

# 2020 Annual Report



**Kure it**<sup>®</sup>  
cancer research

FUNDING RESEARCH = SAVING LIVES

# Welcome



Welcome to the amazing Kure It community!

I invite you to take a journey with me through our Annual Report. This is the story of Kure It, a story of passion, humanity, empathy, and focus. You will experience these emotions as you travel through the following pages. People are the heart of Kure It, and we are grateful to each and everyone who has crossed our path and traveled with us. From Kure It's inception, founder Barry Hoeven, blazed a trail to create and build this organization by thinking outside the box. Many people have and continue to donate their time, talent, and treasure. We have incredible men and women who support our mission through service on our Board of Directors, our Medical Advisory Board, our Women's Guild, volunteer at our events and those who have served on our mighty Kure It team.

Through our journey, we've met many wonderful individuals who have survived cancer, and graciously shared their stories with us, touching our hearts and bringing us hope! The survivors featured throughout this report are the inspiration and the motivation that drives this community to work tirelessly to fund cancer research. Kure It funds the best research opportunities to bring about improved therapies and treatments that enhance the quality of life and extend the lives of so many people impacted by cancer.

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

Come along on this journey with us, it is well worth your time...

A handwritten signature in black ink, appearing to read 'DMartinson'.



Dave Martinson,  
Executive Director

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Chris, 7 year  
Gastrointestinal  
Stromal Tumor  
Survivor

"These research  
dollars are  
vital...they are  
learning new  
things all the time."



Kenneth, 17 year  
Acute Myeloid  
Leukemia Survivor

"After going through  
a process like this  
you start to  
appreciate what's  
around you."



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 cancer centers around the United States and beyond.

# Our Mission



Kure It Cancer Research is a nonprofit dedicated to providing **direct funding** to support the **brightest minds** in **translational research** of **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

## 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



Every minute  
in the U.S.  
one person  
dies of cancer



1 in 4 deaths in the  
U.S. is due to cancer



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



1 in 3 Americans will  
develop cancer



Everyday  
4,630 new  
cancer  
cases are  
diagnosed



1,806,590 new cancer cases  
and 606,520 deaths are  
expected in the US in 2020

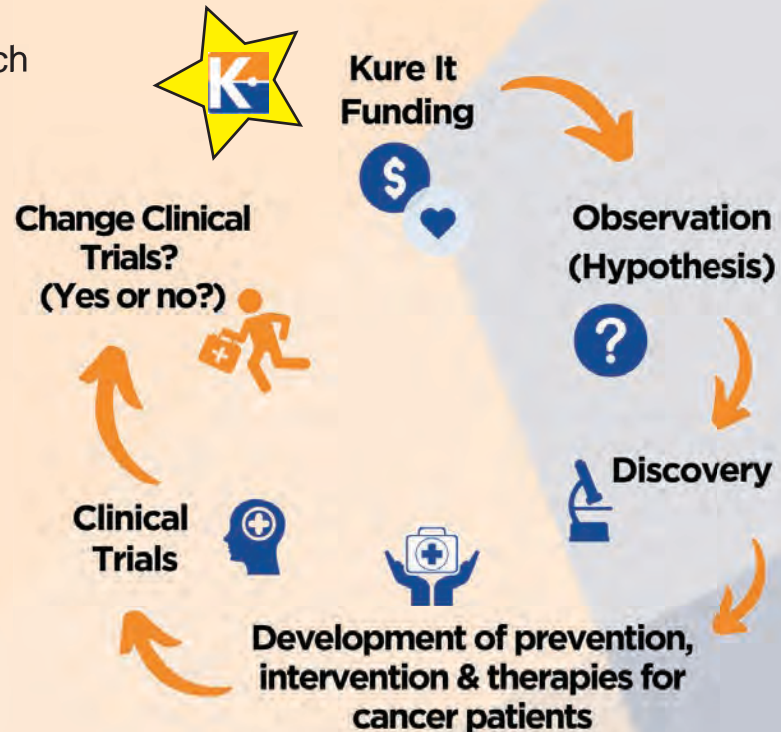
# Kure It + Your Donation = Saving Lives



Kure It jump starts the medical research cycle by providing the necessary seed grants to investigators.

