



TAP CANCER OUT

2018

ANNUAL REPORT

A WORD FROM OUR EXECUTIVE DIRECTOR



To all Tap Cancer Out Stakeholders and Supporters,

2018 was an incredible year, not just for Tap Cancer Out but also for myself and my family. In 2010, Tap Cancer Out was just an idea, and a half-baked one at that. I didn't know how we'd actually raise funds or what it meant to be a "Brazilian Jiu-Jitsu Nonprofit." I always thought it would be a part-time-passion. By day, I was a mild mannered advertising strategist. By night, I was fighting cancer dressed up in my superhero outfit—a Tap Cancer Out x Inverted Gear Gi, of course.

But by the end 2017, the two ends of my candle—both burning—were about to meet and I had to make a decision. That summer, with the support of family and friends, I left the professional life I knew for more than a decade and dove into Tap Cancer Out full-time. It was one of the most freeing feelings I've ever felt. Even better than escaping that super-tight arm bar. Each day I woke up excited about the work I was about to do, with more ideas than I had time to pursue. It would be unfair to say my dream was coming true, because it was beyond my wildest dreams, and I have the Tap Cancer Out community of fundraisers, competitors, volunteers, donors, and supporters to thank for that.

However, if I was going to go full-time, we needed more events. More than double, actually. Plus a trailer, truck, and driver. To accomplish this, we bought that truck and trailer, hired a Tour Director to drive around the country, and created the "Grappling for Good Tour." This new initiative would bring our innovative tournament series to seven states in two months, six of which were new markets for us. The Tour set the foundation for our growth for years to come and helped us begin to fulfill our vision of giving every grappler the opportunity to fight for those in the fight of their lives.

As you'll see in the following pages, 2018 was another record-breaking year. The support of our community allowed us to host eleven tournaments across the country, welcoming more than 3,500 competitors to our mats to celebrate, honor, remember, and fight for those in their lives who have been touched by cancer. This allowed us to present a gift of \$465,000 to Alex's Lemonade Stand which funded nine different pediatric research grants and helped more than 275 families access the potentially life-saving treatment they need via ALSF's Travel for Care Program.

And to be honest, I feel like we're just getting started.

Sincerely,

A handwritten signature in black ink, reading "Jon Thomas".

Jon Thomas
Founder and Executive Director

OUR MISSION

To motivate and empower the Brazilian Jiu-Jitsu community to raise awareness and funds for cancer fighting organizations.



TAP CANCER OUT

OUR VISION

To give every grappler the opportunity to
fight for those in the fight of their lives.



