

2020 ANNUAL REPORT

**BRIDGE TO A CURE FOUNDATION, INC.**

UNITE  
TRANSFORM  
CURE

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WE'RE ON A MISSION TO UNITE AND  
TRANSFORM THE CHILDHOOD  
CANCER COMMUNITY'S APPROACH  
TO RESEARCH WITH A GOAL OF  
CUTTING THE CHILDHOOD CANCER  
DEATH RATE 50% BY 2030.

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**OUR INSPIRATION**

*Foundation president Robert Martin's granddaughter Clara Ely was just six years old in 2017 when she lost her battle with a form of brain cancer. Her remarkable courage and optimistic spirit continues to inspire the work of Bridge To A Cure Foundation.*

A MESSAGE FROM THE FOUNDER



Dear Friends,

2020 has wrought a pandemic, social justice protests, and political polarization. Many of us have experienced uncertainty, fear, and instability. Yet through this troubling time, 2020 also has rendered a gift: the reaffirmation of the importance of family, friends, and community. I hope this message finds you and yours happy and in good health.

Unfortunately, not every family can claim that. I'm thinking of the nearly 15,000 families this past year who've heard the devastating words, "Your child has cancer." These children and their families face a horrifying journey through physical pain, mental anguish, financial devastation, and loss. COVID-19 has only magnified cancer's cruelty, adding fear and worry of contracting another potentially fatal disease, delaying critical treatments, and diminishing access to much needed care, comfort, and support.

This past year, Bridge To A Cure Foundation has been more determined than ever to reverse this terrifying trend through our unique, multifaceted approach to curing childhood cancer. We serve as a lead catalyst for modernizing the nation's approach to childhood cancer research, working with the healthcare community and childhood cancer foundations to fix this broken system together.

That's why we've taken on an audacious challenge: to unite and transform the childhood cancer community's approach to research with the goal of cutting the childhood cancer death rate 50% by 2030.

We've accomplished much this year, despite significant challenges. In these pages you can read about our active role in advancing the National Cancer Institute (NCI) Childhood Cancer Database Initiative (CCDI) and how we've begun talks to partner with potential nonprofits who share our systemic approach to unite and transform childhood cancer research. As we roll into 2021, we continue to listen and learn from other childhood cancer community champions. You can expect us to hone our strategies and focus to ensure the investment that Bridge To A Cure Foundation supporters have placed in us is maximized.

We each have an important role to play in our innovative collaboration to save children's lives. With the continued help of engaged partners, donors, volunteers, and supporters alike, we are forging new, accelerated paths to curing childhood cancer — once and for all. Together, we can fix this broken system, and spare children and families the devastating pain and anguish of a cancer diagnosis.

Thank you — big time,

Robert Martin  
Founder & President

# UNITE

## BOARD OF DIRECTORS

Robert Martin, Board Chair

Ken Asher, Secretary

Gary Tapella, Treasurer

Ira Dunkel, M.D.

Henry Friedman, M.D.

Tricia Martin, RLA, LEED AP

Al Musella, DPM

Peter Tombros

## ADVISORY BOARD

Lois Juliber

Carolyn Rogers, CFRE, CPRC

## STAFF

Robert Martin, President

Wendy Payton, Executive Director

Carolyn Brockington,

Administrative Assistant

### The Unacceptable State of Childhood Cancer Research

Childhood cancer research and oncology have attracted some of the best minds and institutions. They are dedicated, brilliant, and caring. They want to make a difference. Yet, the U.S. healthcare system's approach to childhood cancer research isn't working as effectively as it should and the impact on hundreds of thousands of children and families has been devastating.

Bridge To A Cure Foundation understands the flaws in our healthcare system. Founder Robert Martin's granddaughter Clara was stricken with a form of brain cancer at just four years old. In seeking a cure for her, he uncovered several serious shortfalls in America's approach to childhood cancer research and treatment. Sadly, Clara passed away from the disease in 2017 at age six. Her courage and positive spirit continue to inspire Bridge To A Cure Foundation's unique, multifaceted approach to modernize childhood cancer research and accelerate the pace and success of cures.

In 2017, he established Bridge To A Cure Foundation fund through the Southwest Florida Community Foundation to help families touched by this terrible illness. In 2019, Bridge To A Cure Foundation was incorporated as an independent 501(c)3 nonprofit charitable organization.



