



2017

ANNUAL REPORT



BELIEVE BIG
Face It. Fight It. Overcome It.™

Believe Big has become a trusted guide in the world of cancer, and I am humbled that God has used my cancer journey and what Jimmy and I learned to bridge the gap that exists between conventional and complementary medicine for treating cancer. Much has been accomplished, but so much more needs to be done. It's going to take collaboration, persistence, humility, and an integrative approach to end the war on cancer.

I believe God helped me overcome cancer so that I can speak life to those who are feeling hopeless in their cancer diagnosis and share with them that God can do what others might say is impossible. My goal is to use my voice to share with those I encounter the need to change the way cancer is thought of and treated in the United States. I want to create and sustain open communication between conventional and complementary medical communities.

I have seen in my life, and in the lives of hundreds of patients that Believe Big has worked with, how this collaboration has been effective in the healing process.

As we look to this next season, I have been given an exciting opportunity to move to the mountains in Colorado. We believe this move will give Believe Big a great strategic position to expand our influence across the United States and around the world. I know that God has big plans ahead and has already been preparing the way by opening doors for this coming year.



Jackie Guidera, Director of Operations (right)

Believe Big's main office will remain in Baltimore, and we have hired Jackie Guidera to be our Director of Operations. Jackie has been a supporter since our founding in 2011 and has been an executive team member on our Board of Directors the last eight years. She will be in charge of running the day-to-day operations in Baltimore. I will continue to serve as the Executive Director at Believe Big, and my focus will be on long range planning and goals, overseeing the mistletoe clinical trial, and patient care. In this transition, God has given me an even greater vision that I believe will be realized in this next season.

I dream of and even envision the day when mistletoe therapy and other science-based complementary treatments become standard of care in the world of cancer treatment. One of our biggest dreams has always been to open a state-of-the-art Believe Big Wellness Center where patients can find everything they need to heal in one place—mistletoe and nutrition therapy, healthy organic prepared foods, art therapy rooms, acupuncture, prayer room, and more. A place where a patient not only is helped physically but also mentally, emotionally, and spiritually. There are several out-patient centers that provide some of these wonderful services, but we picture one that also allows for in-patient care. And, we especially want to build one that is not exclusive only to those who can afford it.

I see an "Everest" ahead for Believe Big, and I welcome the challenge. I don't know how God is going to provide the land, building, or resources to build this center, but what I do know is that when He gives us a vision, He gives the provision.

Believing Big with you!

Ivelisse Page, Executive Director & Co-Founder

CORE VALUES

FAITH

*“We believe it
before we see it.”*

TEAMWORK

“We are better together.”

INTEGRITY

*“We do the right things
for the right reasons.”*

COMPASSION

*“We love, care,
and serve.”*



OUR FOUNDERS

After facing, fighting, and overcoming stage IV colon cancer, Ivelisse Page wanted to reach out to other patients facing the many challenges she encountered through her cancer journey. After assembling a team of doctors and accumulating extensive research, Ivelisse and her husband, Jimmy, compiled reliable resources to heal the whole person physically, spiritually, mentally and emotionally. They established Believe Big in 2011 to help families bridge the gap between conventional and complementary medicine for fighting cancer.



BOARD OF DIRECTORS

Dr. Luis Diaz (Not Pictured)
Mrs. Susan Mihok
Dr. Peter Hinderberger

Mrs. Heidi Kelly
Mrs. Maureen Knotts
Mr. Dan Morrison

BOARD OF ADVISORS

Mr. Bob Geis
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Mr. Brian Rayme

Mrs. Jane Webster
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STAFF

Ivelisse Page
Jackie Guidera
Patty Buddemeyer
Kristen Dorn

Bernadette Spallitta
Beth Morrison
Mary Krufft
Jensen Hufnagel

OUR VISION

See cancer patients and their families discover their pathway to healing.

