



2019 ANNUAL REPORT

Attacking from every angle.™

LEADERSHIP MESSAGE



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Cancer Action Network

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Dear Friends,

At the American Cancer Society, we are building on over a hundred years of experience and combining a legacy of impact with cutting-edge science and practice to attack cancer from every angle. We are continually in awe of what this organization, its staff, its researchers, and most importantly, its volunteers, have accomplished in the past century. We stand on the shoulders of giants, and we look to the future with tremendous optimism – a feeling that, for too long, was not part of the cancer story.

As the American Cancer Society reflects on its progress during 2019, we are proud of what we accomplished. The successes you will read about throughout this report showcase the powerful, comprehensive impact your American Cancer Society had throughout the year. Once again, our scientists produced a steady stream of research findings that advance our knowledge of the disease and how to prevent and treat it. Two American Cancer Society-funded researchers received the Nobel Prize, bringing the total number of grantees to win this prestigious honor to 49. As one of the most trusted sources for cancer information, we also provided education ranging from individual patient and caregiver consultations to large-scale public awareness campaigns about the cancers that cause the most deaths.

Through our advocacy affiliate, the American Cancer Society Cancer Action NetworkSM, we successfully lobbied for government research funding, access to care, smoke-free laws, and other public policies to defeat cancer. And we were there for patients with vital services, such as rides to treatment or supportive homes away from homes when traveling for treatment.

And yet, the American Cancer Society will not rest on our laurels. Together, we are leveraging our successes and relentlessly attacking cancer from every angle through research, education, advocacy, and patient services. Together, we are delivering on a mission to save lives, celebrate lives, and lead the fight for a world without cancer. Thank you for all that you do to help us fight cancer on every front.


Chief Executive Officer
American Cancer Society, Inc.


2019 Chair of the Board
American Cancer Society, Inc.

Who We Are

For more than 100 years, the American Cancer Society has been the preeminent cancer-fighting organization in the United States. We have helped lead an evolution in the way the world prevents, detects, treats, and thinks about cancer.

In 1913, at a time when a cancer diagnosis came without hope of survival, a small group of doctors and concerned citizens convened the first meeting of the American Society for the Control of Cancer (ASCC). In the 1930s, the ASCC expanded its scope and embraced the efforts of thousands of volunteers nationwide, many under the auspices of the “Women’s Field Army.” The light of volunteerism burned bright at the center of the American Cancer Society and – combined with our authority, experience, and breadth – allowed us to scale our impact in uniquely powerful ways.

Fast forward to 2019: The American Cancer Society reported that a steady, 25-year decline in the United’s States’ overall cancer death rate has resulted in a 27% drop, translating to approximately 2.6 million fewer cancer deaths between 1991 and 2016. About 1.5 million American Cancer Society volunteers and professional staff attacked cancer from every angle through research, education, advocacy, and service. We built upon our proven strategies while pursuing emerging initiatives with the potential to have even greater impact and save more lives.

Yet, we still have so much more to do. In 2018, the American Cancer Society began to develop a vision for a national cancer control plan, or blueprint, to guide the nation’s efforts through 2035. This blueprint is both a celebration of what’s worked to date and a call to action to do better. In 2019, we set a nationwide goal to reduce cancer death by an additional 40% by 2035. Together, we can achieve this ambitious milestone by focusing on the following goals:

- Screen 80% of age-eligible adults for colorectal cancer in every community
- Reduce lung cancer age-adjusted mortality by 50% in a decade
- Eliminate HPV-related cancers around the world
- Ensure access to care for all
- Equalize breast cancer outcomes
- Improve and deliver survivorship care for all
- Alleviate the unequal burden of cancer in vulnerable communities
- Eliminate the use of combustible tobacco

The American Cancer Society and so many others have brought our nation to a place where these goals are possible if nonprofits, government entities, and the private sector join together with a unified strategy. Thanks to our combined efforts, a cancer diagnosis now comes with hope. And we will not stop until we achieve our vision of a world without cancer.



