



**CELEBRATING 15 YEARS
OF FIGHTING FOR A KURE**

Welcome

A MESSAGE FROM OUR CHAIRMAN

I would like to open our 2022 Annual Report by acknowledging the amazing people that have made Kure It so successful. Our hard-working staff, dedicated Board of Directors, brilliant Medical Advisory Board, growing Women's Guild, and most of all you, our generous donors. Your continued support for Kure It has allowed us to once again, hit our goal of granting \$1,000,000 in direct funds for cancer research. We are truly grateful for our Kure It community, who continue set the foundation for success.

Reaching our goal in the face of adversity through year two of the COVID pandemic, is a testament to the perseverance of our team. Cancer has not stopped impacting people's lives, and Kure It has not stopped working hard to make an impact on Cancer.

2022 will mark 15 years of Kure It fighting to eradicate cancer, and we are looking forward to a few special campaigns to celebrate this milestone anniversary.

As we celebrate the year, and as the COVID restrictions hopefully ease, our team has incredible energy and big plans to push Kure it to new heights.

For those of you who continue to support Kure It, we send many thanks and hope that you will continue to partner with us. For our new donors, we hope you see the tremendous value in Kure It's dedication to fight, support and cure cancer.

Together we can save lives!



Todd Perry, Kure It Chairman



**Todd Perry
Kure It Chairman**

Table of Contents

- 03 | Our Founder and Mission
- 05 | The End of Cancer Begins with Research
- 07 | 2021 Highlights
- 09 | 2022 Vision
- 11 | Join the Fight and Events
- 13 | Medical Advisory Board
- 15 | Women's Guild
- 17 | Board of Directors and Kure It Team
- 19 | 2021 Community Partners and Donors

Kure It Grant Recipient - 2021

"We are so appreciative of Kure It Cancer Research supporting our dedicated efforts to identify clinical biomarkers with prognostic value in bladder cancer.



Real world studies are essential to biomarker discovery, can complement clinical trials, and help inform the evolving research field."

- Petros Grivas, MD PhD

Our Founder and Mission



Barry Hoeven
1950 - 2016

Kure It Cancer Research began as a personal mission and quickly transformed into a vibrant nonprofit with a mission to help shape the landscape of cancer research and make a difference for all those touched by this devastating disease. What started as grassroots fundraising efforts for City of Hope by Barry Hoeven in 2007, the idea to officially establish Kure It, Inc. as a nonprofit came after Barry recognized there was a grave disconnect between the number of people afflicted with kidney cancer and the amount of funding and research being conducted to find a cure.

In January 2010, Kure It, Inc. was established as an independent non-profit 501(c)(3) organization; allowing for a broader range of research opportunities resulting in a greater impact. In honor of Mr. Hoeven's daily inspiration – Kure It is spelled with a "K" to represent kidney cancer.

In June of 2016, Barry passed away after an 18 year battle with Kidney Cancer. Today, Kure It continues on striving each day to Fight for a Kure by granting funds to innovative research projects for underfunded cancers at leading Comprehensive Cancer Centers around the United States and beyond.

Our mission is to provide **direct funding** to support the **brightest minds** in **translational research** for **underfunded cancers** at leading cancer centers.

Direct Funding

Grants are placed directly into the hands of researchers seeking a cure for cancer

Brightest Minds

Foremost cancer center researchers are invited to submit a grant proposal to Kure It's Medical Advisory Board

Translational Research

Research results that move swiftly from lab to patient, i.e. "from bench to bedside"

Underfunded Cancers

With over 150 types of cancers, 90% of them are considered underfunded

The End of Cancer Begins with Research



Cancer is the second leading cause of death in the US, second only to heart disease



Every minute one person dies from cancer in the US



Over 1.9 million new cancer cases are expected to be diagnosed in 2022



1 in 3 Americans will develop cancer



Approximately 609,360 Americans are expected to die from cancer in 2022



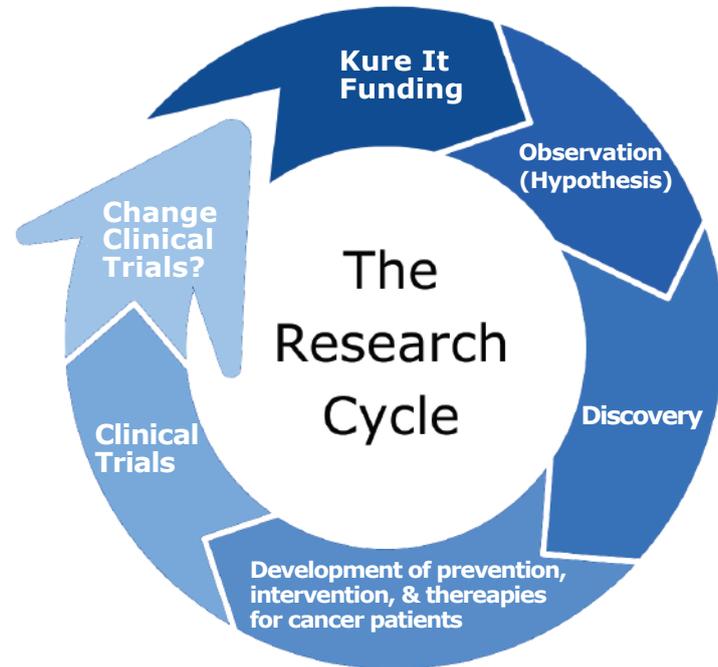
Cancer is the second leading cause of death among children ages 1-14 years