OUR MISSION

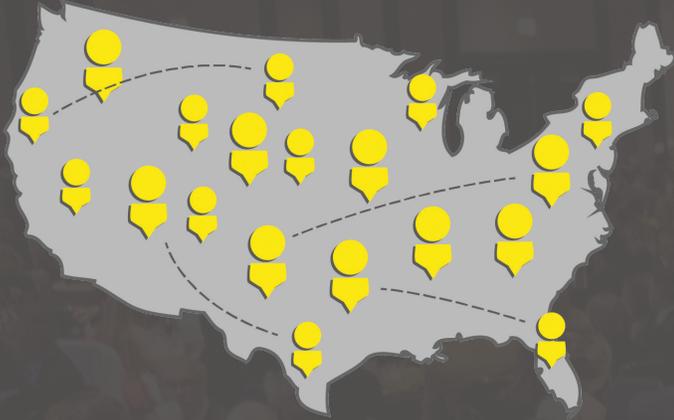
Help families face, fight, and overcome cancer.

OUR FOCUS

- Educate individuals on a comprehensive approach to cancer prevention and treatment.
- Connect patients with physicians trained in mistletoe therapy, oncology nutritionists, and the resources necessary to help them advocate for their own health.
- Provide spiritual support to help patients and their families overcome fear and anxiety.
- Overcome cancer with the development of the Mistletoe Clinical Trial in collaboration with The Johns Hopkins University School of Medicine.



OUR NETWORK



We connect patients with physicians trained in mistletoe therapy, oncology nutritionists, and the resources necessary to help them advocate for their own health.

When we began in 2011 we only had two physicians we could direct patients to for mistletoe and nutrition therapy.

Today we have a network of over 120 physicians.