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Where the Money Goes



Research

Behavioral and Epidemiology Research identifies cancer risk factors and behaviors to improve cancer outcomes and quality of life among cancer survivors, caregivers, and the general population.

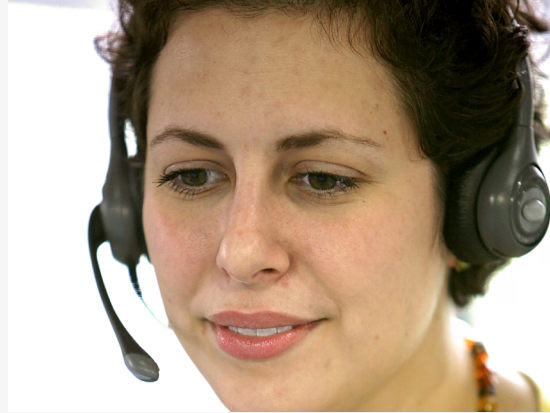
External Research Grants fund innovative research conducted by hundreds of scientists and health care professionals – primarily early in their careers – at institutions nationwide.

Research Professors receive the most prestigious research grants we offer, and the title of American Cancer Society Professor can be used throughout the remainder of the scientist’s career.

Cancer Statistics compiled and analyzed by Society researchers provide an authoritative look at incidence, mortality, early detection, and more. Our annual compilation of cancer statistics is the most cited source for cancer statistics.

Cancer Prevention Studies including more than 2.5 million participants nationwide advance our understanding of cancer so that we can ultimately prevent it.

Tobacco Control Initiatives reduce the burden of the leading cause of cancer worldwide, with efforts ranging from helping individuals quit to driving nationwide and global public policy change.



Education

The National Cancer Information Center (NCIC) calls and chats provide information and support to patients, their families, and the public via phone, live chat, and video chat – 24 hours a day, 365 days a year.

Cancer.org provides information about cancer from A-Z, from basic information about cancer and its causes to in-depth information about risk factors, early detection, diagnosis, and treatment options.

Cancer Prevention Education Programs help people reduce their cancer risk by helping them make healthy choices like eating right, staying active, avoiding tobacco, getting cancer screenings, and taking preventative measures such as ensuring HPV vaccinations on the recommended schedules.

Cancer Screening Guidelines provide health care professionals and the public with evidence-based information about who should be screened and when. This work is vital because many patients have a better chance of surviving cancer when it is caught early.



Advocacy

The **American Cancer Society Cancer Action Network**, the nonprofit, nonpartisan advocacy affiliate of the American Cancer Society, supports evidence-based policy and legislative solutions designed to have the greatest impact toward eliminating cancer as a major health problem. Priority initiatives include:

Cancer Research Funding that saves lives today and for generations to come.

Patient Quality of Life laws and initiatives during and after treatment.

Access to Health Care for all Americans that addresses health disparities and includes access to affordable health insurance and cancer care from prevention through treatment.

Tobacco Control laws that prevent children from smoking, help adults quit and ensure the government regulates tobacco industry practices.

Cancer Prevention laws and funding for programs that are proven to prevent cancer and save lives.

Medicaid Insurance Coverage to help low-income Americans stay healthy, go to work, and care for their families.



Service

Patient Lodging gives cancer patients who must travel for treatment a supportive home away from home while undergoing treatment.

Cancer Information on cancer.org and through the national cancer information line to help patients and others understand the disease and access services that may be available.

Rides to Treatment through our Road to Recovery program provides rides to patients who have no way to get to their cancer treatment.

Breast Cancer Support from Reach to Recovery volunteers allows patients to talk with someone who has been through a breast cancer treatment, understands what the patient may be feeling, and can offer coping mechanisms and other support.

Online Communities and Support provide patients and survivors the opportunity to learn more and connecting with others who can be a source of support and comfort.

The Difference We're Making Together

RESEARCH

WHETHER WE'RE CONDUCTING RESEARCH OR FUNDING IT, OUR GOAL REMAINS THE SAME: TO FIND MORE – AND BETTER – TREATMENTS, UNCOVER FACTORS THAT MAY CAUSE CANCER, AND IMPROVE CANCER PATIENTS' QUALITY OF LIFE.



