



A Defining Moment

ANNUAL REPORT 2010

Mid-South Division



THE OFFICIAL SPONSOR OF BIRTHDAYS.®

The right path will lead the way to a world with more birthdays.

John R. Seffrin, PhD, National Chief Executive Officer, American Cancer Society

Creating a world with less cancer and more birthdays requires fierce determination. It takes innovation to transform that kind of vision into reality. And it takes a relentless organization – one that’s willing to transform both itself and the challenges it faces – to tackle that kind of goal.

As you’ll see in the pages that follow, 2010 was a transformational year for the American Cancer Society – one in which our commitment to pursuing a world with less cancer and more birthdays only deepened. It was a year in which we came to a defining point in the cancer fight – where both the challenges and the opportunities we faced have never been greater.

In the past year, we have accomplished much in this fight. Indeed, since our organization began, we have played a vital role in the history of cancer, contributing to nearly every major game-changing advance in the past 100 years. The more than 11 million cancer survivors alive today in the United States are living proof of our progress. We celebrate that progress – and recognize the importance of noting it each year.

And yet there is more to be done. In 2010, cancer was projected to become the leading cause of death worldwide, followed by heart disease and stroke, and we now know it also causes the most economic harm around the globe. At the same time, however, we also know more about how to prevent, detect and treat this disease than ever before. The hopeful side of cancer has never been more hopeful.

To us, that means we at the American Cancer Society are uniquely poised to have a significant impact on the planet’s most deadly disease.

That’s why we’re choosing to work relentlessly toward one goal: creating not just a nation, but a world with more birthdays by saving even more lives from cancer. We are laser-focused on this mission, and we’re seeking game-changing advances. To get there, we’re making our organization more innovative, effective and efficient – and we’re working in new and different ways to transform the way we fight cancer both in this country and around the world.

We believe there’s never been a better time to beat this disease – or for more people, everywhere, to hear “Happy Birthday” another year.



Bill Robbins, Chairman
American Cancer Society
Mid-South Division, Inc.



Lisa Roth, CEO
American Cancer Society
Mid-South Division, Inc.

Now is the time for a world with more birthdays.

Today, we're at a defining moment in the cancer fight – and for the American Cancer Society. Although we're making great progress against the disease, already saving 350 more birthdays each and every day, the need – and the opportunity – to do more is clear.

While we are making headway in some parts of the world, cancer globally is projected to become the leading cause of death this year, followed by heart disease and stroke. Also this year, Society research for the first time showed that the disease causes the most economic harm around the globe, costing \$895 billion in premature death and disability in 2008 alone.

To the American Cancer Society, that means we have an opportunity to not only save millions of lives but also billions of dollars, if we can turn what we already know about cancer into what we do about it around the globe. The need – and the moral obligation – to work more relentlessly than ever before to bring cancer under control is clear.

Doing More with Less

Two thousand ten was a year in which the entire public sector faced an especially challenging economic climate. Yet the need for our vital patient services, or for urgency in the cancer fight, does not diminish in such times – it grows only more intense. That's why we could not sway in our commitment to our mission, and instead used these circumstances as a springboard, seizing this opportunity to become more innovative, effective and efficient. And we found ways to serve more people facing cancer – with fewer resources.

Perhaps the most well-publicized of the year's successes in the cancer fight was the passage of health care reform legislation in the U.S. While not perfect, the law is a critical milestone that will

have a transformative impact on our battle against this disease and for people facing cancer and their families.

For the American Cancer Society Cancer Action NetworkSM (ACS CAN), the Society's nonprofit, nonpartisan advocacy affiliate, the bill's passage was the culmination of several years of work to frame the health care reform debate through the "cancer lens."

"This victory won't just help the Society better deliver on our mission of saving lives from cancer – it's crucial to our success in achieving it," says John R. Seffrin, PhD, chief executive officer of the Society and of ACS CAN. "It will give people access to the lifesaving care they need across the cancer continuum – without which we cannot win this fight."

That victory emphasized the need for a system focused on prevention – the linchpin of the cancer fight and of another key success for the Society in 2010, the launch of our first-ever comprehensive nationwide cause-branding initiative that reaches women where they live, shop, and work: Choose YouTM.