## BARRIERS TO CURES

Foundation founder Robert Martin collected insights from more than 120 cancer researchers and practitioners to learn what's behind this lack of breakthroughs toward cures. He uncovered three systemic reasons why breakthroughs to treatments and cures have been so rare.

### 1. Research Barriers

- **Insufficient data:** Research data and experimentation are the crucial components to discovery, yet valuable data is constrained to the researcher's or institution's own research findings and patient records, and published materials.
- **Disease complexity:** The constant evolving nature of cancer results in massive amounts of data that exceeds the researcher's ability to digest and analyze.
- **Clinical trials:** The mandated clinical trial protocol was written for adults, not children, and 70% of treatments approved never go to trial.
- **Inadequate knowledge sharing:** While there is more collaboration than before, it needs to go further. Limiting factors include culture, government regulations, and reward/recognition systems.
- **Dearth of alternative medicine:** Alternative treatments are excluded from the mainstream, despite favorable anecdotal evidence. Many of these remedies deserve the same consideration as the drugs recommended by the pharmaceutical industry.
- **Government delays:** The FDA approval process is unnecessarily slow.

### 2. Scarcity of Funds

- **U.S. healthcare investment:** Childhood cancer funding gets shorted. Of the \$3.65 trillion we spend on total healthcare, only 5% is spent on research and an appalling 2/10th's of 1% on childhood cancer research.
- **Pharmaceutical companies won't invest:** The market is too small to justify the investment as it would not generate the financial return investors demand.
- **Investment stimulation initiative didn't work:** Federal laws meant to encourage drug companies to invest in pediatric clinical trials have not been effective.
- **Taxpayer revenue allocation:** Only 4% of the National Cancer Institute's budget is invested in childhood cancer research. Most is directed to adults, not children.

### 3. Insufficient Level of Collaboration

- **Research burden:** The pharmaceutical, investment, and nonprofit communities are not fully immersed strategic partners.
- **Constraining regulations:** This includes privacy protection requirements and limitations of current antitrust rules.
- **Culture, norms, habits, and attitudes.**
- **Protective agendas by nonprofits:** Often, they lack the kind of governance that's standard in the corporate world and are frequently managed by people who lack such experience, leading to myopathy and protectionism.

## THE ALARMING STATE OF CHILDHOOD CANCER

There has been **no change to the survival rate** for children with brain and other nervous system cancers for **the past 20 years.**

**Since 1980,** only **4 drugs** have been **developed** specifically for use in children with cancer.

Every day, 42 families in the U.S. learn their child has cancer.

**Every week,** **38** children **lose the fight.**

**Since 1971,** incidences of childhood cancer **diagnoses have risen** slightly **each year.**

The **average cost** of hospitalizations for childhood cancer is nearly **5x** that of hospitalizations for other pediatric conditions.

**>95% of** childhood cancer **survivors** will **have** a significant **health-related issue by age 45** primarily due to side effects of cancer or the result of its treatment.

Of the **\$3.65 trillion** spent on healthcare annually in the U.S., **just 2/10th of 1%** (\$7.3 billion) **funds childhood cancer research.**

**Government spending** on childhood forms of the disease makes up **just 4% of total cancer research** investment.

Cancer remains the **number one cause of death** by disease among children.



# OUR PLAN TO REDUCE THE CHILDHOOD CANCER DEATH RATE 50% BY 2030.

Bridge To A Cure Foundation acts as a catalyst to connect the people, information, and assets needed to propel new treatments and cures for childhood cancer. This systemic, sustainable approach aims to unite the healthcare community and modernize its processes and systems — unfettering advancements toward cures for all types of childhood cancer rather than focusing on funding one-off research projects for individual forms of the disease.



## We're already making a difference.

In 2020, our mission gained broad support and recognition. But this is only the beginning. Our momentum is strong, and with the right resources we can capitalize on the advances we're making in awareness, support, and level of influence. Our [three-year goals](#) capture the investment required to advance the Foundation's mission [to reduce childhood cancer 50% by 2030](#).

### 01.

#### Access A National Childhood Cancer Database

*Making millions of data points readily available will propel childhood cancer cures that have eluded discovery.*

The national childhood cancer database initiative needs to include everything known about cancer, the medical files of every child treated for every form of cancer, the science for every treatment, drug and alternative medicine, and more. The methods and tools for researchers and oncologists to extract meaningful findings must be made available to all, and algorithms to analyze, discover, and predict from the data must be running in real time.

