



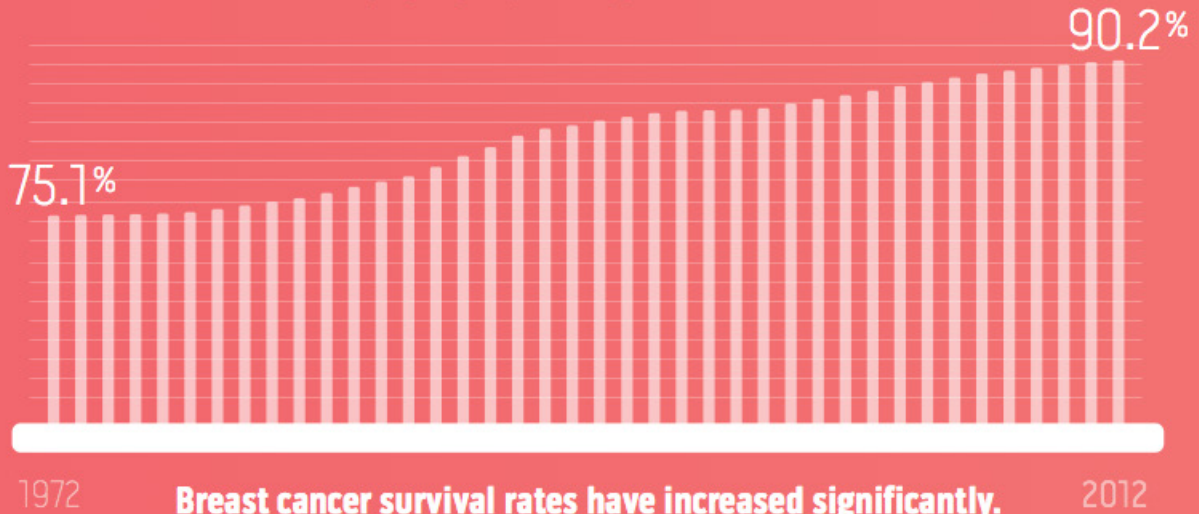
**PANCREATIC CANCER
ACTION NETWORK®**

THE STORY **SO FAR**

2012 Impact Report

IN THE LAST 40 YEARS

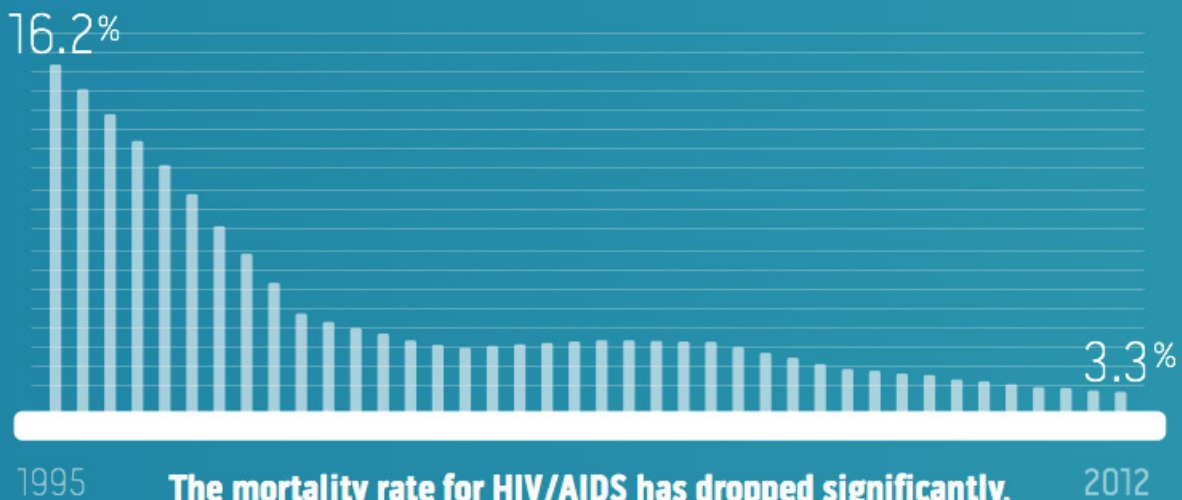
BREAST CANCER 5-YEAR SURVIVAL RATE TREND



Breast cancer survival rates have increased significantly. Breakthroughs in early detection deserve much credit.

IN THE LAST 20 YEARS

HIV/AIDS MORTALITY RATE TREND



The mortality rate for HIV/AIDS has dropped significantly, thanks in part to national awareness and advocacy efforts.

IN THE LAST 40 YEARS

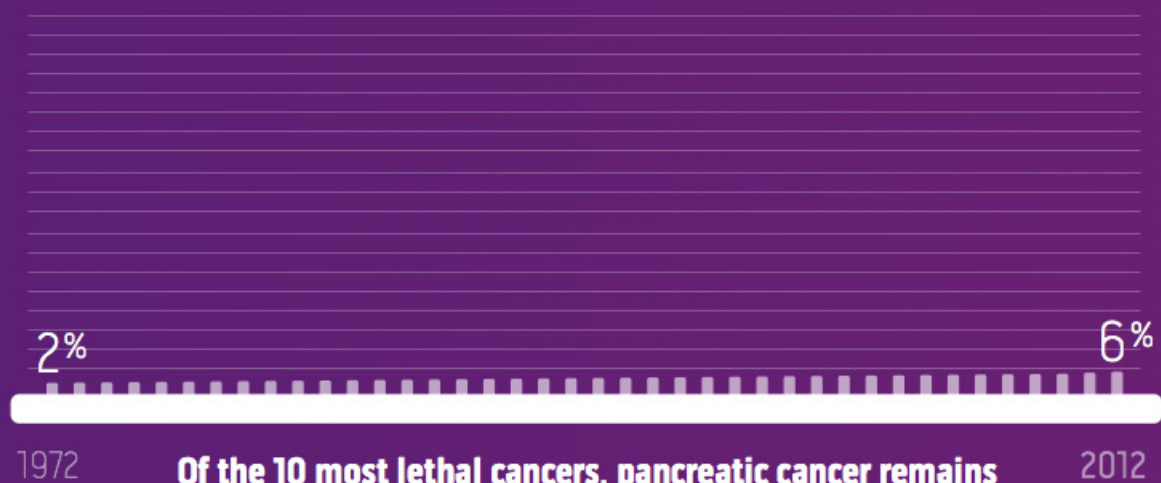
LEUKEMIA 5-YEAR SURVIVAL RATE TREND



Clinical trials have helped turn the odds in favor of those with leukemia.

