

# Debbie's Dream Foundation: Curing Stomach Cancer



# 2017 Annual Report



Raising Awareness. Funding Research.

Supporting Patients.

**Achieving the DREAM!**

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Dear Supporters,

Debbie's Dream Foundation: Curing Stomach Cancer (DDF) has accomplished and exceeded many of our goals for the fiscal year, but celebrating our achievements has been bittersweet. We've made significant strides in achieving our mission, including funding stomach cancer research, raising awareness, and providing education and support to patients, families, and caregivers through our Patient Resource and Education Program (PREP). We have also expanded our reach by increasing the establishment of DDF chapters across the United States. However, we did not foresee that this would be the last year that DDF would operate under the leadership and vision of our late founder Debbie Zelman. Debbie passed away on December 23, 2017 after nearly a decade battling stomach cancer.

Debbie was a pioneer who made a difference in the world. Her stage IV stomach cancer diagnosis and its grim prognosis gave her the courage to fight, and her fight gave others the hope to continue on their cancer journey. These past few months have been challenging, but with the support of our fantastic leadership, staff, volunteers, supporters, and the stomach cancer community at large, DDF is now stronger than ever, and we are even more determined to keep Debbie's dream alive.

In continuing Debbie's legacy, I am thrilled to report that in 2017 we awarded \$300,000 in research grants and increased our reach to a total of 27 active chapters across the U.S., Canada, and Germany. We have also advocated for the continued inclusion of stomach cancer in the \$80 million of available federal research funds. As a result, nearly \$6 million in federal research grants was awarded to researchers for stomach cancer. We remain steadfast in our commitment to amassing support with lawmakers to effectuate change in government funding priorities.

These achievements were fueled by our inspiring, dynamic, and dedicated Board of Directors, donors, and partners. Like us, you believe in the power of dreaming BIG, and we are beyond grateful for your trust and generous investments in DDF that enable us to provide more patients the information and support needed to beat this terrible disease.

Thank you all for your continued support. Together, we are working to make Debbie's DREAM of curing stomach cancer a reality!

With sincere appreciation,

A handwritten signature in blue ink, appearing to read 'Andrea'.

Andrea Eidelman, Esq.  
Executive Director

***“A mentor empowers a person to see a possible future, and believe it can be obtained.”***

*Shawn Hitchcock*



DDF offers many stomach cancer support services through our free Patient Resource Education Program. Upon receiving a stomach cancer diagnosis, patients, families, and caregivers can request a mentor. A mentor helps you understand your diagnosis, staging, treatment options, clinical trials, side effect management, research, management of the disease, and more. Mentors share their stories, tips, advice, and concerns with you so you will not be alone in your fight.

DDF has numerous in-person and online educational programs across the country annually. Monthly webinars and symposia topics cover the continuum of cancer treatment. All programs are free for patients, families, caregivers, the general public, and health care professionals. Educational programs are recorded and archived in the Lecture Library section of the DDF website.







“We really appreciate your thoughtfulness. May you continue to be able to uplift those in need, and always be blessed with the resources to do so!” - PREP Patient

“This symposium was very helpful when dad was fighting cancer. One year we attended in person, one year we followed online. I highly recommend it.”  
- Caregiver



“I have found your website to be the best source of consolidated information on gastric cancer.” - Patient

DDF's Online Support Community hosted 954 members with more than 100 posts per week in 2017.



