turning promise into ACTION

2010 ANNUAL REPORT
The Ovarian Cancer National Alliance unites researchers and patients, physicians and legislators, families and survivors around one goal: advancing the interests of women with ovarian cancer.

In 2010, we showed the world that Power is Teal, the theme of our annual conference. Working with our Partner Members and supporters across the United States, we took action on the issues that most affect women with ovarian cancer. We advocated for federal funding for research and education. We brought together communities of women affected by ovarian cancer. We educated health providers about the risks, signs and symptoms of this deadly disease.

Letter from Annette Leal Mattern, Board President

This report is a snapshot of our progress in reducing the number of deaths from ovarian cancer in this country. It represents our national leadership and programs, as well as the integration of partners, survivors, medical practitioners and lawmakers who believe that every woman’s life matters and that now is the time for action.

The Ovarian Cancer National Alliance is the only patient advocacy group working across the entire continuum of ovarian cancer—from prevention of late diagnosis, to more effective treatments, to better quality of life for survivors. Every facet of the disease is on our radar.

It is time to change the trajectory of a disease that claims the lives of most women who are diagnosed with it. It is time to make the disease more manageable, so that women can regain their lives. It is time for the celebrations to exceed the losses. It is time for action.

I hope that you will be inspired by our story and engaged in our mission. On behalf of every mother, wife, sister and daughter with ovarian cancer—including the 21,000 women who will be diagnosed this year—I invite you to speak up, step out and become part of the change.

Sincerely yours,

Annette Leal Mattern
Board President

Letter from Karen Orloff Kaplan, Chief Executive Officer

As I reflect on the past year, I am enormously proud of what the Ovarian Cancer National Alliance has accomplished in a time of great economic difficulty. We took the promise of teal that we made in 2009 and turned it into action across all our programs.

In 2010, we built a bridge between the medical and patient communities with the launch of our Teal Journal: the Ovarian Cancer National Alliance Periodical of Progress. Congressional staffers packed a room in September to learn about the importance of federal funding for ovarian cancer programs—and in the waning days of the year, our grassroots advocates ensured the renewal of Johanna’s Law: The Gynecologic Cancer Education and Awareness Act. Our Survivors Teaching Students: Saving Women’s LivesSM program reached beyond medical schools to train future nurses and physician assistants. We brought our community together virtually, through webinars and social networking sites, and physically, at our Annual Conference in Washington, DC, and our first regional conference for Partner Members.

We are inspired to act by the memory of the founding mothers we have lost, the courage of women with ovarian cancer and the commitment of all those who support them. As you read about our accomplishments in 2010, I hope you will be inspired to join us as we tackle new challenges in the coming year.

Sincerely yours,

Karen Orloff Kaplan
Chief Executive Officer

We worked to make sure millions of women around the globe know the facts about ovarian cancer.

Every day, our staff, board of directors and network of Partner Members work to save women’s lives. And every day, with your continued support, we turn hopes and promises into concrete actions that benefit women with ovarian cancer.
ADVOCATING FOR WOMEN WITH OVARIAN CANCER

We speak on behalf of women with ovarian cancer on Capitol Hill and in statehouses around the country. The federal government funds 90% of ovarian cancer research in the United States, and runs national education campaigns about gynecologic cancers. As the only national ovarian cancer organization housed in Washington, DC, we are vocal advocates for federal programs that benefit women with the disease.

Ensuring Health Reform Benefits Women with Ovarian Cancer

We worked with the White House and members of Congress to ensure that the Patient Protection and Affordable Care Act helps women with ovarian cancer. Among the provisions we championed are insurance coverage for clinical trials and requirements that insurance companies cover women with pre-existing conditions.

Survivors Testify Before Congress

In June, ovarian cancer survivor and registered nurse Karen Mason urged senators to allocate at least $30 million to the Department of Defense Ovarian Cancer Research Program in fiscal year 2011. Testifying before the Senate Appropriations Subcommittee on Defense, Ms. Mason emphasized that more research is needed to improve women's odds of surviving this disease.

