

JOIN US IN THE FIGHT FOR A KURE

90% OF ALL CANCERS
ARE UNDERFUNDED

Welcome

It is with heartfelt gratitude that I would like to thank you for your support, generosity and for being an amazing part of our community. 2020 was not the year that any of us thought it would be. COVID-19 has impacted all of us over the last year and our thoughts and prayers go out to all individuals and families affected during this pandemic.

Through this crisis, Kure It has persisted in its efforts because cancer never rests, and neither will we! From Kure It's inception, Barry Hoeven blazed a trail to create and build this organization by thinking outside the box. I am always amazed but never surprised by the resilience, support, and generosity of the human spirit. You, our Kure It community continue to step up, remain engaged, and help us fund life-saving research grants!

The true heart of Kure It is all of us who have been affected by cancer. We are especially grateful for our incredible men and women who contribute as members of our Board of Directors, our Medical Advisory Board, our Women's Guild, our amazing volunteers at our events, as well as those who have served on our mighty Kure It team, and our donors.

The value YOU bring to the Kure It community extends far beyond the dollars donated. The value is in lives impacted, hope created, and lives saved by being part of a community, and the common search for healing.

Journey with us, and together we can eradicate cancer!



Dave Martinson,
Executive Director

A stylized, handwritten signature in black ink that reads "DMartinson". The signature is fluid and cursive, with a long horizontal stroke at the end.

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Kure It Grant Recipient

"The most critical part of funding from a nonprofit organization is to provide seed money for bigger ideas that can formulate bigger projects and such opportunities are usually not available from other funding resources."



Dr. Hisham Abel-Azim,
USC Norris Comprehensive Cancer Center

Kure It Grant Recipient

"The way we learn more about cancer is by doing fundamental research and translational research, learning about why patients may or may not benefit from certain types of therapies. Organizations, like Kure It, are really helpful to support these rare diseases."



Dr. Arun Singh,
UCLA Jonsson Comprehensive Cancer Center

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

Translational Research

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

Brightest Minds

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

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



Almost 1.9 million new cancer cases are expected to be diagnosed in 2021



1 in 3 Americans will develop cancer



Approximately 608,570 Americans are expected to die from cancer in 2021



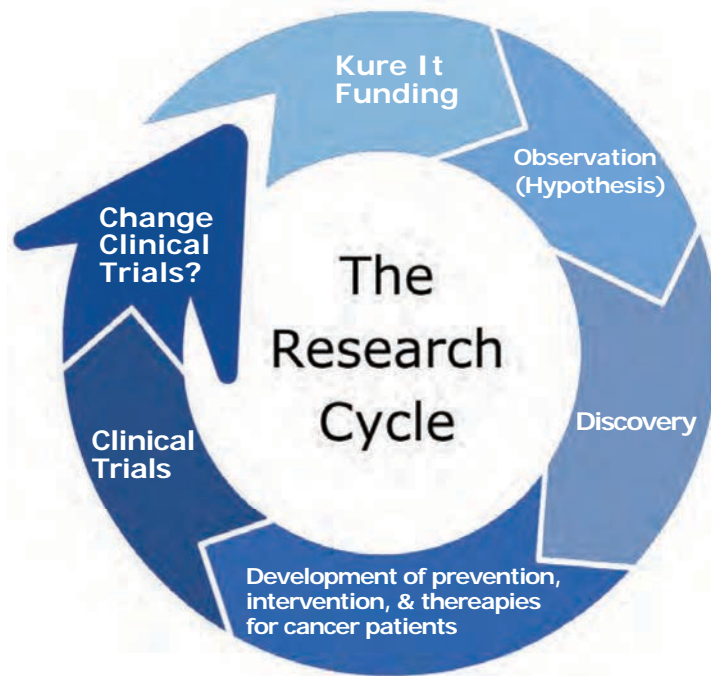
Cancer is the second leading cause of death among children ages 1-14 years

Funding Breakthroughs | The Medical Research Cycle

Kure It funding kick starts the medical research cycle by granting “seed monies” to allow out of the box hypotheses to be explored and developed.

Funding from groups like Kure It can lead to discoveries that get attention and additional funding from larger grant makers and national institutions. These awards can lead to the development of new methods of prevention, intervention and therapies for cancer patients. Clinical trials then test these new developments and determine if they are ready to be introduced to the public, or if their trial needs adjustments.