### 02.

#### Design A Clinical Trial Process Specifically for Children

*We must ensure that new treatments developed are safe and effective for children.*

The clinical trial process is designed for adults — not children. Children's bodies react differently to cancer treatments, and there isn't adequate control trial data to support safe and effective dosing for kids. We must develop a protocol tailored to children that is sensitive to quality of life — taking into account the horrific agony of young patients and devastating emotional and financial impact on their families.

### 03.

#### Implement A New Approach To Childhood Cancer Research Funding

*Research funding is typically determined by the "biggest bang for the buck," but investing in childhood cancer cures is a moral obligation.*

The U.S. needs a national healthcare strategy that is sensitive, pragmatic, and sustainable. We must expand criteria for valuing pharmaceutical companies to reflect their contribution to curing childhood cancer. The National Cancer Institute (NCI) should deploy funds to where the money is not — childhood cancer research.



# TRANSFORM

## TRANSFORMATIVE LEADERSHIP FOR MEANINGFUL PROGRESS

2020 marked our first full year operating as an independent nonprofit organization. This year, we made significant strides toward fulfilling our mission by building consensus around our unique, multifaceted approach among some of the country's most well-respected voices in the childhood cancer community, childhood cancer nonprofits, patient families, and the public.

#### ADVOCACY BLOG PUBLISHING

Through publication of a monthly blog, Bridge To A Cure Foundation provides thought leadership to remove the barriers that impede progress toward new treatments and cures. These hard-hitting articles explore the childhood cancer journey, identify flaws that suppress medical advancement, and outline the actions we each can take together to help end childhood cancer.

#### 2020 BLOG TOPICS

Find articles at [BridgeToACure.org/Category/Blog/](https://www.BridgeToACure.org/Category/Blog/)

The Childhood Cancer Clinical Trial Debacle

Solving the Clinical Trial Debacle

Recognizing Our Children's Unsung Heroes

Preempting Childhood Cancer

Preparing for the Next Pandemic

A Parent's Worst Nightmare: Cancer and the Coronavirus

There's No Surviving Cancer Without Devastating Pain

Attack Childhood Cancer, Not the Child

Economic Turmoil Threatens Cancer Research

Harmonizing Data to Save Children's Lives

Stop Wasting Healthcare Dollars and Save Kids' Lives

Is Your Donation Doing the Most Possible Good?



## KEY INITIATIVES

### Strengthened Board of Directors

The Bridge To A Cure Board of Directors was strengthened and diversified through the addition of four new members in 2020. These new voices include two esteemed oncologists, Dr. Ira Dunkel of Memorial Sloan Kettering Cancer Center and Dr. Henry Friedman of Duke Cancer Institute, as well as Dr. Al Musella, who established the nation's first online clinical trial database. Tricia Martin joined the Board of Directors with a direct and profound perspective as a parent who's been touched by the tragedy of childhood cancer.

### Army of Advocates

A key communications objective over this past year has been to enlist support of patient families and the public to help drive needed change. Through awareness-building tactics for Bridge To A Cure Foundation and its mission, we have added about **3,500 subscribers and followers** through digital media channels that include video, email, social media, and website initiatives.

Popular engagement efforts include a stuffed-toy giveaway of **Foundation mascot Waffles™**, and publication of a companion coloring book to the Amazon young-reader best seller *Super Clara: a Young Girl's Story of Cancer, Bravery and Courage* to capture the story of Clara Ely, who succumbed to childhood cancer at the age of six. Penned by grandfather and Foundation president Robert Martin with Clara's sister Keira, the book set captures Clara's courage and positive spirit to let the world know just how special she was.





## UNLOCKING THE POWER OF PARTNERSHIP

Our goal to reduce deaths due to childhood cancer by 50% over the next 10 years is ambitious. Some might even describe it audacious. But we know that with the help of many, it is possible. That's why a key component of our action plan is to align and unite a diverse set of stakeholders — large and small, public, private, and nonprofit, from all around the country — toward this common goal. We're transforming a system built on competition to reap the benefits of collaboration so that no child and family ever has to suffer again from the torment that cancer inflicts.

### Healthcare Community Engagement

This year we ramped up our efforts to identify and understand the key barriers facing America's leading institutions as part of our efforts to modernize patient record keeping and enhance research data sharing. We collected valuable insights from researchers and practitioners at the Duke Cancer Institute, Memorial Sloan Kettering Cancer Center, Dana-Farber Cancer Institute, Children's Hospital of Philadelphia, and other leading cancer centers to ensure that the changes we advocate are truly in the best interest of those whose work holds the promise of new treatments and cures.