Funding Breakthroughs | The Medical Research Cycle

Funds from Kure It begin the cancer research cycle by granting “seed monies” to kick start innovative, out of box hypothesis and exploration.

Funding from groups like Kure It can lead to discoveries that gather attention from national institutions and larger grant programs. These awards can lead to the development of new methods of prevention, intervention, and therapies for cancer patients. Clinical trials are created to evaluate these new developments and determine if they are ready for patient care.

This cycle leads to breakthroughs for cancer patients and has an extensive reach on further improvements in cancer detection, prevention, and treatments.



2021 Highlights

As we transitioned into 2021 Kure It saw many lingering effects of Covid-19. However, our dedication to our mission remained steadfast. At times we had to pivot our plans to keep our staff and supporters safe, but we are thrilled to report we were able to still hold all of our annual events with safety protocols in place.

In 2021 we added to our donor experiences with the inaugural “Big Dill Pickleball Tournament” lead by the Women’s Guild. This event brought in an almost entirely new host of sponsors and introduced Kure It to many new participants throughout the community. It was another success and an event Kure It has added to our annual calendar.



2021 Pickleball Tournament - Best Dressed Winners - Valerie Stam and Libby Perry



2021 Pickleball Tournament Trophies

We were also able to achieve our founder, Barry Hoeven’s vision of granting \$1 Million to cancer research during the 2021 calendar year. We would not have been able to reach that goal without the support of our donors, like you. We knew that cancer research needed to be a priority after a year of shutdowns and delays and we were proud of the collective efforts Kure It was able to spearhead. We closed the year with over \$12 Million raised since inception for cancer research.

\$1 MILLION GRANTED TO RESEARCH IN 2021

Amount Awarded	Grant Recipient	Name of Research Project
\$200,000	 <small>A National Cancer Institute-Designated Comprehensive Cancer Center</small>	"Kure It Cancer Research Endowed Chair In Genitourinary Oncology Research"
\$200,000		"RNAseq-Based Biomarkers identify Targetable Biologic Drivers of Kidney Cancer."
\$150,000		"Establishment of Novel Kidney Cancer Patient Avatars"
\$150,000	 <small>Kovic Medicine of USC</small>	"Defining transcriptomic features of recurrence in muscle-invasive bladder cancer"
\$150,000		"Evaluating mechanisms of action and resistance to the combination of cabozantinib and atezolizumab in patients with metastatic castration-resistant prostate cancer (mCRPC) with non-measurable disease."
\$75,000		"Non-invasive serial cell-free DNA whole exome and mononuclear cell profiling to identify immunogenomic resistance and therapeutic targets in bladder cancer."
\$75,000	 <small>UNIVERSITY OF WASHINGTON MEDICAL CENTER</small>	Investigating the association of clinicopathologic and laboratory biomarkers with efficacy and toxicity in patients with advanced urothelial carcinoma (aUC) treated with immune checkpoint inhibitors.

KURE IT HAS ALSO SUPPORTED CUTTING EDGE RESEARCH FOR THESE CANCERS:

Advance Renal Mass
 Appendiceal Cancer
 Bone & Soft Tissue
 Colorectal Cancer
 Gallbladder Cancer
 Genetic Mutation in Young Adult Cancers
 Head & Neck Cancers
 Immunotherapy in Melanoma
 Liver Cancer
 Lung Cancer
 Pediatric Neuroblastoma
 Prostate Cancer
 and others

2022 Vision



It is a milestone year for Kure It, as we celebrate 15-years supporting underfunded cancer research. To kick off our anniversary, we designed exciting and impactful programs to grow our community partnerships and donor relations.

The “15 Hosts for \$15k Challenge” was designed for donors to host a small gathering of friends and colleagues, with a goal to raise \$15 thousand for cancer research. Our Kure It staff is set to guide and collaborate with hosts to create successful events.