OTHER METRICS

 **130,000**
TOTAL IMPACT
/REACH

 **1,600**
MUGS
DISTRIBUTED

 **90**
WELLNESS
GRANTS

 **34**
HOPE BASKETS
DELIVERED

OUR PROGRAMS

BELIEVE
MUGS

EDUCATIONAL
RESOURCES

MISTLETOE
& NUTRITION
GRANTS

HOPE
BASKETS

OUR FINANCIALS

Contributions and Revenues: \$630,069

Expenses: \$423,921

Change in Net Assets: \$206,148

Total Assets: \$632,265

Total Liabilities: \$41,834

Net Assets: \$590,431



**MISTLETOE
CLINICAL
TRIAL**

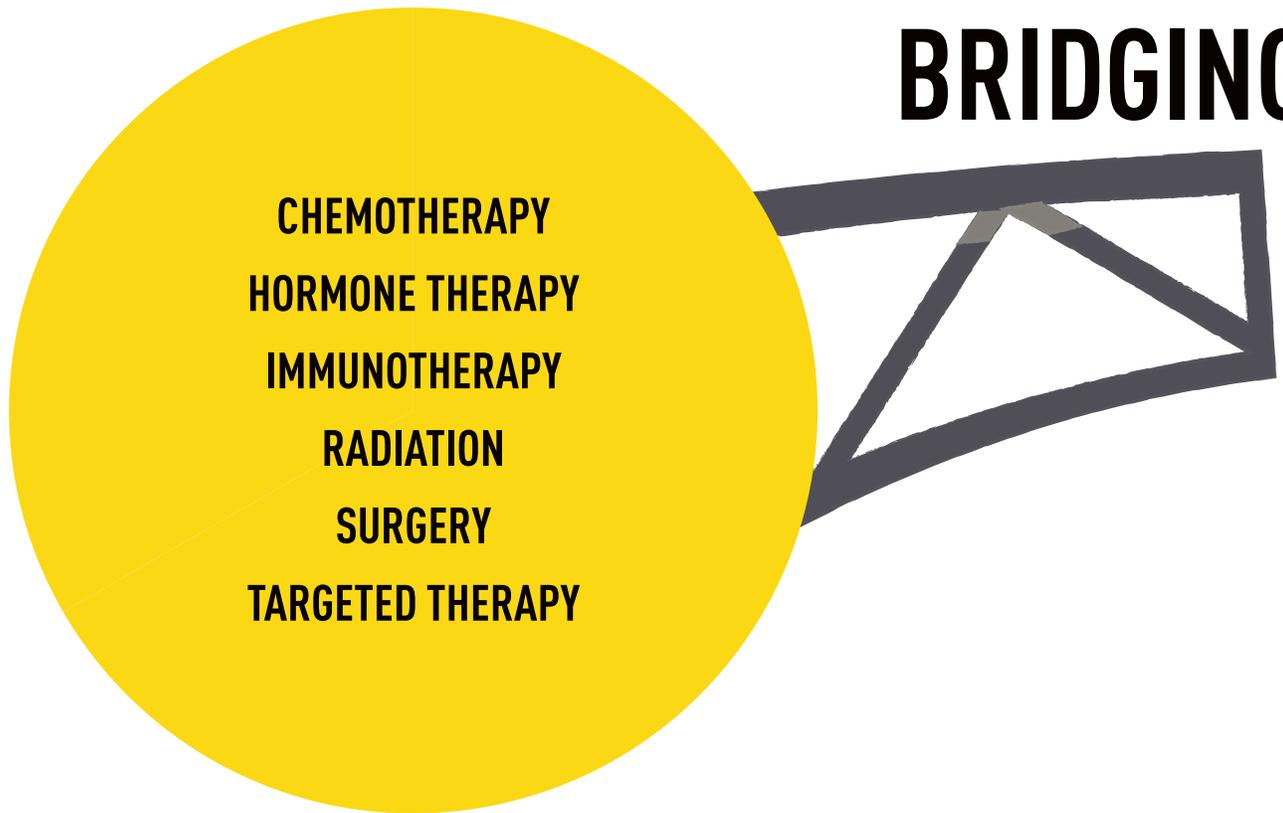
**PATIENT
ADVOCACY**

**WELLNESS
CLASSES**

PRAYER

CONVENTIONAL

BRIDGING



CLINICAL TRIAL

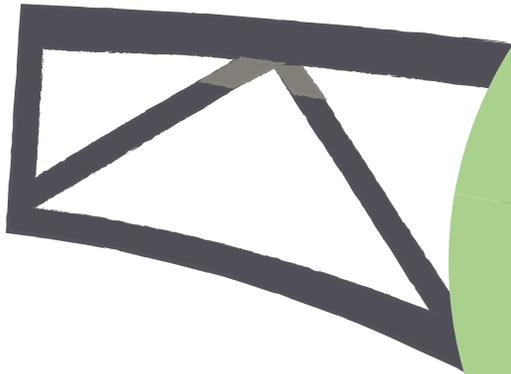
Believe Big is excited to be in the trenches with cancer research. We are supporting The Johns Hopkins University School of Medicine in the first clinical trial in the United States using intravenous mistletoe. This clinical trial brings together the conventional and complementary medical communities to fight cancer.

Mistletoe treatment for cancer is used widely in Germany and Switzerland, but in the United States, every potential treatment must be studied in a series of steps, called phases. Each phase is designed to answer a separate research question. The mistletoe clinical trial at Johns Hopkins is currently a Phase 1 trial in which researchers are testing the drug on a small group of participants to evaluate safety, determine a safe dose, and identify side effects. This is the first of many research steps before mistletoe can be considered for conventional use in cancer treatment.



Dr. Luis Diaz, Dr. Channing Paller, Dr. Peter Hinderberger, Ivelisse Page, Jimmy Page, Heidi Kelly, Dan Morrison, Patty Buddemeyer

THE GAP



ACUPUNCTURE
HERBAL MEDICINE
HOMEOPATHY
MASSAGE
MISTLETOE THERAPY
MUSIC & ART THERAPY
NUTRITION THERAPY
PRAYER
SUPPLEMENTS

“

“What impresses me most about Believe Big is the way in which they are actively trying to build bridges between the complementary and conventional worlds of cancer treatment. While it’s important to believe in your mission, it’s equally important to carry out that mission with respect, professionalism, and a willingness to listen. In a world where cancer organizations are too often shouting at each other from opposite sides of a fence, Believe Big has taken the higher road by crossing over that fence and asking others to collaborate on a shared goal. I am eagerly awaiting the results of their mistletoe clinical trial, which I believe will have a tremendous impact on cancer treatment.”