This innovative new platform is another example of how the Society is thinking smarter, working in new and different ways with external partners to save lives. Choose You presenting sponsors Walgreens and Sprite Zero, along with a host of other corporate supporters, play a vital role in this new movement, which is helping women across the nation make commitments to put their own health first.

We also collaborated in new ways through the next phase of our movement for more birthdays, which featured art and music to celebrate the progress we're making against cancer. We teamed up with top musicians to record their version of the iconic "Happy Birthday" song, and worked with notable artists who created one-of-a-kind pieces inspired by the Society's lifesaving work. All of these artists and musicians generously donated their time and talents to help defeat cancer and to help people better understand everything the Society has

to offer to create a world with more birthdays.

Around the world, the Society is also relentlessly pursuing more birthdays by serving as a convener through work like the grant we received from the Bill and Melinda Gates Foundation to lead a bold new tobacco control strategy in sub-Saharan Africa. The five-year, \$7 million grant will enable the Society to manage a consortium of like-minded organizations, and as the first grant the Society has received from the Gates foundation, is a clear signal of our growing global influence.

Looking Ahead

As the Society charts its course for the future, we're doggedly pushing ourselves to achieve more – to save more lives, and more birthdays. While we are proud of the progress we've made, we are far from satisfied. We are asking ourselves what it will take to celebrate 1,000 more birthdays per day in the U.S. ... and ultimately tens of thousands more per day worldwide.

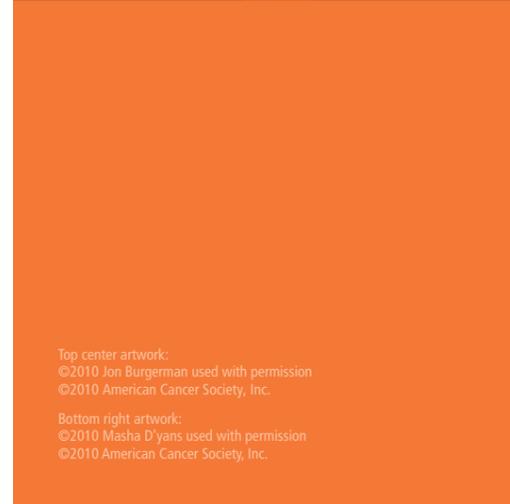
To achieve these ambitious goals, we are taking a hard look at how we fight cancer. As we face the dawn of our second century as an organization, we are working to create a better platform – one that allows us to work more quickly and efficiently, that has us working across sectors and with even more organizations. That means looking within the Society for innovative working relationships that bring people together in new ways, and challenging ourselves to break down barriers to progress.

As we look ahead to next year – and further into the future – it's clear the time is now for a world with less cancer. And we believe the American Cancer Society is uniquely positioned to lead the fight, both at home and around the world.

"We're asking ourselves, 'If not us, then who?' And, 'If not now, then when?'" says Seffrin. "This is our moment. The right path will indeed lead to a future where we bring this disease under control as soon as possible in this century – a world with more birthdays."



350
more birthdays
each and every day.



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Helping People Stay Well

At the American Cancer Society, we know the key to a world with less cancer and more birthdays lies in turning what we know about the disease into what we do about it. We know about half of all cancer deaths are preventable, if people do what we know works – like not smoking, getting the right cancer screenings, and maintaining a healthy weight by eating right and staying active. That’s why we’re working tirelessly in every community to help people stay well, so more people everywhere can blow out another birthday candle next year.

