

**TAP  
CANCER  
OUT**

**ANNUAL  
REPORT**

**2014**

# A WORD FROM THE CHIEF EXECUTIVE OFFICER



To all Tap Cancer Out stakeholders and supporters,

I like to tell the story of the first time I was challenged to sit down in early 2011 and plan out our next three year's financials as part of our 501(c)(3) application. I didn't have any idea what shape Tap Cancer Out would take. Without having sold a single shirt or known one thing about hosting a tournament, how could I know what the next three years held for us financially?

For 2012, I projected we'd raise \$16,000 for our beneficiary. In reality, we donated \$26,000 to the Leukemia & Lymphoma Society in 2012.

For 2013, I projected we'd raise \$28,000 for our beneficiary. In reality, we donated \$60,000 to the Leukemia & Lymphoma Society in 2013.

**I didn't have to project what 2014 had in store for us, but if you told me that we'd donate \$100,000 to the St. Baldrick's Foundation, I wouldn't have believed you. Not for a second.**

I don't tell you this to show how bad I am at financial projections. At the time I actually thought I was being aggressive. I tell you this to show you just how amazing you—our community of Tap Cancer Out supporters—have been. Since 2011, you have gone above and beyond to show the world what Brazilian Jiu-Jitsu is truly all about. Moving forward, I'll know that I can never be too aggressive with goal setting because our community always comes through, and the incredible things we did together in 2014 are something to admire.

## **BENEFICIARY DONATION**

In early 2014, after two fruitful years together and more than \$86,000 donated, we concluded our wonderful partnership with the Leukemia and Lymphoma Society. We asked our community what cause they cared about the most, and pediatric cancer quickly rose to the top of the list.

Thanks to a heartfelt story from one of our community members and a mutual introduction to Susan Heard, our partnership with the St. Baldrick's Foundation had begun.

What was crucial to our cause in 2014 was to make a strong connection between our fundraisers and the difference they were making in the world. We wanted a beneficiary organization that could allow us to play an important and specific role in their battle against cancer. St. Baldrick's top priority is funding research, and in 2014 we partnered with them to fund two childhood research grants. After much deliberation, we chose Jennifer Wu, M.D., Ph.D, whose research at Boston Children's Hospital focuses on improving treatment for acute lymphoblastic leukemia (ALL), and Colleen Annesley, M.D., whose research at Johns Hopkins University School of Medicine studies acute myeloid leukemia (AML) and how to develop new targeted treatments.

Our 2014 commitment to St. Baldrick's Foundation was \$97,500, which would fund half of each of the fellowships. We were fortunate enough to exceed our revenue goals and presented St. Baldrick's with a gift of \$100,000.

An important element of Tap Cancer Out was our mission to pass through as much of our donations as possible to our beneficiary organization. Because of significant investments in the equipment necessary to host our tournaments, we were only able to pass through 89% of donations in 2013 to the Leukemia & Lymphoma Society. We are thrilled to report that in 2014 we received \$93,337 in donations, an increase of 39% over 2013 total donations, and a pass through of 107%. This means that for every \$1.00 that was donated, \$1.07 was given to the St. Baldrick's Foundation.

We are thrilled to continue our partnership with and support of the St. Baldrick's Foundation in 2015.

## **TOURNAMENTS**

When we first started Tap Cancer Out we didn't know how we'd generate revenue to support our beneficiaries or how we'd motivate others to fundraise on our behalf. Having wrapped up 2014 hosting our fourth and fifth Tap Cancer Out BJJ Open tournaments, it's clear that our business model revolves around our events. There are no philanthropic organizations in the world hosting tournaments as charitable and selfless as ours. We have a significant advantage over other, more standard Brazilian Jiu-Jitsu tournaments as well. Our fundraising allows us to charge affordable entry fees and our \$250 fundraising threshold allows for many competitors to compete for free.

Inverted Gear and MassPrint's continued sponsorship of our events have allowed us to reward our top four fundraisers with a free Gi and our top fundraising team with 50 custom-designed t-shirts. We also invested in the services of Mata Leão, a tournament management company based in Canada. This allowed us to bracket our tournament digitally and, more importantly, allowed our key staff members the freedom to tend to other tournament needs. All of this has enabled us to deliver an unmatched tournament experience for our competitors and supporters.