### A New Model for Nonprofits

Conventional metrics for gauging nonprofits fall short. In 2020, Bridge To A Cure Foundation began the process of uniting childhood cancer nonprofits and developing means to reward them based on collaboration and getting the job done. To do so, the Foundation identified what separates nonprofits that have been successful from those that have not. Metrics include clear identification of a compelling problem, sound strategy, measurable goals, a timeline for accomplishment, and collaborative culture. As we move into 2021 and beyond, we are forging relationships and partnerships with these change-makers to align their resources, talents, initiatives, and expertise toward our unified goal of reducing the death rate of childhood cancer 50% by 2030. Look to Bridge To A Cure Foundation for key partnership announcements in the coming year.

### Government

Activities in government-sector partnership this year included monitoring the progress of the Childhood Cancer Data Initiative (CCDI) led by the National Cancer Institute. Our goal to place Foundation president Robert Martin on the CCDI development commission ensures that the perspectives and needs of patient families are well represented, and that the database is optimized to do the most good. Bridge To A Cure has connected with several key members of the commission through our nonprofit and healthcare community partnership efforts to stay informed of key challenges facing the committee and advocate for the Foundation's participation.

### Investors

Bridge To A Cure Foundation intends to harness the power of capitalism to develop new therapies and cures for childhood cancer.

# CURE


Each of us has a part to play if we are to reach our goal of finally, once and for all, ending childhood cancer. **We honor these** friends, neighbors, and community members **who have generously given in 2020** so we can demand more from the healthcare community, nonprofits, private industry, and our government.

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Sharon & Phil Allen	Bob & Cathy Curt	Ernie & Paula Horvath
Ken & Gwen Asher	Richard & Judi Davis	David & Diana Howard
John & Candy Bartlett	Jim & Susan Demark	Patricia Hutchens
Dick & Jan Bean	Ann Deming	Lois Juliber
Jerry & Sarah Jane Bear	Larry & Dale Den	Elliot & Donna Katzman
Ray & Barbara Beaulieu	Peter Donahoe	Keith Kearney
Montague Belanger	Tracy & Peter Drippe	Kenneth Keltai
Francoise Bell	Charles & Judy Eaton	Tom & Patti King
Ruth Bonapace	Jerry Elliott	Mike & Joan Lancellot
Heather Boyer	Stan & Melinda Epperson	Susan Lobdell
Bob & Cindy Brazer	Ivana Espinet	Peter & Suzanne Loyd
Edwin Brooks	John & Eileen Faul	Wayne & Barbara Lyski
Tom & Pat Callans	Larry & Georgianna Finn	Dave & Tammy MacLeod
Joe & Barbara Cameratta	Anonymous, Florida	Jim & Lynn Major
Henry & Mary Ellen Cavanna	Anonymous, Florida	Mike & Patti Marco
Tony & Fran Ciampaglio	Sy & Vickey Ford	Dan & Susan Mariani
Dorothy & Peter Cleaves	Christian Gabriel	Reuben & Arlene Mark
Malin & Will Clyde	Marv & Sonia Garrett	Tony & Gillian Mark
Anonymous, Connecticut	Al & Angel George	Gene & Bonnie Markowski
Frank & Carol Ann Conway	Charlie & Mary Ann Goodin	Robert & Pamela Martin
Ian Cook	Lou & Sally Grainger	Tricia Martin
Chad Cooper	David Groener	Dale & Marilou Mast
Albert & Cathy Corwen	John & Susan Harrison	Nicholas Maurillo
John & Carol Courtney	Bill & Gloria Hayes	Sam Mauro
Mike & Joyce Critelli	Geoff & Carolyn Hearsom	Dan Mazabras
Lee & Linda Crowther	Kenny Helphand	John & Judi McCarty
John & Margaret Culbertson	Bill & Andi Horowitz	David & Suzanne McCollum

