

# 4K for Cancer Media Kit



the  
**ULMAN**  
CANCER  
fund for  
**YOUNG**  
ADULTS

## The Ulman Cancer Fund for Young Adults History

The Ulman Cancer Fund for Young Adults (UCF) was created by Doug Ulman and his family in 1997 after Doug was diagnosed with cancer during college and had difficulty finding resources for people his age. Frustrated by the void, the Ulman Family established UCF to create a community of support for young adults (ages 15 – 39) and families facing cancer.

## About UCF

A leading voice in the young adult cancer movement, UCF has been working since 1997 at both the community level and with our national partners to raise awareness of the young adult cancer issues, and at a local level to ensure that no young adult faces cancer alone. The mission of UCF is to change lives by creating a community of support for young adults, and their loved ones, impacted by cancer.

## Cancer in the Young Adult Population

Today, cancer is the leading disease among individuals who are 20 to 39 years old. And despite advances in prevention, early detection, and treatment, there has been no improvement in survival rates for this age group within the last 30 years. Annually, more than 70,000 young adults are diagnosed with cancer. According to the National Cancer Institute, the cancers most commonly diagnosed in young adults are: lymphoma, leukemia, germ cell tumors, melanoma, sarcomas, breast cancer, cervical cancer, liver cancer, thyroid cancer, and colorectal cancer.

### OUR MISSION

We change lives by creating a community of support for young adults, and their loved ones, impacted by cancer.

### OUR VISION

We envision a world in which no young adult faces cancer alone.

### OUR VALUES

These are the values that drive and define our work with young adults and their loved ones impacted by cancer:





### **Ride**

Over 70 days each summer, 90 riders will embark 4,000+ miles from Baltimore, MD to their destination cities, Seattle, Portland, or San Francisco. Each team consists of about 25-30 cyclists.

### **Run**

Over 49 days each summer, 90 runners will embark 4,000+ miles from San Francisco, CA to their destination cities, Baltimore, Boston, or New York City. Each team consists of about 25-30 runners.

- Participants raise a minimum of \$4,500 for UCF
- Teams are hosted by local communities, in schools, churches, and community centers, where they have a chance to interact with their hosts and share their cancer connections
- Rest days are spent visiting local hospitals to offer support to patients and families. Participants also have a chance to learn more about cancer treatment during these visits, meeting with doctors, nurses, and social workers
- Along the way, each team also awards two college scholarships to young adults impacted by cancer

Since its inception the 4K for Cancer has raised over \$6 million and covered 100,000 miles in the fight against cancer!