These seed monies allow “out of the box” hypotheses to be explored and developed. Initial funding from groups like Kure It can lead to additional attention and grants from larger national institutions.

The results of a successful medical research cycle can have an extensive reach, fueling innovative improvements in cancer detection, prevention, and treatment.





# 2019 Highlights



Since Barry Hoeven created Kure It, we have raised over \$9 million for cancer research, funding 38 grants at 14 different comprehensive cancer centers. In 2019, you as part of our Kure It community, have helped us reach Barry's vision of granting \$1 million for cancer research in a single year. This would not have been possible without your support and we are incredibly grateful for your commitment to our mission.






2019 also saw the expansion of our Medical Advisory Board to include additional specialists throughout the country that can help Kure It funds reach the most promising projects. With the guidance of our Medical Advisory Board, we continue to partner with the best medical research institutions, supporting the brightest cancer researchers who spend years working on our behalf to eradicate cancer.



2019 Let's Save Lives Gala (from Left to Right), Todd Perry Kure It Chairman, Dr. Richard Van Etten Director of the Chao Family Comprehensive Cancer Center, and Dave Martinson Executive Director of Kure It



## 2019 Grants Funded

Amount Awarded	Grant Recipient
\$275,000	 <b>Jonsson Comprehensive Cancer Center</b>
\$275,000	 <b>Norris Comprehensive Cancer Center</b> <small>Keck Medicine of USC</small>
\$200,000	 <b>CHAO FAMILY COMPREHENSIVE CANCER CENTER</b> <small>UNIVERSITY of CALIFORNIA • IRVINE</small> <small>A National Cancer Institute-Designated Comprehensive Cancer Center</small>
\$125,000	
\$125,000	

Kure It has also supported cutting edge research for these cancers:



Head and Neck Cancers



Lung Cancer



Liver Cancer



Kidney Cancer



Bladder Cancer



Gallbladder Cancer

Advance Renal Mass

Prostate Cancer

Colorectal Cancer

Pediatric Neuroblastoma

Bone & Soft Tissue (Chondrosarcoma) Immunotherapy in Melanoma

Genetic Mutation in Adolescent & Young Adult Cancers

**Nearly 90% of all cancers are underfunded in research.**

# 2020 Vision

In 2020 we are creating the annual Barry Hoeven Kidney Cancer Memorial Research Grant, which serves as a reminder for how much can be accomplished with passion, humanity, empathy, and focus. We are continuing our journey and invite you to join us as we move towards eradicating cancer.

To continue Barry's example of looking to the needs of others, Kure It has a new program we'll start in 2020, the "Kure It Cares" Community Outreach Initiative

This project will directly connect cancer centers, the researcher, the community, and Kure It in a meaningful and personal way. The goal of this collaboration is to work directly with the cancer centers and the researchers that live and work in the community to identify and fund their most pressing cancer research needs in specific demographics. Since people are the heart of Kure It, reaching out and working to directly support the community that has supported us for the last decade is at the forefront of our 2020 vision.



Westport Properties/US Storage Centers gathers together to celebrate another year of partnership at their annual holiday luncheon.



During 2020, US Storage Centers/ Westport Properties continue to fully-fund Kure It's operating expenses.

Every dollar you donate to Kure It will go into the hands of a dedicated researcher who is actively seeking a cure for cancer\*

\*excluding costs of goods and services

# 2019 Let's Save Lives Gala



Tom, 6 year Diffuse  
Large B Cell  
Lymphoma Survivor

"At one time cancer  
was a death sentence,  
that is not the case  
anymore...there's  
hope."



2019 Let's Save Lives Gala, Kure It Marquee



Featured cancer survivor, Tom Minasian, poses with  
his family at Kure It's 2019 Let's Save Lives Gala.



Julie, 8 year  
Sarcoma Survivor

"The research that  
was being done  
basically saved  
my leg."

# Join the Fight for a Kure



## Events

UCI Anti-Cancer Challenge  
Aldrich Park, UCI, Irvine



Briggs Electric team gather together at Kure It's booth at the UCI Anti-Cancer Challenge

Rivals Cup Golf Tournament  
Pelican Hill, Newport Beach



Rivals Cup champions representing USC: Paul McDonald, Burton Young, Brian Gooding, Andrew McDonald pose with USC researchers: Martin Kast and Stephanie Hsieh.

