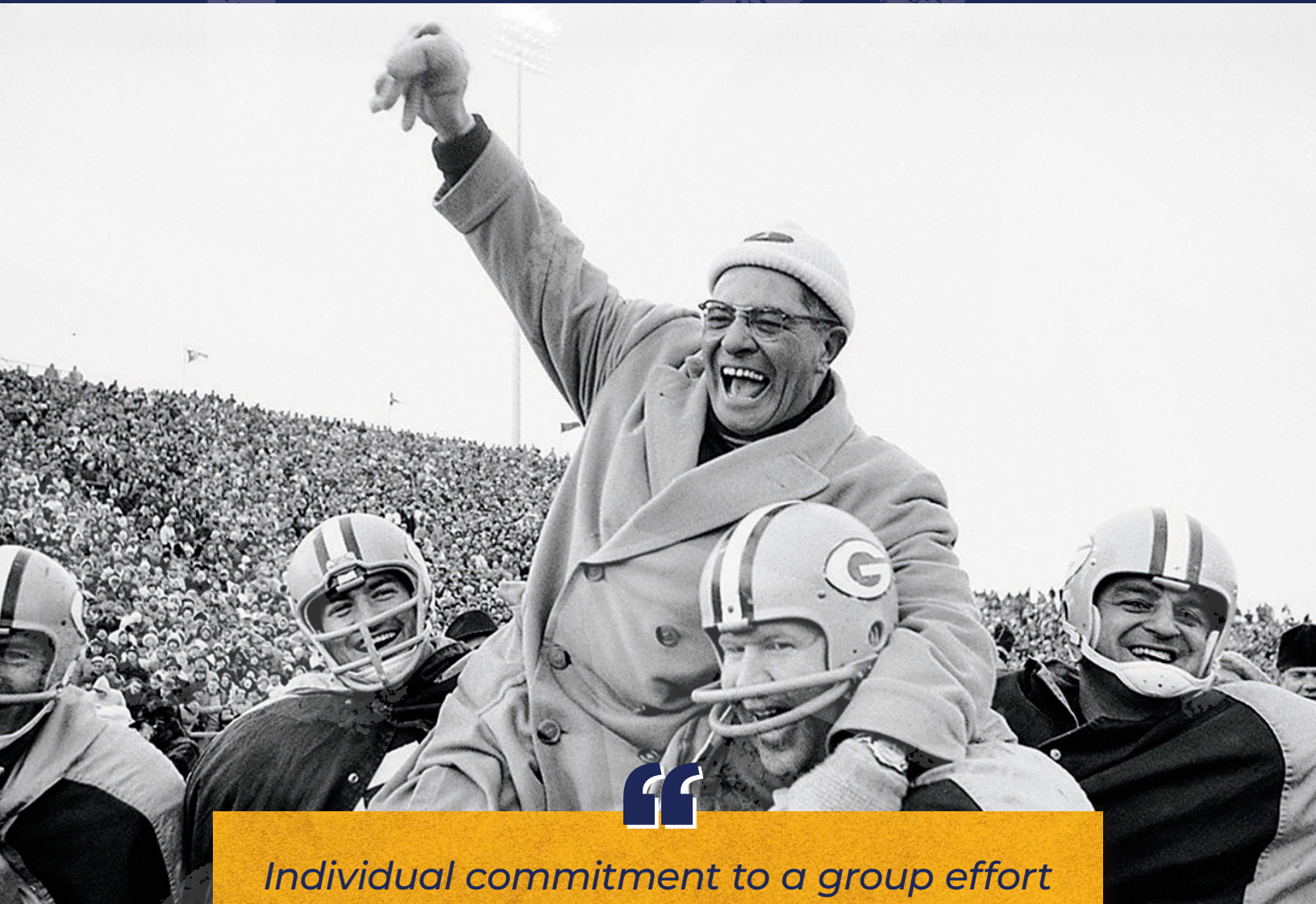


2025 IMPACT REPORT



*Individual commitment to a group effort
– that is what makes a team work,
a company work, a society work,
a civilization work.*

Vince Lombardi

VINCE LOMBARDI
CANCER FOUNDATION
EST. 1971

2024-2025 BOARD OF DIRECTORS

The Vince Lombardi Foundation Board of Directors is dedicated to furthering the Foundation’s mission to **prevent** cancer, provide the best **care** to those fighting it, and find a **cure**.

