

ANNUAL REPORT



PROJECT
PERIWINKLE®

FISCAL YEAR 2023

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ABOUT THIS REPORT

Our fiscal year (FY) runs May 1 – April 30. Fiscal Year 2023 ran 05/01/2022 – 04/30/2023
Project Periwinkle is a registered 501(c)(3) nonprofit organization, Tax-ID #47-3495943.

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ABOUT PROJECT PERIWINKLE

Project Periwinkle is a nonprofit organization with the mission of funding stomach cancer research for a cure and bringing awareness to the disease.

Since 2015, we have raised tens of thousands of dollars for research and awareness programs, supported multiple cancer and medical centers, created a presence in every state and elevated Project Periwinkle to the international stage. And we have done this all while remaining completely volunteer based. No salaries, extreme fiscal responsibility and stewardship, and a strong dedication to our mission. We set out to make a difference, and together, we are making our world a better, brighter, cancer free place.

IMPORTANCE OF RESEARCH

As the 5th most common cancer worldwide, according to the World Health Organization, there are just over 1 million new stomach cancer cases every year. However, there are an estimated 783,000 deaths per year from the disease. 78% of all cases. Why is the National Cancer Institute's cancer research budget only directing 0.16% of its budget to the disease in its most recent reporting year? Research funding for this disease is left nearly entirely up to organizations and public charities like Project Periwinkle. We are striving to fill the research gap!

We are a research focused nonprofit organization because we see a huge need to fill the gap between what is currently directed in research dollars and where stomach cancer ranks globally. Over the years, research federal funding has either decreased or remained stagnant according to the budget details published by the National Cancer Institute. This leaves funding up to nonprofits, public charities and institutions.

Since 2015, we have contributed to and started programs that share our values and commitment. To date, 4 cancer centers and 6 programs have been financially moved forward because of what we believed in, but more importantly, this progress and what we have been able to accomplish as a organization is only possible because of our donors and supporters who first believe in us.

