

## **AICR ANNUAL REPORT 2014/15**





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**Our Vision:** We want to live in a world where no one develops a preventable cancer.

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**Our Mission:** The American Institute for Cancer Research champions the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, so that we can help people make informed lifestyle choices to reduce their cancer risk.

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# Thanks to You, We Are Closer than Ever to Ending Preventable Cancers

When AICR was founded in 1982, we knew that fostering research to map the connections between diet and cancer wouldn't be easy.

## **Yet, we did it.**

We knew we were opening up a new frontier in cancer research, one that the medical and scientific communities of the day still viewed with suspicion.

## **Yet, we did it.**

This was back when scientific consensus held that cancer “just happened” to people, when “cancer prevention” meant screening and not smoking—and nothing else. It was a time when AICR's revolutionary research showing that people can lower their cancer risk was dismissed as a fringe notion.

But what others called “fringe,” we called “cutting edge.” Thousands, and later millions, of supporters like you believed in AICR and in our shared mission.

Today, thanks to you, the scientific landscape has been transformed. The knowledge that what you eat and how much you move do, in fact, help prevent cancer has moved from the radical cutting edge to the very center of medical and scientific thinking—and public health policy. Your support of AICR-funded research drove that change. Armed with this science, we're closer than ever to ensuring that every cancer that can be prevented will be prevented.

But we're not there yet, and the work continues. Today we have answers to many of the questions we first asked decades ago, but a new frontier has opened. AICR is now positioned at this new cutting edge of cancer research, which teems with questions that urgently demand to be answered: How does your individual genetic makeup interact with your lifestyle to influence cancer risk? Exactly why does eating red and processed meat increase colorectal cancer risk? Can mothers eat a certain kind of diet during pregnancy to protect their children? Are pesticide residues and GMOs related to cancer?

This year, as ever, we're glad of the opportunity to share some of AICR's most recent advances. This annual report allows us to express our deep gratitude to those of you who support our work through your generous contributions. But our accomplishments over the past year should not distract from the knowledge that enormous research challenges remain before us—research challenges that we face, as always, without help from huge institutions like the federal government or the pharmaceutical industry, but instead by counting on the support of millions of individual Americans like you.

It won't be easy to face those challenges. And yet, with your help and continuing dedication to our shared mission, we'll do it.



*Marilyn Gentry*

**Marilyn Gentry**  
President, AICR



*Melvin Hutson*

**Melvin Hutson**  
Chairman of the Board  
of Directors



# RESEARCH

Donors like you allow us to support researchers who focus on the role of foods, whole diets and other lifestyle factors in cancer prevention and survival. And these scientists need your support: this vital branch of cancer research holds little interest for pharmaceutical companies, who are among the largest cancer research funders. But because of AICR-funded grants, our scientists amass the kind of hard data that allow them to go on to shape the future of cancer research.

## AICR RESEARCH GRANTS

In the 2015 fiscal year, AICR funded 36 peer-reviewed cancer research projects at the nation's leading universities, clinics and cancer centers on a host of topics, including:

- Fat, fiber and colorectal cancer
- Diets for cancer survival
- Tomatoes and prostate cancer
- Body weight and breast cancer
- Green tea and liver cancer
- Physical activity for childhood cancer survivors
- Sugar and cancer risk
- Chile peppers and lung cancer
- Exercise and ovarian cancer prevention and recurrence
- Vitamin D and cancer

## THE CONTINUOUS UPDATE PROJECT

Our Continuous Update Project (CUP) analyzes, on an ongoing basis, global



research focused on the intersection of diet, weight and physical activity with cancer prevention and survival. It has become a trusted scientific resource used by experts to shape guidelines and policy for cancer prevention.

During the 2015 fiscal year we published 4 new reports:

### **PROSTATE CANCER: November 2014**

The CUP report on Prostate Cancer found strong evidence that being overweight or obese is a cause of advanced prostate cancer.

### **LIVER CANCER: March 2015**

The CUP report on Liver Cancer found strong evidence that being overweight or obese is a cause of liver cancer, as is consuming three or more alcoholic drinks a day. The report also concluded that there is now strong evidence that drinking coffee lowers risk for liver cancer.

### **GALLBLADDER CANCER: June 2015**

The CUP report on Gallbladder Cancer found strong evidence that being overweight or obese is a cause of gallbladder cancer.