**\$4.9 BILLION
INVESTED IN RESEARCH**

since 1946 to identify causes of cancer, discover better treatments, and improve quality of life



**\$1.8 MILLION
RAISED FOR WOMEN
IN RESEARCH**

through 15 ResearchERS pilot campaigns



**\$417 MILLION
IN ACTIVE
RESEARCH GRANTS**

funded



49 funded researchers **WIN THE NOBEL PRIZE**

EDUCATION

WHETHER YOU WANT TO LEARN ABOUT TREATMENT OPTIONS, GET ADVICE ON COPING WITH SIDE EFFECTS, OR HAVE QUESTIONS ABOUT HEALTH INSURANCE, WE'RE HERE TO HELP.



**\$3.5 BILLION OUTREACH
AND EDUCATION INTERVENTIONS**

to increase access to necessary cancer screenings in underserved communities through our CHANGE* grant program

*Community Health Advocates implementing Nationwide Grants for Empowerment and Equity



**1.42 MILLION NCIC CALLS
and ONLINE CHATS**



**134 MILLION CANCER.ORG
VISITS**

ADVOCACY

OUR ADVOCACY AFFILIATE, THE AMERICAN CANCER SOCIETY CANCER ACTION NETWORK, ADVANCED THE FIGHT AGAINST CANCER THROUGH CRITICAL WORK THAT LED TO:



ACCESS TO CUTTING-EDGE THERAPIES for cancer patients and survivors on Medicare



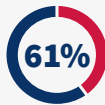
\$2.6 BILLION INCREASE IN MEDICAL RESEARCH FUNDING at the National Institutes of Health, **INCLUDING A \$296 MILLION INCREASE** for the National Cancer Institute



\$459 MILLION IN FUNDING for lifesaving tobacco prevention and cessation programs in part due to American Cancer Society Cancer Action Network



\$829+ MILLION TO FIGHT CANCER at the state and local levels secured in part by American Cancer Society Cancer Action Network's efforts



NEARLY 61 PERCENT of the US population protected by smoke-free laws

PROGRAMS AND SERVICES

HERE ARE JUST A FEW EXAMPLES OF THE SUPPORT WE PROVIDED TO CANCER PATIENTS AND THEIR CAREGIVERS IN 2019:



490,000 FREE TRIPS to treatments, **3,500 PATIENTS SERVED,** **10,000 ROAD TO RECOVERY®** volunteers



9,700 BREAST CANCER PATIENTS SERVED through **REACH TO RECOVERY®;** 1,500 volunteers



239,000 PATIENTS SERVED through our programs; **3.2 MILLION IN THE LAST DECADE**



3,200 PATIENTS SERVED through **AMERICAN CANCER SOCIETY'S GLOBAL PROGRAMS** and services



MORE THAN 500,000 ROOM NIGHTS PROVIDED; 29,000 PATIENTS/CAREGIVERS SERVED, saving Hope Lodge® guests and their families **MORE THAN \$50 MILLION**

Making News: A Year of Leading the Fight

The American Cancer Society is leading the fight to advance research, deliver lifesaving programs and services, and ensure continued public discussion about the important issues in cancer.



JULY

Triple-negative Breast Cancer Among Black Women in the US Varies by Birthplace

American Cancer Society and Ovarian Cancer Research Alliance Launch New Ovarian Cancer Research Collaboration

Nearly 5.4 Million Cancer Survivors Suffer Chronic Pain

The Costs of Cancer in 2015: 8.7 Million Years of Life and \$94 Billion in Lost Earnings

Rise in Early Onset Colorectal Cancer Not Aligned with Screening Trends

Hurricane Disasters Associated With Poorer Outcomes for Radiotherapy Patients

AUGUST

Oldest of the Old Have High Rates of Screening; Less Surgical Treatment; and Poorer Cancer Survival