GLOBAL ENGAGEMENT

3

AMBASSADORS

f 748

ig 467

in 26

SOCIAL MEDIA
FOLLOWS

74

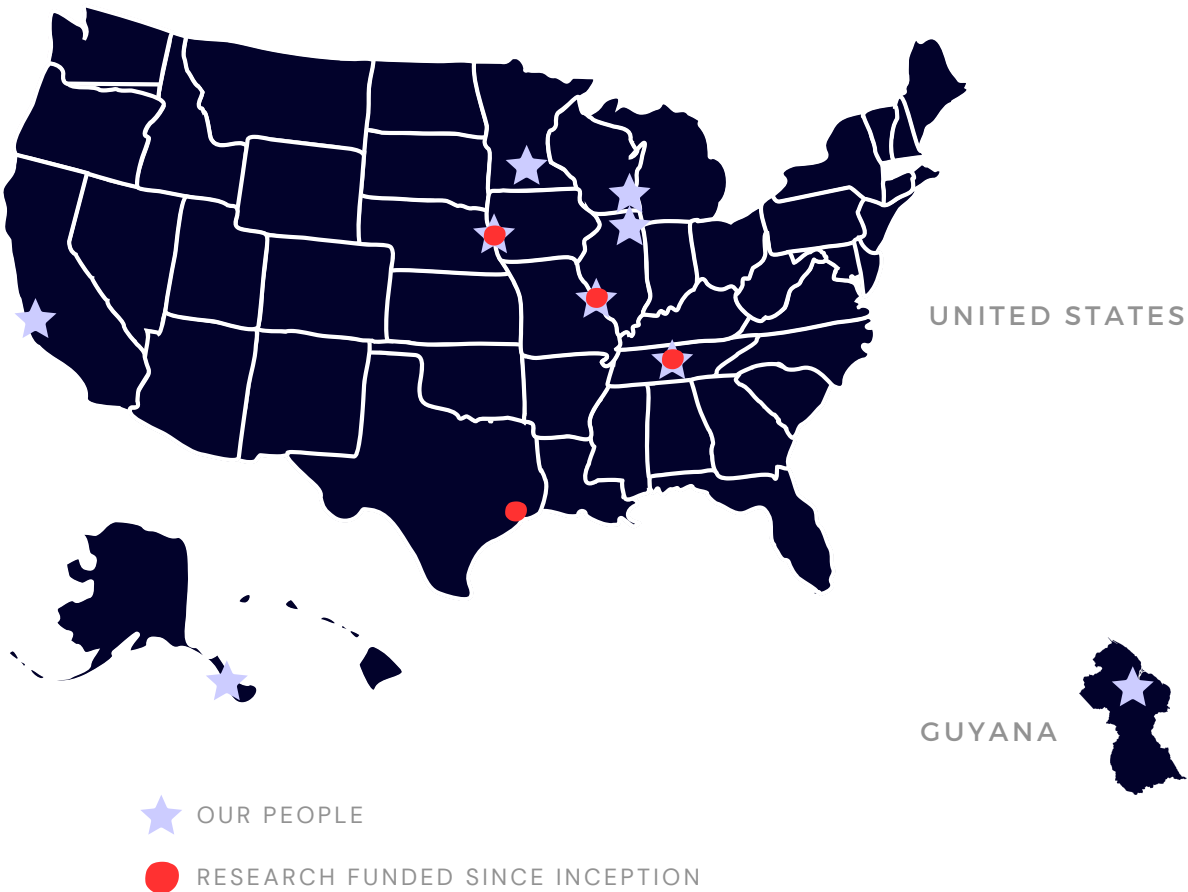
COUNTRIES
REACHED

2,364

WEBSITE HITS

7,866

SOCIAL POST
ENGAGEMENT



CONTINUED GROWTH AND SUCCESS

This year, Project Periwinkle continued to lead innovation in stomach cancer research, taking hold of opportunities led by some of the best physicians, physician assistants, researchers, clinical staff and partners in the world.

We have seen the progress from past program funding, proving that first phases of studies supported and made possible by Project Periwinkle have weight – securing additional six figure gifts in additional phases. These studies have elevated progress on an international level, opening the door for so much more to come.

We continued to bring awareness and attention to an underfunded cancer that still ranks in the top five, while also remaining one of the most deadly, in part due to late stage detection or mis-diagnosis.

We have evolved our Project Periwinkle ambassador team to focus on global engagement initiatives centered around community involvement, awareness and education, and the importance of research.

We did all of this while also closing out our most successful year yet, in both revenue and research program funding.

PRESIDENT & CHAIRMAN MESSAGE

Momentum is essential for continued success, and over the past year, the support of so many have contributed to the continuation of our progress, the realization of our goals, and the opportunity to be witness to incredible things. As we push forward, we remember what is at the core of our mission, and the result it has on our world.

We are excited to share with you our FY23 annual report, showcasing the tremendous things we have been up to over the past 12 months, and reaffirming the values, commitments and initiatives we put in place to ensure we can continue improving lives, shaping better outcomes, and making possible innovation for years to come. We are extremely grateful for the generosity and support of so many. You are the reason we are able to do it all!

With Hope,



Ben J. Broghammer, MBA
President & Chairman



OUR VALUES

FISCAL RESPONSIBILITY

We know and understand that we are the greatest stewards of the financial resources we are given. We are committed to ensuring we allocate funds where they have the biggest impact. This starts with being 100% volunteer based, it continues with how we operate and support our day to day operations, and it ends with how and where we direct research dollars and the follow through after giving to ensure there are results and our expectations are met.

TRANSPARENCY & TRUST

We are committed to remaining completely transparent. We share how donor dollars are used, where they go, and the impact they have on the world. All financial reporting can be found on our website in full detail.

INNOVATION & EXCELLENCE

We strive to be a leader, an innovator, and a change maker. This started on Day 1 with how we set up the operating model of our organization, and it has continued throughout our history as we have partnered with cancer centers and researchers who share our dreams. We take pride in being first, seed funding programs that are proving to be a success through the results they show, and never forgetting the real people and patients impacted by everything we do.

MIKE BABCOCK

BOARD MEMBER



I serve on the board of Project Periwinkle to help end cancer. Cancer is a disease that destroys lives and families. It is sad to see people battle against something that I feel we can find a way to defeat, so being a part of finding a cure is a driving force in my life.

My family has been personally affected by cancer as we have lost two grandparents to it. We miss them dearly. My involvement in Project Periwinkle is in memory of them. I know that they would be proud of our work. That is what constantly motivates me to help other cancer patients and honor cancer survivors through Project Periwinkle.

