

ANNUAL REPORT 2012



Free Cancer Counseling Center
Serving the East End...Since 2002

www.fightingchance.org



FIGHTING CHANCE

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Serving the East End ... Since 2002

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We Believe ...
that everyone who
battles cancer
deserves a
FIGHTING CHANCE

To Friends...Old and...New,

This year's Chairman's Letter, which traditionally reflects on the year just concluded, will serve as the core of our Annual Report for 2012.

While you will not find as many photos as in previous annual reports, there is plenty to celebrate since 2012 was our 10th anniversary year as a charity. Here are the highlights:

Patient Counseling. This continues to increase. Per the records that we carefully maintain, our staff provided 1,950 one-on-one counseling sessions during 2012 to newly-diagnosed cancer patients, sometimes accompanied by family members. On average, a patient who comes to Fighting Chance attends six such counseling sessions, usually over the course of eight weeks. That means we saw about 320 different patients in 2012. That is about 1/3rd of the 1,000 new cancer cases reported each year among East End residents.

Updated "Where-to-Find-It" Resource Guide. This free booklet – entitled *Coping With Cancer on the East End* – is revised every year, but in 2012 The Guide was more thoroughly edited and expanded, in honor of our 10th anniversary. Every patient who visits our office receives a copy and it gives them a sense of "empowerment" – that they can find resources to create a customized set of strategies for coping with the disease.

Website & Social Media. Today we distribute more "soft copies" of our *Coping With Cancer Guide* than those picked up by patients in the office. During 2012 the average number of monthly "page views" at our site was about 2,500 – or 30,000 pages for the year. Website data shows that most viewers of the Guide look at 25 pages, typically the chapters most relevant to them. If you divide 30,000 by 25, it suggests that the Guide had 1,200 website readers in 2012, on top of several hundred hard copies distributed. Meanwhile, in 2012, we launched our "facebook" page and ended up the year with almost over 1,000 fans.

Financial Results. We recently posted our audited financial statements for 2012 on our website. The key points are these: our 2012 revenue was approximately \$530,000 while our operating costs last year were \$441,000...Meaning we ended up "in the black" and raised more money than we spent. We also completed a two-year campaign to create an Endowment Fund which now stands at over \$700,000. The names of all our 2012 donors are listed in this report and we are deeply appreciative for their generosity.

Staff. Our three professional counselors and our trained navigator - Karrie Robinson, LCSW, Margaret Bromberg, LCSW, Bill DiScipio, PhD and Nancy Greenberg - worked tirelessly in 2012 to meet the needs of an ever increasing number of patients seeking our support. Most of the group has worked together for five years and all of them, I am pleased to report, will be with us for 2013.

Directors. During 2012 we welcomed three new Board members— John Brecker, a New York hedge fund manager, Roman Roth, the winemaker at Wolfffer Vineyards and his wife Dushy Roth, MD who has been part of the East End medical community for decades. Last year Sue Davies, who has been a Director since 2002, was elevated to the office of Vice Chair.

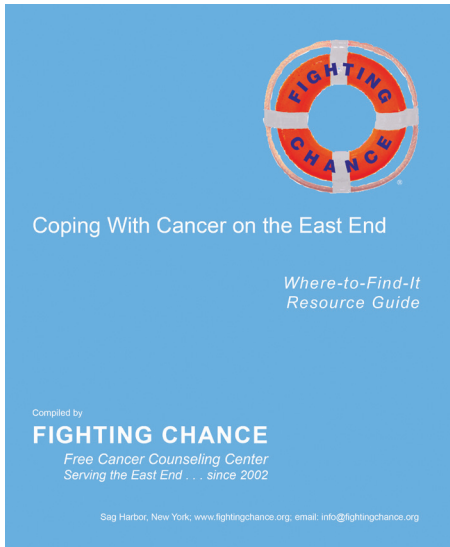
Volunteers. Maureen McAdam continues as our Volunteer Coordinator, overseeing a cadre of some 20 volunteers with her special mix of organizational skills, inspiration and profound compassion for the patients we support. Many volunteers routinely spend a half day (at least) driving non-ambulatory patients to appointments for chemo and radiation in Southampton, Riverhead and Stony Brook. Others staff our information booth at healthcare fairs and still others assist around our office. We are deeply appreciative for the time these individuals devote to the patients of Fighting Chance.

