2020 Annual Report

FUNDING RESEARCH = SAVING LIVES
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...
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Kenneth, 17 year Acute Myeloid Leukemia Survivor

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

Chris, 7 year Gastrointestinal Stromal Tumor Survivor

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

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

1 in 3 Americans will develop cancer

Every day 4,630 new cancer cases are diagnosed

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

Cancer is the second leading cause of death among children ages 1-14 years old
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.
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
Kure It has also supported cutting edge research for these cancers:

<table>
<thead>
<tr>
<th>Amount Awarded</th>
<th>Grant Recipient</th>
<th>Cancer Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>$275,000</td>
<td>UCLA Jonsson Comprehensive Cancer Center</td>
<td>Head and Neck Cancers</td>
</tr>
<tr>
<td>$275,000</td>
<td>USC Norris Comprehensive Cancer Center</td>
<td>Lung Cancer</td>
</tr>
<tr>
<td>$200,000</td>
<td>CHAO Family Comprehensive Cancer Center, University of California - Irvine</td>
<td>Liver Cancer</td>
</tr>
<tr>
<td>$125,000</td>
<td>Vanderbilt University Medical Center</td>
<td>Kidney Cancer</td>
</tr>
<tr>
<td>$125,000</td>
<td>UW Medicine, University of Washington Medical Center</td>
<td>Bladder Cancer</td>
</tr>
</tbody>
</table>

Nearly 90% of all cancers are underfunded in research.
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.
At one time cancer was a death sentence, that is not the case anymore...there’s hope.

Tom, 6 year Diffuse Large B Cell Lymphoma Survivor

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

Julie, 8 year Sarcoma Survivor

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.
Join the Fight for a Kure

Events

UCI Anti-Cancer Challenge
Aldrich Park, UCI, Irvine

Rivals Cup Golf Tournament
Pelican Hill, Newport Beach

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

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

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

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

Get Involved

Board of Directors
Women’s Guild
Volunteer at Events
Attend our Events

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

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

Dr. Richard Van Etten with students in a lab

2019 USC Norris Comprehensive Cancer Center Lab Tour

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.
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.

"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
Kure It Team

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

Diamond $25,000-34,999

Jaime and Drew Hoeven

Anonymous
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
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Traci and Mike Brady
2019 Donors

Gold

$5,000-9,999

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Tim Johnston Sr.
2019 Donors

Silver $2,500-4,999

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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