In April we hosted our annual spring tournament at Bunnell High School in Stratford, CT. Now in its third year, the tournament was highlighted by the efforts of Team Abusado out of Worcester, MA, whose 41 fundraisers raised an incredible \$16,086. The top fundraiser was Espirito Perez Jr., also of Team Abusado, who raised a record \$3,470. Ultimately 104 competitors set up transacting fundraising pages generating 1,273 donations, helping us exceed our \$50,000 tournament goal by raising \$51,134. This total was an increase of 35% compared to our spring tournament in 2013.

We returned to St. John's Preparatory School in Danvers, MA in August for our second annual summer tournament and our fifth total tournament since 2012. We kicked off the day with a very special visit from Dr. Jennifer Wu, a Tap Cancer Out St. Baldrick's grant recipient, who explained exactly how our contribution would allow her to "tap cancer out."

Team Dow from Maine won our top fundraising team award having raised \$2,753 collectively. Josh Faulds, also from Team Dow, took home the top fundraiser award raising \$1,910. With a number of last-minute donations on the eve of the tournament we exceeded our \$20,000 fundraising goal, ultimately raising \$20,528 courtesy of 516 donors. This was a 66% increase in total donations over the previous year's tournament.

Our tournaments in 2014 raised a combined \$71,862.34, an increase of 43% over our 2013 totals. We also increased our number of donations (1790) by 44% and number of transacting fundraisers (159) by 66%. Tournament registrations generated an additional \$23,957.79 in revenue, and increase of 68% over the previous year. All of these are impressive results considering we hosted the same number of tournaments in 2014 as we did in 2013.

## **AWARDS**

We were invited to the offices of the Leukemia & Lymphoma Society in July of 2014 where Tap Cancer Out was presented with the Chairman's Citation Award. The award recognizes "the outstanding accomplishments of individuals who have demonstrated significant dedication and commitment to their chapter and are deserving of national recognition." This was a special award considering the leap of faith the Leukemia & Lymphoma Society took in 2011 to partner with us and support our cause.

## **MERCHANDISE**

Aside from our tournaments, another revenue source in 2014 was our merchandise. Since our very beginnings we fulfilled all merchandise orders from the Tap Cancer Out headquarters, limiting our efficiency. In July we visited our friends at RollMore.com (who are also the masterminds behind BJHQ.com) and formed a valuable partnership. Their expansive warehouse and fully staffed shipping, receiving and customer support teams allowed us to improve our shipping efficiencies, lower shipping costs, and increase our stock of existing merchandise and new items as well.

This change also allowed us to move our e-commerce platform to Shopify, which improved the

design and functionality of our online store.

With the help of Inverted Gear we continued expanding our merchandise line by adding a white version of our popular Gi to sell alongside our black version. Our friends at BJJHQ.com sold each of the versions of our Gi on their site for a day, donating all sales from the day to Tap Cancer Out. This resulted in \$34,000 of incremental sales.

In total, we generated \$57,176 in merchandise sales, an increase of 84% over our 2013 totals. Our merchandise expenses were \$31,788, resulting in a profit margin of 56%. This was on pace with 2013's 55% profit margin.

## **WEBSITE**

Our three year old website was in dire need of a redesign and upgrade in 2014. We employed Paulo Canabarro, a designer and BJJ brown belt out of Rhode Island, to build our new website from scratch. Together we designed a website that accentuated the unique elements of our nonprofit on our home page including our tournaments, our store, our latest blog post and our story. The site was designed to feature robust tournament preview pages that include the event poster, event details and links to registration and fundraising. The investment was minimal in comparison to the improved brand experience and ease of use for our competitors and stakeholders.

## **FORTIFYING OUR TEAM**

Since our first days in 2011, Tap Cancer Out has been run by a small team of dedicated volunteers and board members. Our organization's growth can be accredited to the selfless dedication of six individuals: Jon Thomas (Co-Founder), Becky Thomas (Co-Founder), Mark Amoroso (Director of Finance), Oliver Chan (Director of Events), Pat Walsh (Advisor/Board Member), and Carlos Lobato (Advisor/Board Member). These are the people who all have full time jobs by day and dedicate their evenings and weekends to furthering Tap Cancer Out's cause, and they all deserve recognition.

