

Project Life Movement Annual Report

FY 2018 - July 1, 2017-June 30, 2018



Welcome

Dear Friends,

At Project Life Movement, we operate with a laser focus. Our sole mission is to recruit young, healthy, diverse people to join the national bone marrow registry on college campuses. Why? Because a stem cell and marrow transplant can cure diseases such as leukemia, lymphoma and sickle cell disease. Our goal is to ensure that all patients, regardless of race, receive the lifesaving “miracle match” that they deserve.

This report provides a snapshot of the work that you made possible throughout the past year.

Thanks to you, Project Life Movement has:

- ❖ Grown the national registry through educational programming on college campuses
- ❖ Recruited people of diverse ancestry so that everyone has access to lifesaving treatment
- ❖ Recruited dynamic new leadership to both our board and staff

As you read through this report, we hope that you will pause and reflect on the fact that these accomplishments are made possible thanks to your partnership. Your generosity and compassion are made visible through this lifesaving work.

On behalf of the patients and their families who are served by Project Life Movement, we thank you.

Dean Thompson
Executive Director

Meredith Shorkey
Board Chair-FY 2018

Why Project Life Movement?

Simply stated, we are a national movement whose mission is to increase the potential pool of bone marrow donors by registering college students with a simple cheek swab.

Why? Because every day 20,000 patients are searching for a matching donor, but less than half will find their match. Minorities are underrepresented on the registry, creating a large healthcare inequity for some groups.

Bottom line, Project Life Movement is committed to ensuring that every person needing a transplant will have the same chance of finding their miracle match.

Why Project Life Movement?

To ensure equal outcomes for all

Every day 20,000 patients need a bone marrow transplant. **Less than half will find their match.**

The need is greater for some races. **Project Life Movement works to ensure equal outcomes for all.**



Hispanic/Latino

45%

Find a
matching donor



Asian American

40%

Find a
matching donor



African American

25%

Find a
matching donor



Multiracial

25%

Find a
matching donor

Why Project Life Movement?

To ensure equal outcomes for all

“Because younger donors provide better results than older donors, and more minority donors are desperately needed to fulfill the needs of potential recipients, Project Life Movement has the exciting potential to provide better donors for more patients.”



Project Life National Ambassador and Carolina Panther Luke Kuechly with students at a Boston College drive

Dr. Edward Copelan, MD/FACP, Chairman, Department of Hematologic Oncology & Blood Disorders, Levine Cancer Institute, Atrium Health and Project Life Movement board member

How We Operate

Project Life Movement is a coalition of colleges and athletic conferences that empowers student leaders to host campus drives and recruit their classmates to join the global registry.

Donors register at the youngest age possible - 18 - and remain on the registry until the age of 61.

We make it simple for students by traveling to campus with marketing materials and educational tools.



Duke University students swab to save at a campus drive.

Achievements

Grew the Global Registry

Project Life Movement helps to save lives and cure diseases such as leukemia, lymphoma and sickle cell anemia by growing the number of potential bone marrow donors on the global registry. For many patients, a bone marrow transplant is the only treatment option.

During FY 2018, Project Life Movement worked to increase the awareness of this need and grew the registry by:

- ❖ Adding **2,000** new donors
- ❖ Recruiting nearly **1, 000** donors of diverse ancestry
- ❖ Organizing **65** student-led drives
- ❖ Educating **6,000** students about the need to increase the registry
- ❖ Partnering with **25** historically black colleges and universities to recruit diverse donors

Grew the Global Registry

Partnership and collaboration are key to our success. Project Life Movement has affiliations with athletic conferences across the country to build the national registry for a diverse registry base.



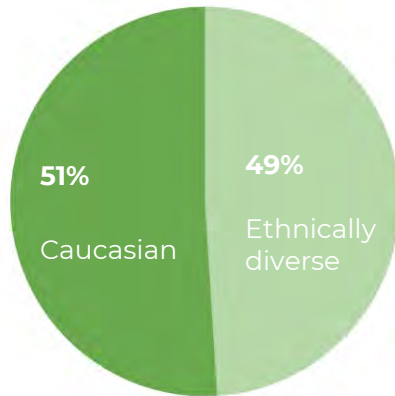
-  Atlantic Coast Conference (ACC)
-  Central Intercollegiate Athletic Association (CIAA)
-  Southwestern Athletic Conference (SWAC)
-  Big South
-  Southern Conference (SOCON)
-  Atlantic Sun (ASUN)
-  Mid-Eastern Athletic Conference (MEAC)

Added diverse registrants

Focusing on students is a **smart** model.

By working with colleges and universities, we grow the registry with young, healthy, and diverse people. Our partnership with historically black colleges and universities provides the opportunity to focus our recruitment on building a more diverse registry.

As a result of this focus and effort, Project Life Movement has added donors to the registry that are:



Recruited New Leadership

Project Life Movement is well - positioned for continued growth with the addition of dedicated and proven leaders who share passion for the organization's mission. We excited to announce the we have added the following leaders to our FY19 board and our staff.