IN THE LAST 40 YEARS

PANCREATIC CANCER SURVIVAL RATE TREND



Of the 10 most lethal cancers, pancreatic cancer remains the only one with a single-digit survival rate.



**PANCREATIC CANCER
ACTION NETWORK®**

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President's Letter

The battle against cancer advances on many fronts. The front at which we have chosen to fight is one of the darkest and most intractable.

But the light is beginning to rise.

Forces sufficient to turn the tide in our battle against pancreatic cancer are, at last, growing.

A robust community of researchers is forming – coordinating their efforts to speed advancements in treatment and early detection. Families that have suffered at the hands of the disease are demanding national action. The public – shocked and saddened that so many lives are lost so quickly to pancreatic cancer and alarmed by the projected 55 percent increase in its incidence by 2030 – is rallying to our cause.

Lawmakers, galvanized by the appalling losses our nation suffers from pancreatic cancer, are speaking up. In September 2012, the U.S. House of Representatives unanimously passed the *Recalcitrant Cancer Research Act*, formerly known as

the *Pancreatic Cancer Research & Education Act*. The same day, the Senate Health, Education, Labor and Pensions Committee marked up similar legislation. In short, we have, for the first time, the intellectual and material resources and the national will to go on the offensive against pancreatic cancer.

Many brave pioneers have helped bring us to this day. The donors, advocates, leaders of public policy, healthcare professionals and scientists, volunteers and, most of all, the patients and their families who took up the cause when there was little to hope for except hope itself, now know that their vision and optimism were not misplaced.

For the first time, we have the intellectual and material resources and the national will to go on the offensive against pancreatic cancer.

Scientists who applied their gifts to pancreatic cancer research with faith that, in time, others would join them – they, too, no longer represent a small and scattered force, but the vanguard of an increasingly powerful scientific movement.

To these heroes of the Pancreatic Cancer Action Network, we say thank you. Thank you for having the courage to invest yourselves in a daunting fight many would shrink from. Thank you for bringing us to the threshold of change.

To those new to our movement, thank you for joining this effort. Thank you for your willingness to help create the first slow momentum, the early and sometimes seemingly meager gains upon which all future, more rapid progress depends. The road ahead will not be easy, but advances will come if we remain spirited and strategic in our fight.

We have a plan. We will build a sufficient and sustained research community and increase clinical trial participation. We will grow federal support. We will mobilize supporters, families, donors and influencers.

We will, with your help, double the pancreatic cancer survival rate by 2020.

Yes, our goal is ambitious. Some say it is impossible. But the same was once said of breast cancer, leukemia and HIV/AIDS. It is now time for pancreatic cancer to lose its place as one of the most stubborn cancers and to become known as one of the most survivable. It is time to conquer that which, for far too long, has conquered us.

**It is time for action.
We are ready.
Come join us.**



Julie Fleshman, JD, MBA
President and CEO



Watch a video featuring Pancreatic Cancer Action Network President and CEO Julie Fleshman

Research & Scientific Affairs

This year marks an exciting milestone for the Pancreatic Cancer Action Network's research grants program: a decade since its establishment in 2003. Since then, 80 grants, totaling an impressive \$12.7 million, have been awarded.

Scientific understanding of pancreatic cancer has historically been hindered by limited private and federal funding and a sparse and fragmented research community. We solve this problem by advancing the development of a robust pancreatic cancer research community. Due to our efforts, the momentum in the pancreatic cancer research community is growing.

More scientists are studying the disease than ever before, leading to an increase in basic understanding of the biology of pancreatic cancer development and progression. We work with the scientific community to ensure that progress continues by directly funding research, advocating for more resources for investigations

into the disease from the federal government, and facilitating interactions and collaborations within the research community.

To foster the development of a robust research community, our grants program attracts investigators with innovative ideas and brilliant early-career scientists.

Due to our efforts, the momentum in the pancreatic cancer research community is growing.

When the program was launched a decade ago, the two research grant mechanisms awarded were Career



Scientific Advisory Board Chair Anirban Maitra, MBBS



Watch a video from Diane Simeone, MD



MORE
RESEARCHERS



MORE
RESEARCH



MORE
COLLABORATION



BETTER
TREATMENTS
AND CURES

Development Awards (given to bright early-career scientists embarking on their studies of the disease) and Young Investigator Awards, now referred to as Fellowships (distributed to postdoctoral and clinical fellows still training in the laboratories of more senior scientists).

The Pilot Grant, now called the Innovative Grant, was introduced in 2007 and provides funding to independent investigators at any stage of their career who have novel ideas and/or approaches to tackle pancreatic cancer. Finally, in 2010, our newest and largest grant mechanism was added, Pathway to Leadership. This grant spans five years and provides \$600,000 in funding to postdoctoral and clinical fellows, supporting their research and career development as they transition from mentored positions to running their own independent laboratories.

During the past 10 years, the Pancreatic Cancer Action Network has partnered with the American Association for Cancer Research (AACR) to administer the research grants program, ensuring a rigorous, peer-review assessment of applications.