# DDF Chapters

California San Francisco Chapter  
Albert & Branny Carrasco

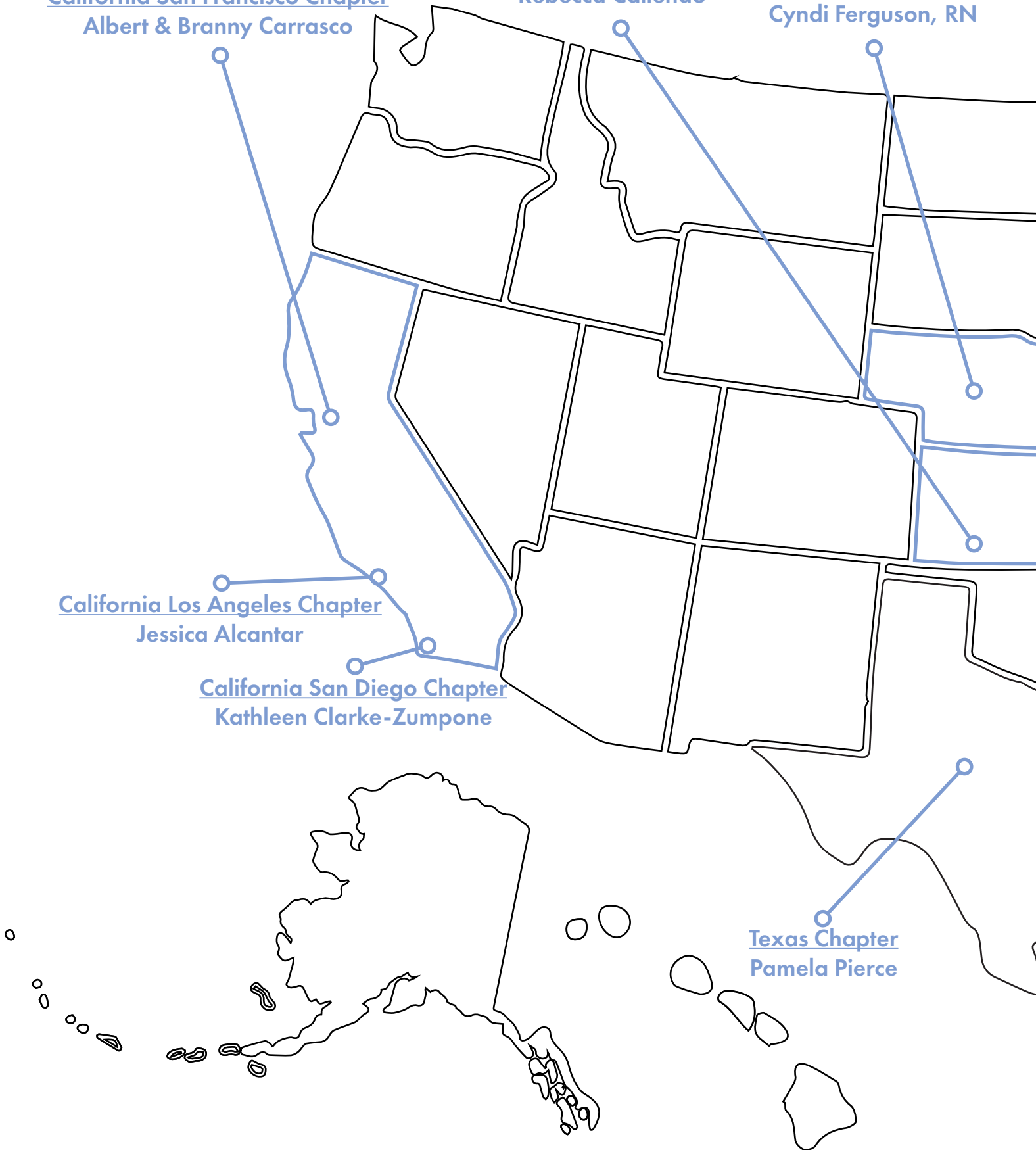
Kansas Chapter  
Rebecca Caliendo

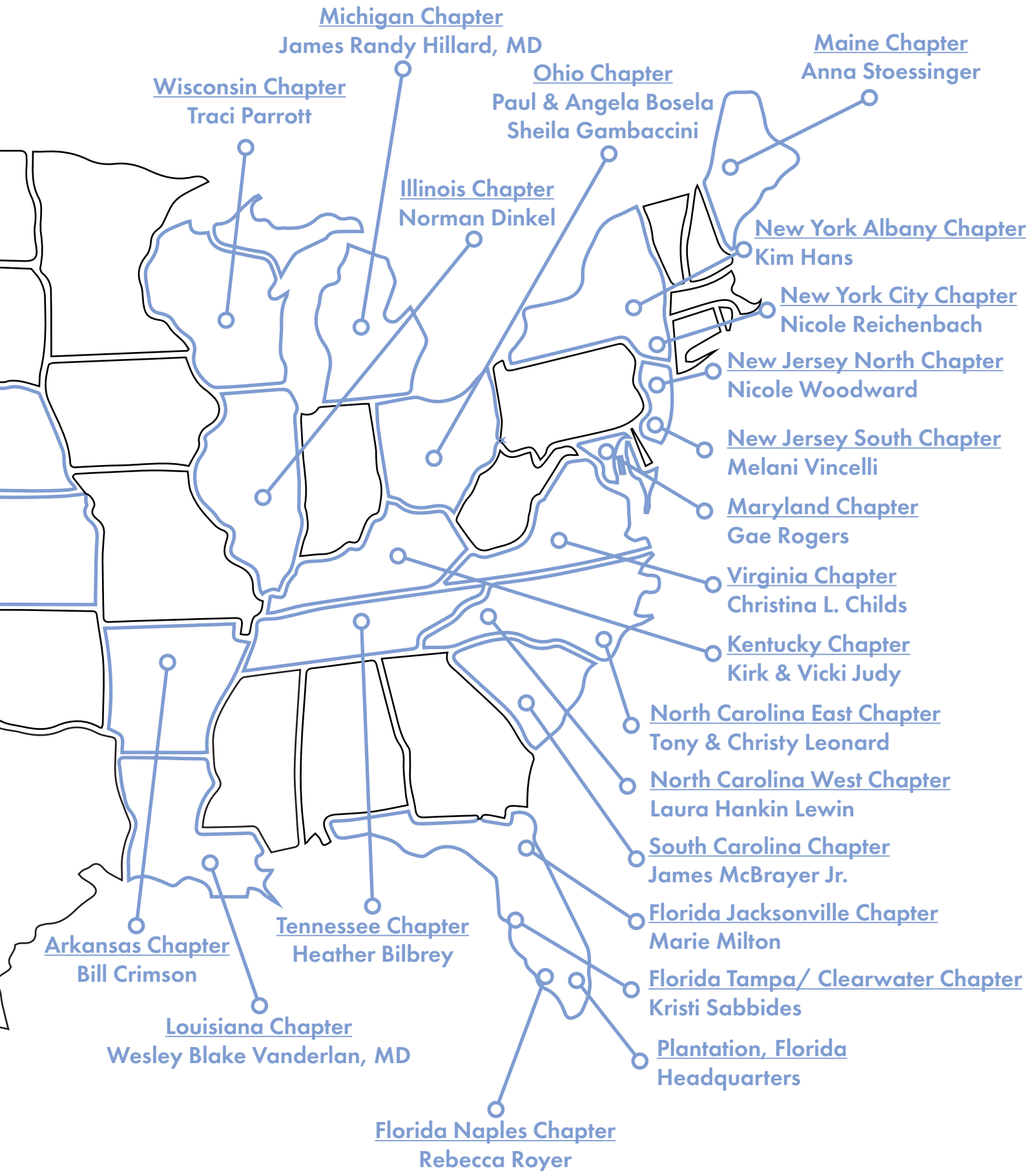
Nebraska Chapter  
Cyndi Ferguson, RN

California Los Angeles Chapter  
Jessica Alcantar

California San Diego Chapter  
Kathleen Clarke-Zumpone

Texas Chapter  
Pamela Pierce







## Goals & Outcomes



Our annual Capitol Hill Advocacy Day is attended by advocates from all over the country. As the first stomach cancer advocacy group, Debbie's Dream Foundation: Curing Stomach Cancer (DDF) is also the only stomach cancer organization to advocate on Capitol Hill. For the past 5 years, advocates have met with Congress to discuss and urge lawmakers to maintain and increase federal funding for stomach cancer research. Solely based on the efforts of DDF advocates, stomach cancer has been added to the Department of Defense's (DoD) Peer Reviewed Cancer Research Program (PRCRP). For the three years that stomach cancer has been included (Fiscal Years 2015-2017) it has received \$18 million in research funding, including \$6 million in 2017 alone.