EXECUTIVE COMMITTEE

- David Kriete
President
- Paul Moline
Immediate Past President
- Aaron Hart
Secretary
- Luis Ayala
Treasurer

DIRECTORS

- Kate Braasch
- Doug Hafemann
- Jennifer Macdonald
- Fuzzy Marek
- Gary Nevermann
- Emily Phillips
- Robb Risch
- James Stuart
- Donald (Trace) Tendick III

EXECUTIVE DIRECTOR

Ann Marie Moss, MBA



Message from the Executive Director

Looking ahead after my first full year as the Vince Lombardi Cancer Foundation’s Executive Director, I am inspired by you: the partner programs, individual donors, corporate sponsors, Board members, and committee volunteers who make this work happen.

Together, we are funding life-saving research and treatment programs that work to prevent cancer, provide superior care to patients, and find a cure. Thank you for joining us in our mission. You are part of a team that’s bigger than any one of us, but powered by all of us.

This past year has illustrated how real impact doesn’t happen alone; it takes teamwork, shared purpose, and enduring commitment. I’m proud to be part of this community and honored to stand with all of you in the fight against cancer.

With heartfelt thanks,

Ann Marie Moss, MBA
Executive Director

Message from the Board President

Thank you for your support of the Vince Lombardi Cancer Foundation. Because of your generosity, our Foundation is able to fund critical cancer research, support patient care, and help drive prevention programs forward. Because of you, we are able to strengthen our community, bond families, and save lives. Thank you for your gifts.

Vince Lombardi said, “The measure of who we are is what we do with what we have.” On behalf of the VLCF Board and I, thank you for measuring up so greatly this year, and giving so much of what you have.

With sincere gratitude,

A. David Kriete
Board President



YOUR IMPACT:
Advancing Cancer Research and Treatment

In 1971, the Vince Lombardi Cancer Foundation (VLCF) was created to honor the legacy of legendary NFL coach Vince Lombardi, whose life was cut short by colon cancer. In the more than 50 years since, nearly \$25 million has been raised to advance our mission to **prevent** cancer, provide superior patient **care**, and find a **cure**.

Together, we’ve built more than a foundation; we’ve built a team of dedicated supporters, united by a common goal.

Every step we’ve taken has been made possible by you, our donors, volunteers, sponsors, and advocates. Your contributions directly support innovative cancer research, prevention initiatives, and patient support programs for both adult and pediatric cancer. We focus not only on finding a cure but also on improving the lives of those currently living with cancer and their families.

Changing the course of cancer takes a team, and you are an essential part of ours.

By entrusting VLCF with your support, you become a part of a rigorous, mission-driven grantmaking process. Every year, VLCF receives grant applications from across the country. These are carefully reviewed by our Medical Advisory Committee, which is made up of

experts from leading cancer institutions across the nation.

Each proposal is evaluated based on its alignment with our mission in three core areas:

- **Prevent:** Programs that build awareness of cancer symptoms and promote screening, helping detect cancer early, when it’s most treatable, and bringing lifesaving screenings to more people across the country.
- **Care:** Patient-focused programs providing compassionate, high-quality care to the neighbors, friends, and families in our home state of Wisconsin.
- **Cure:** Groundbreaking scientific and clinical research projects that aim to improve therapies and bring us closer to the ultimate goal: a cure.

After careful evaluation, the Committee makes funding recommendations to our Board of Directors, which reviews and approves final grantees.

READ ABOUT THE 2024 GRANT AWARDEES ON PAGES 4 THROUGH 7.

MEDICAL ADVISORY COMMITTEE

- | | |
|---|--|
| Jennifer Macdonald, MSN, RN, CNOR (Chair)
Emplify Health by Bellin | Pasithorn (Amy) Suwanabol, MD, MS
University of Michigan Health |
| Jamie Aye, MD
Children’s of Alabama | Monica S. Thakar, MD
Seattle Children’s Hospital |
| Nathan Gossai, MD
Children’s Minnesota | James P. Thomas, MD, PhD
Medical College of Wisconsin Cancer Center |
| Wesley A. Papenfuss, MD, FACS Advocate
Aurora Health | Barb Danner
Patient Advocate |
| Rachel Phelan, MD, MPH
Medical College of Wisconsin | Amy Sapien
Patient Advocate |

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The measure of
who we are is
what we do with
what we have.

2024GRANTAWARDEES

Thanks to your generosity, VLCF was proud to support the following organizations in 2024 – each one a valued teammate working to prevent, care, or cure cancer in their own unique way.