The Let's Save Lives Gala  
City National Grove of Anaheim



Kure It board member, Christopher Doherty poses with Let's Save Lives Gala featured speaker, Valorie Kondos Field and Kure It Executive Director, Dave Martinson pose at annual gala reception.

Let's get connected | @kureit



# Join the Fight



## Ways to Donate



One-time or Recurring Donations



In-Kind Donations for Events



Appreciated Stocks



Cars



Wills/Estate Planning



IRA/RMD

Visit [kureit.org/donate](https://kureit.org/donate) or email [info@kureit.org](mailto:info@kureit.org) for more info

## Get Involved

Board of Directors

Women's Guild

Volunteer at Events

Attend our Events



2019 Rivals Cup Volunteers from left to right:  
Christine Ho Kelleher, Cyd Swerdlow, Lourdes Nark, Nancy Eaton, Wendy Tenebaum, Karen Jordan, Dana Chou



# Medical Advisory Board



Sumanta Kumar Pal, M.D.  
Clinical Professor,  
Department of Medical  
Oncology & Therapeutics  
Research  
Co-Director, Kidney Cancer  
Program  
City of Hope



Professor of Medicine Huntsman Cancer  
Institute (HCI) Presidential Endowed  
Chair of Cancer Research  
Co-Leader, HCI Experimental  
Therapeutics Program (CCSG Program)  
Director, Center of Investigational  
Therapeutics  
Director, Genitourinary Oncology Program



Director, Lank Center for Genitourinary  
Oncology Dana-Farber Cancer Institute  
Co-Leader, Kidney Cancer Program  
Dana-Farber/Harvard Cancer Center  
The Jerome and Nancy Kohlberg  
Professor of Medicine Harvard Medical  
School

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.



# 2019 Check Presentations



Josh, 6.5 Hodgkins  
Lymphoma Survivor

"Some things are not as important as we think they are...and that has given me a real appreciation of living every day and acknowledging all the wonderful people all around us."



2019 USC Check Presentation, Kure It presents \$275,000 to USC Norris Comprehensive Cancer Center



2019 USC Norris Comprehensive Cancer Center Lab Tour



Dr. Richard Van Etten with students in a lab



2019 UCLA Check Presentation, Kure It presents \$275,000 to UCLA Jonsson Comprehensive Cancer Center

## California Self-Storage Association (CSSA) + Kure It = Saving Lives



Kure It and the CSSA is making a vital difference in cancer research, a difference much larger than anyone had imagined.

In 2017 the California Self Storage Association funded a seed grant to the best and brightest researchers from the University of California, Irvine (UCI). Thus began the development of a precious resource, a biobank of gastric cancer research material. The importance of this resource was recognized by three UC Cancer Centers: San Francisco, Davis and Irvine, who then decided to collaborate and combine resources.

From the results and collaboration of the initial \$100,000 Kure It seed grant, funded by the CSSA, the National Cancer Institute felt confident to fund a \$6M grant to the same UCI researchers, making it possible for additional research and treatments to be discovered.

2017 UCI Check Presentation



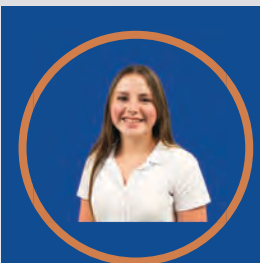
## Cathryn's Story

When Cathryn was just 5 years old she was suffering from fevers and back aches. After repeated trips to the pediatrician her doctor decided to perform an MRI and discovered Cathryn had cancer, specifically Neuroblastoma. Children ages five or younger are the most commonly affected with this disease. Just as Cathryn experienced, symptoms may include fatigue, loss of appetite, and fever. At the time, treatments for Neuroblastoma were very limited.

After Cathryn's diagnosis, her cancer spread to other parts of her body. She had to have surgery to remove a tumor and began a six month regimen of chemotherapy, radiation and a stem cell transplant. She rarely saw her sister and friends, but she appreciated the support from extended family.

Two months before Cathryn's treatment was complete, a doctor in San Diego who had been working for 15 years on a cure/treatment for Neuroblastoma, was conducting clinical trials on a new FDA-approved drug. It was designed for those suffering from her type of cancer, and Cathryn was very lucky to be one of the first children to be able to use it and have a positive outcome.