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



2020 Highlights

Although 2020 was not the year that any of us planned for, and while we needed to make a few major pivots to our plan, we pulled together as a community and we've had some great successes and I'm excited about the momentum going into 2021. Although we were not able to have our Gala, we still had a Covid style golf tournament and we had our first intern assist who is an organizational leadership communication graduate student.








We created the **Barry Hoeven Kidney Cancer Memorial Research Grant**. It is our pleasure to announce that the Kure It Board of Directors, the Medical Advisory Board, and the Executive Director have awarded Cristiane Decat Bergerot, Ph.D. of the Centro de Cancer de Brasilia, Brazil, for her kidney cancer research project: *"Assessing feasibility of an App-based Mindfulness intervention for Patients with Metastatic Renal Cell Carcinoma in Brazil"*.

We also reached an amazing landmark raising over \$10 million for cancer research! Since the beginning, Kure It has funded 42 cancer research projects at 15 leading cancer institutions around the world.

We continue to partner with the best medical research institutions in the world and, with the best and brightest cancer researchers! In 2020 Kure It awarded \$750,000 in cancer research grants to leading Comprehensive Cancer Centers.

Kure It's Women's Guild elevated its impact in 2020 and is growing its members and level of involvement. Our Women's Guild supports the activities of Kure It through fundraising, awareness, and community outreach. Each member brings a unique and vital set of strengths to the group.

RESEARCH GRANTS FUNDED IN 2020

Amount Awarded	Grant Recipient	Name of Research Project
\$150,000	 Jonsson Comprehensive Cancer Center	<i>"Targeting the Sweet Tooth in Metabolic Forms of Kidney Cancer"</i>
\$150,000	 Keck Medicine of USC	<i>"Bladder Cancer Plasticity and Drug Resistance: An Integrated Model of Patient-derived Organoids and Liquid Biopsies"</i>
\$200,000	 CHAO FAMILY COMPREHENSIVE CANCER CENTER UNIVERSITY of CALIFORNIA • IRVINE <small>A National Cancer Institute-Designated Comprehensive Cancer Center</small>	<i>"Kure It Cancer Research Endowed Chair In Genitourinary Oncology Research"</i>
\$125,000		<i>"Harnessing Epigenomics to Diagnose and Therapeutically Target Non-clear Cell RCC"</i>
\$125,000	 CENTRO DE CÁNCER DE BRASÍLIA	<i>"Assessing Feasibility of an App-based Mindfulness Intervention for Patients with Metastatic Renal Cell Carcinoma in Brazil"</i>

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

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

2021 Vision

In 2021, we plan to have our Let's Save Lives Gala and Rivals Cup Golf Tournament as well as adding new live and virtual events. We are adding our first pickleball tournament as well as the Women's Guild's sponsored community fundraising events. These will be events to increase fundraising efforts, enhance our current partnerships and build new ones as well as expand awareness and corporate engagement in supporting our mission.

We plan to fund \$1 million in cancer research grants, discovering new cancer cures, therapies, clinical trials, and other innovations, to save lives and to improve the quality of life of cancer patients and their loved ones.

We have created a new "Kure It Cares Community Initiative" to expand community partnerships. Our goal of this collaboration is to directly connect researchers, community members and Kure It in a meaningful and personal way. This would give individuals the opportunity to get involved by helping to identify and fund their most pressing cancer research needs.

We are working to grow our Board of Directors to mirror the diversity of our community.



"We will beat cancer when all of us contribute; not just because we or our loved ones are afflicted with the disease, but because we care."



Dr. Farshid Dayyani,
UCI Chao Family
Comprehensive
Cancer Center

"With Cancer Research there are more improvements being discovered everyday"

- Karalayne M., Pancreatic Cancer Survivor



Karalayne was diagnosed with pancreatic cancer while being pregnant with her first born daughter. After various consultations and careful research in cancer treatments, Karalayne was given one of the first innovative surgeries for this type of cancer. Today, she is thriving and her family, including her daughter, are huge advocates for cancer survivors and research.

"Basic and translational cancer research are the hope of cancer patients."



Dr. Olga
Razorenova,
Assistant Professor,
Dept. of Molecular
Biology &
Biochemistry, UCI
Chao Family
Comprehensive
Cancer Center

Join the Fight for a Kure

2021 Events

Friday, June 11

Rivals Cup Golf Tournament
Pelican Hill Golf Club



Rivals Cup 2020 Winners:
Ryan Getzlaf, Hossein Karimi,
PJ McKaig and Scottie Upshall

Sunday, August 22

Pickle Ball Tournament
The Tennis Club at Newport Beach



Be a part of our inaugural
pickleball tournament!