Special Recognition & Awards. At our 2012 summer gala, the Hon. Fred Thiele presented an extraordinary “Proclamation” to Fighting Chance, which was from the entire New York State Assembly and recognized our decade of charitable support of East End cancer patients. The same month the Chairman was the subject of a *Wall Street Journal* profile about his role in starting Fighting Chance. Meanwhile in early 2012 our annual “Medal of Honor” was awarded to two physicians, both long-time Board members ... Renu Hausen, MD and Martin Karpeh, Jr., MD.

Mission. This is clearly inscribed on our Medal of Honor and says we aim to “improve the quality of care for cancer patients on the East End of Long Island.” The means to that end, for our charity, has been to establish a free-of-charge cancer counseling center focused in the East End region of Long Island. Today, ten years from our inception, it is one of the oldest and largest such centers in the United States.

Sincerely,

Duncan Darrow
Founder & Chairman

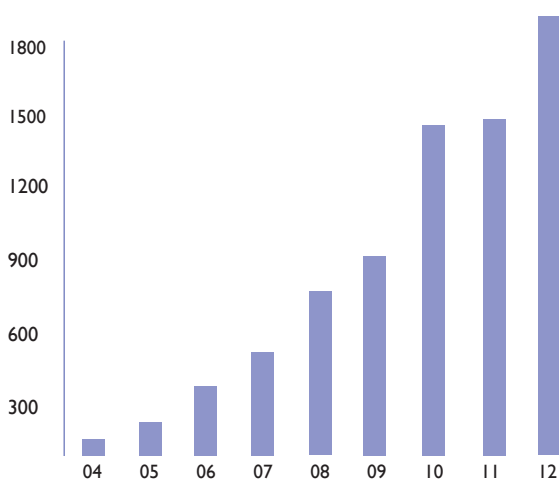


Our newly revised 99-page “Where-To-Find- It” resource guide, entitled *Coping With Cancer On The East End*, is distributed in our office, and also can be picked up in East End hospitals, libraries, and several doctor offices.

About 2,000 hard copies are distributed this way every year – and another 1,200 copies are viewed via our website where the guide is by far the most popular content.

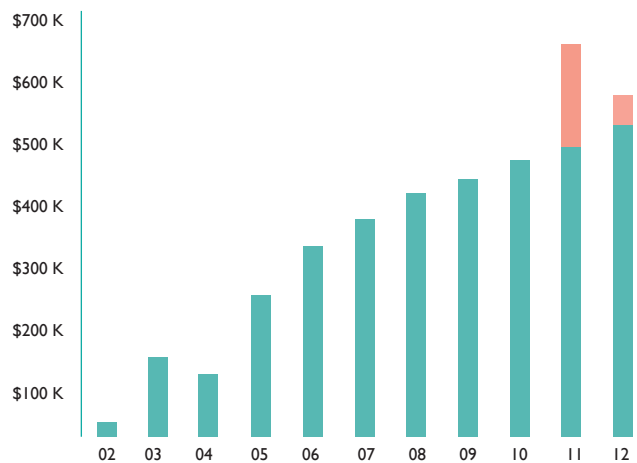
Pictured above is one of the larger rooms at Fighting Chance, where support groups meet on a regular basis. The office is 1,500 square feet and is located at Bay Street Plaza in the historic Waterfront District of Sag Harbor.

ONE-ON-ONE PATIENT COUNSELING SESSIONS PER YEAR



During 2012 we provided 1,950 one-on-one counseling sessions – from our professional staff – to East End cancer patients.

CHARITABLE DONATIONS PER YEAR



The community support for our services – all of which are free of charge – continues to grow with donations in 2012 reaching \$530,000.

Endowment Contributions (now total over \$700,000)