TAP CANCER OUT





OUR BENEFICIARY

ALEX'S LEMONADE STAND FOUNDATION

ALEX'S LEMONADE STAND



TAP CANCER OUT

Date: 12/17/18

Pay to the order of: ALEX'S LEMONADE STAND FOUNDATION \$ 450,000.00

FOUR HUNDRED FIFTY THOUSAND

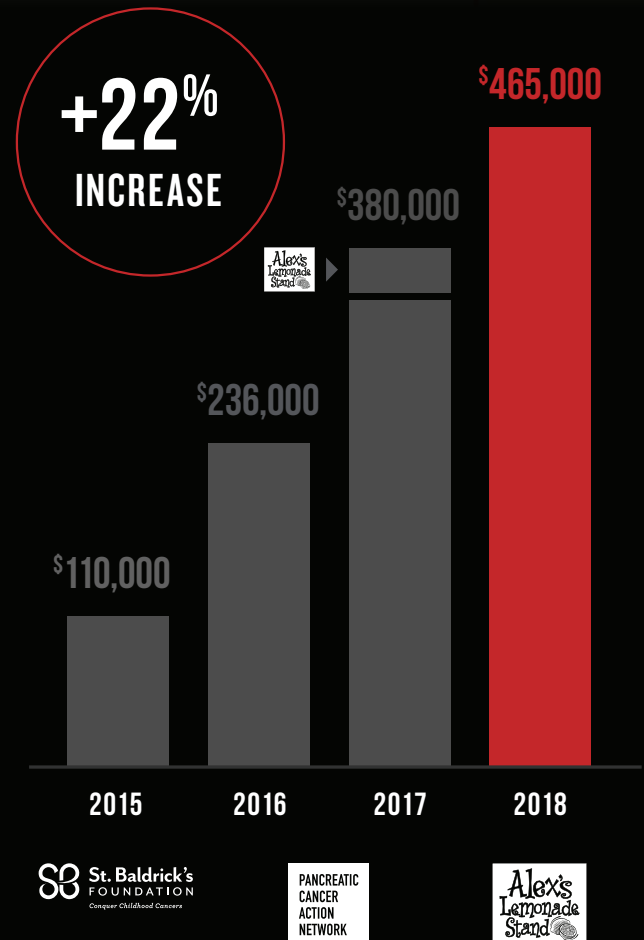
Dollars

OUR PARTNERSHIP:

Our first year partnering with Alex's Lemonade Stand Foundation was incredibly rewarding. Liz, Jay, and their team supported us in so many ways, helping us empower our fundraisers to create even more impact than ever before.

At the end of 2018 we were honored to present Alex's Lemonade Stand Foundation with a gift for \$465,000, which funded nine grants and helped more than 275 families access the life-saving treatment they so desperately need via ALSF's Travel for Care program.

The gift was a 22% total increase year over year, bringing our total funds donated to our beneficiaries all-time to \$1,360,000.



Dr. Allison Barz Leahy, MD, of the Children's Hospital of Philadelphia, received a \$25,000 Young Investigator Grant funded by Tap Cancer Out to support her research involving Pedi-PreSTO: Pediatric Patient-Reported Symptom Tracking in Oncology

OUR 2018 GIFT

Our 2018 gift of \$465,000 to Alex's Lemonade Stand Foundation was split in two ways, with \$275,000 supporting nine research grants at nine different universities and hospitals across the United States. Another \$190,000 was dedicated to ALSF's Travel For Care program, which helps lessen the burden families fighting childhood cancer face when traveling to vital appointments and treatment. With an average cost of travel at \$700 per family, our gift helped more than 270 families focus on treatment and not their budget for travel costs.

\$275,000

IN PEDIATRIC CANCER RESEARCH GRANTS



“THE ABSOLUTE BEST!

NO MATTER WHAT HAPPENS,

WIN, LOSE OR DRAW,

YOU CAN ALWAYS

FEEL GREAT KNOWING YOU
HELPED

MAKE A DIFFERENCE
IN PEOPLE’S LIVES.”

BEN M.