Providing money for the Department of Defense Ovarian Cancer Research Program is both “high risk and high reward,” she argued. “Although we take risks in the research we fund, we believe that investing in innovative research will result in great breakthroughs in the fight against ovarian cancer.”

Despite difficult economic times, we closed out 2010 with no cuts to federal funding for ovarian cancer programs.

Advocating for Ovarian Cancer

In July, we took our largest ever group of ovarian cancer survivors and supporters to Capitol Hill to advocate for women with ovarian cancer. Representing 24 states, the 116 participants told legislators and congressional staffers why Congress should fund research and awareness programs. Over the course of the day, our advocates visited 157 offices and presented an award to Senator Michael Bennet (D-CO) for his work regarding insurance coverage of treatment.

Our advocates sent more than 14,000 messages to Congress this year through our online advocacy center, urging their senators and representatives to pass Johanna’s Law and other bills funding ovarian cancer research.

We helped secure $128.75 MILLION dollars for ovarian cancer research*

MORE THAN 14,000 emails sent from ovarian cancer advocates

157 congressional offices VISITED on Advocacy Day

*in 2009. Figures not yet available for 2010

Johanna’s Law: Advocating for Education and Awareness

On December 23, President Obama signed a reauthorization of Johanna’s Law: The Gynecologic Cancer Education and Awareness Act, which directs the Centers for Disease Control and Prevention to educate women and medical professionals about gynecologic cancers.

A Voice For the Ovarian Cancer Community

In 2010, the Alliance served as a voice for the ovarian cancer community on panels convened by the Food and Drug Administration, National Cancer Institute and Centers for Disease Control and Prevention. We advocated for research funding and weighed in on regulations affecting ovarian cancer research, awareness campaigns and genetic and laboratory testing.

Our lives, hopes and dreams depend on our ability to be heard.

— James Bernard
American writer and editor
BRIDGING THE GAP BETWEEN PATIENTS AND MEDICINE

When new research into gynecologic cancer is published, women with ovarian cancer often wonder, “What does this mean for me?” Likewise, health providers in training may not learn about the risks, signs and symptoms of ovarian cancer. Our educational programs bring researchers, clinicians and patients together to their mutual benefit.

Webinar Series Brings Experts to our Community

The launch of the Ovarian Cancer Webinar series in December 2010 brought policy experts into our supporters’ homes and offices to answer their questions about health reform. In our inaugural webinar, Dr. Leonard Lichtenfeld, Deputy Chief Medical Officer of the American Cancer Society, and Tina Tchen, Director of the White House Office of Public Engagement, discussed how health reform will affect cancer patients. The 12-session webinar series continues in 2011 with presentations about clinical trials, young survivors and new research in ovarian cancer. More than 600 people have registered for the webinar series.

Teal Journal Speaks to Scientists and Patients Alike

We launched The Teal Journal, a quarterly online publication, in September 2010. Designed to bridge the gap between scientific and medical communities and the lay public, The Teal Journal features interviews with thought leaders, virtual tours of research facilities, an “ask the expert” column addressing patient concerns, and straightforward summaries of new research and trials.

The first two issues covered progress made in ovarian cancer research in 2010, and whether a “cure” for cancer is a realistic goal.

Survivors Teaching Even More Students

Our Survivors Teaching Students: Saving Women’s LivesSM program expanded beyond medical schools in 2010, reaching 33 nursing and physician assistant programs. This popular program brings ovarian cancer survivors into classrooms to talk with future health providers about their experience with diagnosis and treatment. The Survivors Teaching Students: Saving Women’s LivesSM program is now in 96 of 133 accredited medical schools nationwide.
INCREASING AWARENESS: ACROSS THE COUNTRY AND AROUND THE GLOBE

There is no early detection test for ovarian cancer, making awareness of the risks, signs and symptoms one of our most effective tools to ensure that women are diagnosed before the disease spreads. In 2010, we worked to increase awareness across the United States and around the world.