- Knowing that busy women often don’t make enough time for themselves or their health, in May the Society launched Choose You, a cause-branding platform designed to motivate women to choose themselves and their health first, while taking steps to prevent cancer and stay well. This innovative national movement features support from presenting sponsors Walgreens and Sprite Zero, as well as celebrity ambassador Ellen Pompeo, star of TV’s “Grey’s Anatomy” – and busy wife and mom. Pompeo and these sponsors helped the Society officially launch the campaign in New York City, rallying women in a nationwide pledge to make healthy lifestyle choices.
- The Choose You initiative was successful on the national level, as well as at the state level. In Kentucky, more than 200,000 state employees were introduced to Choose You last year. The commonwealth’s Journey to Wellness website shared Choose You information and all ten of its government cabinets promoted the program. Kentucky is the first state employee group to choose the health of its employees by encouraging them to “Choose You.”
- Quitting smoking is one of the most important steps to preventing cancer and staying well. The Society works with Free & Clear® to operate its Quit For Life® tobacco cessation program, which in 2010 enrolled more than 305,000 tobacco users, helping them get on the path to a healthier life. The Society and Free & Clear launched a strategic business collaboration in late 2009, building on the prior success of the American Cancer Society Quitline®. The collaborative move is just another example of how the Society is working to save more lives more efficiently – as the relationship both extends the reach of our tobacco cessation services, helping more people quit smoking, and saves the Society precious resources.
- The American Cancer Society has launched a Community Health Advisor (CHA) program in several markets across the Mid-South Division. The program identifies and trains local women (and some men) who then seek to improve the health of people in their communities. Through this program, the American Cancer Society hopes to educate and reach underserved populations, identifying and specifically targeting women

who are unscreened for breast and cervical cancer and encouraging these women to participate in the screening programs available.

- Health care providers and employers have known for many years that individuals are more likely to get health care and stay healthy if they have a medical home — i.e., a health care provider that is overseeing all their needs and coordinating their care. The American Cancer Society was an early partner in joining and shaping the Louisiana Health Care Quality Forum, a multi-stakeholder, nonprofit organization whose mission is to lead evidence-based initiatives to improve the health of the people of Louisiana. The LHCQF’s Medical Home Committee was formed to promote the adoption of the Patient Centered Medical Home model of care. One of the nation’s top two medical home model programs, LHCQF has trained over 45 clinics and 500 doctors serving over 1.2 million patients.



Jason Lee

Employees of the State of Arkansas are staying well, thanks to the focus on wellness of their Employee Benefits Division (EBD). Since 2005, there has been no cost to members of the state’s health plan for prevention services, including cancer screenings. By working with the American Cancer Society, the EBD receives valuable tools to promote evidence-based preventive health initiatives. **Jason Lee**, executive director of the Employee Benefits Division, says one of the most important reasons the EBD focuses on wellness is the longevity of members on its health plan, ranging from current employees to retirees. “The earlier we can address a person’s desire to change or improve their health care status, the better. Not every smoker will decide to quit and not every woman will have a mammogram, but at least those services are there and available.”



Helping People Get Well

We're in your corner if you're facing a cancer diagnosis. The American Cancer Society is available around the clock with the resources and support people need through every step of a cancer experience – from timely, evidence-based information to help people make decisions, to moral support from others who have been through a similar experience, to practical solutions to everyday challenges – we are here, and we can help.

- Whether it's the middle of the day or the middle of the night, the American Cancer Society is here for people facing cancer, when and where they need help. The Society's Cancer Information Specialists at our toll-free cancer information hotline, 1-800-227-2345, answer about 750,000 calls a year, or more than 2,100 calls each day. More than 45,000 of those calls originated in the Mid-South. In addition, cancer.org received more than 25 million visits this year, including 1 million from Mid-South web users. The Society completed an extensive overhaul of its website in 2010, making it easier for visitors to quickly find the information they're looking for with new site navigation, improved search features, and more localized information.
- The Mid-South Division provided more than 351,214 patient-related services to 54,222 individuals last year. Of them, 31,122 were newly diagnosed patients who turned to the American Cancer Society to help them get well.
- As more and more people need help finding an affordable place to stay when traveling for cancer treatment, the Society continues to expand its Hope Lodge® program. In 2010, the 30 Hope Lodge locations provided more than 225,000 nights of free lodging to more than 55,000 patients and caregivers, saving them more than \$20 million in lodging expenses. Hope Lodge locations offer a home away from home for people facing cancer and their families, helping them focus on the most important task at hand – getting well. There are five Hope Lodges in the Mid-South. They are located in Birmingham, Lexington, Memphis, Nashville and New Orleans.
- One of the biggest barriers to getting well for many people may be finding transportation to and from cancer treatment. The demand from patients for transportation is high and growing, and the Society provides a range of transportation services, to help patients get to treatment.
- To meet the transportation needs of Mid-South cancer patients, the American Cancer Society offers Road to Recovery®, a volunteer driver program available in some areas, and provides transportation grants to qualifying hospitals and treatments centers to assist patients traveling to their facilities. Last year, more than 6,200 individuals received transportation assistance, making possible more than 121,500 trips to treatment.
- The Society's Patient Navigator Program, the largest oncology-focused patient navigator program in the country, continues to reach those most in need of support – the medically underserved – by placing trained Society navigators in strategically selected cancer treatment and care facilities. In 2010, the program served more than 82,000 people and fulfilled more than 119,000 requests for services. More than 22 percent of these patients were medically underserved (either uninsured or on Medicaid). This one-on-one approach to personalized guidance for cancer patients has allowed the Society to impact the quality of life of those touched by the disease in a variety of cancer treatment facilities and communities. Currently there are patient navigators in two Mid-South cities: Birmingham, Ala., and Lexington, Ky.



