



It all comes back to you.

Funds raised for the American Cancer Society in your community benefit your community... *in research, education, advocacy, and service.*

Research funded by the American Cancer Society uncovers new treatment, detection and prevention methods that help you and your loved ones. To take one example, the Pap test for cervical cancer has reduced deaths by 70%. Women you love – mothers, grandmothers, sisters, daughters, friends – are alive today thanks to the Society’s investment in the research that created the test.

Your donations support lifesaving discoveries.

Education and awareness campaigns are funded by donations from communities like yours across the country. American Cancer Society representatives spend countless hours personally sharing information in the community on cancer prevention, detection and treatment. Bottom line: The Society lets people know what they need to do to live healthier lives.

Your donations spread knowledge and awareness.

Advocacy in the legislative arena is how the American Cancer Society and our allies helped California create the leading anti-tobacco program in the world, resulting in a 20% drop in lung cancer. The foundation of such efforts is the research we funded that definitively linked tobacco use to cancer. Advocacy for you at a time of need is our job.

Your donations improve the odds of surviving cancer.

Service that you might need as a patient or caregiver, like free support groups in your community and transportation to and from medical appointments, comes from your involvement in the American Cancer Society. When we get your midnight call for support and information, you speak with a professional at a 24-hour call center supported by communities like yours across the country.

Your donations improve cancer patients’ quality of life.

<p>research</p> <p><i>"Every resource we can devote to research has vast potential to change the course of cancer."</i></p> <p>- Dr. Carolyn Bruzdinski Chief Mission Delivery Officer California Division</p>	<p>education</p> <p><i>"People are learning the benefits of cancer screening and prevention, and making health decisions that save lives."</i></p> <p>- David F. Veneziano Chief Executive Officer California Division</p>
<p>service</p> <p><i>"Inclusion across community, ethnic, language, and socioeconomic borders is the key."</i></p> <p>- Rose Pierro Simmons Chief Operating Officer California Division</p>	<p>advocacy</p> <p><i>"The power and passion of California's grassroots advocacy efforts is being felt from Sacramento to Washington, D.C."</i></p> <p>- Carol Jackson Chair of the Board California Division</p>

**American Cancer Society
California Division, Inc.**

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www.cancer.org**



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Thank you, California, for supporting the American Cancer Society

Local support enables the American Cancer Society to offer free information, programs, and services to you and your neighbors. During 2008, it is estimated that 142,085 California residents will hear the words, “you have cancer,” and that 53,710 will die of the disease.

In 2006-2007, our community raised \$72 million statewide in contributions for the fight against cancer. In turn, the Society’s California Division reached 76,784 individual cancer patients and survivors with information, direct services, and attendance at survivorship events. On the research front, the Society awarded 33 research grants in California during 2006-2007, totalling more than \$10 million.

Some California Division highlights from fiscal year 2006-2007

- The American Cancer Society reached **76,784 individual cancer patients and survivors** with information, direct services, and attendance at survivorship events.
- **48,891 callers** received free support and patient related information from American Cancer Society Cancer Information Specialists staffing the 24/7 toll-free hotline; others visited www.cancer.org for the latest cancer information.
- **32,895 cancer survivors** were honored at Relay For Life® events in California.
- **8,540 cancer patients** received free transportation assistance from the Society for a total of **298,230 rides**.
- Society-supported Coordinated School Health Programs were implemented in **school districts across the state**.
- The Society awarded **\$10,411,375 in California research grants and fellowships** during 2006-2007.

More Ways the American Cancer Society Benefits the California Community

Research

During 2007, over \$62 million in American Cancer Society research grants were underway at 21 California institutions. From new treatments like Gleevec, Avastin, and tamoxifen, to better health care delivery methods, to new cancer prevention factors, our research investment helps uncover lifesaving medical advances every year.

Education

Two-thirds of cancer deaths stem from preventable lifestyle factors such as smoking, poor nutrition, and physical inactivity. Collaborations help

the Society impact diverse communities. One example is the pilot California Promotores program that is using the concept of “natural helpers” (lay health workers, or *Promotores*), and educated nearly 900 Hispanic/Latino community members about colon cancer testing during 2006-2007.

Advocacy

The Society’s grassroots action, direct lobbying, and applied policy analysis work in concert to influence policies, laws, and regulations affecting the health of Californians. Strategic advocacy collaborations with statewide coalitions such as the

California Pan-Ethnic Health Network affect policy change to increase access to care, build healthy communities, and teach cancer prevention and early detection.

Service

In 2007, more than 76,000 California cancer patients, caregivers, and survivors received services from the Society like emotional support, transportation to and from treatment, referrals to clinical trials and legal services, and survivorship skills. The Stephanie H. Lane Cancer Resource Network expands the Society’s ability throughout

California to provide services and referrals for patients, their caregivers, and loved ones.

Volunteerism

More than 180,000 Californians volunteer their efforts and expertise in partnership with the Society’s 590 California Division staff toward the elimination of cancer as a major health problem. Some speak with their elected officials on cancer issues, some provide patients emotional support or transportation assistance, and still others contribute professional skills and services.



Financial Statement

The following information was prepared under the direction of Charles G. Smith, Esq., the California Division's treasurer, to provide a simplified summary of funding sources and to outline how income was spent to fight cancer in the September 1, 2006 to August 31, 2007 fiscal period.

Spending Policy

The Society's policy is to spend timely on its mission all of the income that it raises or earns, other than permanently restricted income, subject to maintaining adequate reserves. Pending disbursement for program expenditures, funds are invested in a limited range of securities designed to maximize resources available for programs while minimizing risk.

Source of Funds

Personal contributions are the primary source of income for the Society. Supporters donate in many ways, including memorial gifts, participation in special events, purchases at the Society's resale shops, direct-mail donations, and pledges through the United Way. We receive many gifts from the estates and trusts of deceased benefactors, and we are often named as post-death beneficiaries of Individual Retirement Accounts and Qualified Retirement Plans, as well as life insurance and annuity policies. Investment earnings are also a source of income for the Society. In addition, the California Division receives grants from its National Home Office to support state programs.

Use of Funds

The California Division has programs in patient support, prevention / risk reduction, and detection / treatment. The California Division sends approximately 40 cents of each dollar raised through unrestricted contributions and legacies to the Society's National Home Office to support research projects and other programs that are more effectively administered on a national basis. Many of these funds are awarded to researchers in California institutions.

Summary of Financial Information

Percentage of Expenditure

Percentages rounded to the nearest whole

38% California Cancer Control Programs

- 19% Patient support
- 12% Prevention / risk reduction
- 7% Detection / treatment

37% Nationwide Program Support

- **Research**
Over \$10 million reallocated to California research institutions
- **Patient Support and Education Programs**
To be used in local communities in California and throughout the country
- **Supporting Services**
To administer the research and program activities

20% Fundraising

5% Management and General

Net Assets (dollars in millions)

- Net assets, beginning of year . . . \$ 94
- Support and revenue 110
- Expenses (104)
- Adoption of FASB 158 (1)
- Net assets, end of year 99

Sources of Funds

- Contributions \$ 72
- Legacies 29
- Investment income 6
- Grants from affiliates 3

Total support and revenue 110

Use of Funds

- California programs \$ 40
- Nationwide programs 38
- Fundraising 21
- Management and general 5

Total expenses. 104

American Cancer Society, California Division, Inc.

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