University of Michigan

Project: Optimizing Survivorship Among Younger Adults with Colorectal Cancer

What They're Doing: Investigating the unique physical and psychosocial challenges faced by colorectal cancer survivors under the age of 50. The research aims to tailor survivorship care and improve long-term quality of life, with implications for other young adult cancer populations.

Program Highlights:

- Analyzed data from 6,355 patients with early-onset colorectal cancer
- Interviewed 62 survivors, aged 18–49, across 7 sites to capture diverse patient experiences
 - Found that many were misdiagnosed or delayed in getting care, as symptoms are often dismissed in younger adults
 - Survivors reported long-term side effects, emotional stress, and concerns about fertility and the future
- Six abstracts were presented at national and institutional forums



Our research is revealing how younger adults with colorectal cancer often fall through the cracks of a system not designed for them. Their experiences—of delayed diagnosis, long-term side effects, and deep uncertainty—should push us to reimagine survivorship care that is age-relevant, equitable, and future-focused.

PASITHORN AMY SUWANABOL, MD, MS
Maud T. Lane Research Professor
Associate Professor of Surgery
University of Michigan

IN THEIR WORDS

YMCA of Greater Waukesha County

Project: LIVESTRONG at the YMCA

What They're Doing: A free 12-week, community-based fitness and wellness program for adult cancer survivors. It promotes physical recovery, emotional well-being, and social support through supervised exercise and group bonding, helping participants reclaim their health and confidence post-treatment.

Program Highlights:

- Served 31 adult cancer survivors during Winter 2025
- Delivered a research-based fitness and wellness program aimed at improving strength, confidence, and quality of life
- Spread awareness at local health fairs
- Trained and hired a new instructor with a nursing and oncology background
- Staff are taking advanced training to better support survivors, including continuing HIPAA certifications and Cancer Exercise Specialist credentials
- Participants showed measurable improvements in cardiovascular fitness, leg strength, balance, and self-reported quality of life
- Planning a new fall session and ongoing support for program graduates



Medical College of Wisconsin

Project: Disabling metastasis through blockade of desmoplastic stroma formation

What They're Doing: This study examines how inhibiting MMPs, traditionally seen as pro-metastatic, may actually worsen pancreatic cancer liver metastasis by promoting collagen buildup. It focuses on Timp1, an MMP inhibitor, and its role in tumor progression.

Program Highlights:

- In mouse models, blocking MMPs led to faster tumor growth in the liver and more collagen buildup
- Tumors in these mice became stiffer, especially around the edges, and stiffer tumors are known to be more aggressive and harder to treat
- When they re-activated MMPs by blocking TIMP1, tumor growth slowed down and the mice lived longer
- Ongoing Work: Testing whether clinically used MMP inhibitor Bazedoxifene might unintentionally promote metastasis, and evaluating MMP levels in human samples



With support from VLCF, we are uncovering a surprising biological process that contributes to liver metastasis: that is, suppression of proteins that chew up collagen enables more rapid collagen accumulation, stiffer tumors, and accelerated tumor outgrowth. These findings will provide previously unappreciated insights into why some patients may be at increased risk of metastasis progression.

NIKKI LYTLE, PHD
Assistant Professor, Surgery Department at
Medical College of Wisconsin

IN THEIR WORDS

Aurora Health Care

Project: Team Phoenix

What They're Doing: A 14-week, triathlon-based wellness program that helps female cancer survivors regain strength, redefine themselves as athletes, and build community through modified, ability-based training.

Program Highlights:

- Trained 50 new survivor athletes, ages 32–74
- Engaged 40 alumnae and 100+ volunteers, many of whom are survivors.
- 100% of participants reported improved physical, mental, and emotional health



ADDITIONAL 2024 GRANT AWARDEES
ON PAGES 6 AND 7.

Multiple Myeloma Research Foundation

Project: Patient Navigation Center

What They're Doing: The MMRF Patient Navigation Center is a free resource that connects myeloma patients and caregivers with experienced oncology nurses who provide personalized support to enable informed decision-making about care and treatment, including clinical trials.

Program Highlights:

- In 2024, supported more than 2,500 patients and caregivers across the US
- A patient-survey showed:
 - 77% felt less anxious after talking to a navigator
 - 70% understood their condition better
 - 93% took positive steps in their care after the interaction
- In the second quarter of 2025, 646 cases were managed - an 11% increase from 2024
- Gave presentations to support groups, reaching over 150 patients, 65% in rural areas



They helped me identify an additional clinical trial, which is personally a much better fit for what I want for myself. The information they provided helped me to make an informed and comfortable decision about how to go forward. My anxiety was greatly reduced, and I owe it to the navigators to have helped me to make an empowered decision, my go forward path, which I owe to your wonderful team at MMRF.

