EMPOWERING the Community

OVARIAN CANCER IS MORE THAN A WOMAN’S DISEASE®
MISSION
The Mission of the National Ovarian Cancer Coalition (NOCC) is to save lives by fighting tirelessly to prevent and cure ovarian cancer, and to improve the quality of life for survivors.

VISION
The Vision of the NOCC is to be the premier public health organization in the United States dedicated to saving and improving the lives of women affected by ovarian cancer. The organization is dedicated to consistently producing and distributing high quality resources that include current information and developments about the four aspects of cancer care: risk assessment, diagnosis, prognosis, and treatment. The NOCC is committed to creating access to such information to benefit the ovarian cancer community, including Survivors, caregivers, loved ones, health care providers, and the general public.

PHILOSOPHY
When a woman is diagnosed with ovarian cancer, the impacts echo throughout her family, and the entire community. Indeed, Ovarian Cancer is More Than a Woman’s Disease®. For a disease in which there is no early detection test, education and awareness of symptoms are imperative. This reality underscores the importance of the NOCC’s education and awareness program and initiatives, which have helped the NOCC work towards shifting ovarian cancer from a disease, to a cause. Through a network of chapter offices and volunteers in communities nationwide, NOCC programs and initiatives bring greater awareness of this devastating disease to women, with the hope of prompting early detection and diagnosis, and less adverse impact on lives. Included in this effort is NOCC’s ongoing advocacy to elected officials on behalf of funding ovarian cancer research. With tireless dedication, the NOCC continues to be uniquely positioned to lead the ovarian cancer community in creating the momentum necessary to improve ovarian cancer mortality rates.

ABOUT THE NATIONAL OVARIAN CANCER COALITION
For nearly 25 years, the NOCC has been committed to raising awareness, promoting education, and funding research in support of women, families, and communities touched by ovarian cancer. The NOCC is well-established as an important national advocate for patients and families struggling with this insidious disease, and remains steadfast in its mission to save lives by fighting tirelessly to prevent and cure ovarian cancer, and to improve the quality of life for survivors. NOCC programs and initiatives offer many opportunities for Survivors and loved ones to share their personal experiences and find support from each other. A strong community has been formed, which offers hope and strength throughout each journey. For more information about the NOCC, please visit www.ovarian.org, and follow the NOCC’s active community engagement on Facebook, Twitter, Instagram, Pinterest, and YouTube.
OVER THE YEARS WE’VE COME TOGETHER, A UNITED VOICE AGAINST OVARIAN CANCER. The impact of the National Ovarian Cancer Coalition is all about you. It is your commitment to the cause and support of NOCC programs and initiatives that empower and care for the community. Together we will continue to fight the battle against ovarian cancer, and eventually, we will win.

Thanks to you, NOCC is the largest, full-service ovarian organization of its kind in the world. With the strength and scope of offices, chapters, volunteers, and ambassadors in cities and towns nationwide, we stand ready to support you and your loved ones, when we are needed.

The passion you and others have for the ovarian cause is yielding amazing results:

- Run/Walk to Break the Silence on Ovarian Cancer® events garner the support of nearly 30,000 participants annually;
- Faces of Hope® Totes and Packets for newly-diagnosed women are distributed to patients in more than 200 key health care institutions;
- Millions of pieces of NOCC literature have been distributed over 20 years of our Teal Initiative education and awareness programs;
- RESEARCH • IN • ACTIONSM, NOCC’s expanded research platform, is helping to fund the first Stand Up To Cancer Ovarian Cancer Dream Team;
- Our National Conference has been attended by thousands of community members for nearly 20 years.

THANK YOU FOR MAKING ALL OF THIS AND MORE POSSIBLE!

Your support empowers and provides HOPE for those who are suffering – the HOPE that together we will change the course of this insidious disease.

Our best to you,
David and Wendy

David Barley
Wendy Homer

DAVID BARLEY
Chief Executive Officer

WENDY HOMER
Board Chair
THE RUN/WALK TO BREAK THE SILENCE ON OVARIAN CANCER® NOCC’S SIGNATURE EVENT. The Run/Walk events are hosted annually by NOCC chapters in communities across the country. These events increase awareness, honor those affected by ovarian cancer, and raise funds to support the NOCC’s local and national programs and initiatives. Through these events the community is strengthened and empowered, as Survivors are honored and those lost to the disease are remembered. This spirit continues with the ongoing participation of both groups and teams, even after a loved one is lost.

STATISTICS OVER THE PAST 5 YEARS...