BEAT Campaign Educates Women Worldwide

We spearheaded the United States’ participation in an international ovarian cancer awareness campaign, joining ovarian cancer groups in the United Kingdom, Canada, New Zealand and Australia, as well as our United States partners, the Gynecologic Cancer Foundation, National Ovarian Cancer Coalition and Ovarian Cancer Research Fund. The BEAT campaign gives women in English-speaking countries an easy-to-remember acronym for the symptoms of ovarian cancer.

B - Bloating that is persistent
E - Eating less and feeling fuller
A - Abdominal pain
T - Trouble with your bladder

Annual Gala “Turn Up the Heat”

For the fifth year in a row, 35 women chefs from the Washington region cooked up an incredible evening at our Turn Up the Heat gala in February. More than 300 supporters nibbled signature dishes like gnudi-ricotta dumplings and crème fraiche cheesecake with sage. Ovarian cancer survivor and James Beard award-winning pastry chef Gina DePalma spoke to the crowd about this deadly disease.

Junior Committees Teach Young Women about Ovarian Cancer

Young women in Washington, DC—many of whom have lost mothers, sisters and friends to ovarian cancer—formed our second Junior Committee in 2010, following in the footsteps of a similar group in New York City. Both Junior Committees hosted local events to educate their peers about ways to reduce the risk of ovarian cancer and raise funds for the Ovarian Cancer National Alliance.

Expanding National Awareness

The Ovarian Cancer National Alliance turned the streets of Manhattan teal at the 2010 EIF Revlon Run/Walk on May 1. Our group was the largest contingent participating in the annual fundraiser; more than 200 women walked and ran on behalf of the Alliance.
BUILDING COMMUNITIES FOR WOMEN WITH OVARIAN CANCER

Whether women are learning about the latest research at our national conference or sharing their thoughts in one of our online forums, we help build a community for people who care about ovarian cancer.

Record Attendance at 13th Annual National Conference
Our annual conference is the only national event bringing together women with ovarian cancer, their families and leading researchers. One woman called our 13th annual conference “the best therapy anyone could ever imagine.” She noted, “It was amazing to hear others speak of their journey, and to feel like I wasn’t alone.”

The 2010 conference, Power Is Teal, brought hundreds of participants to Washington, DC, for information, celebration and empowerment. Attendees heard from oncologists at leading cancer centers, and actress and ovarian cancer survivor Jenny Allen enthralled conference participants with a performance of her one-woman show “I Got Sick Then I Got Better.”

It was amazing to hear others speak of their journey, and to feel like I wasn’t alone.

New Regional Conferences Empower Local Advocates
In addition to our national conference, we worked with Partner Members in Pennsylvania and New Jersey to host our first regional conference. Participants learned about the latest advances in ovarian cancer research from local experts, and gained new skills to promote their own organizations.

Partner Members Build a Network Across America
The Alliance was founded by ovarian cancer organizations in five communities across the United States. Today, we reach women nationwide through our network of Partner Members. Our local advocates extend the work of the Alliance by raising awareness, educating their communities about ovarian cancer, and providing support to women diagnosed with this devastating disease.

Expanding Our Online Communities
While the Alliance is housed in Washington, DC, our network encompasses women and men in every corner of America. Our online groups continued to expand in 2010, offering support through Inspire, and news about the Alliance through Facebook, YouTube and Twitter. Our Facebook and Twitter groups tripled in 2010, while our Inspire community grew to more than 5,000 members.

Our online communities grew from 2009 to 2010. Total numbers for each year is noted above.
HONORING LONGTIME ADVOCATES AT TEA OF HOPE

We honored Congresswoman Rosa DeLauro (D-CT) this year with our first Hope Award, recognizing her tireless efforts to promote awareness of and funding for ovarian cancer. The Hope Award is given by the Alliance to a person who inspires survivors and others touched by ovarian cancer. As an ovarian cancer survivor, Rep. DeLauro led the fight in Congress to fund critical programs including the Department of Defense Ovarian Cancer Research Program and Johanna’s Law: The Gynecologic Cancer Education and Awareness Act.