Through the end of 2014, not a single Tap Cancer Out volunteer has accepted a stipend or salary of any kind. While this has been a sort of badge of honor for our selfless organization, it's not sustainable. So many individuals commit hundreds of hours to our cause each year that we run the risk of losing them to more profitable ventures (which would be any venture that paid) or simply burning them out.

In 2015 we will be putting in place a structured compensation plan that will include salaries for select individuals and volunteer stipends for other individuals. While this will be at face value a negative line item on our financial statement, the product of compensating our hardest working team members will surely reflect itself in their inspired efforts to continue our positive revenue growth and beneficiary support each year.

## MOVING FORWARD

There's no question that our future depends on our expansion to new regions. Not a week goes by that I don't receive an email, Instagram comment, or Facebook message from a BJJ brother or sister asking if we could host a tournament in their city. If I had my druthers, we'd be in a new city each weekend spreading positive BJJ karma around the world. But that's not a reality, yet.

Our primary goal for 2015 is to expand, hosting more tournaments in new regions. We'll charge towards this goal head on, starting with our first West Coast BJJ Open at the University of San Diego on January 17th. Our Spring and Summer BJJ Open tournaments are on the books for April and August in Connecticut and Massachusetts respectively, and we are hoping to host a fourth tournament in a location yet to be named in the Fall.

Our tournament structure will change slightly, removing No-Gi divisions in favor of welcoming Teens, Juniors and Kids divisions. This will make room for more competitors with the ability to fundraise and it has been an oft-requested feature of our tournaments that we have yet to have the experience to manage properly. This will first be offered at our Spring BJJ Open in Connecticut and we can't wait to meet the next generation of BJJ superstars.

We are also exploring new partnerships with other BJJ brands and tournament organizers. Our innovative fundraising model has historically been connected with our own tournaments, but it could possibly be a unique feature for other tournaments as well.

It was another record-breaking year in 2014, and I know I am excited for what's in store for 2015. We continue to ignore the limits of our seemingly small organization and find new ways to innovate and reach more BJJ community members each year. With the growth of our sport as healthy as ever, this is an exciting time for Tap Cancer Out. I look forward to continuing to change the world with you in 2015 and beyond.

Sincerely,

Jon Thomas  
CEO & Co-Founder

# OUR VISION

To unite the brazilian jiu-jitsu community around a single cause: forcing cancer to tap out, once and for all.