Mike Babcock
Board Member

JULIA CALLAHAN

BOARD MEMBER, SECRETARY

I met Ben during my academic career at Saint Louis University. Immediately, we were able to form a connection due to our lighthearted, optimistic outlook on life. In those youthful years, Ben demonstrated his positivity through joyful greetings, inclusivity through making everyone feel welcome, and selflessness by putting anyone's needs in front of his own. Unfortunately, cancer is something that effects all people, both directly and indirectly. In the summer of 2014, Ben silently coped with the passing of his cousin, Michon. Unbeknownst to many, that summer brought unimaginable sorrow into the life of my happy, go lucky friend. In 2015 when Ben more formally proposed Project Periwinkle, I thought I was being a good friend. Little did I know the magnitude of the impact we would have on research and awareness for stomach cancer in years to come. Looking back, I am thankful and proud that Ben found a way to funnel his grief into something wonderful.



Everyone's experience with cancer is different - biologically and mentally. I am not alone in sharing that I have also lost numerous loved ones to this disease. Likewise, I have personally experienced and seen the effects cancer has on mental health. Countless times, I have observed a cancer diagnosis affect the emotional health of the individual and their family. I have watched roles at home, work, and within the family system change due to the feelings that come. I have experienced how these emotions are often overlooked due to a perceived burden to talk about oneself.

Luckily, I was given guidance and encouragement on what it means to be human. Doing so, I formed stronger bonds with others where I felt empathy, validation, protection, and understood. As I've gone through life, I have personally recognized the benefits that physical movement has positively impacted my body, but more importantly my mind. For Project Periwinkle, I have visions to create more opportunities that focus on mental health in families on a journey with cancer. Emotion skills amplify our strength and help us through challenges. I want everyone from children to independent adults to understand they have the permission to feel anything. I desire a world that encourages openness, curiosity, and regulating strategies to regain a sense of control in these trying moments.

I am continuously proud of the work the volunteers at Project Periwinkle do. I am pleased with our connection to MD Anderson Cancer Center (University of Texas), including the research they are performing, and the focus physicians have given for improving quality of life in our stomach cancer patients.

Ben followed a calling and a purpose that has inspired many. He continues to foster his optimism as the spear head of this organization. In 2015, Ben envisioned a powerful community that will find a cure for cancer, and we won't stop until that dream becomes a reality.

Julia Callahan
Board Member & Secretary

INNOVATING AND ADVANCING

WE CONTINUED TO WITNESS IMPACT

In May 2022, we received an impact statement from MD Anderson outlining the outcome of our 2021 gift, centered around quality of life studies and approaches.

The support received from Project Periwinkle helped initiate a proposed study at MD Anderson investigating how gastric cancer and different kinds of treatment for gastric cancer influence patients' quality of life. Since the study requires multiple phases, Project Periwinkle's support allowed MD Anderson to initiate its first step. They were able to leverage the first phase and received additional funding to support the rest of the study, which they expect to complete in two years.

The quality of life of patients going through treatment for gastric cancer has not been well studied, while the focus of most gastric cancer research is on survival outcomes. The gaps encountered is the lack of tools to measure patients' quality of life efficiently and consistently. The study we supported will first evaluate and quantify symptoms that gastric cancer patients are experiencing, and develop an effective questionnaire for quality of life. Then the questionnaire will be validated in 150 patients who undergo surgery.

Project Periwinkle is directly responsible for MD Anderson's ability to perform this study. We are tremendously proud of the work we have made possible, the research staff, coordinators, surgeon collaborators, and all others involved who are paving the way for better outcomes and medical breakthroughs. Together, and because of our generous donors and supports, we are playing an active part in "Making Cancer History".

In August 2022, we again supported MD Anderson, seed funding a two year study with a Phase I gift of **\$40,000**, aimed at better predicting tumor behavior and response, and to inform more personalized treatment plans for improved outcomes for gastric cancer patients.

Early results are promising, and we expect an impact statement from this funding some time this summer (2023). While visiting Houston, members of our team were able to experience first hand the incredible work being done, and learn from those who will be involved with the program.

As we move forward with financially supporting stomach cancer research studies, we remain committed to partnering with those who share common values, are dedication to excellence, strive for results, and continue to innovate and deliver.

PROJECT PERIWINKLE 2025

LOOKING AHEAD TO OUR FUTURE

In the final months of 2021, we outlined a path forward that would ensure we could continue delivering on our commitments driving innovation, and create an environment in which we were not only financially strong for the present day, but also for the future.

It has always been clear to us the importance of what we are doing, and how we are contributing to a brighter future for those touched by cancer. The past several years have had a profound impact on our world, and our outlook. We have always been committed to ensuring we do all we can to still be here, fighting for and with those who have been impacted by cancer, and shaping a future in which no family will have to experience what so many do today.

