



*The World's Biggest Game is Taking on its
Toughest Opponent*

2014 Overview

redcardcancer.org

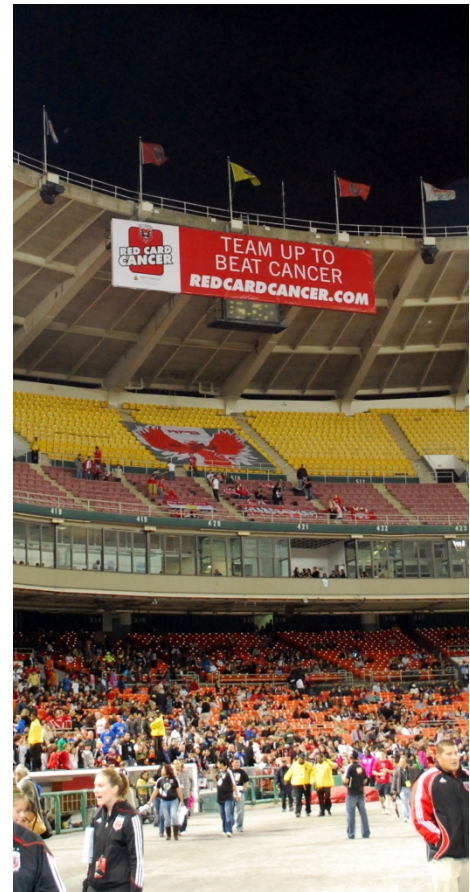
RED CARD CANCER

Red Card Cancer is a call to action, uniting the soccer community together toward one goal – to cure cancer. Red Card Cancer (RCC) is now active in over 14 states and has developed relationships with many of the country’s leading soccer programs at the youth, collegiate, and professional levels. We are proud to partner with Major League Soccer’s D.C. United for a third consecutive year.

Everyone has been touched by cancer. According to the National Cancer Institute, as of 2008 the lifetime probability of men developing some form of a cancer is one in two. The most common forms of cancer in men are skin, prostate, lung, colon, and rectal cancers. The lifetime probability of women developing some form of cancer is one in three. The most common forms of cancer in women are skin, breast, lung, colon, and rectal. The soccer community is certainly not immune from these harsh realities of cancer.

RCC is committed to finding a cure for cancer. Achieving this goal requires investing in research that will lead to the development of the most effective, personalized treatments for patients. Recognized as one of the world leaders in cancer care and research, the Johns Hopkins Kimmel Cancer Center has been the recipient of funds raised through RCC since 2010. Projects funded by RCC support important scientific discoveries being pioneered at Hopkins. Most recently, funds have supported a novel study identifying new uses for medicines that have not traditionally been used for cancer treatment. Our shared goal is to fund promising research like this that will help answer the most pertinent questions in the study of cancer.

Our grassroots success in raising awareness of and funding for cancer research was made possible by the passion and spirit of soccer players, parents, and coaches who have been touched by cancer. We seek to unite the soccer community in this cause as the world’s biggest game is taking on its biggest opponent.



Background

Red Card Cancer (RCC) was founded in 2009 at Bloomsburg University to assist in fundraising for cancer research throughout the Pennsylvania college soccer community. Paul Payne, Bloomsburg University Men's Soccer Coach and later President of the National Soccer Coaches Association of America, the largest coaching organization in the world, began the program to pay tribute to friend and former colleague, Joe Bochicchio. It was Joe that gave Paul the guidance and direction as a young coach which has helped him grow within the game of soccer. What started out a small weekend event on the Bloomsburg campus was soon adopted by other schools and institutions across state lines.

Later in 2009, Dr. William G. Nelson, Marion I. Knott Director and Professor of the Johns Hopkins Kimmel Cancer Center, convened a group of soccer enthusiasts in the Baltimore area to begin raising awareness within the soccer community about the need for cancer research funding. Along with Michael Wagener, Director of Soccer94, the group began building relationships within the Baltimore and Washington beltways. In 2010, this group aligned themselves with Major League Soccer's (MLS) D.C. United. D.C. United's mission statement of "Win Championships and Serve the Community" provided a unique platform to grow this cause-related marketing campaign. D.C. United continues to be an official RCC partner and actively raises money for RCC through a variety of sponsored events, including an annual Red Card Cancer Match.