### **KIDNEY CANCER: September 2015**

The CUP report on Kidney Cancer found strong evidence that being overweight or obese is a cause of kidney cancer, while moderate consumption of alcohol lowers risk.

## NEXT STEPS

At our annual CUP panel meeting the assembled scientists reviewed the evidence on cancers of the bladder, stomach, esophagus, lung, mouth, cervix and skin. These findings are scheduled for publication during the 2016 and 2017 fiscal years.

All of these data will become part of the process of updating AICR's Recommendations for Cancer Prevention, which are currently scheduled to be released in 2017.



# EDUCATION

AICR's education efforts are based on evidence drawn from both the research we fund and the conclusions from our expert reports and updates.

## PUBLICATIONS

- We distributed over 2.2 million copies of AICR's quarterly *Newsletter* to supporters, health professionals and conference attendees.
- Over 70,000 people received our quarterly *ScienceNow* newsletter, which explains the latest cancer research in depth.
- We distributed over 100,000 brochures to donors, health professionals and institutions.
- Over 50,000 dietitians, nurses, doctors, health educators and community groups received our *Health Education Catalog*.
- Our CancerResource™ information kit reached hundreds of newly diagnosed cancer patients with useful information to help them through their treatment.

## ONLINE

- AICR's website ([www.aicr.org](http://www.aicr.org)) received over 1.1 million unique visitors.
- Our four e-newsletters delivered trusted cancer research information to millions of Americans:
  - ▶ *AICR eNews* reached over half a million subscribers with its practical, take-home advice on living for lower cancer risk.
  - ▶ *Health-e-Recipe* delivered delicious recipes that meet AICR's guidelines to over 61,200 people.
  - ▶ *Cancer Research Update*, a biweekly digest of breaking cancer research news, reached over 52,000 subscribers.
  - ▶ Over 13,000 human resource managers and wellness professionals subscribed to *Health@Work*, our monthly newsletter on employee health.
- The AICR blog, where you can find our take on breaking news, received over 73,000 visitors.
- We offered our New American Plate Challenge, a free 12-week program to help people lose weight and lower cancer risk, twice in the 2015 fiscal year. Over 4,000 participated, lost an average of 5 pounds (some lost much more) and returned glowing feedback.
- With partner SuperKids Nutrition, we took our "Healthy Kids Today, Prevent Cancer Tomorrow" campaign to over 5,000 schools in 40 states.
- Over 2,000 underserved students who participate in the Careers in the Culinary Arts Program (C-CAP) entered a contest to develop recipes that meet AICR guidelines. We offered \$10,000 in scholarships to the winners.
- Thousands of people follow AICR on Facebook, Twitter and Pinterest.

## AICR IN THE MEDIA

U.S. media outlets carried AICR news items over 6,600 times during FY15. On average, 128,000 Americans per month read about AICR's research in newspapers like the *Washington Post*, *USA Today*, the *Chicago Tribune* and *New York Newsday*. Millions heard about AICR on the NBC Evening News, FOX News, CNN and PBS. AICR was also featured in magazines like *TIME*, *US News and World Report*, *SELF*, *Prevention* and many more. And online, websites like the Huffington Post, MedScape, WebMD, HealthDay and MSN put AICR's name and mission in front of their millions of visitors. Combined, the total reach of AICR's media program in 2015 exceeded 1.5 billion impressions.

# CAN PREVENT Awareness Campaign

**In February 2015**  
AICR launched a new awareness campaign—**CANcer PREVENTION: Together We Can—to show Americans how they can reduce their cancer risk. An animated Public Service Announcement (PSA) directed viewers to visit the campaign's website (prevent50.org) to download a day-by-day planner with activities for lowering risk and to share the site's interactive content with their social networks.**



**As of September 2015**  
the PSA aired nearly **31,000 times on 10 national networks (including ESPN, CNN, CNN Airport, Golf, FOX News and Discovery)**  
and over **400 local channels in 90 of the nation's top 100 media markets. Of the 1,300 PSAs on the air in 2015, it was the 30th-most-watched. The estimated media value of this PSA—the amount of money AICR would have otherwise had to spend on advertising to reach the number of Americans this PSA reached—is over \$4 million.**



**The campaign generated press coverage by the Associated Press, HealthDay, MSN.com, WebMD and many more national and local outlets. Over 100,000 unique visitors came to the campaign's website between February and September 2015.**



# OUR GLOBAL NETWORK

As the leading authority on cancer prevention research related to diet, weight and physical activity, our analysis of global research shows that about a third of common cancers can be prevented through a healthy diet, being a healthy weight and being physically active.