American Cancer Society Reminds Parents That the HPV Vaccine Should be Part of the Back-to-school Routine

Cancer Survivors in High-deductible Health Plans More Likely to Have Delayed Care

SEPTEMBER

Early Onset Colorectal Cancer Now Rising in Many High-income Countries

OCTOBER

American Cancer Society Awards \$38M in New Research and Training Grants

Decades-long Drop in Breast Cancer Death Rate Continues

American Cancer Society and Celebrity Influencers Launch Campaign for Breast Cancer Awareness Month

Two American Cancer Society Grantees Awarded Nobel Prize

Cancer Atlas: Progress in Global Cancer Fight Is Not Only Possible, but Achievable

Problems Understanding Health Insurance, Medical Bills Linked to Higher Rates of Reported Hardship

American Cancer Society Publishes New Quick & Healthy Cookbook With Recipes for Every Day

Report Outlines Social Determinants' Role in Cancer and Public Health

NOVEMBER

Nearly One in Four Oncologists Does Not Mention Cost When Discussing Genomic Testing

American Cancer Society Announces New Video Series Created to Deliver Clinical and Emotional Support to Cancer Caregivers

American Cancer Society Updates Position on Electronic Cigarettes

DECEMBER

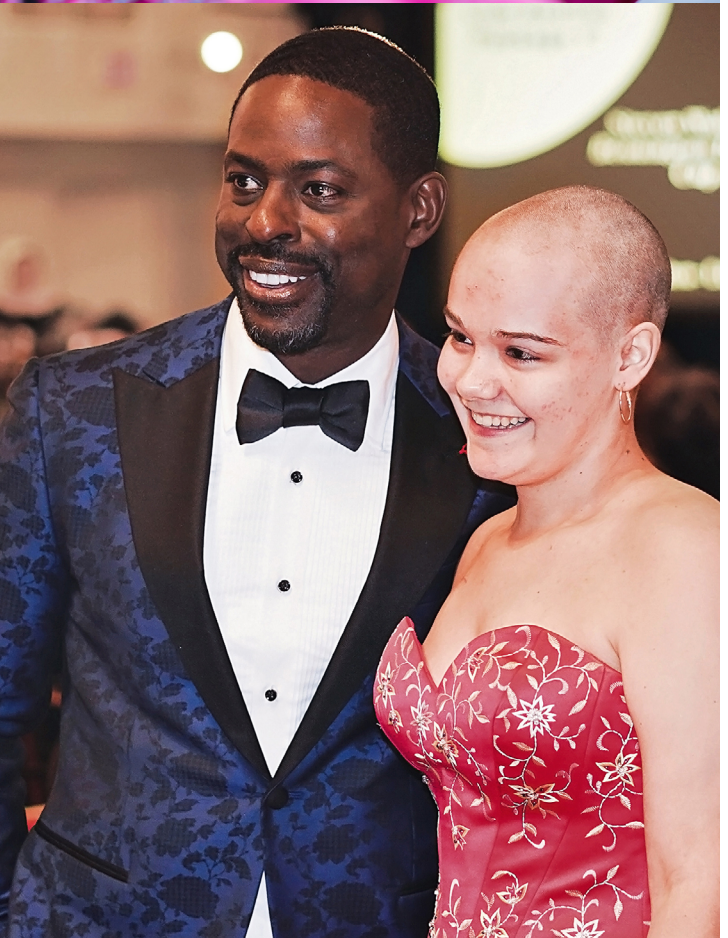
Study Finds Wide County-level Variation in Rates of Surgery for Early-stage Lung Cancer

Large Study Links Sustained Weight Loss to Reduced Breast Cancer Risk

Recent Screening Rose Among People Under 50 After Release of New Colorectal Cancer Guidelines

Recommended Physical Activity Levels Linked to Lower Risk of Seven Cancers

2020



Ways to Join the Fight

More than 1.5 million people volunteer with the American Cancer Society, and nearly 81,400 people volunteer with the American Cancer Society Cancer Action Network (ACS CAN). Volunteers make it possible for us to make progress in the fight against cancer in critical areas, including serving patients, raising vital funds, partnering via their employers or organizations, and – through ACS CAN – advocating for public policies.