A careful evaluation of our research grants program in 2011 highlighted very encouraging results.

Investigators who received grants between 2003 and 2009 were analyzed, and we found that our strategy to grow the pancreatic cancer field is working: Grant recipients are staying in the field of pancreatic cancer and successfully leveraging our investment to receive subsequent research support.

From 2003 to 2009, the organization invested \$4.8 million in research funding, made possible by private donations and volunteer fundraising. Grant recipients leveraged this investment into \$41.7 million in additional pancreatic cancer research funding. In other words, every dollar we invest in research funding was leveraged into \$8.61 in additional support for pancreatic cancer research. Additionally, grantees successfully published their findings in reputable biomedical journals. This analysis will be repeated in 2013, and continue on a biennial basis moving forward.

As evidenced by these evaluation results and the highlights below from the 2011-12 fiscal year, now is a very exciting time in the pancreatic cancer research community. A testament to the growth and momentum in the field was the first AACR Pancreatic Cancer Special Conference held in June 2012, for which the Pancreatic Cancer Action Network was the lead supporter.

Grant recipients leveraged this investment into \$41.7 million in additional pancreatic cancer research funding.

Impressively, more than 450 scientists registered for the event, and the quantity and quality of research presented were remarkable. The expansion of knowledge about the basic scientific features of pancreatic tumors leaves us poised to translate these findings into clinical benefit. The Pancreatic Cancer Action Network is working tirelessly with the scientific community to achieve our organization's goal to double the pancreatic cancer survival rate by 2020.

Research Highlights in 2011-12:

- AACR hosted its first Special Conference on pancreatic cancer research, with 450 registrants and robust scientific discussion. The Pancreatic Cancer Action Network proudly served as the lead supporter of this meeting, and we were delighted to observe that many current and former research grant recipients and Scientific and Medical Advisory Board members were well represented among the leaders, speakers and poster presenters.
- Fourteen research grants, for a record total of more than \$3.4 million, were distributed this year. This sum marks a 30 percent increase over last year's research investment.
- In addition to the distribution of research funds, grant recipients become part of our Community for Progress, and are paired with mentors, participate in high-level scientific meetings and join professional committees, develop research collaborations, and are connected with survivors and their family members to help inspire research progress.
- The American Association for Cancer Research (AACR) Annual Meeting featured its first poster and discussion session on pancreatic cancer, which spotlighted a group of our grant recipients and was a great success.
- At the October 2011 scientific session with the organization's Scientific and Medical Advisory Boards, grant recipients presented their research progress and engaged in discussions with leading scientists.

2012 Grants

Our research grants program is designed to attract brilliant early-career scientists and investigators with innovative ideas regarding the study of pancreatic cancer. By recruiting the brightest scientists with the most novel ideas, we continue to build a comprehensive research community poised to make significant scientific discoveries.

Pathway To Leadership Grants



Celgene Corporation

Stephanie Dougan, PhD

Whitehead Institute of Biomedical Research, Cambridge, MA

Transnuclear Mice: Understanding the T Cell Response to Pancreatic Cancer



The Daniel and Janet Mordecai Foundation

Oliver McDonald, MD, PhD

Johns Hopkins University, Baltimore, MD

Genome-wide Epigenetic Reprogramming During Evolution of Pancreatic Cancer

Fellowship Award



Samuel Stroum

Florencia McAllister, MD

Johns Hopkins University, Baltimore, MD

Role of inflammatory cells in early pancreatic tumorigenesis

2011-12 Quotes

"I was the inaugural recipient of a prestigious Pathway to Leadership Award in 2010. It came at a critical juncture of my career when I was finishing up my clinical and postdoctoral training in the Medical Oncology Fellowship at Johns Hopkins University. As someone committed to academic research, I was looking to continue research in the field of pancreatic cancer, and without this grant, I may not have been able to do so..."

Zeshaan Rasheed, MD, PhD

2010 Tempur-Pedic® Retailers –
Pancreatic Cancer Action Network –
AACR Pathway to Leadership Grant,
Johns Hopkins University, Baltimore, MD

"As a grant recipient of the Pancreatic Cancer Action Network, I have received far more than the simple value of the funding provided to my group. I have been introduced to a community of pancreatic cancer researchers, patients, family members and advocates that is rich with hope and bursting with energy. Through meetings and other events organized by the Pancreatic Cancer Action Network, I have come to know dozens of scientists in the field. These introductions have led both to specific collaborations as well as to a general sense of connection with the field as a whole. In my experience, the personal mentoring program established by the Pancreatic Cancer Action Network is unique among granting organizations, providing a rare opportunity to receive personal feedback and support from a senior scientist in the field."

Kenneth Olive, PhD

2011 Tempur-Pedic® Retailers –
Pancreatic Cancer Action Network –
Career Development Award,
Columbia University, New York, NY

"The Career Development Award from the Pancreatic Cancer Action Network has tremendous benefit, not only for its funding, but through access to established relationships and a personal incorporation into the pancreatic collaborative community. This Career Development Award has allowed me to transition into the pancreatic cancer field and to generate a strong foundation of data to fully pursue my own line of research. Equally important, integration of my research into the scientific community was achieved through personal interactions and collaborations established with leading senior pancreatic cancer scientists that were facilitated through this comprehensive award."