- More than 3,600 Survivors were honored
- 113,961 people participated to Break the Silence on Ovarian Cancer®
- 7,443 Teams fought for the cause
- 2,844 Volunteers supported the Run/Walks
“We had an amazing experience raising funds, awareness, and support for the NOCC New Hampshire Chapter’s Run/Walk event. It is important to raise awareness for a cancer that often goes undetected for far too long, giving patients a slim chance at recovery. The people I have come to know are fighters, and my passion is to honor them, learn from their experiences, and raise awareness of their struggles.”  
KATHLEEN Q., NEW HAMPSHIRE CHAPTER

“Attending the annual Run/Walk promotes awareness. Through funds raised, support of friends and relatives, and advertisements on local media, the event not only provides support to Survivors, caregivers, and loved ones in a fun way, but also provides for the opportunity to talk about the symptoms and the future of this deadly disease.”
JENNIFER L., IOWA CHAPTER

“As a ten-year Survivor of ovarian cancer, I have participated in the NOCC’s annual Run/Walk for the past 6 years. I named my team “Paula’s Pillars” because that is exactly what they are, my pillars. They have walked in the rain, volunteered to help with the event, and if they cannot physically be there, they make generous contributions to NOCC.”  
PAULA K., CENTRAL MARYLAND CHAPTER

“Over the past 27 years of my ovarian cancer journey, I have been supported and loved by family and dear friends. I “unofficially” referred to them as my Lucky Charmz. In 2013, in honor of my 25th Cancer Anniversary, we became “official” and registered Team LUCKY CHARMZ at the Philadelphia Run/Walk to Break the Silence on Ovarian Cancer®. We walk, run, and push baby coaches! We cheer and tear. Those who cannot attend wear NOCC team shirts to generate awareness! Others support the cause with financial donations. My family and friends have always been a team in my heart, but now we show it at the NOCC Run/Walk!”
GINNY T., DELAWARE VALLEY CHAPTER
A woman’s chance of dying from ovarian cancer in her lifetime is approximately 1 in 100.**

**THE SILENT KILLER,** ovarian cancer is the deadliest of all gynecologic cancers.

ONLY 44.6% OF WOMEN SURVIVE FIVE YEARS OR MORE AFTER BEING DIAGNOSED WITH OVARIAN CANCER.*

CURRENT OVARIAN CANCER STATISTICS

A WOMAN’S RISK OF GETTING OVARIAN CANCER during her lifetime is about 1 IN 75**

A woman’s chance of dying from ovarian cancer in her lifetime is approximately 1 in 100.**

APPROXIMATELY 21,000 WOMEN WILL BE DIAGNOSED WITH OVARIAN CANCER IN THE UNITED STATES IN 2015**

AN ESTIMATED 14,000 WOMEN WILL LOSE THEIR LIVES TO OVARIAN CANCER IN THE UNITED STATES IN 2015.**

WHEN OVARIAN CANCER IS DETECTED EARLY, AT A LOCALIZED STAGE, THE 5-YEAR SURVIVAL RATE EXCEEDS 90%**

*National Cancer Institute  ** American Cancer Society
THE NATIONAL OVARIAN CANCER COALITION SUPPORTS OVARIAN CANCER PATIENTS AND THEIR FAMILIES BEGINNING AT THE TIME OF DIAGNOSIS. Offering important information and resources, TEAL Totes® & Packets are filled with educational materials and comfort items that provide encouragement immediately following a diagnosis of ovarian cancer. This program is managed by an NOCC Survivor, whose approach offers guidance and care to those who are beginning their journeys with ovarian cancer. In addition, the Totes and Packets are often assembled by volunteers, many of whom are themselves Survivors. To wear “teal” is to advocate awareness of the symptoms of ovarian cancer, and the TAKE EARLY ACTION AND LIVE. Through supportive resources, we provide hope for those who live with ovarian cancer.

STATISTICS - 2013/2014

- TEAL Totes Distributed: 4,084
- TEAL Packets Distributed: 1,163

When the Program started, in 2011, there were only 15 facilities enrolled in the Faces of Hope® Program. Currently, there are more than 200 facilities throughout the country enrolled in the program.

