

Attacking from every angle.™

2018 ANNUAL REPORT





Our mission is to save lives, celebrate lives,
and lead the fight for a world without cancer.

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Chief Cancer Control Officer

Dear Friend,

When we reflect on 2018, we are struck by the breadth of our impact. From our work as activists who raise awareness, to our efforts to deliver research breakthroughs, to our work to build communities through initiatives like Relay For Life, to the direction we offer to patients and caregivers ... the American Cancer Society is fighting cancer from every angle.

While many people know we support early career investigators at universities and labs around the country, another way we are making a significant impact is through the research conducted by the American Cancer Society's team of in-house scientists. This group of world-leading researchers is advancing what we know about cancer's causes and impacts. Their notable achievements include confirming the link between smoking and lung cancer, connecting air pollution with deaths from lung cancer, and creating an evidence base to support public policy decisions.

In 2018 our investigators published many influential studies that will help set the agenda for our nation's cancer-fighting efforts. Their findings include linking walking to a lower risk of death, a healthy diet to better outcomes in colorectal cancer, and secondhand smoke exposure during childhood to risk of death from lung disease in adulthood. They also found that lung cancer incidence rates are now higher in young women than in young men in the United States, and that sociodemographic disparities in uninsured newly-diagnosed cancer patients have diminished in Medicaid expansion states yet remain high in non-expansion states.

We released updated guidelines for colorectal cancer screening in 2018, lowering the age for average-risk people to begin screening to 45. The guidelines are based in part on our team's data showing increasing rates of colorectal cancer among young and middle-aged people. This is a tremendous example of how we fight cancer from every angle: our research helped inform our screening guidelines, which may help detect more colorectal cancer early, or even prevent it. Our research is undoubtedly saving lives.

We can all be proud of our relentless pursuit of our mission to save lives, celebrate lives, and lead the fight for a world without cancer! For all that you do to fight cancer on every front, thank you.

Chief Executive Officer
American Cancer Society, Inc.

2018 Chair of the Board
American Cancer Society, Inc.

Who We Are

For over 100 years, the American Cancer Society has been the preeminent cancer-fighting organization in the United States. We have been part of an evolution in the way the world prevents, detects, treats, and thinks about cancer. Today, a cancer diagnosis does not come without hope, and the cancer journey is not one a patient must embark on alone.

From the beginning, the American Cancer Society embraced the efforts of thousands of volunteers around the country. Today, we are 1.5 million volunteers strong, and the light of volunteerism continues to burn bright at the center of our organization.

The efforts of these volunteers, along with our authority, experience, and breadth, allow us to scale our impact in a way that's uniquely powerful. From helping patients to access services like free rides to treatment, free lodging near hospitals, and a 24/7 cancer helpline, to fostering cutting-edge research and breakthroughs, to advocating on behalf of cancer patients – the American Cancer Society is here. We are attacking cancer from every angle.

We are *ACTIVISTS* – attacking cancer through action.

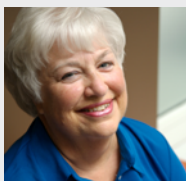
We convene powerful leaders who work tirelessly to create awareness and impact.

We deliver *BREAKTHROUGHS* – attacking cancer through research. We launch innovative research and develop game-changing approaches.

We build *COMMUNITIES* – attacking cancer through compassion. Our local communities come together to support those affected by cancer and to help ensure access to treatment.

We provide *DIRECTION* – attacking cancer through information. We empower people with information to outsmart cancer.

Volunteer Tribute – Pat Flynn



In 2018 we lost the “mother of Relay For Life,” Pat Flynn. As a volunteer, Pat worked tirelessly as a leader and driving force behind the Relay For Life movement. Her enormous efforts over three decades helped change lives forever. Pat was a true hero and we miss her every day.



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We're helping to save more lives than ever before by empowering activists, conducting breakthrough research, providing patient services and access to care, and so much more!



26% DROP
in cancer death rates since 1991



**MORE THAN 2.4 MILLION
LIVES SAVED**

WE ARE **ACTIVISTS**

Convening relentless partners for awareness and impact

NEARLY 60%

OF AMERICANS ARE COVERED



by smoke-free laws, including 25 states that require 100% smoke-free workplaces, thanks in part to the American Cancer Society's advocacy affiliate, the American Cancer Society Cancer Action NetworkSM (ACS CAN)

Visit fightcancer.org/annual-reports to read more about ACS CAN's accomplishments.



