



DMA NONPROFIT DASHBOARD

Organization: American Institute for Cancer Research

Year Founded: 1981

Mission Statement:

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.

	Most recent fiscal year	Prior fiscal year	Two years ago
Fiscal year <i>12-month fiscal year, which may not be a calendar year.</i>	2014	2013	2012
Delivery against mission <i>This definition will vary by organization, but will typically be number of constituents served or other quantified outcome specific to the organization's mission.</i>	Research Expenditure: \$4,286,463 Audience Reached: 11,589,449 Media Impressions: 190,000,000	Research Expenditure: \$2,593,415 Audience Reached: 11,434,461 Media Impressions: 178,000,000	Research Expenditure: \$2,445,914 Audience Reached: 13,433,938 Media Impressions: 120,000,000
Total organizational revenue <i>This includes all sources of revenue, including donor contributions, major and planned gifts, government funding, grants, and gifts in kind.</i>	\$23,174,421	\$22,064,934	\$25,190,151
<i>Cash</i>			
<i>Gifts in kind</i>	0	0	0
Total organizational expenditures	\$22,874,676	\$21,773,874	\$25,105,050
Expenditures to program	\$15,860,169	\$14,382,126	\$16,315,561
Expenditures to acquire and cultivate donors	\$4,010,783	\$4,380,187	\$5,571,466
Number of new members/donors acquired	206,557	207,125	253,408
Total number of current year donors/members	676,859	774,764	947,600
Revenue raised from donors	\$20,718,885	\$19,870,413	\$22,368,002

Link to Charting Impact Report, if available:

AICR [Charting Impact Report](#)