We set a goal to raise **\$1 million** by the end of our 2025 Fiscal Year, and by the close of our 2023 Fiscal Year have raised **\$191,882.71**.

On the operations side of the organization, over the past year, we have continued to evaluate our financial standing, and have aligned our funding and budget processes in ways that allow us to be the best stewards of the resources we have. In doing so, two of the biggest have been remaining a 100% volunteer based non-profit organization, and taking advantage of higher interest rates by shifting cash assets to short term FDIC insured certificates of deposit.

On the research front, we have continued to seek balance between funding and promise, supporting programs where seed funding is needed but also ones that show a rate of expected success where there is a deep commitment and well thought proposal. While initial phase funding can never completely guarantee an expected outcome, we have remained committed to supporting those who have a proven track record, and we have also seen a high rate of support for additional phases of study from institutional players creating a "multiplier effect" of six and seven figures, showing that what we are supporting is working and is supported in the wider medical community.

While there is still much to do, we know that by setting our sights on the years to come, we can ensure we do all we can for a bright and sustainable future. Nothing worth it ever comes easy, and we are committed to seeing our mission through from start to finish, whenever the end may be. In 2015, we set out to find a cure for cancer, and we won't stop until that dream becomes reality.



EVENT HIGHLIGHTS



Our events committee was excited to bring back to life in person fundraisers and events! For the past few years, we have held virtual trivia nights and relied on social media to help spread awareness and educate about stomach cancer. Our team planned our first event, starting in September all the way through the night of January 27, 2023, where we brought together 122 participants in the St. Louis, MO area community for a night of music trivia. The event also had two raffles and a silent auction. In total, we raised \$10,172!



In addition to events put together formally through our organization and events committee, amazing supporters of Project Periwinkle are getting involved and holding their own fundraisers benefiting our work! During November, one special supporter held a walk in Staten Island, NY with 56 participants and raising \$3,050!

CORPORATE SUPPORTERS

We are grateful for the businesses, organizations, and institutions that continue to support us year over year, whether through in-kind support of products and services, event support through sponsorships and auction items, or through their own ways!



EVENT SPONSORS

We also received support both financially and in-kind through silent auction items for our January 2023 event in Saint Louis, MO



GET INVOLVED & MAXIMIZE IMPACT

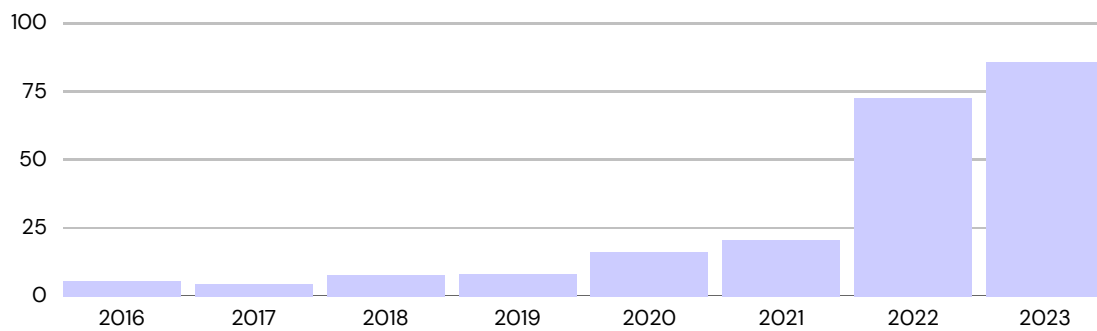
There are many ways to support Project Periwinkle and maximize your impact. From making a gift, participating in any employer charitable giving matching programs you have available or starting a fundraiser on social media, to holding your own event, reaching out about honor and memorial fund giving, or participating in our ambassador program.

If your employer participates in charitable giving match programs, and you do not see Project Periwinkle listed, please reach out to us with details.

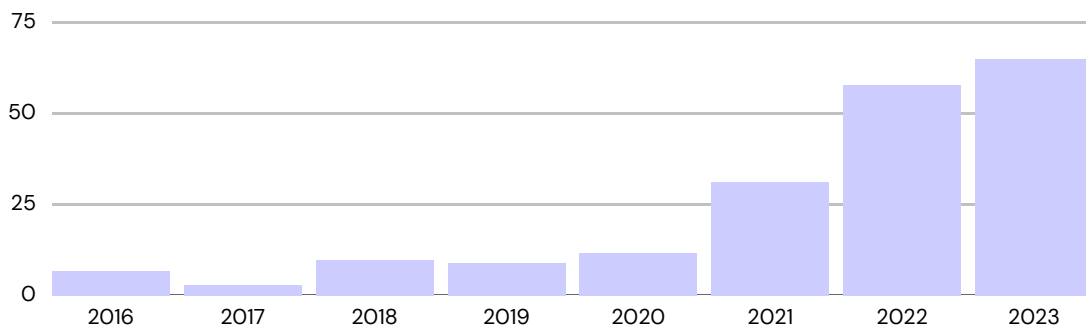
FINANCIAL STANDING

This year was one of continued success, growth, advancement, and investment in our work and the stomach cancer research we are supporting.