COMPETITOR & FUNDRAISER

2018
YEAR IN
REVIEW

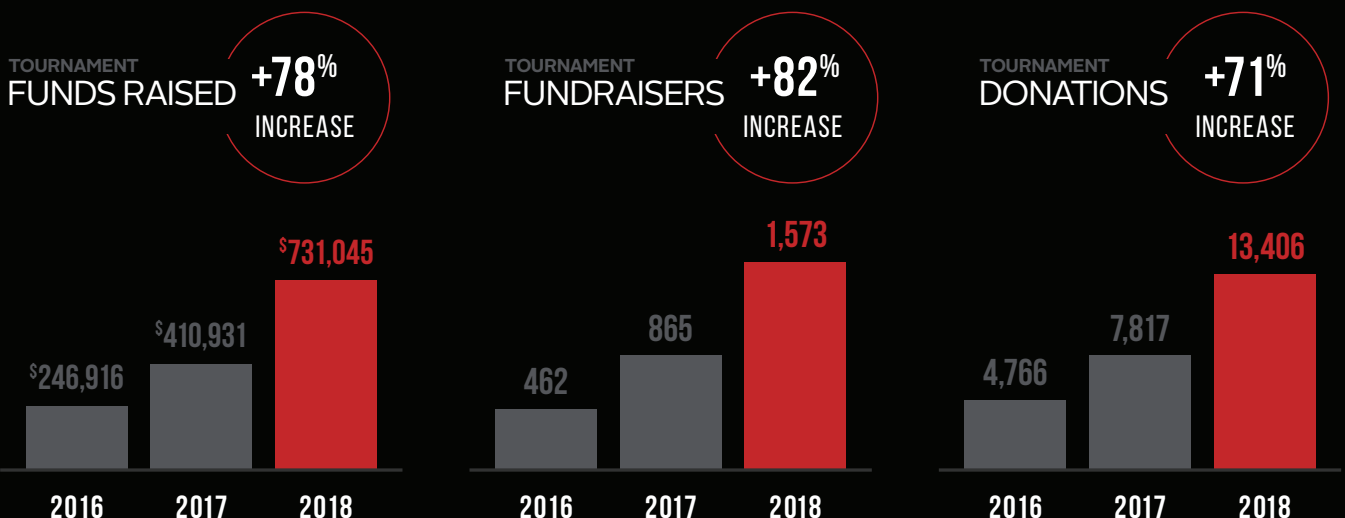


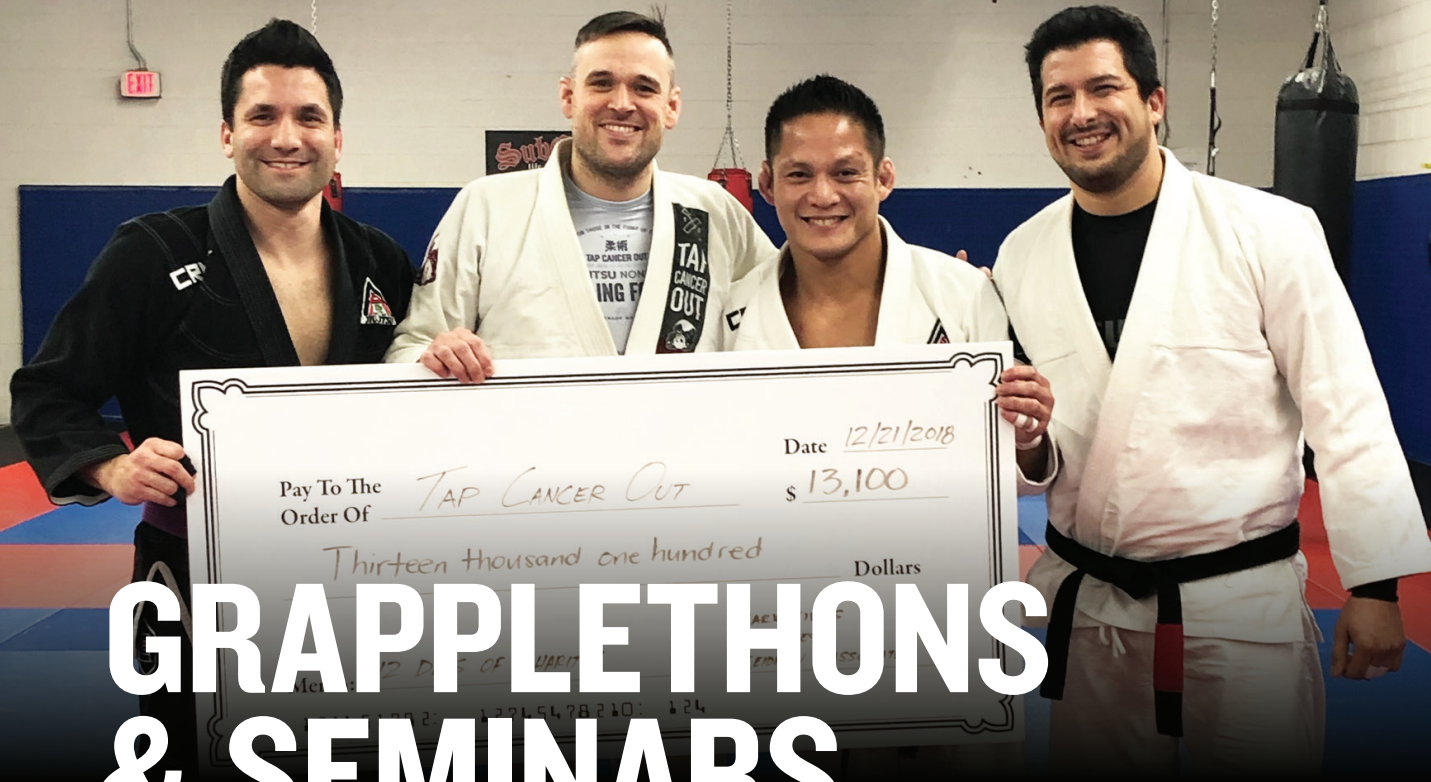
TOURNAMENTS

SAN DIEGO, CA — NEW HAVEN, CT — BUFFALO, NY — RALEIGH, NC — NEW ORLEANS, LA

ORLANDO, FL — AUSTIN, TX — ST. LOUIS, MO — CHICAGO, IL — DOWNINGTOWN, PA — DANVERS, MA

In 2018, we more than doubled the number of tournaments we hosted, thanks to our “Grappling for Good Tour” which brought our innovative tournament series to six new markets. Our tournaments in total grossed \$731,045, a 78% increase year-over-year (YoY). For the second year we nearly doubled the number of transacting fundraisers at 1,573, who garnered 13,406 donations, a 71.5% increase YoY. Of our new cities, Chicago was by and large the best performer, setting the record for most fundraised (\$78,522), held previously by Philadelphia ‘16 at \$45k. Connecticut continued as our flagship event raising \$157,328.





GRAPPLETHONS & SEMINARS

5 CITIES — 3 COUNTRIES — \$27,500+ RAISED

In only its second (official) year of existence in 2018, we saw four Grapplethons take place in three different countries! England (Artemis BJJ, Wave BJJ) actually hosted the most (2), followed by Canada (Vancouver, Bateson's Martial Arts/NWBJJ Maple Ridge) and the United States (California, Gold Country BJJ), both with one. Combined they encouraged 32 transacting fundraisers and 157 generous donors to raise \$13,778.51.

But the support didn't stop at Grapplethons. In late November we received an email from Mark Vives, a black belt out of New Breed Training Center in Chicago, IL. He wanted to support our cause by hosting 12 seminars in 12 days in early December. Mark's incredible efforts and the support of the Chicagoland BJJ community raised an additional \$13,371, making Mark's seminars the single-most successful volunteer-hosted event series ever hosted on our behalf. Thank you Mark!!