Michael VanSaun, PhD

2010 Pancreatic Cancer Action Network –
AACR Career Development Award,
Vanderbilt University, Nashville, TN

Career Development Awards



The Daniel and Janet Mordecai Foundation
Jiyoung Ahn, PhD
New York University, New York, NY
Oral Microbiome and Pancreatic Cancer: a Prospective Case-Control Study



The Daniel and Janet Mordecai Foundation
Darren Carpizo, MD, PhD
University of Medicine & Dentistry of New Jersey – Robert Wood Johnson Medical School, New Brunswick, NJ
Pre-clinical Studies of a p53 Mutant Synthetic Lethal Compound in Pancreatic Cancer



Skip Viragh
Eric Collisson, MD
University of California, San Francisco, CA
Optimizing MEK Inhibition in Pancreatic Cancer; from Cytostatic to Cidal



The Daniel and Janet Mordecai Foundation
Mikala Egeblad, PhD
Cold Spring Harbor Laboratory, Cold Spring Harbor, NY
Dynamics of Tumor-Stroma Interactions in Pancreatic Cancer



The Daniel and Janet Mordecai Foundation
Kazuki Sugahara, MD, PhD
Sanford-Burnham Medical Research Institute, La Jolla, CA
Tissue-Penetrating Drug Delivery to Desmoplastic Pancreatic Tumors



Pancreatic Cancer Action Network
David Sung-wen Yu, MD, PhD
Emory University, Atlanta, GA
Exploiting the Replication Stress Response in Pancreatic Cancer

Innovative Grants



George & June Block Family Foundation
David Boothman, PhD
UT Southwestern Medical Center, Dallas, TX
NQO1-mediated 'Kiss of death' Targeted Therapy for Pancreatic Cancer



AACR Innovative Grant (Grant funded in part by the Lefkofsky Family Foundation)
Paul Chiao, PhD
MD Anderson Cancer Center, Houston, TX
TAK1 is a Novel Therapeutic Target in Pancreatic Cancer



Tempur-Pedic® Retailers
Channing Der, PhD
University of North Carolina, Chapel Hill, NC
Mechanism of ERK Inhibition Resistance and ERK-dependent Pancreatic Cancer



Bonnie L. Tobin
Peter Espenshade, PhD
Johns Hopkins University, Baltimore, MD
SREBP Pathway as a Target for Pancreatic Cancer Therapy



Blum-Kovler
Tyler Jacks, PhD
Massachusetts Institute of Technology, Cambridge, MA
Mechanisms of K-RAS Independent Growth in Pancreatic Cancer

Government Affairs & Advocacy

Our Government Affairs & Advocacy program, based in Washington, DC, focuses on educating elected officials about pancreatic cancer and the need to increase federal research funding dedicated to studying the disease.

Thanks to the efforts of the Pancreatic Cancer Action Network and its tireless volunteers, the *Recalcitrant Cancer Research Act* (formerly known as the *Pancreatic Cancer Research & Education Act*) was passed by the U.S. House of Representatives and at the writing of this report is awaiting a vote by the Senate. With 59 Senate co-sponsors and 293 House co-sponsors, the bill has more support than the majority of bills introduced in the 112th Congress.

157 Signatures in Two Weeks

In June 2012, the bill authors – Senator Sheldon Whitehouse (D-RI) and Representatives Anna Eshoo (D-CA) and Leonard Lance (R-NJ) – circulated letters to their congressional colleagues urging the leaders of the Senate Health, Education, Labor & Pensions (HELP) and House Energy & Commerce committees to move the bill out of committee so that the full Senate and House could vote on them. Again, our grassroots volunteers sprang into action and helped secure 43 signatories on the Senate letter and 114 on the House letter – in just two weeks' time.

Increased NCI Funding

Since the Pancreatic Cancer Action Network's advocacy program was founded in 1999, increasing federal funding for pancreatic cancer research has remained a top priority.

In 2011, these efforts resulted in a 2.3 percent increase in National Cancer Institute (NCI) funding for pancreatic cancer research. This achievement is particularly noteworthy given that the NCI's overall budget did not increase during this time.

678 Congressional Proclamations

Supporters from across the country raised awareness about pancreatic cancer in their states and hometowns by securing 678 proclamations from their state and local elected officials, representing a 15 percent increase compared with 2011.

Congressional Briefing

In March 2012, the Pancreatic Cancer Action Network sponsored a congressional briefing on pancreatic cancer in the U.S. House of Representatives that was very well attended by congressional staff. George Fisher, MD, PhD,



Associate Professor of Medicine at Stanford University, discussed the ongoing challenges he encounters in treating patients with the disease and the struggles the scientific community continues to face in the field of pancreatic cancer research. Representatives Eshoo and Lance also spoke, as well as Eva Noesen, widow of Tyler Noesen, who died in January 2012 of pancreatic cancer at age 30.

Pancreatic Cancer Advocacy Day

In June 2012, the Pancreatic Cancer Action Network hosted the sixth annual Pancreatic Cancer Advocacy

Day in Washington, DC. Nearly 650 supporters from 49 states attended the event, a 19 percent increase compared with 2011. In addition, almost 2,500 supporters participated from home, making more than 5,600 phone calls to Congress during the National Call-In, a 105 percent increase in calls over the year before.

This year, approximately 9,400 advocates sent over 25,000 email messages, reaching 533 of 535 congressional offices.

2011-12 Quotes

"Attending Advocacy Day on Capitol Hill was powerful. Our personal stories made a real difference in the U.S. House in passing our bill. We will make a difference."

Judy Lloyd
Advocacy Coordinator
San Francisco Bay Area Affiliate

"Attending Advocacy Day was a very empowering experience for both my sister and me. It gave us an opportunity to advocate on behalf of my mother, who passed away three years ago from this devastating disease. It's an amazing feeling to advocate for something that desperately needs a voice and to meet other people around the country that have gone through a similar experience and have the same passion to take down pancreatic cancer."

Katie Boucher
Advocacy Coordinator
Rhode Island Affiliate

"Attending Advocacy Day in Washington, DC, and sharing my father's story with my members of Congress gives me a reassuring hope that changes can be made in fighting pancreatic cancer and that I get to honor my father's memory by being a part of it."