In May, Kure It will host “Margarita’s for May” with local restaurants to raise funds for research. A percentage of sales from margaritas sold in May 2022, will be donated to Kure It towards upcoming cancer research grants. In addition, we are supporting a new service that targets underserved communities in Orange County, called the Kure It Cares Initiative. Our partnership with UCI, brings cancer screening education to groups most at risk in OC.

With help from innovative programs, updated events and groundbreaking initiatives, Kure It continues its quest to raise awareness and fight cancer. Our mission to provide direct funding at Comprehensive Cancer Centers and Institutions continues to be front and center.

It is a big anniversary for Kure It, we are thrilled to share it with you!



"I am a 15 year non-muscle invasive bladder cancer survivor. My diagnosis brought fear, irritation and uncertainty but thanks to research, caring doctors and the support of my wife and family, I have survived.

My doctors treated me with BCG immunotherapy to help my body fight the cancer. I am happy to report that I have been cancer free for the last 2 years. I will continue to have regular check-ups every 6 months to make sure the cancer has not returned. I am grateful for the care I was able to receive while this type of cancer is still being researched.

My wife, Chela and I are musicians and we leaped at the opportunity to create this beautiful guitar to help raise funds for further cancer research."

- Joseph Amorviejo, 15-Year Bladder Cancer Survivor



2021 Gala Auction Item

Join the Fight for a Kure

2022 Events

Friday, June 10
Rivals Cup Golf Tournament
Pelican Hill Golf Club



Rivals Cup 2021 Players:
Ryan Moore, Steve Hauscka,
Nick Foles, and Evan Moore

Sunday, July 31
Bill Dill Pickleball Tournament
The Tennis Club at Newport Beach



Be a part of our
pickleball tournament!

Saturday, November 5
Let's Save Lives Gala
City National Grove of Anaheim



2021 Let's Save Lives Gala
Attendees: Lucy Rawlins, Rick
Rawlins, and Andrea Donahue



For the latest updates follow us | @kureit

Ways to Donate



One-time or
Recurring Donations



In-Kind Donations
for Events



Donate Appreciated
Stocks



IRA Required Minimum
Distribution Donation



Cars, RV's, Boats, etc.



Wills and Estate Planning



Select "Kure It" as your charity of
choice when using AmazonSmile

Visit kureit.org/donate or email
info@kureit.org for more info

Medical Advisory Board

Our Medical Advisory Board works in partnership with the Board of Directors and the Kure It Team to provide mission-based research input as well as timely and strategic updates.

Members of our Medical Advisory Board are experts in the field of cancer research. They are selected based upon their expertise and their interest in volunteering their time to support Kure It's granting process. They review grant proposals, provide advice regarding which grants may provide results that are deemed most worthy of funding and present final granting proposals to our Board of Directors for approval.



Sumanta (Monty) Kumar Pal, M.D., is an internationally recognized leader in the area of genitourinary cancers, including kidney, bladder, and prostate cancer. He is the Co-director of City of Hope's Kidney Cancer Program and is the head of the kidney and bladder cancer disease team at the institution.



Dr. Neeraj Agarwal, MD, a Professor of medicine, is a physician and an investigator at the Huntsman Cancer Institute (HCI), University of Utah.



Dr. Toni K. Choueiri is the Director of the Lank Center for Genitourinary (GU) Oncology at Dana-Farber Cancer Institute (DFCI)/Brigham and Women's Hospital and the Jerome and Nancy Kohlberg Chair and Professor of Medicine at Harvard Medical School.

Other Projects Kure It Supports

\$1 Million Commitment to UCI:

Kure It strives to partner with the top leaders in cancer research in our local community. In 2019 Kure It signed a \$1M commitment to the UCI Chao Family Comprehensive Cancer Center for the Kure It Endowed Chair in Genitourinary Oncology Research. This researcher will focus on cancers relating to the genital and urinary organs. This endowed fund also generates \$90K annually, in perpetuity, for cancer research.

Southern California Genitourinary Cancer Research Collaborative (SCGCRC):

Kure It has committed to being a Founding Supporter of the Southern California Genitourinary Cancer Research Collaborative. This group of key leaders will share insights and discuss developments and research efforts across various institutions focused on prostate cancer, bladder cancer, kidney cancer and rare tumors/genetic syndromes. The SCGCRC will collaborate through monthly newsletters, quarterly research meetings, an annual forum and general assembly as needed. We believe that communication between several key institutions is an important element in promoting breakthroughs in research.

Fellowship Grants:

In addition to our project specific grants Kure It gives an annual Fellowship Grant designed with the intent of investing in “people” as opposed to “projects”. These fellowships are awards that are meant to invest in someone’s time spent in research at an institution where they could participate in a lot of high-risk high reward work. This allows promising researchers to impact several potentially beneficial projects simultaneously.