GRAPPLETHON

FUNDS RAISED **\$27K**

GRAPPLETHON

FUNDRAISERS **32**

GRAPPLETHON

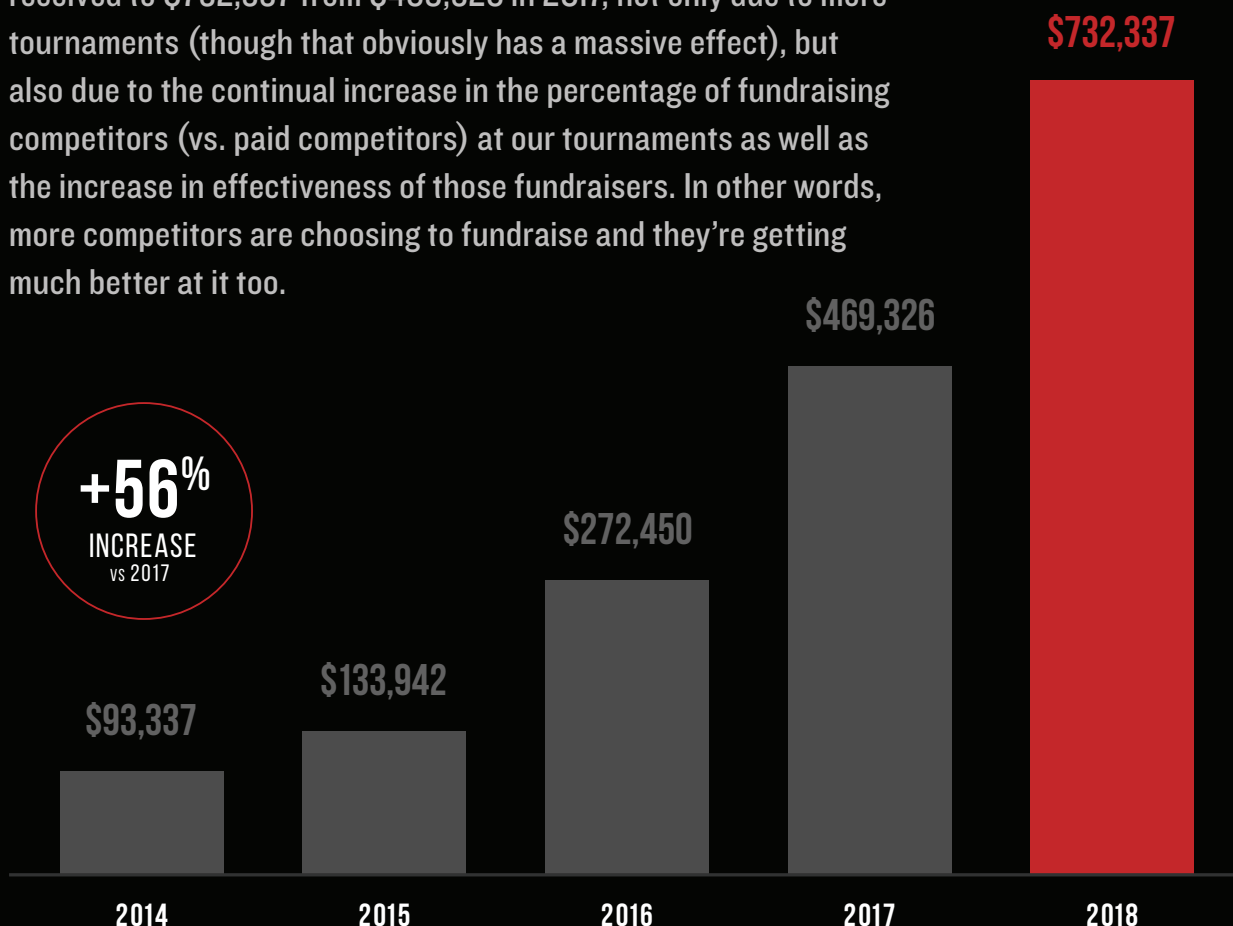
DONATIONS **221**



YEARLY FUNDS RAISED

Fundraising is vital for us to support the infrastructure of Tap Cancer Out and, ultimately, our beneficiaries. 2018 saw us begin our partnership with Alex's Lemonade Stand Foundation. By the end of 2018 we were able to donate \$465,000 to Alex's, plus an additional \$30,000 from 2017 fundraising activity.

Overall we saw a 56% increase in year-over-year donations received to \$732,337 from \$469,326 in 2017, not only due to more tournaments (though that obviously has a massive effect), but also due to the continual increase in the percentage of fundraising competitors (vs. paid competitors) at our tournaments as well as the increase in effectiveness of those fundraisers. In other words, more competitors are choosing to fundraise and they're getting much better at it too.

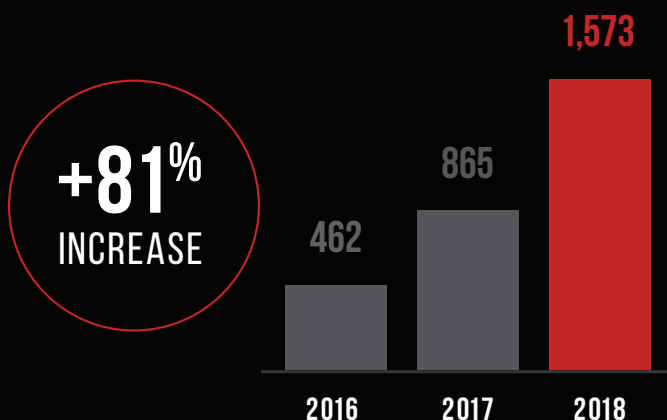




FUNDRAISERS

It's a special sign of commitment to our cause when an individual fundraises on our behalf. Our top ten individual fundraisers of 2018 generated an incredible \$47,308. In total we had 1,573 transacting fundraisers, an 81% increase from last year.

NUMBER OF TRANSACTING FUNDRAISERS



2018 TOP FUNDRAISERS

1	CODY ALESSI	\$7,657
2	SONNY NGUYEN	\$6,062
3	JESSE LOCANTORE	\$5,469
4	MICHAEL GOLDSTEIN	\$4,621
5	DIEGO CUENCA	\$4,138
6	NUNO ALMEIDA	\$4,084
7	ROBBY WARFORD	\$4,034
8	ALYSON ALBERINO	\$3,818
9	WARREN BRAND	\$3,808
10	SOPHIA KIRKLEWSKI	\$3,617
TOTAL		\$47,308



DONORS

Our success, ultimately, is fueled by our generous donors. More than 13,400 individual gifts were donated to Tap Cancer Out in 2018. While every single gift is cherished, we like to recognize those gifts that help us dream even bigger.