Allison Whisman
Advocacy Coordinator
Indianapolis Affiliate

Patient & Liaison Services (PALS)

The Pancreatic Cancer Action Network's Patient and Liaison Services (PALS) program is a comprehensive, free information and education service for pancreatic cancer patients, their family members and caregivers, and healthcare professionals. Individuals who contact the PALS program are matched with highly trained, dedicated staff members called PALS Associates, who are available to answer questions and provide information and support.



Watch a video featuring Medical Advisory Board Chair Jordan Berlin, MD

The PALS program is the only one of its kind providing quality, detailed information on topics including pancreatic cancer, diagnosis, treatment options, clinical trials, diet and nutrition, specialists and support resources. The goal of the program is to help patients and their families learn about and understand their options so that they may make informed choices together with their medical care teams.

The Pancreatic Cancer Action Network recommends that all pancreatic cancer patients consider clinical trials when exploring treatment options. The PALS program maintains a database of all active pancreatic cancer clinical trials in the U.S. PALS Associates are able

to search this database to provide personalized clinical trial information for interested patients and family members.

More patients and family members contacted the PALS program than ever before.

In addition, the PALS program offers a library of educational materials and hosts the Pancreatic Cancer Educational Event Series held around the country for patients and their families.

PALS by the Numbers

6,500+

More than 6,500 individuals and families called or emailed the PALS program for pancreatic cancer education, resources, information and hope.

18%

The number of PALS contacts increased by 18 percent over the previous year.

50,000

Nearly 50,000 pieces of PALS educational literature were distributed free of charge to health professionals in hospitals and clinics across the nation.

3,000

Additionally, approximately 3,000 educational packets were ordered online by individuals seeking information about the disease.

65,000

Since 2002, nearly 65,000 patients and their families have utilized services and resources offered through PALS.

2,500

PALS provided nearly 2,500 peer-to-peer matches through the Survivor and Caregiver Network. This program connects people facing pancreatic cancer with volunteers who share their personal experiences and offer support, encouragement and hope.

1,700 Clinical Trials Searches

Outreach designed to increase the number of pancreatic cancer patients who consider participating in clinical trials resulted in nearly 1,700 personalized clinical trials searches, a 161 percent increase over the previous year.

500% Increase in Clinical Trails

January was declared "National Pancreatic Cancer Clinical Trials Awareness Month." During this time, PALS Associates conducted 439 personalized clinical trials searches, nearly 500 percent more than the average number of monthly searches conducted during January 2011.

1,000 Educated

The Pancreatic Cancer Educational Event Series offered four Symposia in cities across the United States and, in conjunction with local volunteers, also provided Educational Lectures in 11 additional cities.

97% Satisfaction

PALS Associates maintained impressive quality assurance ratings regarding the services they delivered, the helpfulness of materials provided, and the timeliness of the receipt of materials, with an average quality assurance score of 97 percent satisfaction.

Community Outreach

The Pancreatic Cancer Action Network started as a small volunteer effort to increase awareness and move people to take action against pancreatic cancer. In fact, it remains our driving force today.

We support an army of volunteers across the country that hosts local events, attends health fairs, distributes patient information to hospitals and doctors' offices, contacts the media, and alerts elected officials about the urgent need for scientific progress in pancreatic cancer research.

In communities around the country, the passion and commitment of our volunteers have created a growing movement that propels our mission forward in each program area. Within each of the organization's 61 affiliates, an official volunteer structure is set up that includes volunteer Affiliate Coordinators, Event Coordinators, Media Representatives, Education & Outreach Coordinators, and Advocacy Coordinators. Supporters sign agreements to officially participate in these leadership roles. Each official volunteer role has a committee made up of passionate volunteers that help fulfill the organization's mission in their community.

In more than 30 additional communities, Community Representatives focus their efforts on outreach to local healthcare professionals as well as advocacy. The results are amazing!

TEAMHOPE®

In 2011-12, 220 runners and walkers participated in 93 races around the country as part of our National and Individual TEAMHOPE marathon programs. Through their efforts, TEAMHOPE participants raised gross revenue of nearly \$600,000.

Advocacy

Advocates sent more than 25,000 messages to members of Congress and arranged 56 visits to 51 local congressional offices, in addition to the visits that were made in Washington, DC.

Nearly 650 supporters (a record number) representing 49 states joined us in June 2012 on Capitol Hill, to participate in the sixth annual Pancreatic Cancer Advocacy Day to advocate for increased federal

"Receiving the Media Representative Award at the annual volunteer leadership training was the highlight of my volunteer experience as well as one of the highlights of my life. To see my peers recognize me for not only doing the right thing, but helping others possibly beat this insidious disease, was such an amazing experience."

Todd Cohen
Media Representative
Northern New Jersey

"While my father was ill, I got the benefit of feeling like I was able to do something during a time of otherwise helplessness (by volunteering). Now, I do it in his memory so that his death may serve as ... a legacy of hope."

Kimberly Dowling
Community Representative
Anchorage, AK

"Our affiliate is full of volunteers who sincerely care about this cause and are motivated to do anything they can to support families who are affected by this disease."

Kathryn Brekle
Event Coordinator
Birmingham, AL

research funding and support for the *Recalcitrant Cancer Research Act* (formerly known as the *Pancreatic Cancer Research & Education Act*).

Outreach and Awareness

Volunteers hosted information tables at health fairs, gave presentations at hospitals, rotary clubs and schools, and raised awareness in their local healthcare communities at nearly 300 events, an increase of almost 50 percent over the previous year. Also in 2011-12, volunteers delivered more than 300 informational packets to

healthcare professionals around the country, informing them of our Patient and Liaison Services (PALS) program.