That's almost 358,000 cases of cancer that never have to happen every year, in the United States alone. Add not smoking and using sunscreen into the mix, and the number of preventable cancers reaches 50 percent. Think about that: one out of every two cancers.

This is a message that needs to be heard, here at home and around the world. And that's why we're part of a network of cancer prevention charities with a global voice, called the World Cancer Research Fund International. WCRF network charities are based in the United States, the UK and the Netherlands.

Collaboration means we can fund more research, share scientific evidence, pool expertise and use our resources efficiently, so you can be confident that your support has a powerful impact in the fight against cancer.

AICR is committed to advocating for cancer prevention both nationally and internationally. In February 2014, our message of prevention through lifestyle change was echoed by the World Health Organization, which came out strongly in support of effective cancer prevention strategies.

## ■ AICR RECOMMENDATIONS FOR CANCER PREVENTION

1. Be as lean as possible without becoming underweight.
2. Be physically active for at least 30 minutes every day. Limit sedentary habits, like watching television.
3. Avoid sugary drinks. Limit consumption of energy-dense foods (particularly processed foods high in added sugar, or low in fiber, or high in fat).
4. Eat more of a variety of vegetables, fruits, whole grains and legumes such as beans.
5. Limit consumption of red meats (such as beef, pork and lamb) and avoid processed meats.
6. If consumed at all, limit alcoholic drinks to two for men and one for women a day.
7. Limit consumption of salty foods and foods processed with salt (sodium).
8. Don't use supplements to protect against cancer.

### Special Population Recommendations

9. It is best for mothers to breastfeed exclusively for up to six months and then add other liquids and foods.
10. After treatment, cancer survivors should follow the recommendations for cancer prevention.

***And always remember—do not smoke or chew tobacco.***



# FINANCIAL

## STATEMENTS OF FINANCIAL POSITION

September 30, 2015 and 2014

Assets	2015	2014
Cash and cash equivalents	\$ 3,610,255	6,154,784
Accounts receivable, net of allowance for uncollectible accounts of \$9,309 in 2015 and \$9,316 in 2014	527,297	386,434
Due from affiliates	373,232	1,108,062
Bequests receivable	2,388,836	1,193,381
Investments	7,025,814	7,649,158
Prepaid expenses	549,797	557,639
Property, net of accumulated depreciation of \$317,056 in 2015 and \$244,174 in 2014	128,790	171,052
Beneficial interest in perpetual trust	<u>352,918</u>	<u>383,213</u>
Total assets	<u>\$14,956,939</u>	<u>\$17,603,723</u>
Liabilities and Net Assets	2015	2014
Accounts payable and accrued expenses	\$995,050	1,391,105
Due to affiliates	109,698	166,599
Grants payable	2,837,205	4,340,358
Liabilities under charitable gift annuities	806,517	750,668
Liabilities under charitable remainder unitrusts	919,043	1,066,876
Accrued benefit cost	<u>735,887</u>	<u>767,492</u>
Total liabilities	<u>6,403,400</u>	<u>8,483,098</u>
Unrestricted net assets	3,388,958	4,924,890
Temporarily restricted net assets	4,348,286	3,358,494
Permanently restricted net assets	<u>816,295</u>	<u>837,241</u>
Total net assets	<u>8,553,539</u>	<u>9,120,625</u>
Total liabilities and net assets	<u>\$14,956,939</u>	<u>17,603,723</u>

A complete copy of financial statements audited by KPMG, LLP, is available upon request from the American Institute for Cancer Research, Inc., 1759 R Street NW, Washington, DC 20009, or from our website at [www.aicr.org/financialinfo](http://www.aicr.org/financialinfo).