OUR NEW PARTNER

CVS HEALTH PLEDGED TO CONTRIBUTE \$10M+

through in-store fundraising over three years to support cancer patient services programs, breakthrough research, and cancer prevention efforts

WE FUND **BREAKTHROUGHS**

Investing in innovative research to develop game-changing approaches

NEW GUIDELINES RECOMMEND



COLORECTAL CANCER SCREENING

should begin at age 45 for people at average risk

\$4.8B+ INVESTED

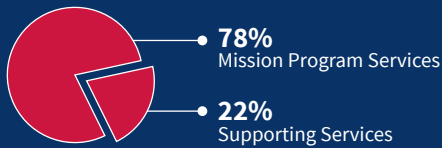
IN RESEARCH SINCE 1946,
FUNDING STUDIES TO FIND
the causes of cancer, better treatments,
and improve the lives of cancer patients



BLUEPRINT FOR CANCER CONTROL IN THE 21ST CENTURY

series launches, mapping out the future of cancer control in several areas

How your financial support impacts our mission




1.5 MILLION VOLUNTEERS – PLUS STAFF –
 driving mission across the globe

WE BUILD COMMUNITIES

United to fight cancer with access to treatment and compassion

3.7M+ GATHERED

FOR RELAY FOR LIFE® AND OTHER EVENTS

to support and celebrate those facing cancer, and raise funds and awareness for the cause



NEARLY
543K NIGHTS
 of free lodging
 AND NEARLY
480K FREE RIDES
 to cancer treatment



BY THE END OF 2018, CHANGE GRANTS
CONTRIBUTED TO MORE THAN 915,000
 low- or no-cost screening exams in underserved communities

WE PROVIDE DIRECTION

A passionate ally, empowering people with information and answers



34,000+
 PATIENTS AND
 CAREGIVERS
 received personal
 guidance from
 patient navigators



RESPONDED TO
1.42M CALLS AND CHATS
 from individuals with cancer questions and concerns



118M+ PAGE VISITS
 TO CANCER.ORG
 by those looking for information,
 news, and local programs and services

In 2018 the American Cancer Society partnered with Sharon Osbourne to help spread the word about preventing colon cancer. Sharon's personal history of being diagnosed at age 49, and her willingness to speak boldly about screening, made her a powerful voice in our mission to raise colorectal screening rates to 80%.



Leading the charge

The only way to lead a movement is with activism and activists. We can't raise awareness, affect change, or fundraise without our volunteers, investors, partners, and advocates. In 2018 we made progress in Washington and teamed up with some incredible new partners to help us lead the fight for a world without cancer.

American Cancer Society Cancer Action Network (ACS CAN)



In 2018 ACS CAN successfully continued urging lawmakers to make cancer a top priority. Congress passed two

bills that together increased funding for the National Institutes of Health (NIH) by \$5 billion. Idaho, Nebraska, Utah, and Virginia authorized expansion of their state Medicaid programs that could result in more than 500,000 people gaining access to affordable, quality health care. And, thanks to successful ACS CAN state and local initiatives, the average state cigarette tax increased to \$1.79 – the highest it had ever been. Read more about ACS CAN's 2018 advocacy accomplishments at fightcancer.org/about-our-work/ annual-reports.

CVS Health Partnership

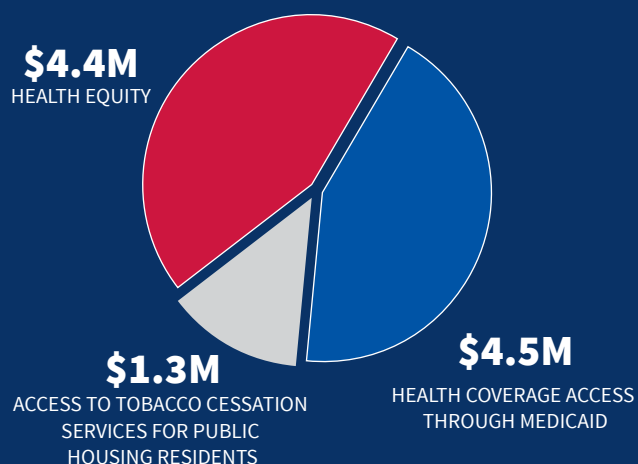


CVS Health became our official retail pharmacy partner in 2018, pledging to contribute a minimum of \$10 million to the American Cancer Society through in-store fundraising over the next three years. The new funding will support cancer patient services and programs, research, and cancer prevention efforts including tobacco control.