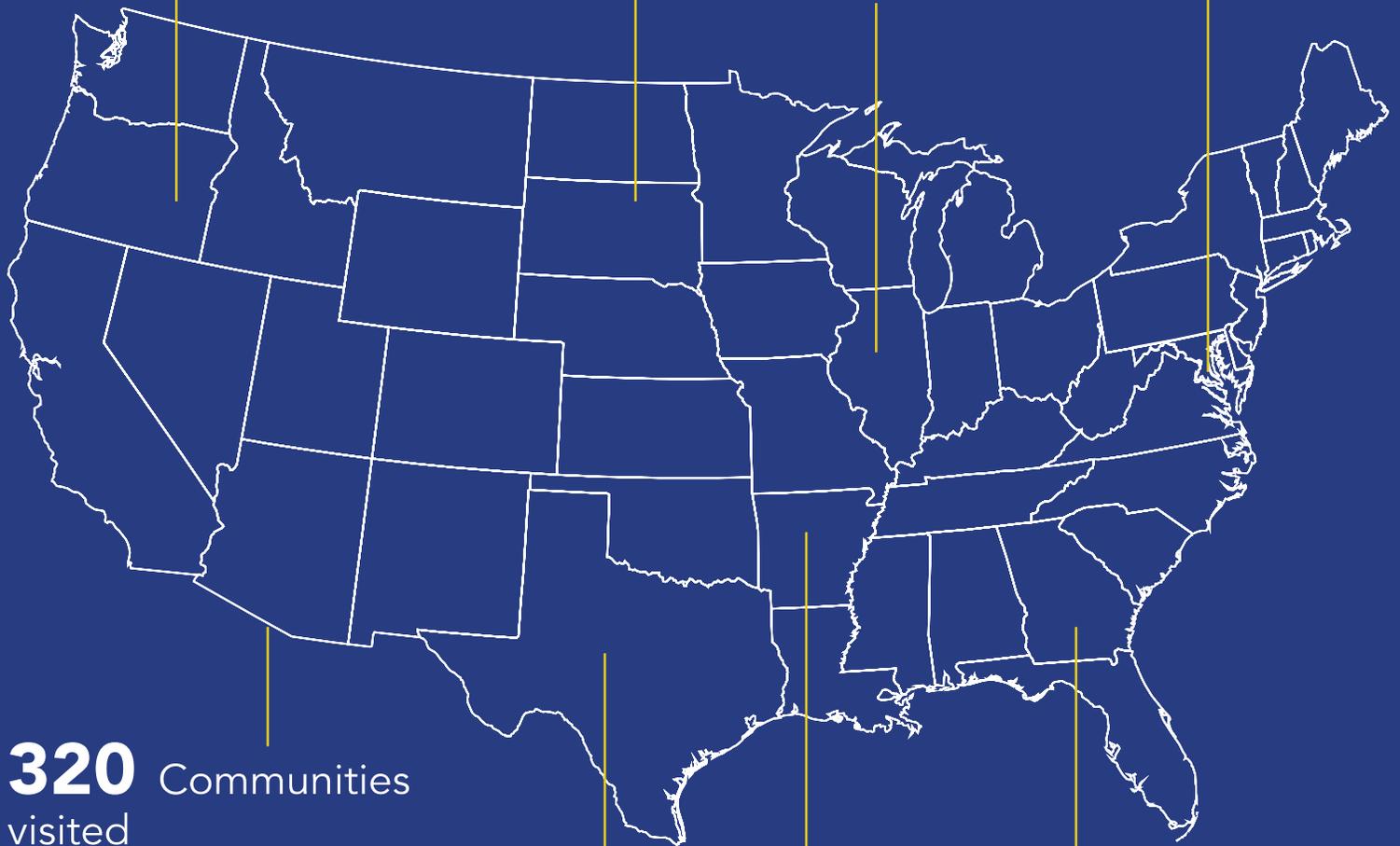
# 4K by the numbers

**22,500** Miles covered  
between 6 teams

over **\$5**  
Million raised  
since 2002

Participants from **38**  
States

**974** all  
time finishers



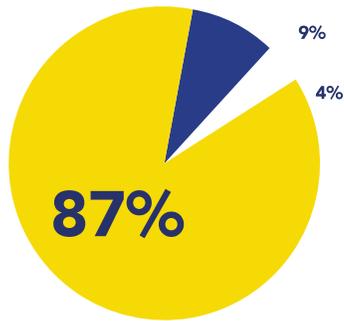
**320** Communities  
visited

**28** States traveled  
through in 2016

**250+** Chemo care bags  
delivered to hospitals and patients

**100%** of participants said the  
4k was a life changing experience

# Where the Money Goes



87% Programs

4% Management & General Expenses

9% Fundraising

## How It Supports Our Mission

Onsite Young Adult Patient Navigation Programs



Young Adult Scholarships



Chemo Care Bags



Remote Patient Navigation Program



The UCF House



No Way! It Can't Be – A Guidebook for Young Adults Facing Cancer



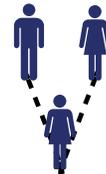
Cancer to 5K Training Program



4K for Cancer Community Service, Education, and Outreach



Young Adult Specific Support Group & Events



UCF is proud to have many accomplishments in the young adult cancer movement. Our success would not have been possible without the generosity of our donors and fundraisers:

- Awarding over \$650,000 in college scholarships to young adults impacted by cancer across the country
- Distributing over 15,000 guidebooks to individuals and cancer centers in all 50 U.S. states
- Responsibly allocating over 80% of all our spending towards mission-related programs
- Helping over 600 recently diagnosed young adult patients navigate their cancer experience every year
- Training over 200 cancer survivors through our free 12 week Cancer to 5K program