DDF's advocacy efforts extend beyond the nation's capital through our active participation in groups such as One Voice Against Cancer, The Deadliest Cancers Coalition, Patient Equal Access Coalition, and State Patient Access Coalition. In addition, we help raise awareness about stomach cancer through our annual campaign where we encourage supporters to solicit their local governments to have each state declare the month of November as Curing Stomach Cancer Month. In 2017, Arkansas, Florida, Georgia, Maryland, Michigan, North Carolina, Ohio, Utah, and Wisconsin made the declaration.





September



More than 300 men and women gathered in a Fort Lauderdale ballroom to sing "Happy 50th Birthday Debbie" at the 3rd Annual Dream Big Luncheon. After living nearly a decade with stage IV stomach cancer, DDF Founder Debbie Zelman reached a major life milestone after being told that she only had a 4% chance of living 5 years past her 2009 diagnosis.

June



U.S. House Representative Ileana Ros-Lehtinen acknowledged the hard work and dedication of DDF from the House floor. "Americans diagnosed with stomach cancer face a challenging battle as it is difficult to find reliable information, good treatment, and valuable resources," said Congresswoman Ros-Lehtinen. "DDF works with local communities, businesses, government agencies, and the scientific community to raise awareness about stomach cancer and promote research and cutting-edge treatment to improve the lives of those afflicted with this cancer."

April



Our Community Outreach Initiative, launched in 2016, assists in educating patients, caregivers, physicians, nurses and other healthcare professionals in Broward County about stomach cancer and provides educational resources and support to those who are newly diagnosed or in treatment.

April



New York Yankees Manager Joe Girardi shined a spotlight on DDF's President and Founder Debbie Zelman during a pre-game press conference on April 16, 2017. Girardi, who lost his sister-in-law to stomach cancer, spoke highly of Debbie, DDF, and its mission. "She found out that treatment options were limited, and there probably wasn't a lot of hope because the disease is very difficult to detect," Girardi said of Zelman, "but she's still living today, so obviously she is a miracle."

**Debbie's Dream Foundation awarded a total of  
\$300,000  
in research grants in 2017.**



**\$50,000 Young Fellowship Award**

Haisheng Zhang, PhD  
*Dana-Farber Cancer Institute*  
*RHOA alterations in the development of  
diffuse gastric cancer*



**\$200,000 Career Development Award**

Eunyong Choi, PhD  
*Vanderbilt University Medical Center*  
*A novel metaplastic organoid system for  
studying gastric carcinogenesis*



**\$50,000 Young Fellowship Award**

Karolina Kaczor-Urbanowicz, PhD, DMD  
*University of California, Los Angeles*  
*Salivary *H. pylori* exRNAs as biomarkers  
for gastric cancer detection*

**Past Award Recipients:**

- 2016 - \$150,000 - Elise S. Demitrack, PhD,  
*The Regents of the University of Michigan*  
2016 - \$50,000 - Holly A. Martinson, PhD,  
*University of Alaska Anchorage*  
2015 - \$50,000 - Eirini Pectasides, MD, PhD,  
*Dana-Farber Cancer Institute*  
2015 - \$50,000 - Andrea Zamperone, PhD,  
*Albert Einstein College of Medicine of Yeshiva University*  
2014 - \$50,000 - Dr. David Allison,  
*University of North Carolina – Chapel Hill*

