

*Providing
and Pursuing
Answers*

FY2012
Annual Report



American
Brain Tumor
Association®



Mission Statement

The mission of the American Brain Tumor Association is to advance the understanding and treatment of brain tumors with the goals of improving, extending and, ultimately, saving the lives of those impacted by a brain tumor diagnosis.

We do this through interactions and engagements with brain tumor patients and their families, collaborations with allied groups and organizations, and the funding of brain tumor research.

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Providing and Pursuing Answers

As we approach our 40th anniversary in 2013, the American Brain Tumor Association has taken steps to reaffirm its purpose and strengthen its position as the nation's leading brain tumor patient advocacy organization.

One of the activities undertaken by the Board of Directors in FY2012 was a review of the ABTA's mission statement.

A clearly articulated mission statement expresses the organization's purpose and serves as a tool to measure the effectiveness of its programs against the benchmark of the mission. Simply put, it is what we do and how we do it.

Our new mission statement more accurately reflects:

- The needs and priorities of our constituents, who in several surveys cited "brain tumor treatment information for patients and families" above any other responses;



- The integrated relationship between the brain tumor research that the ABTA funds and how that research ultimately informs the treatment brain tumor patients receive as well as the information, education and resources that the ABTA provides; and



- The real work of the organization for which we can establish metrics and show genuine results.

Through this effort, the American Brain Tumor Association leadership has embraced and reaffirmed its responsibility to the brain tumor community as the first and, now only, national organization funding brain tumor research and providing valuable patient and caregiver support.

This new mission statement will serve as an anchor for our strategic planning and program development. Going forward, everything the ABTA undertakes will be measured against whether and how well the effort advances the understanding and treatment of brain tumors with the goals of improving, extending and, ultimately, saving lives.

A handwritten signature in black ink that reads 'Elizabeth M. Wilson'.

Elizabeth M. Wilson,
President and CEO

Providing Answers to Patients and Caregivers



With the new mission came a revitalization of the information provided to patients and care-

givers. Our patient education materials were clinically reviewed and redesigned. Our single topic publications on tumor types and treatments now all have a cohesive look while still providing the most up-to-date information reviewed by leaders in the brain tumor field.

Along with our publications, the ABTA's website, www.abta.org, was also redesigned. New features put critical information at the fingertips of those who need it most. The "Anytime Learning" section offers an archive of recorded webinars from national brain tumor experts, while downloadable resource sheets and publications provide access to important topics in an instant.

Through it all, the ABTA's Care Consultants were available via our CareLine, providing one-on-one support, information and answers to patients' and caregivers' most pressing questions.

Pursuing Answers Through Research Funding

Through the funding of a generation of young investigators, the American Brain Tumor Association is credited with having

populated much of the current brain tumor research and medical community. Five formal grant programs fund scientists working toward breakthroughs in brain tumor diagnosis, treatment and care.

In FY2012, the ABTA supported 64 researchers who are pursuing answers to key questions through a wide range of projects and ideas. Researchers completing their studies presented their findings to patients, speakers and fellow researchers at the 2012 Patient and Family Conference.

Making Breakthroughs Coast to Coast

The ABTA's signature events were rolled out nationwide in FY2012, including our Breakthrough for Brain Tumors 5K Run & Walks in Chicago and New York City. Team Breakthrough, our endurance and fundraising team, participated in races from San Francisco to Long Branch, NJ, with many stops in between.



Volunteer Fundraising Events were also held coast to coast, organized by brain tumor patients and their families. The funds they raise allow us to continue to meet the needs of our constituents and fulfill our mission of advancing the understanding and treatment of brain tumors.

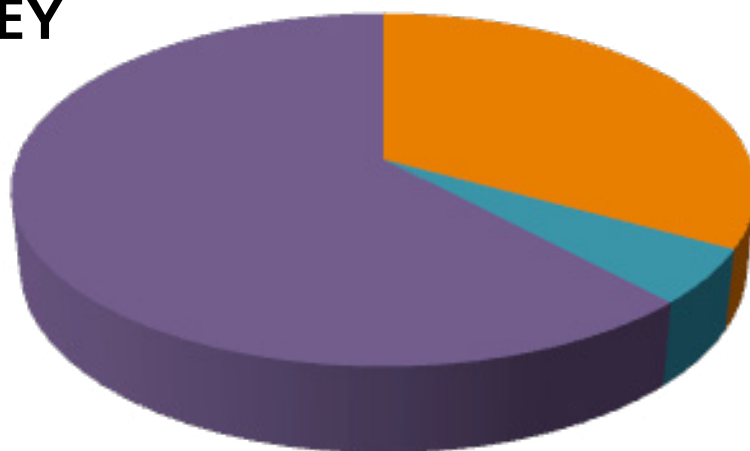
Impactful Investing

In FY2012, 80% of funds raised by the American Brain Tumor Association were invested in programs that directly support our mission—including research and patient services.

WHERE DOES OUR MONEY COME FROM?

FY2012 Revenues
\$4,800,056

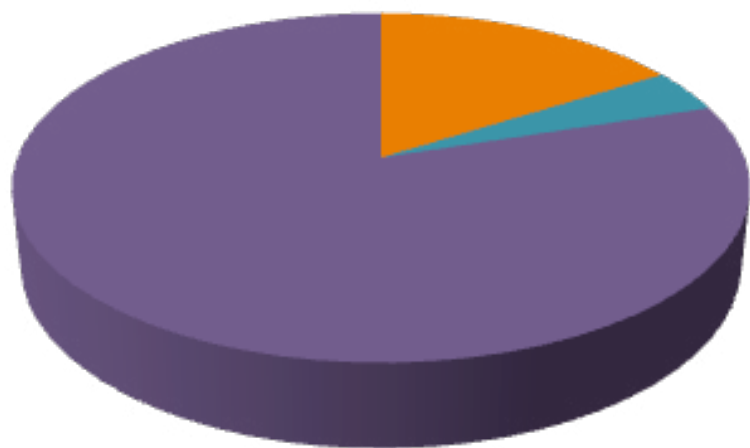
Contributions - 62%
Fundraising Activities - 33%
Other Income - 5%



WHERE DOES IT GO?

FY2012 Expenditures
\$4,445,459

Program Services - 80%
Fundraising - 16%
Management & General - 4%





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