Stephanie Davis

As a breast cancer survivor, **Stephanie Davis** knows firsthand how important support from those around you is during treatment. That's why, one year after her own diagnosis in 2002, she began supporting other newly diagnosed patients through the American Cancer Society Reach To Recovery® program. As such, she is a constant resource for the women she helps, sometimes spending several hours a day talking with women going through treatment. Stephanie also happens to work in a medical center, where she often meets with women newly diagnosed with breast cancer. "I look at it as a testimony that I can go out and speak to someone and understand their plight and what it takes to fight [breast cancer]," Stephanie says. "I wanted to go help someone else like me become a survivor."



Funding Lifesaving Research to Find Cures

It's a goal we'd all like to realize: new ways to beat – to cure – cancer for good.

To the Society, funding groundbreaking research to better understand the causes of this disease, how to best prevent it, and new ways to cure it, is only one of the many ways we're working to save lives from cancer – but it is a vital one. And as the nation's largest private, not-for-profit source of cancer research funds, it's one in which we've led the way for more than 60 years, playing a role in nearly every major breakthrough in recent history.

- Each year, the American Cancer Society releases an annual *Cancer Statistics* report. The 2010 report found that death rates from cancer in the United States have decreased by 21 percent among men and by 12 percent among women since mortality rates began to decline in the early 1990s, which translates to the avoidance of more than 767,000 cancer deaths in the United States. In other words, we've helped avoid more than 350 cancer deaths per day that otherwise would have been lost to cancer.
- In 2010, the Society funded more than \$107 million for 222 research grants and 54 training grants to help further our work to discover the causes and cures of cancer. The Society's investment in the research of the 280 grantees whose projects ended in 2009 resulted in the publication of 977 peer-reviewed journal articles and 32 books or book chapters, and generated 15 new or pending patents.
- In the Mid-South, the American Cancer Society funded more than \$26 million in multi-year grants at the region's top research institutions.
- Cancer affects people of every age, race, ethnicity, and economic class, but does not affect all communities equally. The Society is committed to changing that – to saving lives by reducing cancer health disparities. As part of that commitment, in 2010 the Society announced that this would be a new priority area for research funding, issuing a call for applications in research that addresses health disparities. In addition, 2010 marked the 10th year in which the Society's targeted area of focus in research was cancer in the poor and medically underserved, with 15 grants worth nearly \$14 million in this area, representing more than 10 percent of total grant expenditures.
- The Society continues to glean new insight from its Cancer Prevention Studies, long-term research studies that follow a set group of people throughout their life to help us better understand the causes of cancer. This year researchers in the epidemiology research program published 62 scientific papers underscoring the value of Cancer Prevention Study II (CPS-II) participants to cancer prevention and public health. Among the noteworthy original research publications based solely on CPS-II data, researchers found that longer time spent sitting has an adverse effect on risk of mortality. The number of participants in our next Cancer Prevention Study, CPS-3, continues to grow, with more than 91,000 people recruited as of August 2010.
- In 2010, the Mid-South Division hosted CPS-3 enrollment at 12 Relay For Life events. More than 1,800 people signed up to participate in CPS-3 during one of these enrollment events.
- The American Cancer Society Behavioral Research Center continues to co-sponsor and lead the Biennial Cancer Survivorship Research Conference in collaboration with the National Cancer Institute's Office of Cancer Survivorship, Livestrong and the Centers for Disease Control and Prevention. The fifth biennial conference, held in June in Washington, D.C., drew more than 500 scientists, clinicians and public policy advocates. The conference highlighted challenges in the field of cancer survivorship research and explored innovative solutions to these challenges.