Robert Wood Johnson Foundation Partnership

In April 2018 we announced our partnership with the Robert Wood Johnson Foundation (RWJF), the nation's largest philanthropy dedicated solely to health. This partnership includes a combined, multi-year investment from RWJF of more than \$10 million to address three priorities vital to accelerating our progress in the fight against cancer: health equity, access to health coverage through Medicaid, and access to tobacco cessation services for residents of public housing.

ROBERT WOOD JOHNSON FOUNDATION INVESTMENT COMMITMENT



2018 Global Highlights

We may be the American Cancer Society, but we're working around the world to end cancer. Our global work is focused on lower-income countries, where we can have the biggest impact and save the most lives from cancer. Working with partners throughout the world, we're helping to shape the global policy agenda as it pertains to global cancer control.

GLOBAL IMPACT IN 2018

AFRICAN CANCER COALITION MEETINGS BROUGHT TOGETHER **70+ ONCOLOGISTS FROM AFRICA**

to work on harmonized cancer treatment guidelines for sub-Saharan Africa

7,286 HEALTH WORKERS TRAINED

14 NEW PAIN-FREE HOSPITALS

22,326 FREE NIGHTS OF LODGING for cancer patients and caregivers at 3 patient hostels in Uganda

NURSE NAVIGATION SERVICES FOR **4,000+** cancer patients at Kenyatta National Hospital Cancer Treatment Center

PREVENT20, A GLOBAL TOBACCO TAX CAMPAIGN, EXPANDS TO **40+ COUNTRIES AROUND THE WORLD**

Changing the game

What does it take to outsmart cancer? Research. It's the cornerstone of our work in the fight against cancer, and it's a catalyst for hope and continued progress. But right now, the research community is facing a new challenge – losing our brightest, most creative minds to other fields of study. Without them, we cannot move forward. That's why we're changing the game, yet again. We've implemented our Launch, Boost, and Accelerate programs to help build and sustain a pipeline of scientists and translate discoveries into real-world treatments and care.



LAUNCH

We support brilliant scientists – the top 10-15% of applicants selected by a rigorous, competitive, and independent peer review – at the early, critical period in their career. This is our investment in the future of cancer research.



BOOST

We support individuals and teams whose projects align with our goals across all areas of research. This encourages collaboration and enriches the research community by keeping mid-career scientists from leaving the field.



ACCELERATE

We're investing in the most promising, high-reward projects and are looking to partner with entrepreneurs to find answers even faster, speeding the pace of discovery so that breakthroughs quickly benefit patients.

“

“If we continue our research into the causes of cancer and the development of new drugs as well as determining the best ways to use those treatments, then this march toward progress will continue. If we don’t do that, then we have only ourselves to hold accountable.”

J. Leonard Lichtenfeld, MD, MACP
Chief Medical and Scientific Officer (interim)

RESEARCH PARTNERSHIP

GLOBAL CENTER FOR MEDICAL INNOVATION

In February, we partnered with the Global Center for Medical Innovation to increase the speed at which groundbreaking research moves from lab to clinic. While bridging the gap between early research and actual treatment has been challenging in the past, this new partnership will accelerate the commercialization of innovative medical technologies, while reducing the time and cost of bringing new ideas to market.

RESEARCH GRANT

\$2.6M TO REDUCE SIDE EFFECTS OF IMMUNOTHERAPY

In partnership with the Melanoma Research Alliance, we selected our first group of scientists to receive funds for innovative research into melanoma. The teams will investigate how to reduce side effects from checkpoint inhibitors, a type of immunotherapy that has revolutionized melanoma treatment and shown promise in treating other cancer types, but can have serious side effects.

GAME-CHANGING GRANTS IN 2018

 **\$410M+**
INVESTED IN RESEARCH GRANTS

 **746**
GRANTS IN EFFECT



Providing access to care and information



80% by 2026

We launched Mission: HPV Cancer Free, a public health campaign to have 80% of 13-year-olds in the US fully vaccinated with the HPV vaccine by 2026.



New Colorectal Screening Guidelines

We updated our screening guidelines to recommend colorectal cancer screening begin at age 45, rather than age 50, for people at average risk of developing the disease.



New Hope Lodge Opens

In January 2018 we opened a Hope Lodge community in Omaha, Nebraska. This facility is expected to provide more than 10,000 nights of free lodging a year, saving those patients \$1.3 million in hotel costs.



More Free Rides with Lyft

We partnered with ride-hailing service Lyft to meet the ever-increasing demand for rides to cancer treatment.