Assets (As of April 30 of the list year, 000's omitted)

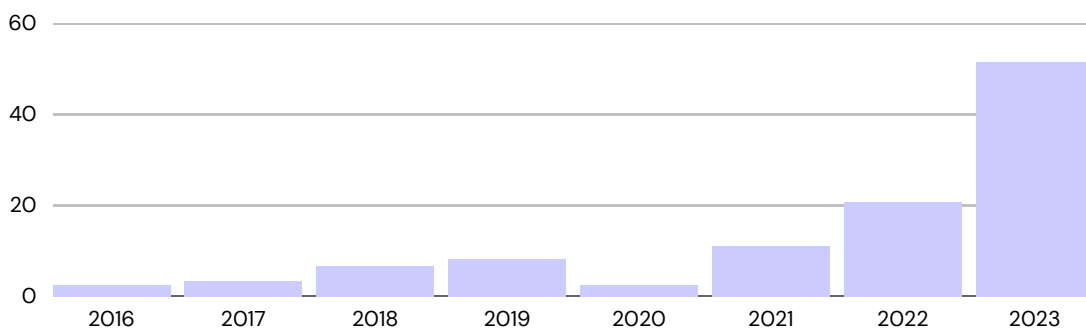


Revenue (FY May - April, 000's omitted)



Expenses (FY May - April, 000's omitted)

All expenses: both operation and program funding



FY23 at a Glance

GROSS REVENUE

\$65,028.51

\$54,163.95 GENERAL DONATIONS

\$10,172.00 EVENTS

\$196.35 INTEREST INCOME*

\$496.22 OTHER INCOME

BUDGET BREAKDOWN

18.30%

TOTAL OPERATIONAL OVERHEAD

13.07%

ADMINISTRATIVE

4.07%

EVENTS

1.16%

ONLINE DONATION PROCESSING FEES

61.51%

DIRECTED TO PROGRAM FUNDING IN FY23

20.19%

RETAINED EARNINGS, SAVING FOR THE FUTURE

FINANCIAL NOTES

*In March 2023, in line with program funding projections and planning, 64% of cash assets were shifted from non-interest bearing accounts to short term FDIC insured certificates of deposits to take advantage of high interest rates. Interest income is reflective of one month remaining in the fiscal year. We remain conscience of FDIC limits and ensure asset classes do not surpass insurable maximums.

STATEMENT OF FINANCIAL POSITION FY23

ASSETS

CASH	30,575
CERTIFICATES OF DEPOSIT	55,000
TOTAL ASSETS	\$85,575

LIABILITIES & EQUITY

LIABILITIES	0
OPENING BALANCE EQUITY	69,038
RETAINED EARNINGS	3,407
NET REVENUE	13,129
TOTAL EQUITY	85,575
TOTAL LIABILITIES AND EQUITY	\$85,575

STATEMENT OF ACTIVITY FY23

REVENUE

GENERAL DONATIONS FROM INDIVIDUALS	64,336
INVESTMENT INCOME	196
OTHER INCOME	496
TOTAL REVENUE	\$65,029

EXPENSES

PROGRAM FUNDING	40,000
ADMINISTRATIVE	6,210
INSURANCE	698
EVENTS	2,342
GOVERNMENTAL FILING FEES	79
ONLINE DONATION PROCESSING FEES	758
OTHER	1,813
TOTAL EXPENSES	\$51,900

NET REVENUE	\$13,129
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BOARD OF DIRECTORS

Mike Babcock
Kathy Broghammer
Ben J. Broghammer, *Chairman*
Ben G. Broghammer
Julia Callahan
Jean Crudden
Danielle Murphy
Christine Southall

OFFICERS

Ben J. Broghammer, *President*
Kathy Broghammer, *Vice President*
Chris Broghammer, *Treasurer*
Julia Callahan, *Secretary*

INITIATIVE LEADERSHIP

Danielle Murphy, *Director of Global Engagement*



GIVE



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