HJ Ingram

HJ Ingram describes cancer as a “way of life” for her family. She lost her daughter Meg (pictured with her above at the American Cancer Society's Joe Lee Griffin Hope Lodge in Birmingham) to the disease, just a few years after her husband and his sister battled it. That's why she is committed to finding cures. “Cancer, even when it takes the life of our loved ones, doesn't deserve to rule us,” says HJ. Already active as a Relay For Life volunteer, she has taken her fight to a new level as an American Cancer Society research stakeholder. HJ will be a part of the Society's grant review process for a two-year term to help decide which of more than 1,600 applications received each year are worthy of funding. She also volunteered in 2010 at Huntsville's enrollment for the Society's Cancer Prevention Study-3. “I am a different person because of our [cancer] experience. I hope a better person,” she says.



Empowering People to Fight Back

Across the nation and around the world, the American Cancer Society inspires a movement of millions to fight back against cancer and create a world with more birthdays. Our passionate volunteers are working relentlessly in your community and for people everywhere to save lives, rallying together at inspiring neighborhood events, through participation in endurance events, or by working with lawmakers to make America a healthier place to live.

- Nearly 79 percent of the U.S. population now covered by some sort of smoke-free workplace, restaurant, and/or bar law can breathe easier, thanks in part to the American Cancer Society and the American Cancer Society Cancer Action Network. The Society and ACS CAN are working for effective tobacco control policies, supporting tobacco control research and sharing information with communities nationwide.
- We cannot win the cancer fight if people facing the disease do not have access to the lifesaving care they need to beat it. In 2010 we celebrated a major victory with passage of the Patient Protection and Affordable Care Act, which gives people facing cancer access to the care they need across the cancer continuum. While not perfect, the law's passage marks a significant milestone in the Society's and ACS CAN's overall efforts to improve access to health care across the country and is essential to our mission to save lives. The Society and ACS CAN are now focused on ensuring the act is implemented in way that will best advance our organizations' shared mission of reducing suffering and death from cancer.
- Funding for state Breast and Cervical Cancer Early Detection Programs (BCCEDP) was a legislative priority in many Mid-South states last year. In Alabama, the legislature restored \$318,000 to the BCCEDP program, after the program had been cut from the governor's budget for three years in a row. In Tennessee, the state maintained its \$1 million annual funding of the BCCEDP program.
- A challenging economic environment was no match for American Cancer Society Relay For Life® participants across the country who rallied together to celebrate, remember and fight back in 2010. Relay participants this past year increased the number of communities, volunteers, teams, team members, survivors, caregivers and donors participating in the worldwide movement. One hundred and fifteen new communities held Relay events in 2010, for a nationwide total of 5,150 events.
- Each year, American Cancer Society Making Strides Against Breast Cancer® events offer people across the country a powerful and inspiring opportunity to make a difference in the fight against breast cancer. In 2010, over 800,000 participants walked in more than 220 Making Strides events in communities nationwide, raising awareness and approximately \$60 million to help fight this disease. Mid-South communities hosting Making Strides events in 2010 were: Mobile, Montgomery (Alabama); Ashland, Lexington, Louisville, Owensboro (Kentucky); New Orleans, Southwest Louisiana (Louisiana); Hattiesburg, Jackson, Mississippi Gulf Coast (Mississippi); Memphis and Nashville (Tennessee).
- People of all athletic abilities are changing the course of cancer by participating in the American Cancer Society DetermiNation® endurance event program. This year the Society launched a new collaboration with the Competitor Group, Inc., that makes the Society the benefiting charity of three popular Rock 'n' Roll Marathon Series® events in 2010 and 2011 and a preferred charity for eight additional events. These events include our New Orleans and Nashville DetermiNation events. A team of DetermiNation athletes also participated in Louisville's marathon. Thus far, more than 15,000 participants have raised more than \$15 million to help save lives from cancer.