Caregiver Support Video Series

We launched a series of videos covering topics ranging from the day-to-day needs of cancer patients to self-care tips for caregivers.

Patients, caregivers, and survivors are at the heart of everything we do. We're there, every step of the way, to offer guidance, provide access to care, and deliver accurate information and answers when patients need it most.



CANCER HELPLINE 1.800.227.2345

24/7 cancer information, answers, and hope



CANCER.ORG

The latest cancer news, information, and resources



CANCER FACTS AND FIGURES

The world's most quoted cancer statistics



TRANSPORTATION SERVICES

Free rides to cancer treatment



LODGING PROGRAMS

A free place to stay when treatment is far away

Uniting us all against cancer

The fight to end cancer doesn't just happen in the doctor's office or research labs. It happens in statehouses and through legislation. It happens at community events and through partnerships. It happens when activists come together to make a difference. And each of our advocates, volunteers, donors, and staff members are activists in the fight against cancer.

Programs and Partnerships



CEOs and business leaders across the country are changing the course of cancer in workplaces and communities, for employees and families, and for future generations of leaders.



15
CHAPTERS ACROSS THE NATION



400+
EXECUTIVES AND
BUSINESS LEADERS



\$35M+
IMPACT



In 2018 Avon became our first national presenting sponsor for Making Strides Against Breast Cancer walks. Avon Representatives, customers, and team members raised over \$800,000 for our breast cancer programs and services in this first year of our multi-year partnership.



CRUCIAL CATCH
INTERCEPT CANCER



Our partnership with the NFL's Crucial Catch initiative has been going strong since 2009. The money raised through Crucial Catch supports our CHANGE* grant program, which promotes health equity by increasing access to cancer screenings in underserved communities.

*Community Health Advocates implementing Nationwide Grants for Empowerment and Equity