GET INVOLVED IN COMMUNITY EVENTS

Relay For Life® events bring communities together to honor cancer survivors, remember loved ones lost, and fight back against a disease that has already taken too much. Teams camp out overnight and take turns walking or running around a track or path to raise funds for the fight against cancer. In 2019, 1.3 million people participated in 2,200 events that raised \$161 million to defeat cancer.

Making Strides Against Breast Cancer® walks allow participants to celebrate and honor breast cancer survivors and caregivers, educate the public about prevention and

detection to reduce the risk of the disease, and raise funds to help end breast cancer. More than 1.2 million people formed 42,000 teams, participated in 2,000 events, and raised \$54 million to fight breast cancer.

Real Men Wear Pink brings together distinguished groups of community leaders to raise awareness and money to save more lives from breast cancer. In 2019, more than 3,600 people in 200 communities raised \$11 million.

Galas and Golf events are just two opportunities for communities to raise vital funds in a way that meets their community's unique needs and interests. In 2019, communities held 161 galas, 89 events, and many other fundraising activities.

MAKE A LEADERSHIP INVESTMENT

Leadership Gifts have the power to transform our fight and save many more lives from cancer for generations to come.

Planned Giving allows people to have a long-term impact in the fight against cancer in ways that align with their overall financial, tax, and estate planning goals.



TAKE PART IN OUR SPORTS INITIATIVES

Crucial Catch is a partnership between the American Cancer Society and the National Football League to raise awareness and dollars to help prevent and detect multiple cancers, including breast cancer, in underserved communities.

Coaches vs. Cancer, in collaboration with the National Association of Basketball Coaches, unites coaches and fans nationwide in fundraising and education to save more lives from cancer.

DetermiNation enables athletes across the country to dedicate their participation in a marathon, triathlon, cycling race, or other endurance event to raise funds for the fight against cancer.

Additional Sports Partnerships – Additional Sports Partnerships nationwide and in specific communities raise awareness and funding to impact various aspects of our mission. Our national partnerships include the National Hockey League, Minor League Baseball, and USA Track & Field.

FORM A PARTNERSHIP WITH YOUR ORGANIZATION

Nonprofit Organizations are natural partners for the American Cancer Society. They range from cancer organizations like the Melanoma Research Alliance and St. Baldrick's Foundation, to long-time tobacco control advocacy partners like the American Heart Association, the American Lung Association, the Campaign for Tobacco-Free Kids, Truth Initiative, and others.

Diverse Organizations and the American Cancer Society partner to address the cancer burden in specific communities. Some of the partnerships we are proud to be part of include the African Methodist Episcopal Church; National Baptist Convention, CEO Action for Diversity and Inclusion; Delta Sigma Theta Sorority; The Links, Incorporated; Phi Beta Sigma Fraternity; and Zeta Phi Beta Sorority.

Granting Entities give us the resources we need to tackle specific challenges. One such grant started in 2019, when the Robert Wood Johnson Foundation joined forces with the American Cancer Society to raise awareness about health equity and how to address it.

Become a Corporate Partner

CEOs Against Cancer brings together more than 400 CEOs from top companies in 16 chapters nationwide to change the course of cancer by leveraging their collective knowledge, power, and resources with those of the American Cancer Society.

Partners Against Cancer engages corporations in mutually beneficial, customized partnerships to lead the fight for a world without cancer.

The American Cancer Society is grateful to the following corporations that gave more than \$1 million to help us attack cancer from every angle.