”

- Dr. Kelly Turner, PhD, author of NY Times Bestseller “Radical Remission” and founder of The Radical Remission Project

STORIES OF HOPE



JOANNA DENNSTAEDT, STAGE 3 MELANOMA OVERCOMER

“In 2014, at the age of 34, I received that dreaded call from my doctor; the call that no one ever wants to receive. As a mom of 4 and living a busy life, I thought the doctor must have the wrong number.

I was diagnosed with stage 3B malignant metastatic melanoma. After surgery and a brief time of healing, I started a year of weekly Sylatron interferon injections. The treatment was horrendous and I had zero quality of life. Because of the harsh side effects and my body shutting down, the doctors decided to stop treatment. I felt helpless. I was sitting stagnant, with a cancer, that was more likely than not, to rear its head again.

This is when Believe Big entered my life through a college friend. He repeatedly told me they had a similar story and felt I could find hope by reaching out to them. I finally listened, and we connected. I cannot tell you the impact Believe Big has made on my life in just a few short paragraphs. They stepped in and guided me along a path that was new to me; my oncology and naturopath team needed to work together, so I could continue to heal and also support my whole body.

I started mistletoe injections all while frequently seeing my oncology team at Penn. Believe Big stepped in to show there is HOPE during this hard journey of healing. With Believe Big’s encouragement, I could finally take hold of my diagnosis and fight cancer in a way I had never known before.

Through this process, I started my own non-profit, Radiant Hope. Our mission is to spread hope and encouragement to those surviving cancer and to their caregivers.

I trust God puts those in our lives that He knows we need and Believe Big has been one of those organizations that has been there for me. I have conversations weekly with survivors; I provide them courage, hope, and knowledge that there is more than one path of healing and encourage them to connect with Believe Big.

I continue to receive great labs and clear scans! I am celebrating 4 1/2 years of no evidence of cancer! I trust God is still writing a story with my life! I am forever thankful to Believe Big for stepping in to support, encourage, and help me find healing.”



“My name is Jeff Charles, and I am a two-time cancer survivor. I was diagnosed with stage 3 colon cancer in 2012. I was 60 years old and in outstanding physical condition, which is a big reason why I am here today. I was in remission for 20 months and naively thought I had whipped cancer. Not so fast my friend. In February of 2016 another tumor was discovered in my left lung, and I had surgery where they removed half my lung. I had the same oncologist from day one and became increasingly frustrated while under his care. After three lung surgeries to remove four tumors I asked him, “Where do you think we are, moving forward?” His response was a shrug of the shoulders and, “You’ll just continue to get more tumors.” That was my light bulb moment. I said, “There has to be a better way!”

I searched the internet for a natural approach to cancer and found Believe Big. I called and they directed me to the resources I needed. I received IV mistletoe, injections of mistletoe, and radically changed my diet. The great news is that no new tumors have appeared since changing my protocol and I am completely cancer free.

I am now on a mission to help Believe Big Spread the word about a combined approach of complementary and traditional care to cancer treatment. I am thankful to have a job as a sportscaster that enables me to do so. You want to beat cancer? Be smart, be tough, and your attitude is incredibly important. As crazy as it sounds, cancer has been a blessing. Through having cancer, I have become a better husband, father, coworker, and just an overall better person. In a strange way it also gave me confidence. It’s like, “This is about as tough as it gets. I’ve come through this and I can handle anything and win! I am forever grateful to Believe Big.”



JEFF CHARLES, STAGE 4 COLON CANCER OVERCOMER



GIVING TESTIMONY



I learned about this amazing organization when I was invited by a dear friend to attend the Believe Big dinner for the first time. My brother lost his courageous battle with melanoma at the age of 43. I had first-hand experience of the challenges and fears cancer brings. I saw the many obstacles a patient faces when they receive the dreaded diagnosis and through the ordeal of treatment.