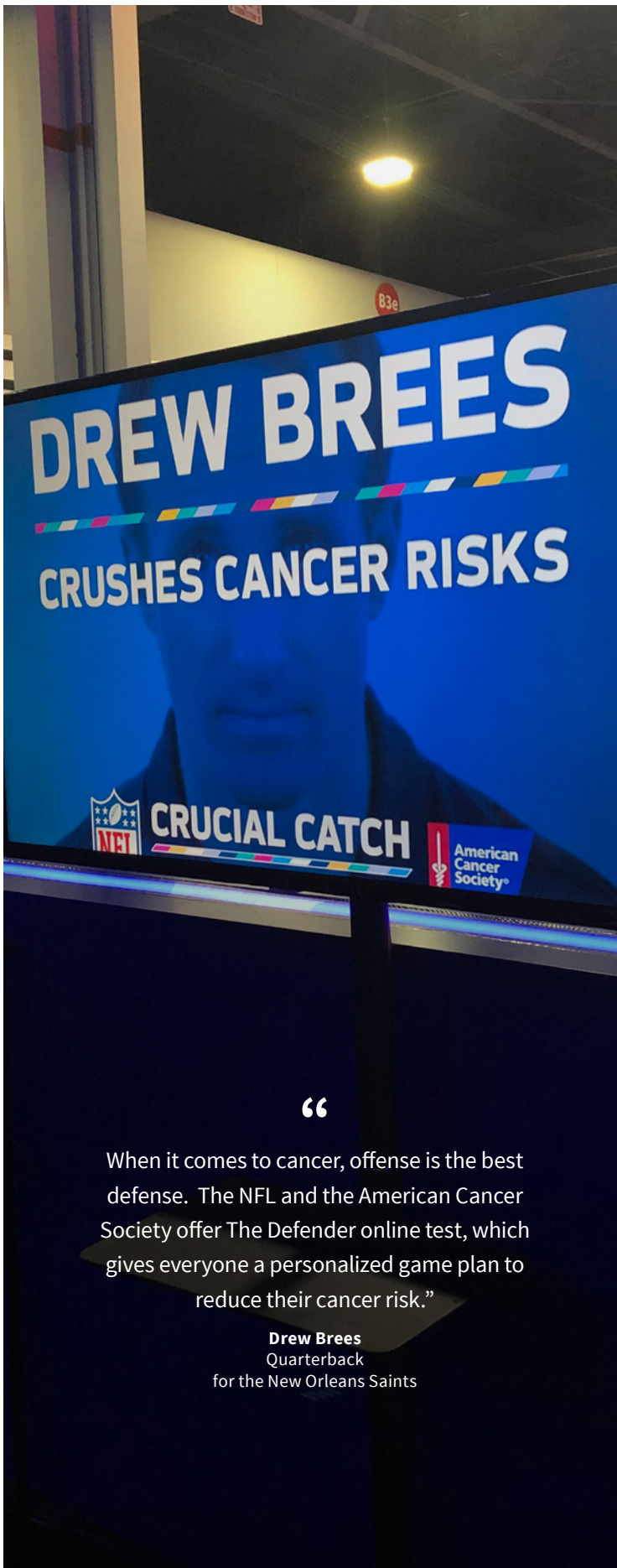
\$19M+
RAISED FROM 2009-2018



700K+
IMPACTED BY GRANT FUNDING
FROM 2009-2018



Coaches vs. Cancer, in collaboration with the National Association of Basketball Coaches, unites coaches and fans nationwide to fight cancer. Since 1993, Coaches vs. Cancer has raised more than \$120 million to support our mission.



“

When it comes to cancer, offense is the best defense. The NFL and the American Cancer Society offer The Defender online test, which gives everyone a personalized game plan to reduce their cancer risk.”

Drew Brees
Quarterback
for the New Orleans Saints

We are incredibly grateful for these corporations who provided \$1 million or more to support our mission in 2018.

AbbVie

Avon Products, Inc.

Bank of America Corporation

Centene Corporation

Chevrolet

CVS Health

Delta Air Lines, Inc.

Extended Stay America

IBM Corporation

Kohl's

The Kroger Company

Nucor

Regions Financial Corporation

UMB Bank

Walmart, Inc.

World Wide Technology



2.5M+
PARTICIPANTS IN
27 COUNTRIES



1.2M+
PARTICIPANTS
ACROSS THE US



3,500+
CANDIDATES ACROSS
THE COUNTRY

Community Events

Through volunteer-led community events across the nation, we're uniting cancer survivors, caregivers, and supporters. In 2018 families, communities, and businesses celebrated survivors at more than 3,500 Relay For Life events across the world. In more than 200 communities across the US, Making Strides Against Breast Cancer walks ignited the fight

against breast cancer. And Real Men Wear Pink – the program that gives men a leadership role in the fight against breast cancer – raised more than \$9.5 million to help fund our breast cancer research and programs. And that's just the beginning. From galas to golf outings, we're empowering communities around the world to help fight cancer.

60 
GOLF OUTINGS



170 
GALA EVENTS



\$60M 
TOWARD OUR
MISSION



Trust and Accountability

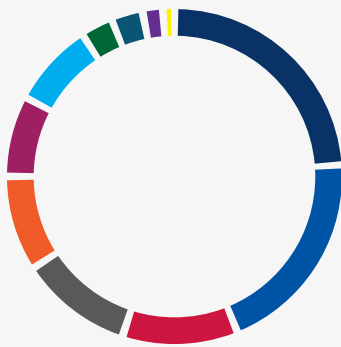
As the foremost voluntary cancer-fighting organization in the world, fiscal responsibility is at the core of our organization. Those whom we serve trust us to make the investment decisions that most effectively support our mission to save lives, celebrate lives, and lead the fight for a world without cancer. We're proud of how we put your donations to work. We're committed to providing accountability and transparency to our investors through industry-leading controls, compliance, ethics, and accounting processes and practices.



Revenue

Total revenue, gains, and other support for the year ended December 31, 2018, were as follows (in thousands):

	2018
Support from the public	\$ 728,184
Investment income	8,113
Change in value of split-interest agreements	(21,960)
Grants and contracts from government agencies	5,815
Other gains	4,056
Total revenue, gains, and other support	\$ 724,208

**PUBLIC FINANCIAL SUPPORT**

24% \$172 MILLION Relay For Life (including corporate sponsorships)	8% \$56 MILLION Distinguished events (galas and golf)
20% \$149 MILLION Planned gifts (legacies and bequests)	3% \$25 MILLION Corporate and cause-related giving
11% \$78 MILLION Other community-based events (including corporate sponsorships)	3% \$20 MILLION Employer-based strategies United Way/Combined Federal Campaign
11% \$77 MILLION Direct response (direct mail, telemarketing, online)	2% \$18 MILLION Memorials
9% \$66 MILLION Major gifts and campaigns	1% \$8 MILLION Other
8% \$58 MILLION Contributed services and in-kind contributions	

In 2018 the American Cancer Society raised \$728 million in contributions from the public.