TESTIMONIALS

“I love my Faces of Hope TEAL Tote from NOCC. I feel like it holds all the support of those who have battled ovarian cancer before me. And when I see others with the same bag, I know they are going through the same battle I am, and are part of the Teal Sisterhood! I pack it full of the tools I need for chemo each week. The blanket, lotion, lip balm, and other items in the bag have been especially helpful to have during treatment. It’s like someone knew exactly what I was going need!” – Rhonda B., Dallas, TX

“I have given out the Teal Totes® and the reaction of the recipient has always been the same….amazed! The patients have been very appreciative to receive the lovely packages and are thrilled with the contents as well, especially the warm, cozy blanket. I feel privileged giving out the totes and love witnessing how thrilled the patients are when they receive them.” – Mary F., Cancer Treatment Centers of America, Philadelphia, PA

“I am so appreciative of the TEAL Totes that have been provided for our ovarian cancer patients. One patient stated that the blanket was an excellent gift that she will take with her to the doctor’s office since she is frequently cold. We look forward to receiving more of these bags for our ovarian cancer patients.” – Cheretha H., Patient Navigator at Norton Cancer Institute, Louisville, KY
Every year, the presiding United States President proclaims the month of September “National Ovarian Cancer Awareness Month.” During September, as well as throughout the year, the NOCC is actively engaged in hosting and coordinating a wide variety of awareness initiatives. These including health fairs, speaker’s bureau presentations, and public service announcements, working tirelessly to share the key message: “Take Early Action and Live®” (TEAL). The TEAL Initiative events inform, motivate, and EMPOWER COMMUNITY.

Speaker’s Bureau Presentations
The NOCC delivers presentations across the country to educate audiences about ovarian cancer. Speakers share information about symptoms and treatments, as well as inform how to become involved with NOCC through the many local chapters across the country. Presentations are hosted at a variety of venues, including the workplace, community associations, and conferences.

Health Fairs
NOCC Chapters participate in community awareness and education events across the country throughout the year. These events enable us to educate women, their loved ones and caregivers, as well as the healthcare community.

Educational Literature & Community
NOCC is the national leader in the production and distribution of educational literature about ovarian cancer, treatment and quality of life issues.
NEW RESEARCH INITIATIVE: In 2014, NOCC affirmed its commitment to research with the newest RESEARCH • IN • ACTION℠ Initiative. In collaboration with Stand Up To Cancer, and the American Association for Cancer Research, along with partners Ovarian Cancer National Alliance and Ovarian Cancer Research Fund, the NOCC committed to supporting the “Ovarian Cancer Dream Team,” the first of its kind in the history of ovarian cancer research. This inter-disciplinary team consists of the best and brightest scientists, researchers, and medical experts, worldwide.

Alan D’Andrea, MD, co-director of the Gene Therapy Center at Dana-Farber Cancer Institute in Boston, and the Fuller-American Cancer Society professor of Medicine at Harvard Medical School, will lead the Dream Team. Elizabeth M. Swisher, MD, professor in the Department of Obstetrics and Gynecology at the University of Washington in Seattle, will be co-leader.

The Dream Team’s area of study, a three-year endeavor beginning in July 2015, is entitled “DNA Repair Therapies for Ovarian Cancer.” This area of focus will emphasize the defects in DNA repair that have been identified as a common weakness in ovarian cancer. The approach will inform the application of immunotherapy, which is treatment that uses the body’s own immune system to help fight cancer. The team will also emphasize prevention and early detection of the disease.

The NOCC’s commitment to fund the Dream Team is in support of the principles associated with bringing together innovative scientists and medical experts on the disease, with the goal of working towards improved patient outcomes that can save lives now. The NOCC is thrilled to be funding this landmark research venture, and the promise of leading-edge, ovarian cancer research.

OTHER RESEARCH INITIATIVES: Some of the recent research projects supported by the NOCC have included the Ann Schreiber Ovarian Cancer Research Training Program of Excellence: A Study by Dr. Ruth Perets, M.D., Ph.D., about the fallopian tubes as the origin of ovarian cancer, and the GOG-0225, also known as the LIvES Study (Lifestyle Intervention for Ovarian Cancer Enhanced Survival), conducted by the University of Arizona Cancer Center.
The conference also featured “Ova-Vu®,” a panel which provided Survivors with emotional support by means of a group discussion that encouraged, informed, and supported patients, their caregivers, and loved ones. Moderated by Grammy and Tony Award Nominee, and NOCC National Spokesperson, Valisia Lekae, Ova-Vu® participants included the following ovarian cancer Survivors: Valisia LeKae, Broadway Star of “Motown The Musical;” the late Diem Brown, MTV reality show cast member and founder of MedGift; Jenny Allen, author and comedian; Zereana Jess-Huff, Mrs. Maryland 2014; and Katya Lezin, author and inspirational speaker. By sharing details of their own ovarian cancer journeys, this panel of Survivors offered emotional, motivational, and inspirational support to conference attendees.