Barry Hoeven Memorial Research Grant:

To honor our founder, Barry Hoeven, and his struggle with Kidney Cancer, Kure It awards the Barry Hoeven Memorial Research Grant annually to an investigator with promising research for that specific cancer. We hope that these funds will lead to a break through that will save lives, the ultimate goal of Barry and our team.

Join Our Women's Guild



Bee Kind | Bee the Difference | Bee the Kure

The Women's Guild "Hive" supports the purpose and activities of Kure It through fundraising, education, and community outreach.

Hive members actively go out into the community and work hard to spread knowledge and their passion for supporting cancer research. In addition to creating awareness, members have a great time together and enjoy the company of other women who want to make a difference. Hive members also have the unique opportunity to attend lab tours at some of the country's top comprehensive cancer centers to learn more about the cutting edge research they are supporting through their time, talents, and treasures.



2021 Rivals Cup:
Beth Hoss, Kerri Hatfield



Board of Directors and Kure It Team



Todd Perry
Kure It Chairman
Chief Financial Officer
Briggs Electric



Julie Alai
Community Leader
Philanthropist



Charles Byerly
CEO & President
Westport Properties



Pam Domingue
Co-Owner
Storage Solution, LLC



Drew Hoeven
Chairman &
Chief Investment Officer
Westport Properties



Paul McDonald
Senior VP of
Major Accounts
Fidelity National Title



Marianne Nahin
Co-Founder
The Nahin Group



Monty Pal, MD
Professor, Department of
Medical Oncology &
Experimental Therapeutics
City of Hope Comprehensive
Cancer Center



Jenny Smyth
Senior Vice President
City National Bank



Brooke Adams
Director of Strategy and
Development



Jackie Kurtz
Director of Development and Outreach



Renalynn Funtanilla
Development Coordinator



Maria Dumatol
Development Specialist



Donna Waldo
Treasurer

Together We Can Eradicate Cancer!

2021 Community Partners and Donors

Since its inception, the Round Up For Research program has raised over \$3.1 million for cancer research.



Kure It is so grateful to our Storage Industry partners who participate in our Round Up For Research program.

What is the Round Up For Research Program?

A cancer research funding initiative promoted throughout the self-storage industry.

Tenants at participating storage facilities opt into donating 50 cents a month, or \$6 a year. It may not seem like much but it adds up to make a huge impact.

While this program is currently operating within the self-storage industry it can be easily expanded to other business models, such as retail shops, grocery stores, restaurants, and more!

If you are interested in setting up this program with your company, email renalynn@kureit.org for more information!

Late 2 Lien™



WESTPORT PROPERTIES



Hall of Fame

\$35,000+



Anonymous

Diamond

\$25,000-34,999



Peter and Mary Russo Family Foundation, Inc.

Lynda Perry

2021 Donors Continued

Platinum

\$10,000-24,999



CASEY LESHER



Barry Hoeven Charitable Trust
Diana & Mike Rapport
Flaming Family Foundation
Gary Adams

Jennifer & Charles Byerly
Julie Alai
Linda & Burton Young

Thorofare Capital, Inc
Traci & Michael Brady
Winslow Maxwell Charitable Trust

Gold

\$5,000-9,999

Andrew Nahin
Ann Marie & Wayne Woolsey
Arthur M. Blank Family Foundation
Bank of America
Chelsea Daoust
Fidelity National Title Company
First Foundation Bank
Frome Family Foundation

Ivo Tjan
Late2Lien, LLC
Lisa Lisherness
Main Electric Supply Co
Marianne & Jim Nahin
National Christian Foundation
Nicholas Walker
Orange County Community Foundation

Shelly Longmann, RPM Mortgage
Sperry Commercial
Steve Craig
Steven Fainbarg
TFN Architectural Signage, Inc.
The James & Glenys Slavik Family Foundation
The Muller Company
Wendy Tenebaum

Silver

\$2,500-4,999

Andersen Tax LLC
Arthur J. Gallagher & Co.
Ben Eisler
Beth & Rick Hoss
Catherine & Dale Morrison
Donna & Dale Waldo
Erna & Paul Selzer
French Cormany Insurance Services
Gonterman Construction

James Fawcett
Kayla & Peter Watson
Kristen & Brian Gooding
Leslie & Steve Tolan
Pam & Tyler Terry
Robert Wallan
Shannon & Joseph Capasso
Tarsadia Foundation
Terry Aston

The Gardner Grout Foundation
The Konopisos Trust
The Leeson Group
Tile Elements
Tim Johnston
Vince Tien
Wells Fargo Bank

Special thanks to US Storage Centers and Westport Properties!
Through the end of 2021, they have donated \$4 million to Kure It.



Their generosity covers all of Kure It's operating expenses.
Therefore, every dollar YOU donate to Kure It will go directly
into the hands of a dedicated researcher who is actively
seeking a cure for cancer*

*excluding costs of goods and services