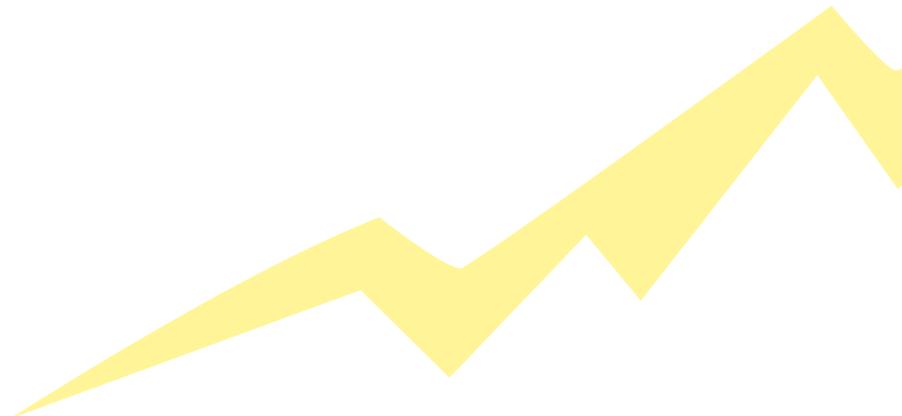
After hearing Ivelisse's story at the dinner, I decided to become involved with Believe Big and be a part of bridging the gap between conventional and complementary medicine to fight cancer. I'm now a member of the organization's Board of Advisors and I'm thrilled to have been a part of Believe Big's growth in helping more cancer patients each year.

I equate the cancer battle with a boxing match. In order to be successful, a boxer needs the right people in their corner. Before entering the ring, a prepared boxer needs a skilled promoter, an experienced trainer, and a formidable sparring partner. I am

so very grateful that I haven't faced cancer and the many questions and fears that come with that diagnosis. However, I know that if I do, I would want and need Believe Big in my corner, guiding me through my fight and leading me on my pathway to healing. The deep wisdom and compassionate guidance that Believe Big provides prepare the "boxer" in all patients to enter the ring of cancer armed with a comprehensive approach and spiritual support.

I hope you will join me in supporting Believe Big as it grows and furthers its mission of helping families face, fight and overcome cancer.

Gary Zipper
Board Member



FACE IT
FIGHT IT
OVERCOME IT



2017 HIGHLIGHTS



Clinical Trial

We launched the first mistletoe clinical trial in the United States using intravenous mistletoe. Johns Hopkins has consented 12 patients and has plans for 18 to 24 more.



Wellness Grants

The need for Wellness Grants that we offer to patients who can't afford care increased by 20%. Thanks to the generous support of our donors, we were able to fund all patient grant requests.



Believe Mugs

Over 1,600 patients, received a Believe Mug, a 33% increase in mug distribution over the previous year, encouraging 400 additional patients to release their fears and Believe Big. We hired a part-time staff person dedicated to our Believe Mug Events.



Resources

Over 130,000 people were impacted to face, fight and overcome cancer via our website and programs including Believe Mugs, Patient Advocacy, Wellness Grants, and educational resources/literature.

UPCOMING EVENTS



FUNDRAISING
DINNER



WELLNESS
CLASSES



Old Bags Luncheon

We expanded our network reach and mission awareness, and we increased donations with our first Old Bags luncheon fundraiser held in Vero Beach, Florida.

Annual Fundraising Dinner

Our annual fundraising dinner raised \$300,000. Attendees experienced how laughter is good medicine for the mind, body, and soul with one of the funniest comedians, Michael Jr.!

CCSA Convention

We were selected as the charity partner for the convention and increased from 16 pottery stores in 7 states to 160 stores in 38 states! Imagine the impact this will make on patients all over the country!

Camp Horizon

Thanks to our donors and corporate partners, we were able to provide materials for children with cancer who attended Horizon Day Camp to paint and receive a Believe Mug.



COOK & KISS
CANCER GOODBYE



PAINTING
BELIEVE MUGS



Thank You

Believe Big could not thrive and implement our programs without our many supporters and our incredible staff who have moved mountains in the lives of our patients. Your prayers, time and financial support make it possible for us to invest in each patient. We thank you!

Have I not commanded you? Be strong and courageous. Do not be afraid; do not be discouraged, for the LORD your God will be with you wherever you go.

- Joshua 1:9