OUR BENEFICIARY

# ST. BALDRICK'S FOUNDATION



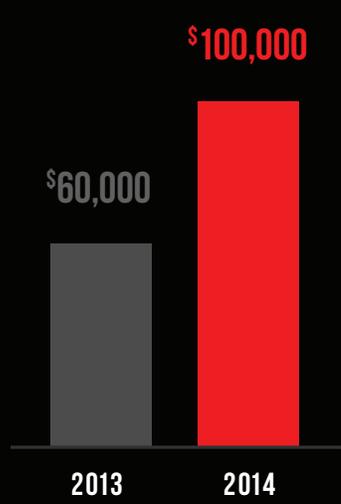
# ST. BALDRICK'S FOUNDATION

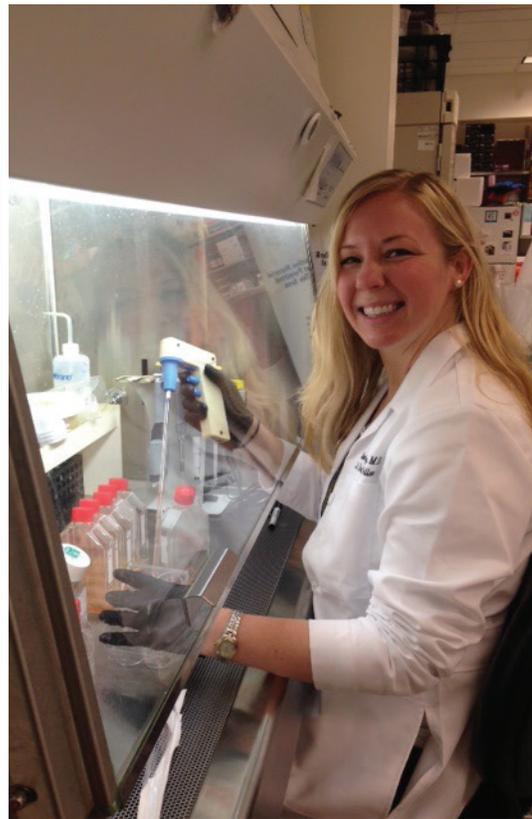


# TAP CANCER OUT

The first year of our partnership with St. Baldrick's was a resounding success, concluding 2014 with a \$100,000 donation (exceeding our goal of \$97,500) which helped fund two research grants at Johns Hopkins Hospital in Baltimore, MD, and Boston Children's Hospital. We are honored to continue our partnership in 2015 and we've set a goal of \$130,000 donated.

**+67%**  
INCREASE





## DR. COLLEEN ANNESLEY

Dr. Colleen Annesley was inspired to pursue her path while attending Penn State University as an undergrad. While a member of Kappa Alpha Theta, a sorority that encouraged their members to participate in a variety of community outreach programs, Dr. Annesley remained undeclared in her major. It wasn't until her participation in Thon, one of the largest college charitable events dedicated towards the fight against cancer, and her sorority sisters "adopting" a family whose child, Levi, was undergoing cancer treatment when Dr. Annesley found her calling.

After attending medical school at Temple University and her residency at the University of Miami, Dr. Annesley began her tenure at Johns Hopkins Hospital, where she credits the great mentorship towards the success of her work. Currently, Dr. Annesley splits her time working with patients and conducting lab-work. One of the main focuses of Dr. Annesley's research is in genetic mutations in certain acute myeloid leukemia cells where the treatment of chemotherapy has yielded negative results. Dr. Annesley has seen some success in her research yielded from her "mouse model" and hopes to apply that information gained through her lab work to patients.



## **DR. JENNIFER WU**

Dr. Jennifer Wu's passion for science drives her motivation towards fighting the battle against cancer. While attending the University of Pennsylvania School of Medicine, Dr. Wu wanted to become a physician scientist. Her approach to treating the patient comes in the form of research and understanding of the disease where she continued her residency at the Children's Hospital of Philadelphia before coming to the Boston's Children's Hospital where she currently conducts her work.

Already, Dr. Wu has seen successes in her lab work and looks to submit a paper for publication later in 2015. The key to treatment is to get the best treatment early, which involves the use of steroids and is more likely to result in a better outcome for the patient. Dr. Wu's research is focused on how steroids are used in the treatment of leukemia patients and how treatment does not work with a certain type of blood cancer such as acute lymphoblastic leukemia (ALL), one of the more common types of cancer that affects children. Dr. Wu is confident the breakthroughs she's made in her research will help with future treatments and understanding how steroids can become a viable treatment for ALL.

**“ WE MAY BE**  
**FIGHTERS** BUT WE’RE  
ALSO  
MOTHERS &  
FATHERS, **SONS & DAUGHTERS,**  
SISTERS & BROTHERS, **FRIENDS**  
& **TEAMMATES**  
**TOGETHER** WE  
WILL  
**CHANGE THE**  
**WORLD.”**



**JON THOMAS**  
CEO AND FOUNDER

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**2014**  
**YEAR IN**  
**REVIEW**



# TOURNAMENTS

## SPRING BJJ OPEN — APRIL 26TH, 2014

On a beautiful April Saturday we hosted our third annual Spring BJJ Open. 104 fundraisers helped us eclipse our goal and raise \$51,334, a 35% increase over the previous year. Espirito Perez Jr. from Team Abusado was our top fundraiser, having raised \$3,470. Team Abusado out of Worcester, MA, was our top fundraising team raising an incredible \$16,086.