## Grant Recipient Accomplishments



**3 Awards**



**2 Publications**



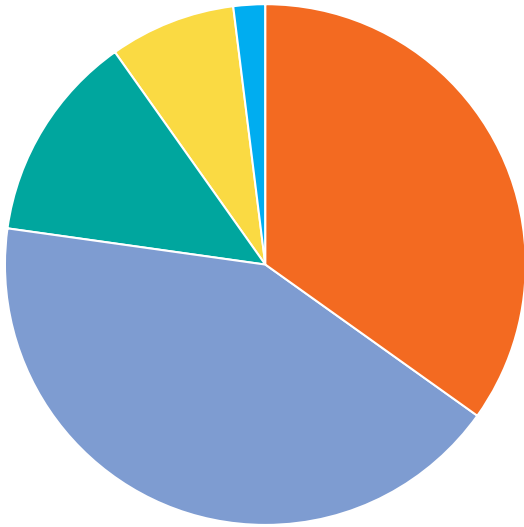
**5 Presentations**



**3 Collaborations**

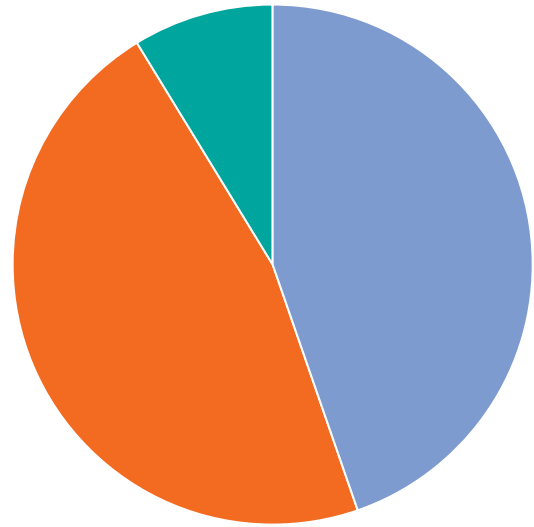


**2 Additional Grants**



**Total Revenue 2017**  
\$1,335,060.78

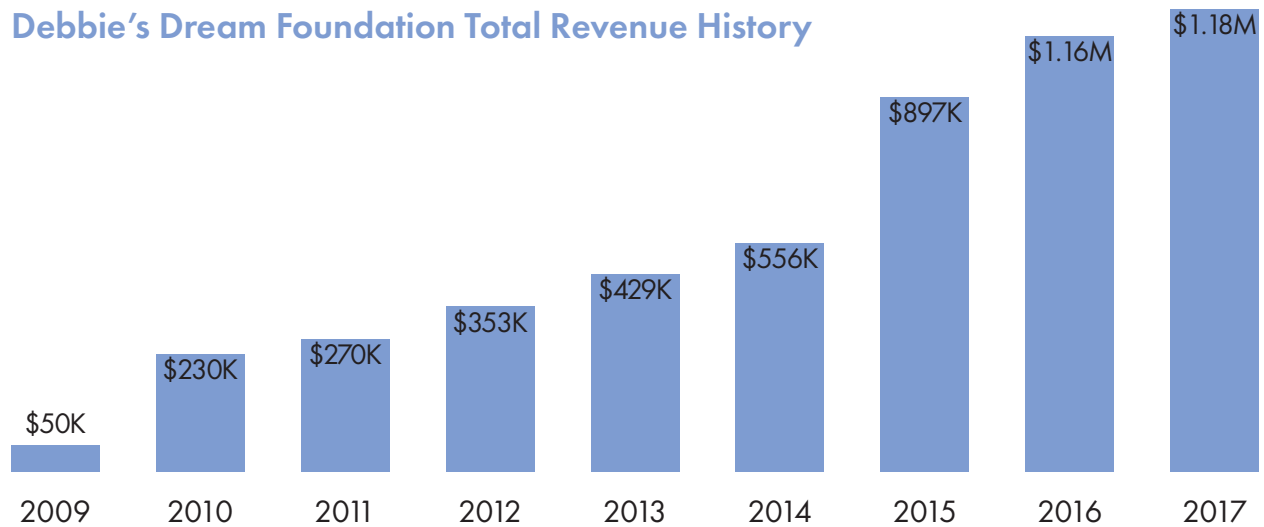
- 42% Events
- 35% Programs
- 13% Memorial/Honorary
- 8% Individual Donations
- 2% Planned Giving



**Total Expenses 2017**  
\$1,019,095.59

- 45% Events
- 46% Programs
- 9% Overhead

## Debbie's Dream Foundation Total Revenue History



## Annual Dream Makers Gala

DDF celebrated its 8th anniversary at the 8th Annual Dream Makers Gala on Saturday, April 29, 2017 at The Diplomat Beach Resort & Spa in Hollywood, Florida. With 572 registrants, over \$335,000 was raised to fund research and benefit stomach cancer patients around the world.