## STATEMENTS OF ACTIVITIES

### Year ended September 30, 2015

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<b>Revenues:</b>				
Public support – contributions	\$ 14,766,534	1,696,509	9,349	16,472,392
Program service revenue	192,425	–	–	192,425
Affiliate service fees	1,058,616	–	–	1,058,616
List rental income	358,062	–	–	358,062
Interest income and dividends	117,506	36,942	–	154,448
Other revenues	140,589	–	–	140,589
Net assets released from restrictions	601,327	(601,327)	–	–
<b>Total revenues</b>	<b>17,235,059</b>	<b>1,132,124</b>	<b>9,349</b>	<b>18,376,532</b>
<b>Expenses:</b>				
<b>Program services:</b>				
Research	1,743,669	–	–	1,743,669
Public health education	10,462,251	–	–	10,462,251
<b>Total program services</b>	<b>12,205,920</b>	<b>–</b>	<b>–</b>	<b>12,205,920</b>
<b>Supporting services:</b>				
Management and general	2,931,152	–	–	2,931,152
Fundraising	3,715,338	–	–	3,715,338
<b>Total supporting services</b>	<b>6,646,490</b>	<b>–</b>	<b>–</b>	<b>6,646,490</b>
<b>Total expenses</b>	<b>18,852,410</b>	<b>–</b>	<b>–</b>	<b>18,852,410</b>
Excess (deficit) of revenue over expenses	(1,617,351)	1,132,124	9,349	(475,878)
<b>Pension related changes other than net periodic benefit costs</b>	<b>107,565</b>	<b>–</b>	<b>–</b>	<b>107,565</b>
<b>Gains (losses):</b>				
Net gain on investments	(67,611)	(54,269)	–	(121,880)
Change in value of split-interest agreement liability-annuities	41,465	–	–	41,465
Change in value of split-interest agreement liability-trusts	–	(88,063)	–	(88,063)
Net loss on interest in perpetual trust	–	–	(30,295)	(30,295)
<b>Change in net assets</b>	<b>(1,535,932)</b>	<b>989,792</b>	<b>(20,946)</b>	<b>(567,086)</b>
Net assets, beginning of year	4,924,890	3,358,494	837,241	9,120,625
<b>Net assets, end of year</b>	<b>\$ 3,388,958</b>	<b>4,348,286</b>	<b>816,295</b>	<b>8,553,539</b>

### Year ended September 30, 2014

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<b>Revenues:</b>				
Public support – contributions	\$ 19,513,525	1,201,530	3,830	20,718,885
Program service revenue	262,751	–	–	262,751
Affiliate service fees	1,015,104	–	–	1,015,104
List rental income	492,303	–	–	492,303
Interest income and dividends	90,425	30,088	–	120,513
Other revenues	116,135	–	–	116,135
Net assets released from restrictions	1,725,931	(1,725,931)	–	–
<b>Total revenues</b>	<b>23,216,174</b>	<b>(494,313)</b>	<b>3,830</b>	<b>22,725,691</b>
<b>Expenses:</b>				
<b>Program services:</b>				
Research	4,286,463	–	–	4,286,463
Public health education	11,573,706	–	–	11,573,706
<b>Total program services</b>	<b>15,860,169</b>	<b>–</b>	<b>–</b>	<b>15,860,169</b>
<b>Supporting services:</b>				
Management and general	3,003,724	–	–	3,003,724
Fundraising	4,010,783	–	–	4,010,783
<b>Total supporting services</b>	<b>7,014,507</b>	<b>–</b>	<b>–</b>	<b>7,014,507</b>
<b>Total expenses</b>	<b>22,874,676</b>	<b>–</b>	<b>–</b>	<b>22,874,676</b>
Excess (deficit) of revenue over expenses	341,498	(494,313)	3,830	(148,985)
<b>Pension related changes other than net periodic benefit costs</b>	<b>(235,130)</b>	<b>–</b>	<b>–</b>	<b>(235,130)</b>
<b>Gains (losses):</b>				
Net gain on investments	283,985	72,259	–	356,244
Change in value of split-interest agreement liability-annuities	24,811	–	–	24,811
Change in value of split-interest agreement liability-trusts	–	70,600	–	70,600
Net loss on interest in perpetual trust	–	–	(2,925)	(2,925)
<b>Change in net assets</b>	<b>415,164</b>	<b>(351,454)</b>	<b>905</b>	<b>64,615</b>
Net assets, beginning of year	4,509,726	3,709,948	836,336	9,056,010
<b>Net assets, end of year</b>	<b>\$ 4,924,890</b>	<b>3,358,494</b>	<b>837,241</b>	<b>9,120,625</b>