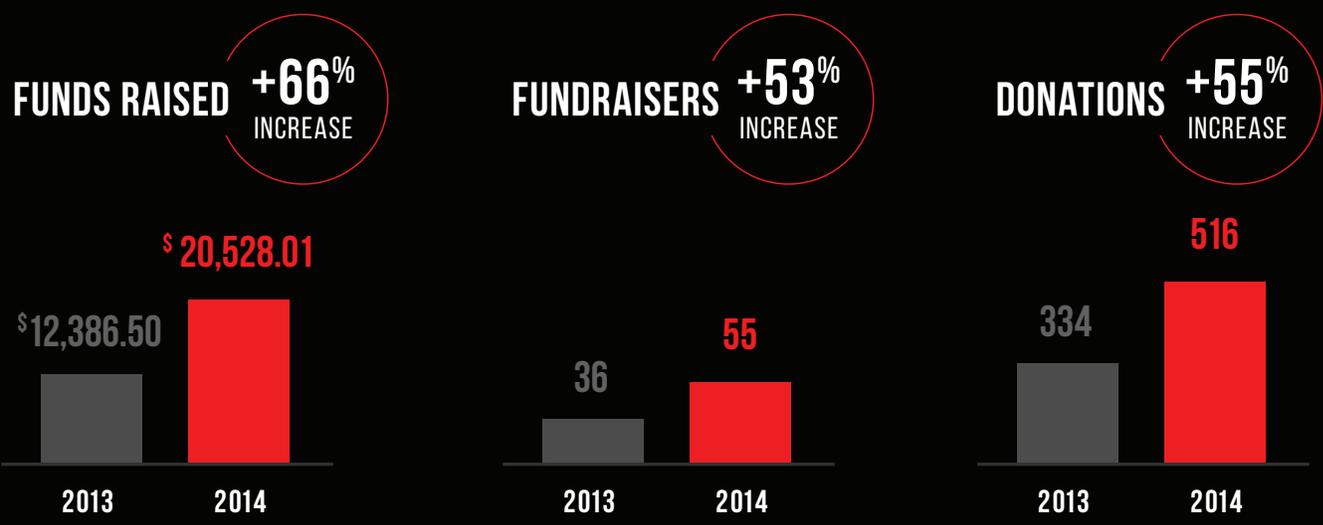




# TOURNAMENTS

## SUMMER BJJ OPEN — AUGUST 16TH, 2014

We returned to the campus of St. John’s Preparatory School in Danvers, MA for our second annual Summer BJJ Open. 55 fundraisers helped us eclipse our goal and raise \$20,528, an impressive 66% increase over the previous year. Josh Faulds of Team Dow was our top fundraiser, having raised \$1,910. Team Dow was our top fundraising team having raised \$2,753.



