivalents   | 16,172     |
| Cash and Cash Equivalents  |            |
| Beginning of Year  | 130,886    |
| End of Year  | \$ 147,058 |
| Supplemental Cash Flow Information   |            |
| Interest Paid  | \$ 0       |

“The support I received from Mark and other cancer survivors during my treatment was incredibly special to me, & even during the worst parts of my struggle, I used to imagine myself giving the same support to others someday.

I knew how powerful that encouragement was, and I planned to sign up as an Imerman Angel as soon as I got better. ”



Lance  
Hodgkin's Lymphoma Survivor



## Notes to the Financial Statements

For the Year Ending December 31, 2009

### OPERATIONS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

#### Operations

Imerman Angels, is an Illinois not-for-profit corporation that matches individuals fighting cancer with individuals that have beaten cancer, usually of the same type of cancer, age, gender, etc. One-on-one relationships give a fighter the chance to ask personal questions and get support from someone who is uniquely familiar - a survivor.

#### Basis of Presentation

Financial statement presentation follows the Financial Accounting Standards Board's Statement of Financial Accounting Standards (SFAS) No. 117, Financial Statements of Not-for-Profit Organizations. Under SFAS No. 117, Imerman Angels is required to report information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets. At December 31, 2009, Imerman Angels had no temporarily or permanently restricted net assets.

#### Restricted and Unrestricted Revenue

Contributions received are recorded as increases in unrestricted, temporarily restricted, or permanently restricted net assets, depending on the existence and/or nature of any donor restrictions. Temporarily restricted contributions whose restrictions are met in the same reporting period are included in unrestricted support. Imerman Angels has not received any contributions with donor imposed restrictions that would result in permanently restricted net assets.

#### Promises to Give

Unconditional promises to give are recognized as revenues or gains in the period received and as assets, decreases of liabilities, or expense depending on the form of the benefits received. Conditional promises to give are recognized only when the conditions on which they depend are substantially met and the promises become unconditional. There were no unconditional promises to give at December 31, 2009.

#### Property and Equipment

Purchased property and equipment are recorded at cost. Equipment is depreciated over a period of five years on the accelerated method. Maintenance and repairs are charged to expense as incurred; major renewals and betterments are capitalized. When items of property or equipment are sold or retired, the related costs and accumulated depreciation are removed from the accounts and any gain or loss is recognized.

#### Donated Materials, Supplies and Equipment

Donated materials, supplies and equipment are reflected in the financial statements if the estimated market values at date of contributions were determinable. If the estimated market value is indeterminable, the value is not included in the financial statements.

“ Before I was put in touch with Imerman Angels, I felt like I was drowning. This network of angels shares the spirit and compassion of their leader, Jonny, and are truly some of the most inspiring people I have ever known in my entire life.

**It's not often that you meet someone who gives you the hope & support to have a second chance at life. ”**



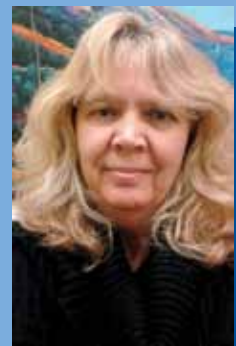
Ryan McCain  
Testicular Cancer Survivor



“ Imerman Angels means to me a chance to give hope, friendship, compassion & understanding in a persons time of need. As a lung cancer survivor myself **I know that Imerman Angels is a rope to hold on to when you feel that no one else can possibly understand what you are going through!**

**I am so glad that I found you guys!!!! ”**

Terry Gillespie  
Stage 3B Lung Cancer survivor



## OPERATIONS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES CONTINUED

### Donated Services

A substantial number of unpaid volunteers have made significant contributions of their time to develop Imerman Angels programs. No amounts have been reflected for the value of their services.

### Expense Allocation

Expenses relating to more than one function are allocated to program service, general and administrative, and development-fundraising costs based on employee time estimates or other appropriate usage factors.

### Use of Estimates

The preparation of financial statements in conformity iwth generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

### Income Tax Status

Imerman Angels was organized as an Illinois not-for-profit corporation. It received tax exempt status under Section 501(c)(3) of the Internal Revenue Code and, as such, is not subject to federal and state income taxes. In addition, the Organization qualifies for the charitable contribution deduction under Section 170(a) and has been classified as an organization that is not a private foundation under Section 509(a)

### Cash and Cash Equivalents

Cash equivalents consist of money market accounts, bank certificates of deposits with maturities of twelve months or less, and highly liquid equity securities.

### Subsequent Events

Management has evaluated subsequent events through February 16, 2010, the date which the financial statements were available to be issued, and has determined that no events requiring recognition or disclosure in the December 31, 2009 financial statements have occurred.

## OPERATIONS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES CONTINUED

Property and equipment at December 31, 2009, consisted of:

|                               |           |
|-------------------------------|-----------|
| Office Equipment              | \$ 94,787 |
| Less Accumulated Depreciation | \$ 41,734 |
| Net Property and Equipment    | \$ 53,053 |

Depreciation expense for the year was \$23,546.

# Acknowledgements

## Thank You!

Imerman Angels would especially like to thank the following people who have made this year unforgettable.

### Imerman Angels Board Directors

Jonny Imerman, Executive Director

John May, Chairman of the Board

Dr. Greg Roslund, Board Director

Dr. Jason Canner, Board Director

Brad Keywell, Board Director

### Imerman Angels Staff

Laura Alexander, Director of Events  
& Communications

Rynell Cook, Connection Manager

Lisa Cristia, Connection Specialist

Aaron Hadley, Director of Operations

### 2009 Imerman Angels Volunteer Committee Chairs

Teri Ramirez, Outreach Chair

Michelle Molise, PR Chair

Brad Laney, Marketing Chair

Erin Wasson, Event Co-Chair

Most of all, **THANK YOU** to the more than 2,500 Mentor Angels, Runners, Committee Members, and other dedicated supporters that volunteered 31,090 hours to help make sure no one faces cancer alone!

### 2009 Strategic Planning Committee

|                  |                 |                   |                  |
|------------------|-----------------|-------------------|------------------|
| Laura Alexander  | Aaron Hadley    | Andy Margolis     | Jason Riback     |
| Alexis Barbour   | John Hering     | John May          | Amy Rosko        |
| Dr. Jason Canner | Jonny Imerman   | Andy Miller       | Dr. Greg Roslund |
| Rynell Cook      | Arline Kallick  | Jason Misicka     | Stacy Stone      |
| Jonathan Gonsky  | Imran Kareem    | Michelle Molise   | Stefan Teodosic  |
| Becca Gruenspan  | Guyanne Lufrano | Caralynn Nowinski | Brock Yetso      |
|                  |                 |                   | Brad Laney       |







1-on-1 cancer support

*Connecting Cancer Fighters, Survivors & Caregivers*

400 W Erie St, Suite 405  
Chicago, IL 60654

877-274-5529 • [www.imermanangels.org](http://www.imermanangels.org)