Cherie Gravois

Cherie Gravois knows there are many ways to fight back against cancer. She also knows that through advocacy, she can help save lives. "Advocacy efforts provide a voice for those fighting cancer and for those who have lost the battle. State and federal advocacy campaigns have resulted in many wins including increasing funding for cancer research and prevention programs, advancing smoke-free legislation and protecting healthcare for cancer patients," she says. Cherie is involved in advocacy efforts in her home state of Louisiana, and last year she joined 600 advocates from all 50 states to lobby Congress on behalf of the American Cancer Society Cancer Action Network (ACS CAN). "Advocacy is a way to use my voice to fight cancer by influencing lawmakers to pass legislation that supports the fight against cancer – legislation that saves lives."



Leading the Way

More than 580 Mid-South communities hosted Relay For Life events last year. Here's a look at Relay For Life in the Mid-South Division in 2010:

- Funds raised: More than \$39 million
- Average income per event: \$75,325
- Registered participants: 160,640
- Registered survivors: 31,771



Rosanne Radke has selflessly given her time, talents and passion to champion Relay For Life since 1995. Rosanne originally got involved with her community's Relay For Life of Calloway County, Ky., but she soon started volunteering as a charter member of the Mid-South Division Relay For Life Task Force where she developed a three-year development plan for the Division's Relay efforts. She later joined the National Relay Advisory Team. Her leadership at the national level means that communities across the country don't just Relay; they celebrate, remember and fight back. So why Relay? "Every dollar makes a difference. This is one event where all of us working together can make a big difference," she says. "Relay For Life involves everybody, from children to adults. It doesn't take someone giving \$20,000; it takes 20,000 people with one dollar bill." In 2010, Rosanne was recognized with the Society's St. George Award, its highest volunteer honor.



There's No Place Like Hope



Cancer patients like Bobby and Dorothy Robinson no longer need to worry about where they're going to stay when receiving treatment in Memphis or how they're going to pay for it. The American Cancer Society Harrah's Hope Lodge opened in Memphis in Fall 2010, a culmination of the tireless efforts of hundreds of volunteers, donors and medical professionals. The Hope Lodge will help lessen the financial burden on adult patients traveling to Memphis for treatment at one of the metropolitan area's many cancer facilities. The American Cancer Society Harrah's Hope Lodge is funded in part by a \$2 million grant from the Harrah's Foundation. The grant is the largest one-time donation received by the Mid-South Division of the American Cancer Society. Memphis now joins Birmingham, Lexington, Nashville and New Orleans as locations of Hope Lodges in the Mid-South. Together, they provided 75,210 occupied room nights last year, saving guests an estimated \$9.4 million in lodging expenses alone, and served more than 4,884 different patients and caregivers.

2009-2010 Mid-South Division Board of Directors

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Top Relay For Life Mid-South Events Per Capita

Event	Population	Per Capita
Ballard (KY)	8,252	\$10.4714
Adams (MS)	20,247	\$9.5276
Carroll (KY)	10,625	\$9.4714
Pickett (TN)	4,823	\$9.4600
McLean (KY)	9,791	\$9.2469
Trigg (KY)	13,575	\$8.1517
Cumberland (KY)	6,997	\$7.7879
Wolfe (KY)	7,132	\$7.1346
Clinton(KY)	9,671	\$7.0440
Moore (TN)	6,132	\$6.8628
Carroll - North /South (TN)	29,016	\$6.6437
Webster (MS)	9,914	\$6.5828
Crenshaw (AL)	13,782	\$6.5163
Hickman (KY)	4,880	\$6.3090
Ouachita (AR)	26,295	\$6.2917
West Carroll (LA)	12,314	\$6.2614
Pike (AL)	29,770	\$6.2123
Caldwell (KY)	12,932	\$6.1028
Winston (AL)	24,686	\$6.0797
Henry (KY)	16,257	\$6.0373
Weakley/East/Southwest/West(TN)	33,051	\$5.8813
Clarke - North/South (AL)	27,224	\$5.8339
Owen (KY)	11,573	\$5.8126
Pointe Coupee (LA)	22,763	\$5.8053
St. James (LA)	21,216	\$5.5127