Mr. Ed Balogh
COO
Ridgmont Equity Partners



Mr. David Darnell
Retired Vice Chairman
Bank of America



Ms. Mary Dowd
Chief Strategy Officer
The Cardea Group



Ms. Dean Thompson
Executive Director
Project Life Movement

Strength in Board Leadership – FY18

Mrs. Meredith Shorkey

Board Chair

Mr. Steve Luquire

Past Chair

Mr. John Ramey

Treasurer

Mrs. Debbie Ferrell

Secretary

Mr. Steve Ball

Mr. Shamaree Brown

Dr. Paulette Bryant

Dr. Edward Copelan

Mr. Steve DeGeorge

Mrs. Debbie Ferrell

Mrs. Maggie Franklin

Mr. Steve Lewis

Mr. Mike London

Mr. Prem Manjooran

Ms. Sherika Montgomery

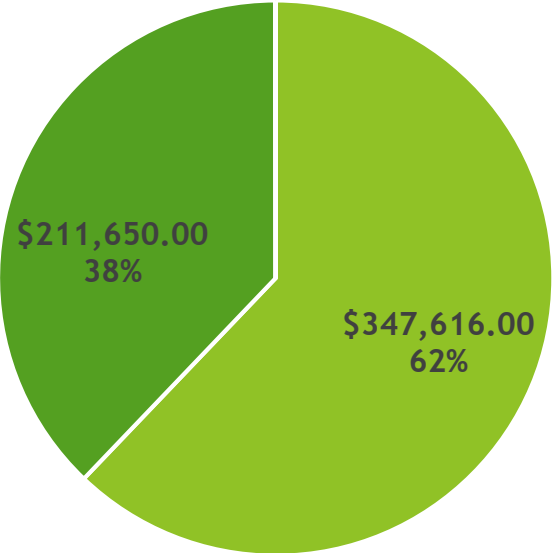
Mr. Danny Morrison

Dr. Philip Roehrs

Mr. Matt Snyder

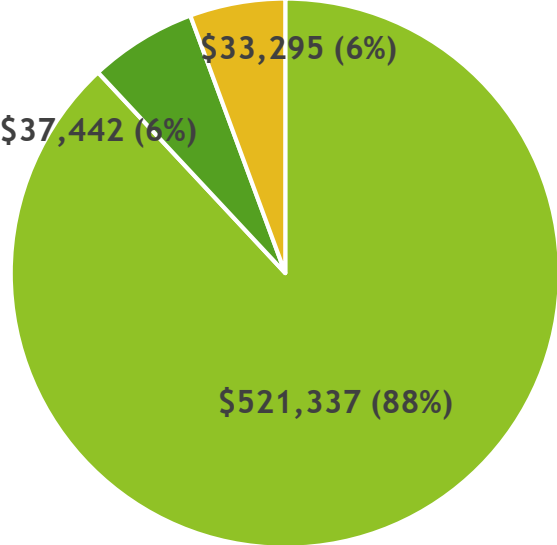
Financials

Revenue



- Contributions
- Contributed services & materials

Expenses



- Program Services
- Management and General
- Fundraising

Donations and Support

With Thanks

Individual Donors

Mr. and Mrs. Andrew Ball

Mrs. Joanne Ball

Mr. and Mrs. Steve Ball

Ms. Carla Burkhardt

Dr. Edward Copelan

Mr. Douglas Cohen

Mr. and Mrs. Richard Craver

Mr. Steven Darnell

Mr. and Mrs. Steve DeCarlos

Mrs. Debbie Ferrell

Mr. and Mrs. Thomas Finke

Mrs. Maggie Franklin

Mr. and Mrs. Keith Freno

Mr. and Mrs. Michael Freno

Mr. and Mrs. William Gallagher

Mr. and Mrs. Michael Guthrie

Mr. and Mrs. Edward Henegar

Mr. and Mrs. Kevin Kennelly

Dr. and Mrs. Kevin Kline

Mr. Steve Luquire

Mr. and Mrs. Brian Marley

Mr. Prem Manjooran

Mr. and Mrs. Chris Minielly

Ms. Sherika Montgomery

Mr. and Mrs. Brad Lambert

Mr. Eddie Poe

Mr. and Mrs. John Ramey

Mr. and Mrs. Ernie Reigel

Mr. Wayne Robinson

Mr. and Mrs. Casey Rogers

Mr. Robert Rostan

Mrs. Meredith Shorkey

Ms. Dean Thompson

Mrs. Jerrie Thompson

Dr. and Mrs. Richard Yevak

With Gratitude

Foundation Donations



Pappas Family Foundation



Corporate Donations



In-Kind Donations



"Most of us don't realize we possess a phenomenal gift that could save a life. We can't produce it on our own for it is a gift that only God gives. Project Life Movement encourages us to share that gift to preserve another's life and we are proud to partner on such an important mission. The best match was not found for our daughter Kelsea, but perhaps one day through our collective efforts many lives will be saved."



Cynthia Randolph, mother of Kelsea Randolph (pictured) who passed away in 2017.

Project Life Movement Staff

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Director of Marketing & Communications

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Mr. Dorian Edwards

Campus Coordinator

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To learn more about Project Life Movement or to make donation, please visit our website www.ProjectLifeMovement.org.



Thank you!