## STATEMENTS OF FUNCTIONAL EXPENSES

## PROGRAM SERVICES

Year ended September 30, 2015	PROGRAM SERVICES		
	Research	Public health education	Total program services
Grants	\$ 614,620	413,383	1,055,003
Postage and delivery	6,035	2,671,760	2,677,795
Printing and publication	16,389	1,449,989	1,466,378
Data processing	30,697	645,694	676,391
Mailhouse fees	—	845,116	845,116
List costs	—	213,929	213,929
Salaries and director fees	361,901	1,600,375	1,964,202
Professional fees	63,671	1,317,104	1,380,775
Occupancy	67,859	331,753	399,612
Travel and entertainment	213,035	52,759	265,794
Benefits and payroll taxes	70,692	329,826	400,518
Pension expense	15,518	31,036	46,554
Office expense	65,397	111,298	176,695
Depreciation and amortization	6,560	32,068	38,628
Insurance	2,594	12,683	15,277
Advertising	17,642	73,245	90,887
Information technology	54,321	140,084	194,405
Conferences	88,260	20,214	108,474
Interest expense	—	—	—
WCRF membership dues	—	84,091	84,091
Miscellaneous	21,478	83,918	105,396
	<u>1,743,669</u>	<u>10,462,251</u>	<u>12,205,920</u>

## SUPPORTING SERVICES

Management and general	Fundraising	Total supporting services	Totals
266,252	1,083,103	1,349,355	4,027,150
128,469	408,763	537,232	2,003,610
240,503	277,640	518,143	1,194,534
75,852	368,088	443,940	1,289,056
19,956	83,783	103,739	317,668
1,197,586	552,759	1,750,345	3,714,547
187,639	532,161	719,800	2,100,575
241,275	113,098	354,373	753,985
22,059	12,937	34,996	300,790
241,822	113,354	355,176	755,694
19,398	11,639	31,037	77,591
75,268	49,577	124,845	301,540
23,322	10,933	34,255	72,883
9,224	4,324	13,548	28,825
17,349	10,628	27,977	118,864
51,710	54,168	105,878	300,283
1,354	2,825	4,179	112,653
67,934	—	67,934	67,934
—	—	—	84,091
44,180	25,558	69,738	175,134
<u>2,931,152</u>	<u>3,715,338</u>	<u>6,646,490</u>	<u>18,852,410</u>

## PROGRAM SERVICES

Year ended September 30, 2014	PROGRAM SERVICES		
	Research	Public health education	Total program services
Grants	\$ 3,217,897	451,039	3,668,936
Postage and delivery	10,840	3,092,138	3,102,978
Printing and publication	15,687	1,419,450	1,435,137
Data processing	31,695	652,419	684,114
Mailhouse fees	2,011	917,174	919,185
List costs	6,606	213,140	219,746
Salaries and director fees	346,508	1,600,375	1,946,883
Professional fees	38,624	1,845,024	1,883,648
Occupancy	66,028	322,804	388,832
Travel and entertainment	189,946	44,286	234,232
Benefits and payroll taxes	73,088	365,253	438,341
Pension expense	22,659	86,638	109,297
Office expense	53,886	129,865	183,751
Depreciation and amortization	5,814	28,422	34,236
Insurance	2,730	13,347	16,077
Advertising	17,148	122,407	139,555
Information technology	105,332	102,140	207,472
Conferences	57,499	14,208	71,707
Interest expense	—	—	—
WCRF membership dues	—	76,512	76,512
Miscellaneous	22,465	77,065	99,530
	<u>4,286,463</u>	<u>11,573,706</u>	<u>15,860,169</u>

## SUPPORTING SERVICES

Management and general	Fundraising	Total supporting services	Totals
274,576	1,140,183	1,414,759	4,517,737
120,766	380,282	501,048	1,936,185
233,574	258,483	492,057	1,176,171
70,898	367,055	437,953	1,357,138
32,249	73,273	105,522	325,268
1,149,424	535,192	1,684,616	3,631,499
222,237	833,237	1,055,474	2,939,122
234,766	110,047	344,813	733,645
16,142	13,517	29,659	263,891
262,802	121,482	384,284	822,625
58,567	28,774	87,341	196,638
85,848	56,437	142,285	326,036
20,671	9,689	30,360	64,596
9,707	4,550	14,257	30,334
20,584	8,487	29,071	168,626
38,504	43,189	81,693	289,165
1,553	2,163	3,716	75,423
73,799	—	73,799	73,799
—	—	—	76,512
77,057	24,743	101,800	201,330
<u>3,003,724</u>	<u>4,010,783</u>	<u>7,014,507</u>	<u>22,874,676</u>



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1759 R Street, NW • Washington, DC 20009  
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