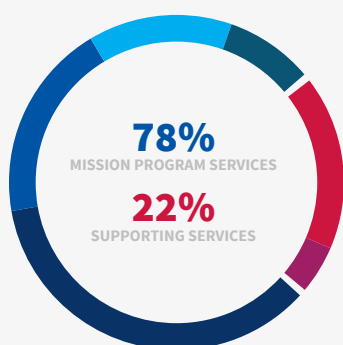
- 24% of these funds came from Relay For Life events held in the United States and US territories.
- 20% was raised through various planned gifts, including gifts from estates and charitable trusts.
- 11% was from community-based events including Making Strides Against Breast Cancer, Real Men Wear Pink, and our newest fundraising platform, ResearchHERS.
- 11% came through our direct-to-consumer channels, including direct mail, telemarketing, giving through cancer.org, and social media platforms, including Facebook.

The remainder of our funds were raised through a combination of corporate gifts, major gifts, and employee giving. We also raised more than \$58 million in contributed services and in-kind items to support our lifesaving mission.

Allocation of Expenses

Total mission program and support services expenses for the year ended December 31, 2018, were as follows (in thousands):

	2018
Mission program services:	
Patient support	\$ 269,223
Research	147,852
Prevention	104,212
Detection/treatment	65,345
Total mission program services	\$ 586,632
Mission support services:	
Management and general	\$ 36,064
Fundraising	134,143
Total mission support services	170,207
Total mission program and mission support services expenses	\$ 756,839



HOW YOUR FINANCIAL SUPPORT IMPACTS OUR MISSION

MISSION PROGRAM SERVICES: 78% \$586.6 MILLION

- **36% \$269.2 MILLION**
Patient support
- **19% \$147.9 MILLION**
Cancer research
- **14% \$104.2 MILLION**
Prevention, information, and education
- **9% \$65.3 MILLION**
Detection and treatment

SUPPORTING SERVICES: 22% \$170.2 MILLION

- **17% \$134.1 MILLION**
Fundraising expenses
- **5% \$36.1 MILLION**
Management and general expenses

78% of our funds went to direct program costs, including:

- Research grants in support of our Launch, Boost, and Accelerate programs, and advocacy for increased federal funding for research.
- Patient support including lodging and transportation services; our 24/7 helpline 1-800-227-2345, which offers answers and support, and our website cancer.org, the most trusted source for cancer information.
- Cancer prevention programs including our HPV vaccination work, advocacy for cigarette tax increases and smoke-free laws across the country, development of screening guidelines, and work to increase screening and reduce cancer risk for underserved communities.

22% of our funds supported fundraising and administration of our global organization.

To review the complete Management's Discussion and Analysis of Financial Results, please refer to the audited financial statements on cancer.org.

As we look to the future, we'll continue to follow our Blueprint for Cancer Control in the 21st Century. This blueprint, published in 2018, outlines our vision for cancer control in the decades ahead, taking stock of what the cancer community does and does not know about cancer, to lay a clear path forward and to ensure that everyone has an equal opportunity to benefit. It is our hope that this blueprint will be the call to action it takes to rally our nation and move us closer to a world without cancer.

During 2019 we are building on our strong foundation to position your American Cancer Society for even greater impact. We will continue to work toward our goal of reducing cancer mortality by 40% (1.3 million fewer cancer deaths). We will set the direction for the future of cancer control through our advocacy affiliate, ACS CAN, advocate for policies that lessen the effects of cancer on our country and the world, and strive to ensure equal access for all. We will remain a comprehensive cancer-fighting organization focused on identifying and supporting the most promising opportunities to change the cancer landscape in research, cancer control, advocacy, and patient programs. Our healthy balance sheet will enable us to invest in mission programs to save more lives, and our impact fund, BrightEdge, will help us drive accelerated patient outcomes and returns for reinvestment in our mission.

Our next three-year plan will guide our path as we diversify our revenue mix, continually improve the cost-effectiveness of our programs, use technology to power our mission, and drive a larger portion of our funds to direct programs. We remain committed to ensuring our investors and volunteers continue to have meaningful ways to engage in our mission.



See how we're attacking cancer from every angle.

Breakthrough research. Free lodging near treatment. A 24/7/365 live helpline.
Rides to treatment. This is far from a complete list, but it makes one thing clear.
When it comes to cancer, we are the only organization attacking from every angle.

Go to cancer.org/our-brand to meet the people who are living proof.



cancer.org | 1.800.227.2345