Celebrating our 10-Year Anniversary

We are Deeply Grateful to Our Generous Donors
Whose Gifts Fund Vital Cancer Research

Together, We Save Lives
Luke Theodosiades, age 14 | Beating Childhood Leukemia

“With more funding, research can do even more; maybe it can lead to a cure for everybody.”

- AACR Cancer Progress Report 2016
We extend a heartfelt thank you to the many donors who have generously supported Kure It during our first decade. 2017 was a year of reassessing, reinventing and reinvigorating at Kure It. With a new team in place, we have endeavored to maintain strong connections with current Kure It supporters while broadening our outreach and increasing our impact.

It is with pleasure that we share the following:
“This is a very good time for the cancer community. In the U.S., overall cancer incidence and death rates are declining and an increasing number of people are living longer, high-quality lives after a cancer diagnosis.”

- 2017 American Cancer Progress Report

Every single minute, cancer patients are benefiting from newly discovered treatments that save, improve and extend their lives. Funding cancer research is a life-saving investment. Thank you for playing a significant role in this effort.

Todd Perry
Chairman of the Board, Kure It, Inc.

Susan Miller
Executive Director, Kure It, Inc.
OUR MISSION

Kure It Cancer Research is a nonprofit dedicated to providing direct and immediate funding to support the brightest minds in translational research of underfunded cancers at leading cancer centers.

Direct and Immediate 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 the lab to the patient, i.e. “from bench to bedside”

Underfunded Cancers
More than 90% of cancers are considered underfunded.

Underfunded cancers are determined by the percentage of national funding allocated to each cancer, compared to the annual morality rate.

FUNDING RESEARCH = SAVING LIVES
Since our first grant to the City of Hope in 2007, Kure It has raised almost $7 million and funded 32 research projects at 12 cancer centers. Below are the grant totals given to date:

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007-09</td>
<td>$432,079</td>
</tr>
<tr>
<td>2010</td>
<td>$50,000</td>
</tr>
<tr>
<td>2011</td>
<td>$50,000</td>
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<tr>
<td>2012</td>
<td>$320,000</td>
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<td>2013</td>
<td>$620,000</td>
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<tr>
<td>2014</td>
<td>$430,000</td>
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<tr>
<td>2015</td>
<td>$883,493</td>
</tr>
<tr>
<td>2016</td>
<td>$400,000</td>
</tr>
<tr>
<td>2017</td>
<td>$705,000</td>
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Kure It has given research grants to the following Comprehensive Cancer Centers (CCC):

- Beth Israel Deaconess Medical Center
- City of Hope CCC
- Knight Cancer Center, Oregon Health
- UCI Chao Family CCC
- UCSF Helen Diller Family CCC
- USC Norris CCC
- Case Western Reserve University CCC
- Dana-Farber/Harvard Cancer Center
- Samuel Oschin Cancer Center, Cedars Sinai
- UCLA Jonsson CCC
- UNC Lineberger CCC
- Vall d’Hebron Research Institute

FUNDING RESEARCH = SAVING LIVES
Barry Hoeven, Founder of Kure It, knew that cancer could be eradicated. He understood that funding cancer research will make that possible, so he started Kure It to raise funds that would be granted directly to researchers.

- For every $2 donated to Kure It in 2018, a third dollar will be matched by US Storage Centers
- Achieving this match will result in $1,500,000 raised for Kure It in 2018
- 100% of every donor gift will go directly to a researcher seeking a cure
- Kure It’s 10th Anniversary Goal: Give $1,000,000+ in grants to cancer research in 2019

We are Celebrating 10-Years of Kure It Cancer Research by “Achieving Barry’s Vision”

To Honor Barry, US Storage Centers Announce $500,000 1 to 2 Matching Challenge Grant

FUNDING RESEARCH = SAVING LIVES
JOIN WITH US | YOUR INVESTMENT IN CANCER RESEARCH WILL SAVE LIVES

- Make a donation to Kure It to help match the US Storage Centers Challenge
- Get involved with Kure It by becoming a Kure It Ambassador
- Consider becoming a Kure It Board Member
- Join our newly-formed Women’s Guild

Upcoming Kure It fundraising events

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td>Rivals Cup Golf Tournament</td>
<td>June 8th at Pelican Hill Golf Club, Newport Beach</td>
<td></td>
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<tr>
<td>Gala, “The Legacy Continues”</td>
<td>November 11th at City National Grove in Anaheim</td>
<td></td>
</tr>
</tbody>
</table>

“Research has made tremendous advances against cancer. However, we need to accelerate the pace of progress because it is unacceptable that one American will die of cancer every minute of every day this year.”

- AACR 2017 Cancer Progress Report

Want more information? Please go to the Kure It website | www.kureit.org

FUNDING RESEARCH = SAVING LIVES
ABOUT CANCER

WHAT IS CANCER?
- There are more than 100 types of cancer – each is the result of the growth of abnormal cells that spread out of control, damaging healthy cells along the way.
- Cancer can affect any part of the body.
- Approximately 77% of all cancers are found in people 55+.