Events

In 2011-12, volunteers held 195 affiliate and signature events, such as PurpleStride, PurpleRide, PurpleSwim, and the PurpleLight Vigil for Hope. We also benefited from more than 270 third-party events. In total, all of these events grossed more than \$9.8 million, a 26 percent increase compared with the previous fiscal year.

Media Awareness

Media volunteers across the country shared their stories, secured local media time for our public service announcements, and garnered coverage for local events. In 2011-12, thanks to volunteer support, the organization registered more than 2,500 media hits, with a reach in excess of 1.3 billion impressions.

PurpleStride® is the signature awareness event of the Pancreatic Cancer Action Network.

PurpleStride is the signature awareness event of the Pancreatic Cancer Action Network. Volunteers around the country hold local PurpleStrides, generating critical media and public attention for the disease, drawing tens of thousands of participants and raising millions of dollars in support of the fight against pancreatic cancer.

National Impact	Team	Top Fundraisers	National Impact
<p>48 PurpleStride events</p> <p>\$6.74 million raised</p> <p>57,125 participants</p> <p>811 survivor participants</p>	<p>3,994 Company and Community teams</p> <p>\$4.97 million raised</p>	<p>\$83,000 Wendy Keil (individual fundraiser)</p> <p>\$154,000 Walking for Wendy Community Team (16 events)</p> <p>\$80,000 Union Pacific Company Team (597 participants)</p>	<p>206 sponsors</p> <p>\$405,000 value of sponsorship support</p> <p>\$28,000 Genentech Top Sponsor (13 events)</p>

Data reflects revenue and registrant totals for the period from July 1, 2011, through June 30, 2012. FY 2011-12 events may have brought additional revenue and registrants prior to or after the fiscal year. Dollar amounts rounded.

Donor & Corporate Relations

Since the inception of the Pancreatic Cancer Action Network, generous donors have been, and continue to be, the engine that helps drive our progress. With their continued support, we will create a brighter future for everyone affected by this devastating disease and achieve the goal of doubling the pancreatic cancer survival rate by 2020.

Vanderkloot Family

Research Funder



The George & June Block Family Foundation, at the direction of Barbara and Mat Vanderkloot, gave

\$200,000 to fund a Pancreatic Cancer Action Network – AACR Innovative Grant in 2012. The family's company, Carstens®, which provides patient charting solutions, also contributed sponsorship funding for PurpleStride Chicago in 2012.

Going a step further, the Vanderkloot family, together with many Carstens employees and their family members, teamed up to walk at the PurpleStride event to honor the memory of their mother, June Block, and company

employee Kelly Haas, both of whom lost their fights against the disease.

"Because of our mother's courageous battle against pancreatic cancer, and her desire to help others facing it, one of the aims of our family foundation includes a serious commitment to researching the disease that claimed her life in 2010," said Barbara and Mat Vanderkloot. "Our hope is that much more effective treatments for pancreatic cancer will soon be found."

Mordecai Family

Highlight



A record \$1.4 million gift from The Daniel and Janet Mordecai Foundation, given in memory of Daniel Mordecai, enabled the

Pancreatic Cancer Action Network's 2012 Research Grants Program to support the investigations of a new class of early-career scientists, providing much-needed resources to help uncover the mysteries surrounding the disease.

"I am proud to honor Daniel's memory by partnering with the Pancreatic Cancer Action Network to advance research into this devastating disease," said Janet Mordecai, President of The Daniel and Janet Mordecai Foundation, in reference

to her husband's passing from pancreatic cancer in 2002.

"The organization's proven track record of building leaders in the research community who leverage their funding for larger federal grants ensures that our investment will make a difference in years to come," she added. "We must better understand this disease, including its genetic components, to ensure that future generations have a fighting chance against it."

Nick Friedmann

Keep the Memory Alive



Nick Friedmann's fundraising efforts in memory of his father – Roberto "Bobby" Friedmann, PhD, who worked as an Associate Professor in the Terry

College of Business at the University of Georgia – have been extraordinary. A Keep the Memory Alive page (www.fight4bobby.org) Nick created to support a Named Legacy Fund in honor of his dad, who passed from pancreatic cancer in September 2011 at age 58, has raised more than \$55,000 to date, placing it among the Pancreatic Cancer Action Network's most successful pages of this type.

In addition to this support, members of the Friedmann family made their own generous personal donations, provided

major sponsorship for PurpleStride DC in 2012, and attended Pancreatic Cancer Advocacy Day 2012. "Our family took this on to deal with our emotions about Dad's death and to make a real impact in fighting the disease that took his life," Nick said. "We are proud to have helped fulfill one of his last wishes – supporting the mission of the Pancreatic Cancer Action Network."

Wynne Begun

Named Legacy Fund



After Thomas G. Patterson, a longtime executive with Hallmark Cards in Kansas City, MO, was diagnosed with pancreatic cancer in 2011, his wife, Wynne Begun, found a place to turn for the help she needed.

"We called PALS after our doctor suggested it at the time of Tom's diagnosis, and I feel fortunate that we did," Wynne said. "The Pancreatic Cancer Action Network wrapped around us during his illness, so we felt supported every step of the way."

After Tom's passing later that year, Wynne called to obtain a memorial kit for his service, then soon after created a Keep the Memory Alive page in his honor. Her support of the organization continued to deepen even more after she became the Education & Outreach

Coordinator for the Kansas City affiliate and then hosted a third-party event in tribute to Tom that raised more than \$25,000.

"Ultimately, our family established a Named Legacy Fund to honor Tom's memory and to show our appreciation for the information, support and solace the Pancreatic Cancer Action Network provided for us," Wynne said.

The Pancreatic Cancer Action Network thrives on the power of business alliances and collaborative efforts. Our Corporate Champions produce tremendous impact, leveraging their brand strengths and customer loyalty on behalf of the pancreatic cancer community and accelerating our progress toward the 2020 goal.