## Night Of Laughter

On Sunday, January 29, 2017, DDF held its 8th Annual Night of Laughter at the Improv Comedy Club at the Seminole Hard Rock Hotel & Casino in Hollywood, Florida. Event Chair Sheri Albert and her committee hosted a sold-out crowd of more than 400 attendees.

## 2017 Miami Marathon and Half Marathon

The Dream Team took on 54 degree winds and rain to run in the 2017 Miami Marathon and Half Marathon for the seventh year in a row on Sunday, January 29, 2017. More than 150 runners were led by Event Co-Chairs Claudia Cusnir and Blake Starr and their committee, as they ran to help raise awareness and advance the fight against stomach cancer.







## Dream Fore a Cure Golf Tournament

Event Chair Jonathan Perillo hosted the Second Annual South Florida Dream Fore a Cure Golf Tournament on November 9, 2017 at the Fort Lauderdale Country Club. Participants enjoyed a beautiful day full of golf, food, and fun. The event raised over \$14,650 and had over 50 golfers, supporters, and volunteers in attendance.

## NC Annual Golf Tournament & Charity Dinner

North Carolina Chapter Leaders Tony and Christy Leonard hosted their 4th Annual Golf Tournament & Charity Dinner at Gates Four Golf & Country Club in Fayetteville, North Carolina on November 4, 2017. The event raised over \$17,000 and had over 90 golfers, supporters, and volunteers in attendance. Many thanks to Chairs Christy and Tony Leonard!



## Ohio's DDF Night

DDF's Ohio Chapter hosted its annual DDF Night on Friday, November 17, 2017 during the Cleveland Cavaliers vs. Los Angeles Clippers game at the Quicken Loans Arena. Chapter Leaders Paul and Angela Bosela, and Sheila Gambaccini welcomed DDF supporters for the 3rd year in a row in recognition of November's designation as Curing Stomach Cancer Month.



## PARTICIPATE



- **Fundraisers and Events** - Turn your passion into action by hosting or attending a fundraising event.
- **Chapters** - Start or join a chapter in your state or area.
- **Patient Resource Mentor** - Become a Patient Resource Education Program (PREP) Mentor and help people just like you who need a little inspiration to keep fighting.
- **Share Your Story** - Share your story or the story of someone you know whether as a patient, family member, friend, loved one, or caregiver to inspire others!
- **Spread Awareness** - Help us get the word out by passing out, emailing, and/or posting information about Debbie's Dream Foundation on Facebook.

## DONATE

- We are able to fund research, promote awareness, and provide education and support services to stomach cancer patients and their families because of generous donations.
- Debbie's Dream Foundation: Curing Stomach Cancer is a 501(c)(3) charity so all donations are tax deductible.
- Debbie's Dream Foundation encourages our supporters to design their own individual fundraising pages. This is a wonderful way to honor a loved one or support fundraising for an event.



## ADVOCATE



- Have November declared as Curing Stomach Cancer Month in your state.
- Contact your elected officials to submit a proclamation request.
- Join DDF advocates and supporters from across the nation in Washington, DC for our Annual DDF Capitol Hill Stomach Cancer Advocacy Day.
- Ask Congress to invest more federal resources in gastric cancer research and to again include stomach cancer as one of the cancers under the PRCRP.

**In Memoriam**

Debbie Zelman, Esq. - Founder

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Andrea Eidelman, Esq.

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**Dream It,  
Believe It,  
Do It!**

**THANK  
YOU!**



**Debbie's Dream Foundation: Curing Stomach Cancer**  
Two South University Drive, Suite 326. Plantation, FL 33324  
(954) 475-1200 | [www.DebbiesDream.org](http://www.DebbiesDream.org)