Today, Cathryn is enjoying life as a cheerful teenager. She says that she is so grateful that the doctor in San Diego was able to receive the right funding to develop a drug to help children with her type of cancer become better.



Cathryn, 11 year  
Neuroblastoma  
Survivor

"I am truly grateful for all of the research being done...There is so much more hope for people with cancer."

# Board of Directors



Todd Perry, Kure It Chairman  
CFO  
Briggs Electric



Julie Alai  
Community Leader  
Philanthropist



Charles Byerly  
CEO & President  
Westport Properties



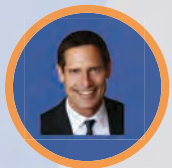
Christopher Doherty  
Financial Advisor  
Merrill Lynch



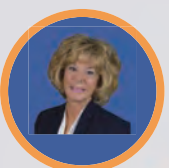
Pam Domingue  
Co-Owner  
Storage Solution, LLC



Drew Hoeven  
Chairman & Chief Investment Officer  
Westport Properties



Paul McDonald  
Senior VP of Major Accounts  
Fidelity National Title



Marianne Nahin  
Realtor  
The Nahin Group



Dr. Monty Pal  
Associate Clinical Professor,  
Genitourinary Malignancies  
City of Hope



Dave Martinson  
Executive Director  
Kure It, Inc.



Maria Dumatol  
Development Specialist  
Kure It, Inc.



Renalynn Funtanilla  
Development Coordinator  
Kure It, Inc.



Jackie Kurtz  
Director of Development  
Kure It, Inc.



Donna Waldo  
Treasurer  
Kure It, Inc.

Together We Can  
Eradicate Cancer



# 2019 Donors

## Hall of Fame

\$35,000+



Winslow Maxwell Charitable Trust



WESTPORT PROPERTIES, INC.

Anonymous

## Diamond

\$25,000-34,999



Jaime and Drew Hoeven





# 2019 Donors

## Platinum

\$10,000-24,999



Anonymous  
Celeste and Tyler Leeson  
Dung Anh Ly  
Jennifer and Charles Byerly  
Joe LeRay  
Julie Alai

Keleigh and Miles Teller  
Libby and Todd Perry  
Linda and Burton Young  
Lynda Perry  
Mike Clark

Nicole and Jack Carroll  
Pam and Anthony Carr  
Peter and Mary Russo Family Foundation  
Tim Hobin  
Traci and Mike Brady

# 2019 Donors



## Gold

\$5,000-9,999

Arthur J. Gallagher & Co.  
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Benevity Community Impact Fund  
Bo Patel  
Capone Investments, Inc  
Damato Associates, Inc.  
Diana Rapport  
Donnie Crevier  
Elite OC Productions  
Fidelity National Title Company  
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Julie and Keith Strohl

Karen Jean Jordan  
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Lee Harris  
Lisa Lisherness  
Lourdes and Ted Nark  
Main Electric Supply Co  
NPV Advisors  
Pam and Jack Domingue  
Rosemary and Rand Sperry  
Sarah and Brian Surritt  
The James & Glenys Slavik Family Foundation  
Tim Johnston Sr.

# 2019 Donors



## Silver

\$2,500-4,999

Basel Nizam

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Carson Dominguez Properties LP

Charmel Storage Capital

DRC Engineering, Inc.

Gateway Golf Group

Kara and Greg Hansen

Kristen and Brian Gooding

KSP Studio

Howard Chapman

Jackie and Jason Kurtz

Jeri and Ted Konopisos

Jim Huang

Jones Lang LaSalle America Inc

Shannon and Joseph Capasso

Kenneth Fait

Kiwi II Construction

KPMG, LLP

Late2Lien, LLC

MaryAnne and Chris Warmuth

NFP

Olga Richardson

Patrick Wood

Sperry Commercial

Sue and Scott Nguyen

Tarsadia Foundation

The Gardner Grout Foundation

Thorofare Capital

Union Bank

Wells Fargo Bank

"When I was 20 weeks pregnant, I learned I had pancreatic cancer. Fortunately, a research doctor had developed the Whipple surgery. That procedure saved my life, and the life of my baby. Today, we are both strong and healthy. " - Karalayne

2019 Let's Save Lives Gala Cancer Survivor Honoree