# 15+ Years Of Service

- 1996** - Doug Ulman diagnosed with cancer (chondrosarcoma) as a sophomore at Brown University  
- Ulman family recognizes void and creates young adult program under the Wellness Community in Baltimore, MD
- 1997** - First UCF fundraiser -- dinner banquet at Pimlico Race Track raises \$100,000; Columbia Support Group established -- still running today!  
- UCF files for 501c(3) non-profit status and expands beyond Wellness Community
- 1998** - UCF launches College Scholarship Program  
- UCF Guidebook published; over 20,000 distributed to patients in all 50 states
- 1999** - First UCF office opens outside of Ulman's house based in Fila Headquarters in Sparks, MD  
- Doug Ulman receives fellowship grant from Echoing Green Foundation to run UCF after college
- 2000** - UCF hires first paid part-time employee  
- UCF starts support group in San Francisco, CA
- 2001** - UCF hires first paid Executive Director & becomes Volunteer Maryland Ameri Corps Service site -- hosts 10 coordinators
- 2002** - Over \$1 million raised to further mission since inception  
- UCF launches Visionary Grants Programs; establishes support groups in 15 cities across United States
- 2003** - UCF co-chairs and authors Maryland Comprehensive Cancer Control Program; UCF testifies at President's Cancer Panel  
- Patient Navigation identified as priority
- 2004** - First Community Grant from LIVESTRONG to print and distribute Guidebook  
- UCF participates in publication of National Cancer Action Plan with NCI, CDC and LIVESTRONG
- 2005** - National Cancer Institute Adolescent and Young Adult Oncology Progress Review Group Report published including work of UCF  
- UCF included in President's Cancer Panel Report on Adolescent and Young Adult Oncology
- 2006** - UCF launches Team Fight Program  
- UCF becomes National Charity Partner for Iron Girl event series
- 2007** - UCF publishes "My Way"- writings by young adults about their cancer experience  
- Over \$3 million raised to further mission since inception
- 2008** - UCF instrumental in establishing LIVESTRONG Young Adult Alliance to improve survival rates and quality of life for on-site cancer patients  
- UCF launches first Patient Navigation Program at Univ. of MD Greenebaum Cancer Center
- 2009** - UCF becomes 24 Hours of Booty beneficiary -- has received over \$250,000 since partnership began  
- UCF launches Holiday Gift Drive - serves dozens of families each year
- 2010** - Blue Jeans Ball launched -- over 1,500 guests have attended and over \$400,000 raised  
- Half Full Triathlon launched -- hosts 1,000 participants including 90 cancer survivors  
- UCF launches second on-site Patient Navigation Program at Greater Baltimore Medical Center
- 2011** - UCF opens Baltimore City office
- 2012** - Over \$500K awarded in college scholarships since 1999 to 100+ young adults in all 50 states  
- Merger with 4K for Cancer -- 83 college students ride cross-country over 70 days and raise \$500K  
- UCF launches Patient Navigation Program on-site at Johns Hopkins Sidney Kimmel Cancer Center  
- Over \$7 million raised to further mission since inception
- 2013** - UCF launches Patient Navigation Program at Walter Reed National Military Medical Center  
- 4K for Cancer adds fourth ride and first run -- 130 college students bike/run cross-country  
- First Key to Keys ride takes place - raising over \$75,000
- 2014** - UCF launches Patient Navigation Program at Children's National Medical Center  
- Cancer to 5K expands to new markets in New York City and Chicago  
- Scholarship Program expands by granting 25+ young adults, nationwide, scholarships to help pay for higher education
- 2015** -4K for Cancer adds New York Run to increase the program total to 4 Rides and 2 Runs.  
-Cancer to 5K expands program to Boston.  
-Team Fight introduces the Iron Girl Training Team and raises \$50,000 in inaugural year.
- 2016** -Cancer to 5K expands program to Irvine, CA and Philadelphia.  
-Team Fight launches Corporate Cup Challenge, encouraging local businesses to be more active and involved.  
-UCF announces its largest project to date, the building of The UCF House, a home away from home for young adults and families impacted by cancer.