TURNING AMERICA TEAL FOR SEPTEMBER

Each year, we ask the president to designate September as National Ovarian Cancer Awareness Month in recognition of the impact of this devastating disease. Though we raise awareness throughout the year, September inspires us to new heights with our activities and programs.

Turning America Teal

We worked to turn America into the United States of Teal, encouraging all 50 states to take action in support of women with ovarian cancer. State legislators were encouraged to show their support by wearing teal, writing a letter to the editor about ovarian cancer, or submitting a statement into the legislative record. In the first year of this program, 22 states and the District of Columbia took part, from Florida, where House Member Scott Plakon wore teal and passed out symptom cards, to Hawaii, which issued a proclamation declaring September Ovarian Cancer Awareness Month. As each state took action, we turned it teal on our dedicated website, www.unitedstatesofteal.org.

TV Coverage Brings Teal Nationwide

“Turn America Teal,” a program airing on the Lifetime channel, featured Board President Annette Leal Mattern on a show dedicated to ovarian cancer. We also taught women about the signs and symptoms of ovarian cancer through public service announcements that aired at Costco stores across the nation.

Educating Congress About Ovarian Cancer

It was standing room only at the Alliance’s congressional briefing about federal funding for ovarian cancer. Miss USA Rima Fakih recalled losing a high school friend to ovarian cancer, while survivor Jennifer McGihon spoke about her own experiences with ovarian and uterine cancers. Dr. George Coukos, Associate Chief of Gynecologic Oncology at the University of Pennsylvania Health System, educated Congressional staffers about the latest research on ovarian cancer.

Wearing Teal from Coast to Coast

On the first Friday in September, men and women nationwide wore teal to raise awareness of this deadly disease, an annual event that originated with the Ovarian Cancer National Alliance. Many of our Partner Members got local television shows to cover the day, and one group of teal-clad supporters in New York City spoke about ovarian cancer on the Today Show.

62
Costco stores showed ovarian cancer PSAs during September

22
states turned teal during the United States of Teal campaign

47
state & local proclamations declared September Ovarian Cancer Awareness Month
ADVANCING OUR CAUSE IN THE YEAR AHEAD

At the Ovarian Cancer National Alliance, we constantly look for opportunities to advance the interests of women with ovarian cancer. In 2011, we will broaden and deepen our mission to address every stage of this disease’s course, from early detection to end-of-life issues. Along the way, we are setting targets to improve and expand each of our programs, including:

- Working with Congress to maintain current funding for ovarian cancer research and education programs
- Expanding our regional conference program, bringing skills and resources from our national office and Partner Members to supporters around the country
- Increasing the number of medical, nursing and physician assistant schools enrolled in our Survivors Teaching Students: Saving Women’s LivesSM program
- Using the latest technology to connect with and assist women affected by ovarian cancer
- Enlisting all 50 states in ovarian cancer awareness activities, turning the entire country teal
- Training more advocates to lobby Congress and federal agencies, and to serve as patient representatives on research panels
- Enhancing our clinical trial enrollment program

Underlying all our activities is our dedication to women with ovarian cancer.

Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.

— Margaret Mead

2010 BOARD OF DIRECTORS

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Christine Schmidt, Immediate Past President
Judith S. Abrams, President Emerita
Benita Hofstetter Koman, Secretary
Jaime Matyas, Treasurer
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Alison Devenny

Linda Koteen
Keith Mirchandani
Sue Ellen Moore
Diane Rader O’Connor
Dennis Oziel
Rebekah Plowman
Teresa Smith

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Beth Y. Karlan, MD
Dineo Khabele, MD
Robert J. Kurman, MD
Judith Reichman, MD
Steve Skates, PhD
Alice Spinelli, MSN, ARNP

STAFF MEMBERS*

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Abby Allender
Amanda Davis
Katie Golieb

Sophia Norris
Cara Tenenbaum
Elizabeth White
David Zook

*Staff list as of January 2011
On behalf of the thousands of women diagnosed with ovarian cancer each year, and the thousands more who have died from this disease, we thank our wonderful supporters. Your contribution supports our efforts as we work to save women’s lives.