Abbott Laboratories	Nissan North America Inc.
Amgen Inc.	Nucor
Baylor Scott & White Hospital	Paul Ferrante, Inc.
Centene Corporation	Presbyterian Health Foundation
Chevrolet	The Proctor & Gamble Company
CVS Health	Sanford Health
Delta Air Lines	UnitedHealth Group, Inc.
Extended Stay America	The University of Texas MD Anderson Cancer Center
Houston Methodist Hospital	Walmart
IBM	Wells Fargo
The Kroger Company	World Wide Technology, Inc.
Merck & Co., Inc.	
New Avon Company	
NFL	

How We Are Stewarding Donor Dollars

The American Cancer Society may not be publicly traded, but we consider ourselves publicly held. We want everyone to know how we are performing against our stated business goals and how we are fulfilling our mission, how we hold ourselves accountable, and how we ultimately measure our work.

At a time when donors and volunteers have many charitable choices, the American Cancer Society also recognizes our obligation to demonstrate and be accountable for how effectively we are stewarding donor dollars. Our audited and certified financial information shows how we raised money and how we spent it to deliver on our mission to save lives, celebrate lives, and lead the fight for a world without cancer.

Revenue

Total revenue, gains, and other support for the year ended December 31, 2019, were as follows (in thousands):

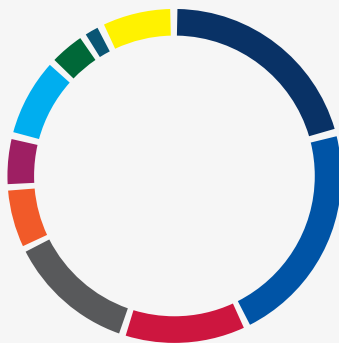
	2019
Support from the public	\$ 709,877
Investment income	87,618
Change in value of split-interest agreements	33,541
Grants and contracts from government agencies	5,194
Other gains	(6,079)
Total revenue, gains, and other support	\$ 830,151

In 2019 the American Cancer Society raised \$728 million in contributions from the public.

- 21% of these funds came from Relay For Life events held in the United States and US territories.
- 22% was raised through various planned gifts, including gifts from estates and charitable trusts.
- 12% was from community-based events including Making Strides Against Breast Cancer, Real Men Wear Pink, and our newest fundraising platform, ResearchHERS.
- 13% 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 \$34 million in contributed services and in-kind items to support our lifesaving mission.

PUBLIC FINANCIAL SUPPORT



■ **21% \$146 MILLION**
Relay For Life (including corporate sponsorships)

■ **8% \$59 MILLION**
Distinguished events (galas and golf)

■ **22% \$156 MILLION**
Planned gifts (legacies and bequests)

■ **4% \$26 MILLION**
Corporate and cause-related giving

■ **12% \$83 MILLION**
Other community-based events (including corporate sponsorships)

■ **2% \$17 MILLION**
Employer-based strategies United Way/Combined Federal Campaign

■ **13% \$93 MILLION**
Direct response (direct mail, telemarketing, online)

■ **7% \$53 MILLION**
Other

■ **6% \$42 MILLION**
Major gifts and campaigns

■ **5% \$34 MILLION**
Contributed services and in-kind contributions

Allocation of Expenses

Total mission program and support services expenses for the year ended December 31, 2019, were as follows (in thousands):

	2019
Mission program services:	
Patient support	\$ 267,668
Research	145,992
Prevention	108,418
Detection/treatment	78,043
Total mission program services	\$ 600,121
Mission support services:	
Management and general	\$ 29,316
Fundraising	130,472
Total mission support services	159,788
Total mission program and mission support services expenses	\$ 759,909

79% 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, a highly 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

21% of our funds supported fundraising and administration of our global organization.

HOW YOUR FINANCIAL SUPPORT IMPACTS OUR MISSION



MISSION PROGRAM SERVICES: 79% \$600.1 MILLION

- **36%** \$267.7 MILLION
Patient support
- **19%** \$146.0 MILLION
Cancer research
- **14%** \$108.4 MILLION
Prevention, information, and education
- **10%** \$78.0 MILLION
Detection and treatment

SUPPORTING SERVICES: 21% \$159.8 MILLION

- **17%** \$130.4 MILLION
Fundraising expenses
- **4%** \$29.3 MILLION
Management and general expenses



cancer.org | 1.800.227.2345