WHY IS CANCER RESEARCH SO VITAL?
IN THE UNITED STATES:
- In 2017, there were an estimated 1,688,780 new cancer cases and 600,920 cancer deaths.
- Every day 4,630 new cancer cases are diagnosed and 1,650 people die from cancer.

ONE IN TWO men will develop cancer.
ONE IN THREE women will develop cancer.
Cancer is the LEADING CAUSE of disease-related death in children.

HOW DOES CANCER RESEARCH WORK?
- It costs an average of $800 million in research and development to bring one new drug to market.
- Between August 2015 – August 2016, the FDA approved 13 new anti-cancer therapies.
- Basic research is the foundation of new and better approaches to cancer prevention, detection, diagnosis and treatment which are driving down overall US cancer incidence and death rates.

FUNDING RESEARCH = SAVING LIVES
WHAT ARE THE COSTS OF TREATING CANCER?
It is estimated that the direct medical costs of cancer in the United States in 2010 were nearly $125 BILLION and that these costs will rise to $156 BILLION in 2020.

ENCOURAGING NEWS!

Only 5 -10% of cancers have a genetic link

WHAT CAN WE DO TO PREVENT CANCER?
• Staying physically healthy decreases the risk of cancer – aim for 30 minutes a day
• Obesity increases your risk of cancer
• Get 7 – 8 hours of sleep each night. The healing power of sleep is one of the most underrated ways to keep your body strong and to avoid cancer
• Maintain a healthy diet; avoid processed meats, eat fresh fruits and vegetables
• Don’t smoke – 90% of lung cancer is caused by smoking

FUNDING RESEARCH = SAVING LIVES
Dr. Hisham Abel-Azim, USC Norris Comprehensive Cancer Center
“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. Arun Singh, UCLA Jonsson Comprehensive Cancer Center
“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. Farshid Dayyani, UCI Chao Family Comprehensive Cancer Center
“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. Sumanta Kumar Pal, City of Hope
“With changes in federal funding for research, support from groups such as Kure It is 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.”
Bill McCones, age 54  |  Head and Neck Cancer Survivor

“Maintaining funding for research is very important to me. The initial treatment I was on did not help me, but a new immunotherapy did. It is miraculous what it did, so let’s keep the funding going and get this thing knocked out of the way.”

- AACR Cancer Progress Report 2017
OUR TEAM | KURE IT BOARD OF DIRECTORS

Charles Byerly
“Being a part of Kure it in its endeavor to help fund research dollars for orphan cancers gives me a small sense of purpose that I hope will make a difference in someone’s life.”

Drew Hoeven
“I no longer want to watch family, friends and loved ones suffer from this awful disease. Kure It gives us an opportunity to find a cure for cancer and I am proud to be a small part of that.”

Pam Domingue
“Cancer impacts many lives, including my own. Funding Kure It Cancer Research supports the idea that one day we may experience a world without cancer.”

Paul McDonald
“Kure It provides an answer for, and brings hope to, those patients suffering with a type of cancer that has inadequate funding for potentially life-saving research.”

Dr. Robert Figlin
“Through research the future for patients is brightened, and through community support, we can all take credit for the accomplishments.”

Todd Perry
“My dad battled kidney cancer for 9 months. He went from being an active 67 year old to being unable to walk up stairs. At dad’s funeral, Barry asked me to get involved with Kure It. Having seen the pain my dad went through, I felt compelled to do something.”

FUNDING RESEARCH = SAVING LIVES
Sandra Deal
“Thanks to Kure It, I have had the opportunity to hear about new approaches to cancer research directly from the researchers. Learning about the new treatments that are being developed gives me hope.”

Elizabeth Jones
“I came to Kure It because of my passion to fight cancer. A 10 year colon cancer survivor, my family history is filled with various types of cancers. Kure It is the obvious choice to help underfunded cancer research.”

Jackie Kurtz
“Cancer robs families of mothers, fathers, children, siblings and friends. We have the power to change that, and with research we can find a kure”.

Susan Miller
“I applaud everyone who supports Kure It Cancer Research. Through research, a cancer-free world becomes possible. Every one of us benefits from this important work!”

Donna Waldo
“I was working with Barry when he first mentioned his dream to create a non-profit to fund much needed cancer research. 10 years later, we have raised almost $7M. I am proud to be part of Kure It, excited to help grow the organization, and most importantly, to carry on Barry’s legacy.”

FUNDING RESEARCH = SAVING LIVES
The Following Lead Supporters Gave Donations to Kure It Cancer Research in 2017. With Special Acknowledgement to the Storage Industry and to Rivals United for a Kure

### HALL OF FAME

- Commonwealth partners
- US Storage Centers
- Winslow Maxwell Charitable Trust

### PLATINUM SPONSORS

- Briggs Electric
- Charity Storage
- SpareFoot
- Lynda Perry

### SILVER SPONSORS

- Gardner Grout Foundation
- The James & Glenys Slavik Family Foundation

FUNDING RESEARCH = SAVING LIVES
**BENEFACTORS**


**FRIENDS**


**ASSOCIATES**

“It is because of the life-changing legacy of cancer research that we now truly stand at an inflection point for defeating the disease.”

– UCLA JONSSON COMPREHENSIVE CANCER CENTER