**SUPPORTERS**

**CONTRIBUTED $100,000 OR MORE**
- Genentech
- Morphotek, Inc
- Tristar Products, Inc (Keith Mirchandani, President)

**CONTRIBUTED $50,000 OR MORE**
- Entertainment Industry Foundation
- Nektar Therapeutics
- The Ambrose Monell Foundation

**CONTRIBUTED $25,000 OR MORE**
- Apngen
- Lilly USA, LLC
- Health Research, Inc
- Novartis Pharmaceuticals
- Ovarian Cancer Research Fund

**CONTRIBUTED $10,000 OR MORE**
- Carter
- Centocor Ortho Biotech Inc
- Fujirebio
- GlaxoSmithKline
- Johnson & Johnson
- NAPA-Solano Building Trades Council
- Precision Therapeutics, Inc
- The Michael and Peggy Pitt Charitable Trust
- Worldwide ERC Workforce Mobility Foundation

**CONTRIBUTED $5,000 OR MORE**
- Judith and Ralph Abrams
- Boehringer Ingelheim Pharmaceuticals, Inc.
- Florida Department of Health
- Georgetown Cupcake
- Judith and Madison Jones
- Judy and Peter Kovler, The Kovler Fund
- Livestrong
- Sue Martino
- Terri and Matt McNight
- Minnesota Ovarian Cancer Alliance
- Alfred Moses
- National Ovarian Cancer Coalition
- President and Mrs. Obama
- Mark and Mary Ortman
- Irving, Missy and Lindsay Rosenberg,
  in memory of Marilyn S. Rosenberg
- The Ovarian Cancer National Alliance, New York
- Junior Committee

**CONTRIBUTED $2,500 OR MORE**
- Amy Convery
- Drinker Biddle & Reath, LLP
- Block Philanthropic Fund
- Isabel P Dunst
- Paul Feldman
- Robert Ferriday
- Fontel Foundation
- Barbara Green
- Virginia Green
- Benita Hofstetter Koman and Georg Koman
- Legacy
- Robert Levin
- Annette and Rich Mattman
- Cathy and Scott McCulloch
- McGraw Hill
- Ovarian Cancer Alliance of Arizona
- Ellie and Dennis Ozel
- Pi Beta Phi
- Erin Reid
- Richemont North America
- Sandy Rollman Ovarian Cancer Foundation
- Jay Schwamm
- Seneca Resources Corporation
- Sigma Alpha Omega Theta Chapter
- Vermillion
- Carolyn Ward

