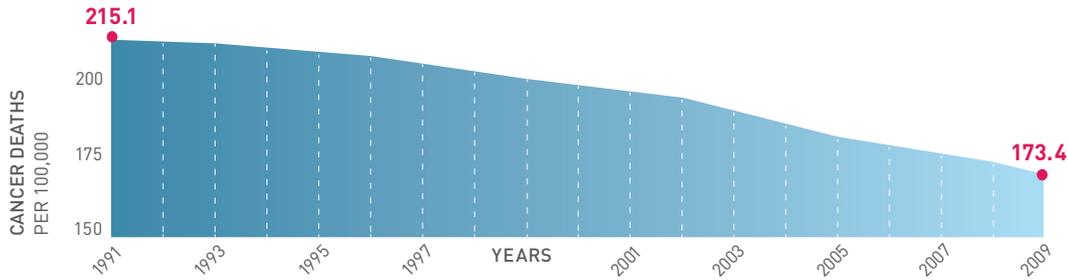


With your help, the American Cancer Society is saving the birthdays that might otherwise be lost to cancer. We are extremely committed to our obligation to spend donor dollars wisely. Here's a year-end glimpse at how your donations helped save lives every day — by the numbers.

THIS YEAR, WE CELEBRATE A 20% DECLINE IN CANCER DEATH RATES SINCE 1991.



HERE'S HOW WE HELPED PEOPLE IN 2012

STAY WELL



We reached our goal of recruiting 300,000 participants for **Cancer Prevention Study-3**, our latest landmark research initiative.



Our **Nutrition and Physical Activity Guidelines** are used to illustrate how weight, nutrition and activity affect cancer risk.



Our **CHANGE grants** provided thousands of screenings to people in under-served communities to combat health disparities.

GET WELL



We provided free lodging at our **Hope Lodge®** facilities for more than 41,000 patients and their caregivers who must travel to treatment.



Cancer Information Specialists provided free information and support to nearly 1 million callers (800-227-2345).



32,000,000 unique visitors came to **cancer.org** for credible, compelling cancer and health-related information.

FIND CURES



Our legacy of funding pioneering research continues: A 47th Society-funded researcher won the **Nobel Prize**, the highest accolade a scientist can receive.



Our annual **Cancer Facts and Figures** publication presents the most current trends in cancer occurrence, survival, prevention, early detection, and treatment.



We spent an estimated \$160.1 million on **research and health professional training**.

FIGHT BACK



We granted \$25M+ to the American Cancer Society **Cancer Action Network™** to ensure lawmakers make cancer a top national priority.



Relay For Life®, the world's largest movement to end cancer, engaged 4 million people in 6,000 communities across 20 countries.

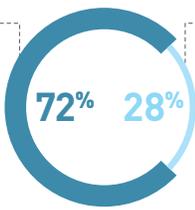


Our **Making Strides Against Breast Cancer** walks turned awareness into action by engaging 1 million people to raise \$60 million.

HERE'S HOW WE SPENT THE MONEY

PROGRAM SERVICES

- CANCER RESEARCH | \$160M
- PATIENT SUPPORT | \$304M
- PREVENTION INFO & EDU. | \$153M
- DETECTION & TREATMENT | \$97M



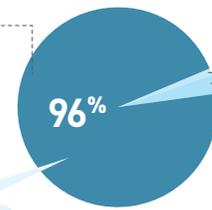
SUPPORTING SERVICES

- \$59M | MGMT. & GEN. EXPENSES
- \$218M | FUNDRAISING EXPENSES

AND WHERE IT CAME FROM

PEOPLE LIKE YOU

- SPECIAL EVENTS
- PERSONAL GIFTS
- CORPORATE GIFTS
- BEQUESTS
- ETC.



- 1% GRANTS AND CONTRACTS FROM GOVERNMENT AGENCIES
- 3% INVESTMENT INCOME

Many of these donors were individuals who gave an **average gift of just \$50** to help those affected by cancer.

SUPPORT THE AMERICAN CANCER SOCIETY

100 years ago, we began the fight of a lifetime. Today, you can join us to help finish the fight. When you support the American Cancer Society, you join millions of others who are committed to the fight to end cancer. You help save lives in your community and around the world. Thank you for supporting these lifesaving efforts that get us closer to a world with less cancer and more birthdays.

- Learn More** // cancer.org
- Volunteer** // cancer.org/getinvolved
- Donate** // cancer.org/donate



THE OFFICIAL SPONSOR OF BIRTHDAYS®

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