Statement of Activities

Mid-South Division, Inc.
 (September 1, 2009-August 31, 2010)

PUBLIC SUPPORT AND OTHER REVENUE	AMOUNT	PERCENT
Public Support		
Contributions	\$53,556,841	81%
Legacies and Bequests	5,274,403	8%
United Way & Other Federated Income	1,931,504	3%
Total Public Support	\$60,762,748	
Other Revenue		
Grant Income	\$3,064,226	5%
Investment and Other	2,185,798	3%
Total Other Revenue	\$5,250,024	
TOTAL PUBLIC SUPPORT AND OTHER REVENUE	\$66,012,772	100%
EXPENSES AND MISSION SUPPORT ACTIVITIES		
Program Support (Prevention, Detection/Treatment, Patient Support and and Other Program Support)	\$28,364,887	44%
Management & General	1,924,986	3%
Fund Raising	11,467,639	17%
Support to National Research, Programs and other Activities	23,292,312	36%
TOTAL EXPENSES AND NATIONAL ALLOCATION	\$65,049,824	100%

TOTAL EXPENSES: Research — financial support provided to academic institutions and scientists to seek new knowledge about the causes, prevention, and cure of cancer, and to conduct epidemiological and behavioral studies. **Prevention** — programs that provide the public and health professionals with information and education to prevent cancer occurrence or to reduce risk of developing cancer. **Detection/Treatment** — programs that are directed at finding cancer before it is clinically apparent and that provide information and education about cancer treatments for cure, recurrence, symptom management, and pain control. **Patient Support** — programs to assist cancer patients and their families and ease the burden of cancer for them. **Management and General** — direction of overall affairs of the Society. Fund Raising — programs to secure charitable financial support for programs and supporting services.

Mid-South Office Locations

Division Office

1100 Ireland Way, Suite 300
Birmingham, AL 35205

Alabama

American Cancer Society's
Joe Lee Griffin Hope Lodge
1104 Ireland Way
Birmingham, AL 35205

1100 Ireland Way, Suite 201
Birmingham, AL 35205

2346 West Main Street, Suite 3
Dothan, AL 36301

19059 Greeno Road, Suite A
Fairhope, AL 36532

104 South Poplar Street
Florence, AL 35630

2745 Bob Wallace Ave, Suite A
Huntsville, AL 35805

900 Western America Circle, Suite 101
Mobile, AL 36609

3054-C McGehee Road
Montgomery, AL 36111

2132 McFarland Boulevard East
Suite C
Tuscaloosa, AL 35404

Arkansas

901 North University Avenue
Little Rock, AR 72207

1200 W Walnut St, Suite 2313
Rogers, AR 72756

Kentucky

American Cancer Society's
Hope Lodge
1500 College Way
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4324 13th Street
Ashland, KY 41102

952 Fairview Ave, Suite 4
Bowling Green, KY 42101

297 Buttermilk Pike
Ft. Mitchell, KY 41017

1504 College Way
Lexington, KY 40502

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Louisiana

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One Lakeshore Drive, Suite 1510
Lake Charles, LA 70629

1761 N. 19th Street
Monroe, LA 71201

2605 River Road
New Orleans, LA 70121

920 Pierremont Road, Suite 300
Shreveport, LA 71106

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Gulfport, MS 39507

1380 Livingston Lane
Jackson, MS 39213

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Tupelo, MS 38804

Tennessee

American Cancer Society
Harrah's Hope Lodge
718 Union Avenue
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American Cancer Society's
Memorial Foundation Hope Lodge
2008 Charlotte Avenue
Nashville, TN 37203