In 2010, Payne and Nelson had the opportunity to meet and share their common vision for moving RCC to the forefront of fundraising programs in the soccer community. During this time, Payne and Nelson agreed to align RCC in funding cancer research at the Johns Hopkins Kimmel Cancer Center. Many others were also fundamental in moving this program forward, including Jared Ferreira who designed the RCC marks and, along with Paul Hockett, developed and manages the RCC brand through social media. In Baltimore, Michael Hibler at Johns Hopkins and Michael Wagener, Executive Director of Soccer 94, have also provided vision and guidance. Andrew Larsen, Esq., of Williamsburg, VA, has provided valuable legal guidance to help RCC move forward.

In 2011, Red Card Cancer enhanced social media interactivity through a newly revitalized website, which was a combined effort by instructional design students at Bloomsburg University and Red Card Cancer volunteers Jared Ferreira and Paul Hockett. In 2011, D.C. United also unveiled a red colored third kit in which a portion of each purchase supported Red Card Cancer. During 2011, Red Card Cancer was trademarked.

A new Red Card Cancer blog was also established, with guest contributors from across the Red Card Cancer community adding valuable content for players, coaches, and parents. The blog was launched in August 2012, and by the beginning of November was garnering over 600 views per day.

Additional virtual platforms were also added by way of an online store to sell merchandise, and a new logo was introduced to further focus our brand awareness. The Reading Rage Youth Soccer Program has adopted Red Card Cancer as their kit sponsor, bringing additional attention and recognition to RCC.



Founder Paul Payne with DC United's Josh Wolff at 2010 Red Card Cancer Match in DC

In the fall of 2012, building on our mission to bring Red Card Cancer further into the philanthropic conversation within the soccer community, Red Card Cancer was incorporated. In the fall of 2013 Red Card Cancer received its non profit 501c3 status.

RCC has continued to grow throughout 2013, with youth and collegiate soccer programs in 14 states across the country at the center of our success. From holding fundraisers, designated matches, and tournaments as Red Card Cancer events to selling branded merchandise, the RCC brand has been translated in many ways. Highlights include new partnerships with Clemson University Men's and Women's soccer and a special series of co-promoted camps with a group of former Italian internationals. We are sure that with your help 2014 will mark another pivotal year in RCC history.

What Your Money Supports

The development of new chemotherapy treatments is a costly process, spanning well over a decade and costing close to a billion dollars for each individual drug produced. With this in mind, the scientists at the Johns Hopkins Kimmel Cancer Center focus their expertise – and the funds raised by Red Card Cancer – towards discovering novel cancer treatment applications for already existing drugs rather than merely developing new ones.

To speed up this discovery process and benefit patients as quickly as possible, Hopkins established a comprehensive Drug Library including nearly 2,900 drugs, most of which are already FDA-approved and all of which have passed through Phase I clinical trials to test their dosing safety. The library allows scientists to pull samples of specific sets of drugs to determine their effectiveness at halting, or even reversing, the growth of certain types of cancer.

The results of these tests have been astounding, both in their implications for treating, and ultimately curing, patients and for reducing the financial burden patients face during treatment by repurposing older drugs whose costly patents have expired. In one study, researchers discovered that nitroxoline, an antibiotic commonly used around the world to treat urinary tract infections, can slow or stop the growth of human breast and bladder cancer cells by blocking the formation of new blood vessels. Other studies found that the common cardiac drug digoxin, which has been used for decades to treat congestive heart failure and heart rhythm abnormalities, and the oral antifungal drug itraconazole, most commonly used to treat nail fungus, may both have the potential to curb prostate cancer growth. While each of these drugs is not without side effects, they both come with the benefit of prior safety testing, reduced cost due to patent expiration, and widespread availability.

Hopkins researchers have also discovered additional cancer treatment uses for some less common, but nonetheless critical, pharmaceutical drugs. For instance, after screening more than 2,300 drugs for their ability to halt the growth of breast cancer, scientists discovered that the anti-HIV drug nelfinavir slows the progress of tumors even if they are resistant to other breast cancer drugs. Similarly, scientists found that the drug 5-azacytidine, which is approved to treat a pre-leukemia condition called myelodysplastic syndrome, halted the growth, and ultimately left no detectable trace of, brain tumor cells taken from adult human patients and transplanted into mice. While this use of the drug is still awaiting human trials – sometimes what cures cancer in mice does not work in human beings – it serves as another example of the ingenuity that Hopkins researchers are employing to improve cancer treatment protocols without the dramatic time and money expenditures required to develop entirely new pharmaceutical drugs. Thanks to Red Card Cancer, the Kimmel Cancer Center is able to provide scientists with the funds they need to make these and other life-saving advances in the fight to cure cancer.

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