Z Gallerie

Corporate Champion

Z Gallerie® has generously supported the Pancreatic Cancer Action Network for more than a decade through numerous cause-related marketing promotions, individual giving opportunities and in-kind donations. The Zeiden family became involved with the Pancreatic Cancer Action Network as a tribute to their mother, Shirley Zeiden, who passed from the disease. Z Gallerie regularly contributes a percentage of sales from shopping events and opening

weekends, donating more than \$450,000 cumulatively to the cause.

“In June of 2002, our mom, Shirley Zeiden, died from pancreatic cancer. From the moment she was diagnosed, we did everything we could to not only support her and help her fight this horrific disease, but also learn about it. However, in a period of six short months, she died, leaving us heartbroken and asking what more could have been done. Today, there

are still too many families who, like ours 10 years ago, are left questioning why there are still no early-detection tools or effective treatments for pancreatic cancer. That’s why Z Gallerie and my family support the work of the Pancreatic Cancer Action Network. As the rate of incidence only continues to rise, we need more action, more support and definitely more awareness.”

—Mike Zeiden, Co-Founder, Z Gallerie

Tempur-Pedic

Corporate Champion

Tempur-Pedic® has raised more than \$1 million to date since the inception of the Tempur-Pedic Hugs Back program in 2009. As part of the 2011 program, Tempur-Pedic hosted its second annual November Rest Test campaign, which generated a \$10 donation for the organization for

every consumer who “tried” a Tempur-Pedic mattress at a participating authorized retailer. The number of Rest Tests taken by consumers this year grew by more than 50 percent.

“Our company is committed to continuous research and innovation

and moving courageously ahead when faced with challenging odds. I see these same qualities in the Pancreatic Cancer Action Network.”

—Rick Anderson, President
Tempur-Pedic North America, LLC

Celgene Corporation

Industry Champion

This year, Celgene Corporation generously established the Celgene Corporation Pancreatic Cancer Action Network – AACR Pathway to Leadership Grant 2012. The five-

year grant, totaling \$600,000, was awarded to Stephanie Dougan, PhD, Whitehead Institute for Biomedical Research through the Pancreatic Cancer Action Network's peer review

process. Celgene is committed to improving the lives of patients worldwide.

Lockton Companies

Corporate Sponsorship

For the second year in a row, Lockton® Companies, an independent insurance brokerage firm, was the presenting sponsor of PurpleStride Kansas City. The firm has additionally championed the cause through its ongoing efforts as the Top Team Fundraiser.

More than 60 Lockton team participants came together and raised more than \$22,000 in addition

to the \$5,000 corporate sponsorship for PurpleStride Kansas City 2012. Lockton's cumulative efforts in support of Pancreatic Cancer Action Network have totaled \$54,000 to date.

"We embraced this organization, and regardless of the amount of time we had to plan and fundraise for the event, it was going to be a success.

But the true heroes of the event were the pancreatic cancer survivors who bravely stood on stage that day with tears in their eyes and said thank you to all the supporters. It was an amazing day for all!"

–Sara Harper, Community Relations Specialist, Lockton Companies

Briggs Freeman Sotheby's

Corporate Sponsorship

PurpleStride DFW (Dallas-Fort Worth) 2011 was the first event to launch the new Honorary Chair program, which is geared toward corporate engagement for signature events. President and CEO of Briggs Freeman Sotheby's International Realty, Robbie Briggs, stepped up to fill the role of Honorary Chair. He coordinated the creation of their team, "Briggs Freeman Sotheby's Charlie's Angels," and hosted their "Spirit in the Sky" Leadership Breakfast, both in memory of Charles

Freeman, former president and co-founder of the company.

At the "Spirit in the Sky" breakfast, colleagues and peers gathered to lend their support via team participation, donations and fundraising. Through these efforts, Briggs Freeman Sotheby's International Realty recruited more than 150 participants and raised more than \$60,000 for PurpleStride DFW 2011.

"Charles Freeman was a treasured friend and colleague to many in the Dallas real estate community. It is our privilege to participate in an event that honors his memory."

–PurpleStride DFW participant

Cumulative Lifetime Giving:

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Thank you

Through the steadfast generosity of our donors and supporters, we are able to expand the essential services we provide to patients and caregivers, fund innovative research, build a comprehensive, robust pancreatic cancer research community, fight for a greater share of federal research dollars, and raise national awareness on an ongoing basis. On behalf of the tens of thousands of lives who benefit from your inspiring philanthropy, we thank you.

2011-2012 Board Membership

The extraordinary growth and impact of the Pancreatic Cancer Action Network is spearheaded by the guidance and expertise of the members of our National Board of Directors, our Scientific Advisory Board and our Medical Advisory Board. We remain extremely grateful for their dedication, support and leadership.

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2011-2012 Financial Results

The Pancreatic Cancer Action Network embraces our obligation to provide financial and operational transparency that allows you to make informed decisions regarding the best use of your financial resources and time.

We are aware that our prominent role as a leader in the pancreatic cancer community brings with it additional scrutiny, over and above that already directed to the nonprofit industry by regulators and the public. We can proudly point to the timely preparation and presentation of annual audited financial statements and Form 990 tax returns and our top ratings by charitable information and watchdog organizations as evidence of our transparency and indicators that contributions are used for the purpose intended.

We pledge to maintain the highest standards of financial accountability to earn your continued trust. To that end, the Pancreatic Cancer Action Network's financial statements are annually audited by independent certified public accountants. Please review our financials below for a closer look at how our income and expenses are used to provide hope to the pancreatic cancer community.