**“ I SIMPLY WANT  
EVERYONE TO ENJOY  
THEMSELVES.**

**I WANT THEM  
TO LEAVE OUR  
TOURNAMENTS  
FEELING  
GOOD,** WHETHER  
THEY WON  
OR LOST

**BECAUSE THEY  
MADE A DIFFERENCE  
IN THE WORLD**

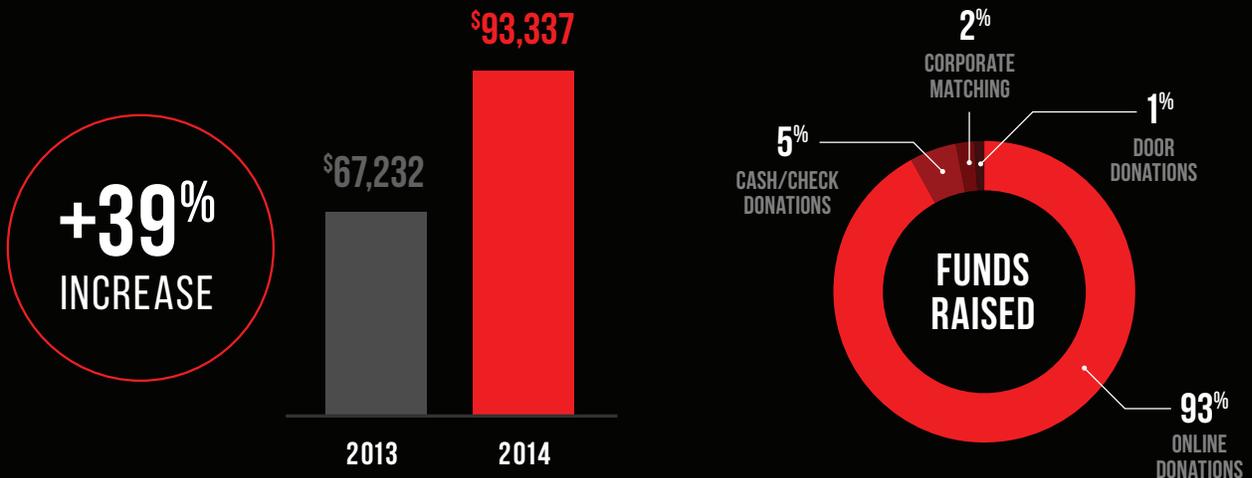


**HAD FUN  
DOING IT.”**

**JON THOMAS**  
CEO AND FOUNDER

# YEARLY FUNDS RAISED

Fundraising is vital for us to support our beneficiaries. 2014 was a great leap forward for our fundraising efforts as we saw a 39% increase in YoY donations to \$93,337 from \$67,232 in 2013.

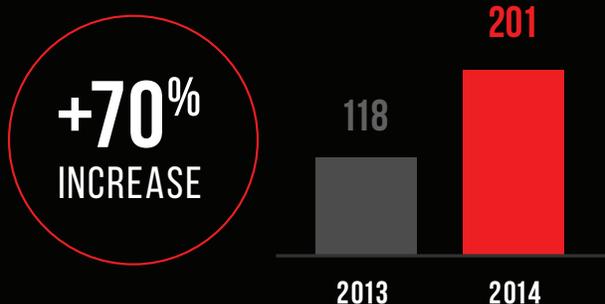




# FUNDRAISERS

It's a special sign of commitment to our cause when an individual fundraises on our behalf. Our top ten individual fundraisers of 2014 generated an incredible \$22,882! We also saw a 70% increase in the number of fundraisers, due in large part to our first Winter BJJ Open which took place in January of 2015.

## NUMBER OF FUNDRAISERS



## 2014 TOP FUNDRAISERS

1	ESPERITO PEREZ JR.	\$3,470
2	OOMIYA KAWAS	\$3,001
3	JENN VENTRIGLIA	\$2,350
4	BRENDAN HUFFORD	\$2,346*
5	HA BUI	\$2,209*
6	BILL WISOTSKY	\$2,056
7	SUE SANIDAD	\$2,030
8	JOSHUA FAULDS	\$1,910
9	DANIEL SIMMLER	\$1,760
10	BILL MASON	\$1,750

\* Denotes non-tournament fundraiser



# MERCHANDISE SALES



A vital revenue source is our line of merchandise for sale at our online store. In 2014 we partnered with longtime sponsor Inverted Gear to produce a Tap Cancer Out Gi, made available in both white and black versions.

We also partnered with BJJHQ.com for two single-day promotions of our Gi that resulted in \$34,000 in sales!



# AWARDS

In July, 2014, Tap Cancer Out was honored with Leukemia & Lymphoma Society's Chairman's Citation, recognizing "the outstanding accomplishments of individuals who have demonstrated significant dedication and commitment to their chapter and are deserving of national recognition."



LEUKEMIA &  
LYMPHOMA  
SOCIETY®

**fighting blood cancers**

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# STATEMENT OF OPERATIONS

**Tap Cancer Out Inc.**  
Statement of Financial Activities  
Years ended December 31, 2014 and December 31, 2013

	<b>2014</b>	<b>2013</b>
Revenue:		
Donations	\$ 93,337	\$ 67,232
Merchandise Sales	57,176	31,000
Tournament Registrations	21,993	13,094
Other Revenue	1,288	957
Total Revenues	\$ 173,794	\$ 112,283
Expenses:		
Donations	\$ 100,000	\$ 60,010
Merchandise	31,788	16,905
Professional Services	16,740	4,290
Supplies	4,580	19,275
Transportation	3,480	562
Shipping	2,268	3,284
Storage	2,029	1,397
Venue	1,969	552
Advertising	1,871	2,529
Insurance	1,178	460
Lodging	1,060	382
Food	993	869
Miscellaneous	667	738
Meals	263	536
	\$ 168,886	\$ 111,788
Change in Net Assets	\$ 4,909	\$ 495
Net asset, beginning of year	\$ 6,772	\$ 6,277
Net asset, end of year	\$ 11,681	\$ 6,772