JOHN, CURRENT PATIENT

IN THEIR WORDS

Hopecam

Project: Champions of Hope

What They're Doing: Provides free technology (e.g., tablets, internet) to connect isolated children with cancer to their classrooms and friends, combating loneliness and promoting emotional well-being during treatment.

Program Highlights:

- Connected 788 children to their classrooms - a record!
- Launched a new children's book, *My Brave Friend*, to help classmates understand what their friend is going through.
- Started using a school curriculum that teaches kids about cancer in a sensitive and age-appropriate way.



Children's of Alabama

Project: Protein Phosphatase 2A Reactivation as a Mechanism to Target MYCN

What They're Doing: Neuroblastoma is the most common solid tumor in children occurring outside the brain. A major driver of this cancer is the MYCN gene, which has long been considered impossible to target with drugs. Researchers are testing two new compounds (ATUX-1215 and ATUX-5800) that reactivate a natural tumor-suppressing protein called PP2A. Early results show that this reactivation can shut down MYCN and slow tumor growth.

Program Highlights:

- The compounds reduce MYCN activity at multiple levels, offering a new way to target this key cancer gene
- Combining the compounds with doxorubicin (a common chemo drug) increases drug effectiveness by helping it stay inside the cancer cells longer
- Animal studies are approved to begin, and findings are under review for publication



The studies supported by this grant are exceedingly novel and exciting. We have been able to demonstrate that we can target MYCN, a key driver in neuroblastoma, potentially changing the treatment paradigm for this devastating cancer.

ELIZABETH BEIERLE, MD
Professor, Surgical Director, Hepatobiliary Clinic
Children's of Alabama

IN THEIR WORDS



LEARN MORE ABOUT EACH PROJECT AND THE PROGRESS THEY'VE MADE SO FAR IN 2025 IN THEIR MID-YEAR REPORTS HERE.

WITHGRATITUDE

Your gifts directly empowered these institutions and programs to continue their life-saving work. You are part of a team that's changing lives, making a real and lasting impact on cancer patients and their families – thank you!

With your continued support, VLCF will remain a leader in funding transformative cancer initiatives.

Together, we are not just imagining a world without cancer, we are building it. We are honored to have you by our side. Let's keep moving forward – together.

VINCE LOMBARDI
CANCER FOUNDATION
EST. 1971

OUR YEAR IN PHOTOS

1 2024 Lombardi Southwest Open at Talking Stick Golf Club

2 2024 Packers vs. Cancer Campaign, in partnership with the Green Bay Packers and Emplify Health by Bellin

3 2024 Food & Wine Tasting Gala, presented by Lexus

4 2024 Food & Wine Celebrity Chef & Wine Dinner, presented by Lexus, featuring James Beard Award-winning Chef Vishwesh Bhatt

5 2025 Award of Excellence Dinner, presented by Kriete Truck Centers, celebrating Award of Excellence honorees Mason Crosby and Molly Crosby, and Dr. David Margolis as the first-ever recipient of the Champion for a Cure Award

6 2025 Lombardi Golf Classic at North Hills Country Club – a record-breaking year for the event, raising over \$425,000 in support of our mission to **prevent** cancer, provide superior patient **care**, and find a **cure**.



UPCOMING EVENTS

NOVEMBER 7-8, 2025

2025 Food & Wine Experience

The Pfister Hotel, Milwaukee, WI
The Wisconsin City Club, Milwaukee, WI
Don't miss out! Get your tickets now at lombardifoundation.org.

MARCH 7, 2026

2026 Award of Excellence

The Pfister Hotel, Milwaukee, WI

APRIL 18, 2026

2026 Lombardi Southwest Open

Talking Stick Golf Club, Scottsdale, AZ
Registration now open! Visit lombardifoundation.org to get your tickets today.

JUNE 5-6, 2026

2026 Lombardi Golf Classic

The Wisconsin Country Club, Milwaukee, WI

NOVEMBER 6-7, 2026

2026 Food & Wine Experience

The Pfister Hotel, Milwaukee, WI
The Wisconsin City Club, Milwaukee, WI

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EST. 1971

**FIND MORE INFORMATION ABOUT
ALL OF VLCF'S UPCOMING
EVENTS ON OUR WEBSITE AT
LOMBARDIFOUNDATION.ORG.**