6221 Shallowford Rd., Suite 102
Chattanooga, TN 37421

753-A Humble Drive
Cookeville, TN 38501

2935 US Highway 45 Bypass
Jackson, TN 38305

508 Princeton Road, Suite 102
Johnson City, TN 37601

871 Weisgarber Road
Knoxville, TN 37909

1378 Union Avenue
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2000 Charlotte Avenue
Nashville, TN 37203

25 Century Blvd. Suite 400
Nashville, TN 37214

When you support the American Cancer Society, you become part of a network of people who are committed to eliminating cancer. You help save lives in your community and around the world. Together, we're helping people stay well with the tips and tools they need to live healthier lives; helping people get well with the support they need throughout a cancer experience; helping find cures by funding the best and brightest cancer researchers; and we're fighting back by working with policymakers to pass laws that help fight cancer.

Thank you for supporting these life-affirming efforts that get us closer to a world with less cancer and more birthdays. We invite you to continue your generous support by giving in any way that is convenient for you.

Direct Donations

Make a donation by phone at 1-800-227-2345, online at cancer.org, or by getting in touch with someone in your local American Cancer Society office. You can also make your gift in honor of or in memory of someone special.

Planned Giving and Estate Planning

We can help you and your professional advisors achieve your financial objectives and craft a giving plan personalized for your needs. You can save on your taxes, increase your current income or cash flow, and preserve more of your estate for your heirs – all while supporting the Society's mission. Strategies include trusts and gifts made through wills. For free information or to speak with a planned giving officer, call 1-800-227-1885.

Although our financial report is always sent free to anyone requesting a copy, certain states require us to advise you that a copy of our financial report is available from them.

The American Cancer Society, Inc. ("ACS") is a New York not-for-profit corporation that is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer, through research, education, advocacy and service. The ACS national home office is located at 250 Williams Street, Atlanta, GA 30303. The information enclosed describes one or more of ACS's or an American Cancer Society Division's activities. Your gift is very much appreciated and tax deductible as a charitable contribution to the fullest extent allowed by law. A copy of ACS's or an American Cancer Society Division's latest financial report may be obtained by writing to ACS, 250 Williams Street, Atlanta, GA 30303 or by calling 1-800-ACS-2345. If you are a resident of the following states, you may obtain information directly by contacting: **Florida:** A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION OF ACS or the American Cancer Society, Florida Division, Inc. MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICE BY CALLING 1-800-435-7352, TOLL-FREE WITHIN THE STATE. The ACS's registration number in Florida is CH7486. The American Cancer Society, Florida Division, Inc.'s registration number is CH59. **Maryland:** Copies of documents and information submitted by ACS or the American Cancer Society, South Atlantic Division, Inc. are available for the cost of copies and postage from the Secretary of State, Statehouse, Annapolis, MD 21401, 1-410-974-5534. **Mississippi:** The official registration and financial information of ACS and the American Cancer Society, Mid-South Division, Inc. may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. **New Jersey:** INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT www.njconsumersaffairs.gov/ocp.htm#charity. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT. **New York:** New York residents may obtain a copy of ACS's and the American Cancer Society, Eastern Division, Inc.'s annual report by writing to the Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. **North Carolina:** Financial information about ACS and the American Cancer Society, South Atlantic Division, Inc. and a copy of their licenses are available from the State Solicitation Licensing Branch at [888-830-4989](tel:888-830-4989). **Pennsylvania:** The official registration and financial information of ACS and the American Cancer Society, Pennsylvania Division, Inc. may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. **Virginia:** A financial statement for the most recent fiscal year is available upon request from the State Division of Consumer Affairs, P.O. Box 1163, Richmond, VA 23209; 1-804-786-1343. **Washington:** You may obtain additional financial disclosure information by contacting the Secretary of State at 1-800-332-GIVE. **West Virginia:** West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capital, Charleston, WV 25305.

REGISTRATION WITH A STATE AGENCY DOES NOT CONSTITUTE OR IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THAT STATE.



We **save lives** and create more birthdays
by helping you stay well, helping you get well,
by finding cures, and by fighting back.

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