2018 TOP DONORS

\$2,000 AND UP

THE FALLS IN HUDSON
TIM PATIN
MARK VIVES
BJJ TEES
ZEIDMAN & ASSOC.
SEYMOUR YANG
(MEERKATSU)

\$1,999 TO \$1,000

MIKE WEAVER
MARK WEGENER
PHONG NGUYEN
MICHAEL DWYER
NICHOLAS LEWIS
LEO JEAN
NATHAN HARRIS
CHRISTINE LAUNCH
PRIME BUCHOLZ
KAREN O'CONNOR

\$999 TO \$500

NADIR OSBORNE
SHITAL PATEL
JACK & JENN O'NEILL
MSONS FUEL
LENNON SLATTER
SCOTT KAZAR
JOSEPH BENACQUISTO
EAMONN WODDCOCK
CHRISTOPHER KIM
JIU JITSU TEES
AVALON BAY
THE ALESSI FAMILY
ANTHONY ZITO
RYAN CHALOUX
DAVID KELLY
THE ALBERINO FAMILY

KURT TWADDELL
WILLIAM ORTEGA
OLIVIER LAURIN
DANIEL HUGHES
MICHAEL CLOHECY
MILLENNIUM AUTO
GROUP
VAHAN MANOOGIAN
THOMAS TIMKO
VINCENT MCELDERRY
LAURA KIRKLEWSKI
ANDREW KEENAN
MARY HARMON
BRANDON SCHILLING
JASON RENNA
C-4 RENTALS
STEVE CHERNY

BMO TEAM
NUIMAGE TEAM NESHAT
TRAN NGUYEN
ANTHONY BRADGON
JEFF SORBEL
ANTHONY RUGGIANO
GARY ALLEN
DON KASPER
ERIC SWANSON
LEAH LEHMAN
GREG PRESSWOOD
JAY MEJIA
DOUGLAS CARROLL
RYAN ROWLAND
WAYNE FAULKNER
ANTHONY CASH

GRANTS

Grants are intended to invest in Tap Cancer Out's infrastructure to host more events and make an ever larger impact in the fight against cancer in 2019 and beyond. We cherish each of these, but we do not publish all of them out of respect of those that prefer their gifts be private. Our total grants in 2018 totaled \$40,000.

KOHL'S NATIONAL GIVING PROGRAM

Amount: \$10,000

Tap Cancer Out was nominated by a Kohl's employee and chosen by the Kohl's National Giving Program to receive a \$10,000 grant. This program provides over \$3 million in grants to health and wellness focused non-profits to help further their commitment to communities nationwide. The grant is made possible through the Kohl's Cares, the organization's philanthropic program.



STATEMENT OF FINANCIAL ACTIVITIES

Tap Cancer Out Inc.
Statement of Financial Activities
Years ended December 31, 2018 to December 31, 2015

	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Revenue:				
Corporate Contributions	\$ 773,242	\$ 469,326	\$ 272,450	\$ 138,618
Tournament Registrations	\$ 168,650	\$ 108,283	\$ 37,891	\$ 26,487
Merchandise Sales	\$ 84,242	\$ 70,281	\$ 54,687	\$ 16,888
Grants	\$ 42,481	\$ 55,000	\$ -	\$ -
Spectator Revenue	\$ 40,000	\$ -	\$ -	\$ -
Total Gross Receipts	\$ 1,108,615	\$ 702,891	\$ 365,028	\$ 181,993
Other Types of Income				
Interest	\$ 23	\$ -	\$ -	\$ -
Other Revenue	<u>\$ 3,033</u>	<u>\$ 11,227</u>	<u>\$ 3,431</u>	<u>\$ 1,559</u>
Total Revenues	\$ 1,111,671	\$ 714,118	\$ 368,459	\$ 183,552

Expenses:

Cost of Goods Sold

TOURNAMENTS

Referee Fees	\$ 28,795			
EMT Fees	\$ 2,446			
Venue Fees	\$ 29,522	\$ 9,021	\$ 6,900	\$ 2,079
Bracketing Manangement Fees	\$ 5,610			
Insurance	\$ 6,270	\$ 7,428	\$ 1,995	\$ 1,848
Merchandise Not for Resale	\$ 33,191	\$ 21,227		
Supplies	\$ 7,139			
Postage / Shipping	\$ 2,370			
Meals	\$ 9,781			
Lodging	\$ 15,503			
Travel	\$ 21,447			
Marketing - Print	\$ 7,151			
Marketing - Digital	\$ 46,029			
Professional Fees	\$ 4,345			
Labor	\$ 480			
Medals	\$ 11,520			
Tournament Director Fees	\$ 10,525			
Transportation	\$ 5,517			
<u>Photography/Videography</u>	<u>\$ 1,000</u>			
Total Cost of Tournaments	\$ 248,641			

MERCHANDISE

Merchandise	\$ 78,223			
Marketing - Digital	\$ 15,460			
Photography/Videography	\$ 250			
<u>Merchant Fees - Merchandise</u>	<u>\$ 2,394</u>			
Total Cost of Merchandise	\$ 96,327	\$ 54,874	\$ 18,970	\$ 25,204

DONATIONS

Merchant Fees - Donations	\$	40,905
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Total Cost of Donations	\$	40,905
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OTHER INCOME

Merchant Fees - Registrations	\$	110
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Food for Resale	\$	388
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Total Cost of Merchandise	\$	499
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Total Cost of Good Sold	\$	386,372
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Gross Profit	\$	725,299
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Expenses**DEPRECIATION & AMORTIZATION**

Depreciation	\$	7,310
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Total Depreciation & Amortization	\$	7,310
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EQUIPMENT & FACILITIES

Electronics Expense - Hardware	\$	2,365
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Electronics Expense - Software	\$	10,757
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Equipment Expense	\$	13
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Equipment Expense - Auto	\$	1,723
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Total Equipment & Facilities Expense	\$	14,858	\$	18,369
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GENERAL & ADMINISTRATIVE

Books, Subscriptions, Reference	\$	304
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Postage, Mailing Service	\$	11,642	\$	10,440	\$	3,191	\$	2,308
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Printing and Copying	\$	61
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Supplies	\$	1,323	\$	16,490	\$	19,790	\$	8,387
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Telephone, Telecommunications	\$	2,164
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Insurance	\$	1,693
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Bank Fees	\$	247
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Filing Fees / Gov. Fees	\$	1,212
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Storage Fees	\$	2,111	\$	1,907	\$	2,402	\$	2,501
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Volunteer / Referee Clothing	\$	646
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Website	\$	336
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Office Supplies	\$	391
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Conferences & Training	\$	150	\$	458
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Total General & Administrative Expenses	\$	22,280
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GRANTS TO BENEFICIARIES

Alex's Lemonade Stand Foundation	\$	465,000
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Total Grants to Beneficiaries	\$	465,000	\$	380,000	\$	236,000	\$	110,000
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Payroll Expenses

Salaries	\$	73,333
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FICA Tax Expense	\$	5,419
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FUTA Tax Expense	\$	540
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Payroll Processing Fees	\$	360
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Total Payroll Expenses	\$	79,652	\$	10,600	\$	10,600	\$	10,600
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Professional Fees					
Accounting	\$	708			
Professional Fees - Other	\$	<u>4,307</u>			
Total Professional Fees	\$	5,015	\$	36,192	\$ 42,593 \$ 17,579
Marketing					
Marketing - Print	\$	751			
Marketing - Agency	\$	<u>113,000</u>	\$	104,717	\$ 11,817 \$ 2,671
Total Marketing Expenses	\$	113,751			
Travel & Entertainment					
Travel	\$	42			
Lodging	\$	280			
Meals	\$	730			
Transportation	\$	<u>1,470</u>			
Total Travel & Entertainment Expenses	\$	2,522	\$	13,617	\$ 15,875 \$ 8,825
OTHER EXPENSES					
Miscellaneous Expenses	\$	<u>-</u>			
Total Other Expenses	\$	-	\$	661	\$ 39 \$ 127
Total Expenses	\$	710,388	\$	685,543	\$ 370,630 \$ 192,128
Change in Net Assets	\$	14,911	\$	28,574	\$ (2,171) \$ (8,576)
Net Asset at Beginning of Year	\$	29,509	\$	934	\$ 3,105 \$ 11,681
Net Asset at End of Year	\$	44,420	\$	29,509	\$ 934 \$ 3,105