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Jim & Bess Catherine McCord	Jim and Gail Rand	Warren J. Strausser
Virginia & Terry McDermott	Glen & Pat Rauch	Kathie Streep
Mercedes McGee	Robert Reed	Kathy Tarbox & Ozzie McLeod
Bob & Betsy McGroarty	Doug & Julie Reid	Steve & Sue Teitelman
Ray & Judy McGuire	Mike & Erin Rhodes	Javier Teruel
Vincent & Dainee McNeill	Nancy Rhodes	Rosy Thakur
Regina Miranda	Schuyler Roach	Mariel Thompson
Ed & Sharon Montero	Norma & Robert Roberto	Bob & Diane Thorstenson
John & Neicey Moore	Carolyn Rogers	Peter & Ann Tombros
Isabel & Steve Moskowitz	Jack & Sue Rogers	Jim Usher
Frances Moyer	Austin Sakong	Katherine Van der May
Bob & Lynn Murray	Joyce & Joe Schmidt	Paul & Liz Vella
Peter & Judy Nance	Larry & Leslie Schoenfeld	Steve & Charlie Wagner
Tom & Celeste Niarchos	Chip & Susan Schroeder	Noel & Nancy Wallace
Jennifer Nitzky	Bill & Karen Burke-Shulman	John & Christina Walsh
Jon & Janet Olmsted	Jim & Stephanie Seaborg	Steve & Sandy Ward
Terry Palisin	David & Joan Seldon	Michael & Holly Watts
Jack Pallotta	Mark Shakley	Genie Weisman
Hank & Cheryl Paloci	Maren & Frank Sharp	Jeff & Kathleen Whitley
Tamsyn Lamb & Tim Parry	Pat & Nick Sheridan	Ruth Whitley
Ettore & Elena Passi	Martin & Betteann Sherman	Warren & Lynn Wilder
Wendy Payton	Peter & Mary Kay Sidell	Harry & Janice Wilkenson
Paul & Anne Pearson	Mike & Tamara Sload	Joan & Bill Williams
Anonymous, Pennsylvania	Russ & Lena Smith	Gerry and Jacque Wolken
Kamoltip Phayakvichien	Scarby & Lynn Smith	Robert & Mary Woods
Bill & Meg Phillips	Charles & Mapes Stamm	
Les & Karen Powers	Rick & Christie Stone	



This year was the first full year in which Bridge To A Cure Foundation operated as an independent 501(c)3 nonprofit charitable organization after incorporating in September 2019. Prior to that, the Foundation operated as a fund of the Southwest Florida Community Foundation.

## FINANCIAL REPORT

CONSOLIDATED STATEMENT OF ACTIVITIES  
YEAR ENDED DECEMBER 31, 2020

	<b>TOTAL</b>
<b>REVENUE AND SUPPORT</b>	
Donations - Campaigns	\$ 196,328
Interest Income	3
Other Income	377
<b>TOTAL REVENUE AND SUPPORT</b>	<b>196,708</b>
<b>EXPENSES</b>	
Program Services	77,433
Management & General Services	62,582
Fundraising Services	10,395
<b>TOTAL EXPENSES</b>	<b>150,410</b>
<b>NON-OPERATING ACTIVITIES</b>	
Investment Return, net	294
<b>TOTAL NON-OPERATING ACTIVITIES</b>	<b>294</b>
<b>CHANGE IN NET ASSETS</b>	<b>46,592</b>
<b>NET ASSETS AT BEGINNING OF YEAR</b>	<b>40,716</b>
<b>NET ASSETS AT END OF YEAR</b>	<b>\$ 87,308</b>

#### VOLUNTEER

Whether you'd like to give your time on an ongoing basis or for a short-term project, your time and talents will greatly enhance our efforts.

#### FUNDRAISE

Create your own campaign to support Bridge To A Cure Foundation. Make it a great time while you make a difference. Visit our [BridgeToACure.org](http://BridgeToACure.org) for ideas that bring "fun" to your fundraiser.

#### ADVOCATE

Write emails to decision-makers and legislators, forward our latest blog stories, and share social media content with your friends and connections.

#### SHOP

Bridge To A Cure Foundation is a registered charitable organization with some of the nation's largest online retailers, including AmazonSmile, PayPal, and eBay.

#### SHARE

If you've been touched by childhood cancer, we want to hear your story. We're at the ready to listen with resources, compassion, and acceptance.

#### DONATE

Our website makes it easy to give online — even set up monthly giving — when you visit [BridgeToACure.org/donate](http://BridgeToACure.org/donate). For other ways to give, visit our site's support page to learn how you can donate via check, stock, wire, employer matching, or legacy giving.

#### CONNECT



@BTACFoundation



ONE GOAL,  
MANY WAYS TO HELP.



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[bridgetoacure.org](http://bridgetoacure.org)