NATIONAL OVARIAN CANCER COALITION CONFERENCE: In 2014, the NOCC hosted its National Conference at the “M” Resort Spa & Casino in Las Vegas. The theme of the event was “Forge the Frontier®,” and featured the “Ovarian Cancer Survivors Course,” presented by NOCC partner, the Foundation for Women’s Cancer. Course sessions were facilitated by many of the nation’s leading gynecologic oncologists and ovarian cancer experts, and provided attendees with the latest information about ovarian cancer treatment options, research, and quality of life strategies.

Welcome, to the Inaugural “Ova-Vu”
Your Hosts:
Valisia LeKae, Moderator & Co-Host
Katya Lezin, Co-Host
Diem Brown, Co-Host
Jenny Allen, Co-Host
Zereana Jess-Huff, Co-Host

NEW YORK CITY’S ROCKEFELLER CENTER SHOWCASE WINDOW

Throughout the month of August 2014, the NOCC was featured in the highly coveted showcase window at 10 Rockefeller Plaza, in midtown Manhattan. EHE International, an historic preventative healthcare company, dedicated to proactive health care management, donates the window space to feature a non-profit organization each month. NOCC’s window display included the PSA entitled, “Know Your Body, Know Your Risk,” featuring Valisia LeKae. The video, produced and contributed by NOCC’s partner, The Mount Sinai Hospital, on behalf of the Mount Sinai’s Ovarian Cancer Risk Assessment Program, highlights the importance of knowing your risk for the disease as a key to ovarian cancer prevention.
Ovarian.org website

In 2013/2014, 679,277 people visited NOCC’s website, consisting of nearly 2 million page views. Traffic referred to ovarian.org from a paid search source increased by 708.53% from 2013 to 2014. This was due, in part, to the facilitation of the Google Ad Grant. This grant offers non-profit organizations in-kind AdWords™ advertising, the ability to promote their missions and initiatives on Google search result pages. Traffic referred from social media promotion increased significantly from 2013 to 2014.

WhyTeal.org microsite

In 2014, hashtag feeds were added to NOCC’s whyteal.org microsite, allowing online visitors to view all social media activities in a single location. Accessible on the site are “Shareables,” which are ovarian cancer awareness graphics that visitors can easily share through their social media accounts.

SOCIAL MEDIA

NOCC National Facebook Account

From January 2013 through December 2014, the number of followers on the NOCC National Facebook page increased by 83.83%. As of 2014, there were a total of more than 60,000 NOCC Facebook followers. The NOCC continues to enjoy a robust level of social media activity, which remains an important area of engagement and communication for the ovarian cancer community.

NOCC National Twitter Account

has 6,647 followers. Including all individual Chapter Twitter accounts, the NOCC has a total of 9,989 followers on Twitter.

NOCC National Instagram Account

was created in May of 2014. There are a total of 2,109 followers both on the National and Chapter Instagram accounts combined.
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3,600 Survivors Honored

575,268 Pieces of Literature and Ovarian Cancer Awareness Items Distributed

113,961 Run/Walk Participants

7,443 Run/Walk Teams

2,844 Run/Walk Volunteers

679,277 Website Visitors

2 Million Website Page Views

42,421 Facebook followers

9,822 Twitter followers

2,109 Instagram followers

225 2014 Conference Attendees

338 Health Fairs

4,084 Teal Totes Distributed

209 Facilities Enrolled in the Faces of Hope® Program

1,163 Teal Packets Distributed

88 September Awareness Events

225 2014 Conference Attendees

338 Health Fairs
The National Ovarian Cancer Coalition remains committed to its mission and to making an impact. In 2014, 79.3% of funds raised were used for NOCC national and local programs and initiatives, and the remaining 20.7% of funds were allocated for administrative expenses.

Note: The figures represented for 2013 have been independently audited. The figures represented for 2014 have yet to be independently audited.

Thank you to our sponsors, donors, and volunteers for helping support the many NOCC programs and initiatives nationwide. With your assistance we will continue to work to raise awareness, promote education, improve the quality of life for Survivors, as well as fund ovarian cancer research.

Please know that without the ongoing support of the community, the NOCC would be unable to continue to make an impact, and to save lives. Together we will continue to make a difference in the lives we touch!
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THANK YOU, TO NOCC’S NATIONAL FRIENDS & SUPPORTERS!

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