Financial Highlights in 2011-2012

- The \$3.4 million awarded in research grants in 2012 represents a 30 percent increase over the prior year's research investment.
- Community Outreach special event receipts were more than 26 percent greater than the prior year, and participation grew by 32 percent.
- Patient and Liaison Services provided over 9,500 patients and families with information and resources to make informed decisions.
- Every dollar we invest in research funding is leveraged into \$8.61 in additional support for pancreatic cancer research.
- Our movement is growing, as evidenced by a 20 percent increase in giving volume over the prior year.
- We earned a four-star ranking from Charity Navigator – its highest ranking – for the eighth consecutive year.

Statement of Activities

Year ended June 30, 2012

Revenue	2012	2011
Contributions	\$ 7,120,973	\$ 5,079,721
Special events, net*	8,771,804	7,316,650
Store sales, net	183,660	234,447
Net Investment return and other	387,727	372,162
Total Revenue	16,464,164	13,002,980
Expenses		
Program Services		
Research	5,032,781	3,916,466
Advocacy	1,912,723	1,582,822
Patient Services	2,418,367	2,274,340
Community Outreach	3,749,048	3,050,217
Total Program Services	13,112,919	10,823,845
Supporting Services		
General and administrative	500,645	406,765
Fundraising	1,454,887	1,157,565
Total Supporting Services	1,955,532	1,564,330
Total Expenses	15,068,451	12,388,175
Increase in Net Assets	\$ 1,395,713	\$ 614,805

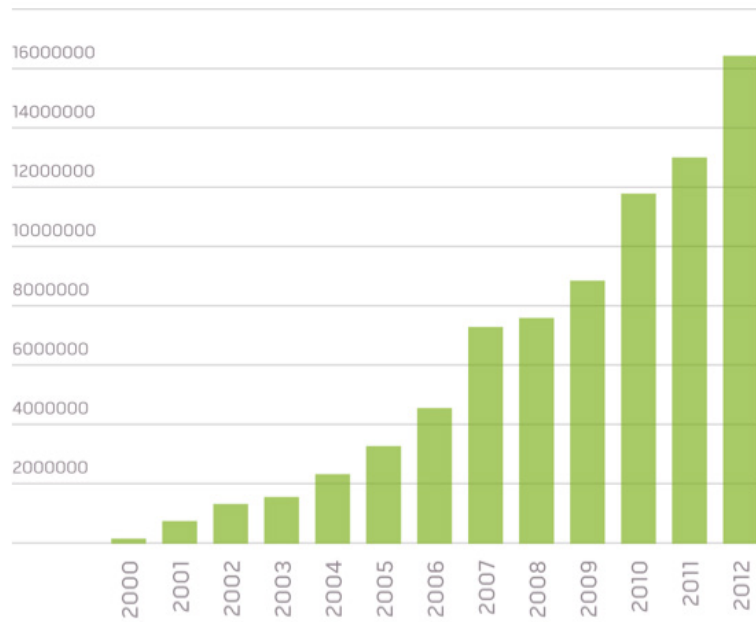
*Special events are presented net of direct costs of \$2,152,701 and \$1,287,601 in 2012 and 2011, respectively.

Statement of Financial Position

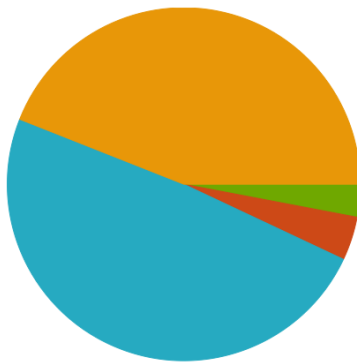
June 30, 2012

Assets	2012	2011
Cash and cash equivalents	\$ 1,450,462	\$ 2,476,755
Investments	8,514,725	4,075,760
Pledges and sundry receivables, net	1,456,975	1,579,951
Prepaid expenses and inventory	596,790	577,968
Property and equipment, net	694,539	848,984
Other assets	77,305	77,305
Total Assets	\$ 12,790,796	\$ 9,636,723
Liabilities and Net Assets		
Liabilities		
Accounts payable, accrued and other liabilities	\$ 1,165,631	\$ 714,446
Grant obligations	3,271,280	2,167,535
Deferred lease liability	617,158	413,728
Total Liabilities	5,054,069	3,295,709
Net Assets		
Unrestricted	6,984,947	5,331,835
Temporarily restricted	751,780	1,009,179
Total Net Assets	7,736,727	6,341,014
Total Liabilities and Net Assets	\$ 12,790,796	\$ 9,636,723

Total Revenue 2000-2012



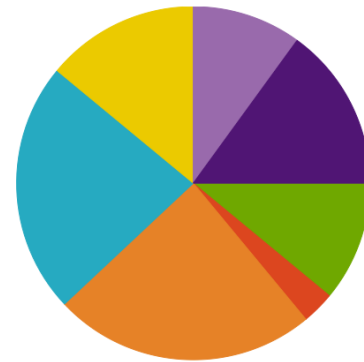
Revenue Contribution by Source 2000-2012



Total Revenue for 2012
\$16,464,164

- Investments and other (3%)
- Volunteer-driven events (49%)
- An Evening With the Stars (4%)
- Contributions (44%)

Cost Distribution 2003-2012



Total Cost for 2012
\$15,068,451

- Fundraising (10%)
- Community Outreach (25%)
- Advocacy (13%)
- Research Grant Costs (25%)
- General & Administrative (3%)
- Patient Services (16%)
- Research & Scientific Affairs (8%)

These financial statements were abstracted from Pancreatic Cancer Action Network's June 30, 2012 and June 30, 2011 financial statements, which were audited by Windes & McClaughry Accountancy Corporation. Because the information does not include all the disclosures required by U.S. generally accepted accounting principles, it does not purport to present Pancreatic Cancer Action Network's financial condition or results of activities. A copy of the audited financial statements is available and can be provided upon request from our national office.



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