**CONTRIBUTED $1,000 OR MORE**
- Alexandra Armstrong and Jerry McCoy
- American Cancer Society
- American Society of Clinical Oncologists
- ARG Manufacturing, Inc.
- Barbara Leibowitz Foundation
- Blanche and Robert Bast
- Dottie Bennett
- Beverly Hills Women’s Club
- Edward Bird
- Kern Boese
- Lydia and Clinton Boye
- Dave Bristow
- Helene Brenner
- Charlene Brown
- Joseph R. Cade
- Capital Ovarian Cancer Organization
- Caring Together, Inc.
- John Chaffee, Jr.
- Robin Cohen
- Cortland Elementary School
- Heather Coulter
- George Cromydas
- Clare Donelan and Kevin Dailey
- Carrie Edlund
- James Eitel
- Fannie Mae SERVE Program
- Frazier-Clark Family Foundation
- Rhonda Foote
- Fox Chase Cancer Center
- Claire Frankel
- Gelman, Rosenberg & Freedman
- Georgia Ovarian Cancer Alliance, Inc.
- Pat Goldman and Stephen Kurzman
- Karen and Timothy Goodell
- Judy Gunn
- Mike Hanzlick
- Health Publishing, Inc
- Carol Hellman
- HERA Women’s Cancer Foundation
- Catherine Hess and Debra Ann Lehman
- Honeywell International Charity Matching
- Hope for Heather
- Joel Hostetter
- Betty Ruth Holland
- Honeywell Hometown Solutions
- Independent Charities of America
- Ernest Jensen
- Meredith Jones
- Steven Juno
- Karen Orloff Kaplan and Marshall Berman
- KC You There
- Eileen Kelly
- Jane and Chaz Kerschner
- Bobbie and Bill Kilberg
- Jay Klein
- Jean Kokes
- Carol LaFleur
- Iris Laurencio
- Olgia and Stephen Levin
- Linda Lipton
- G. Marston Luce
- Thomas Luukkonen
- Mark Krueger and Associates, Inc
- Alice Mask
- Jaime Matyas
- Michael and Janice McHenry
- Medics Global Services Corporation
- Sue Ellen Moore
- Valerie Murphy
- National Comprehensive Cancer Network
- National Patient Advocate Foundation
- Melanie and Larry Nussdorf
- Ovar’coming Together
- Ovarian Cancer Alliance of Florida, Inc.
- Ovarian Cancer Alliance of Ohio
- Ovarian Cancer Coalition of Greater California
- Pamela and Malcolm Peabody
- President and Mrs. Obama
- Terri and Matt McNight
- Ovarian Cancer Alliance of Ohio
- Ovarian Cancer Coalition of Greater California
- Patricia Bennett Sagon
- Shawnee Mission East Girls Soccer Program
- Carol Simonetti
- Tracy Sklitzky
- Society of Gynecologic Oncologists
- John Soldini
- John Spesak
- Sylvia Charitable Trust
- Yolanda Taylor
- Teal Ribbons of Hope Foundation
- Teal Toes
- Alice Tetelman and Martin Wenick
- The Cutting Room Hair Care LLC
- The Lacey Gallagher Cause to Cure Ovarian Cancer
- Seisuro Udo
- Upstairs on 7th
- Carolyn Vezaga
- Vining Davis Foundation
- Martha and Ian Volner
- Wells Fargo Foundation
- Woodward Walsh Foundation
- Vicki Zander
- Zimmerman Family Foundation

On behalf of the thousands of women diagnosed with ovarian cancer each year, and the thousands more who have died from this disease, we thank our wonderful supporters. Your contribution supports our efforts as we work to save women’s lives.
Financial Stewardship

A 501(c)(3) organization, the Ovarian Cancer National Alliance receives funding from individual donors, foundations, corporations, state and federal government and cause-marketing initiatives. We use individual solicitations, direct mail, fundraising events, grant proposals, sponsorships, product sales, and special projects to secure these funds.

We remain objective in providing information to the ovarian cancer community and do not endorse any particular treatment, therapy, clinical trial or product.

The Ovarian Cancer National Alliance is committed to:

- Ensuring that fundraising complies with all applicable federal and state regulations, including appropriate registrations, annual filings and audits to comply with the Internal Revenue Code;
- Providing the public with access to its most recent financial reports and filings;
- Maintaining the confidentiality of donors’ information and ensuring any disclosures comply with all applicable laws;
- Accepting contributions from sources such as individuals, foundations and for-profit institutions while ensuring that contributors never unduly or improperly influence the positions of the Ovarian Cancer National Alliance on policy issues.

The Ovarian Cancer National Alliance preserves the public trust by taking all reasonable steps to ensure rigorous accountability in its efforts, transparency in its financial operations and careful stewardship of its donors’ funds.

Statement of Financial Position
As of December 31, 2010
(Unaudited)

ASSETS

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LIABILITIES & NET ASSETS

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Statement of Activities
Year Ended December 31, 2010
(Unaudited)

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A copy of the audited financial statement & IRS 990 tax return are available through our office in Washington, DC.