Saturday, November 6

Let's Save Lives Gala
City National Grove of Anaheim



2019 Let's Save Lives Gala
Attendees: Mike Brady, Paul
McDonald, Charles Byerly



For the latest updates follow us | @kureit

Ways to Donate



One-time or
Recurring Donations



Cars, RV's, Boats, etc.



In-Kind Donations
for Events



Wills and Estate Planning



Donate Appreciated
Stocks



IRA Required Minimum
Distribution Donation

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 Executive Director 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.

"With change in federal funding for research, support from groups such as Kure It become absolutely essential. High-risk, high-reward research is essential for medical progress, and that is precisely the type of research Kure It has allowed us to pursue."

- Dr. Sumanta Pal, Co-Director, Kidney Cancer Program, City of Hope



"From innovative new treatments like immunotherapy to the harnessing big data to understand the genetic mechanisms of cancer, it is because of the life-changing legacy of cancer research that we now truly stand at an inflection point for defeating the disease."

- Dr. Michael Teitell, Director of the UCLA Jonsson Comprehensive Cancer Center

Join Our Women's Guild



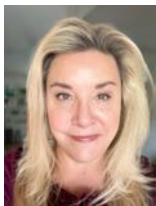
Bee Kind | Bee the Difference | Bee the Kure

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.



Why Do You Want to Find A Cure for Cancer?



"For those I love, for those I know and for the opportunity to work along side good folks as we educate and fund to support research teams."

- **Brooke Siecke, "The Queen Bee"**



"I can't have my children continue this fight. I don't want them to lose a loved one. I want to increase survival rates."

- **Kerri Hatfield, "The Keeper"**



"Because cancer kills loved ones."

- **Beth Hoss, "The Buzz"**

"What's Your Why?"

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



Dave Martinson
Executive Director



Jackie Kurtz
Director of Development



Renalynn Funtanilla
Development Coordinator



Maria Dumatol
Development Specialist



Donna Waldo
Treasurer

Together We Can Eradicate Cancer!

2020 Community Partners and Donors

Since its inception, the Round Up For Research program has raised over \$2.5 million for cancer research.



Kure It is so grateful to our Storage Industry partners who participate in our Round Up For Research program. Partners like US Storage Centers, Storage Solution, South Coast Storage and AC Self-Storage, make it possible for us to operate and fund innovative cancer research projects.

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 \$0.50 of their monthly storage unit rent to Kure It. Just 50 cents a month, or \$6 a year, doesn't seem like much but it adds up to make a big impact. Most facility owners also match the donations made by their tenants, making those gifts go twice as far.

While this program is currently operating within the self-storage industry it can be expanded to other business models very easily. If you're interested in setting up a similar program with your company, contact us for more details.

Late 2 Lien™



WESTPORT  PROPERTIES



Charity
Storage

Hall of Fame

\$35,000+



Anonymous

Diamond

\$25,000-34,999

Winslow Maxwell Charitable Trust

Peter and Mary Russo Family Foundation, Inc.

Marianne & Jim Nahin

2020 Donors Continued

Platinum

\$10,000-24,999



Flaming Family Foundation
Julie Alai - In Memory of Jamie Alai
Lynda Perry

Tarsadia Foundation
Traci & Mike Brady

Gold

\$5,000-9,999

Damon Bottoms
First Foundation Bank
Ginger McCully
Jackie & Jason Kurtz

Late2Lien, LLC
Lugano Diamonds
NPV Advisors
The James & Glenys Slavik Family Foundation

Silver

\$2,500-4,999

Angela & Tim Johnston
Celeste & Tyler Leeson
Dave Swoish
Elite OC Productions
Fidelity National Title Company
Gerry Dumatol
Jeri & Ted Konopisos

Jesse Goldsmith
Kevin Mahoney
Linda & Burton Young
Shannon & Joseph Capasso
SHARE Event
Steve Napoles

Talonvest Capital, Inc.
The Gardner Grout Foundation
The Konopisos Trust
The Leeson Group

Thanks to US Storage Centers and Westport Properties, through the end of 2020, have donated \$3.8 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