



BECOME THE
Change



2020
ANNUAL REPORT

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

This past year was a monumental time for Believe Big because we not only celebrated 100 years of Mistletoe Therapy for cancer treatment, we also celebrated the start of our 10-year anniversary! I am so grateful for our caring, and dedicated staff members; our incredible team of board members and volunteers; and our generous partners and donors who support our work. God has truly blessed this effort!

We are seeing the fulfillment of our vision by helping patients and their families find their pathway to healing. We are witnessing people overcome cancer while experiencing abundant health and life in multiple dimensions.

Thank you for walking on this journey with us! I know you will be encouraged by the impact your support is making as you read the pages that follow.

Keep Believing Big!

Sincerely,



Ivelisse Page,
Executive Director & Co-Founder



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

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MEET THE STAFF



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PATIENT ADVOCATE



Jenn Keenan
PATIENT ADVOCATE



Stacy Fritz
PATIENT ADVOCATE

OUR VISION

To see cancer patients and their families discover their pathway to healing.

OUR MISSION

To 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 Believe Big Institute of Health and supporting the ongoing phases of the Mistletoe Clinical Trial in collaboration with The Johns Hopkins University School of Medicine.



CORE VALUES

FAITH

*"We believe it
before we see it."*

TEAMWORK

"We are better together."

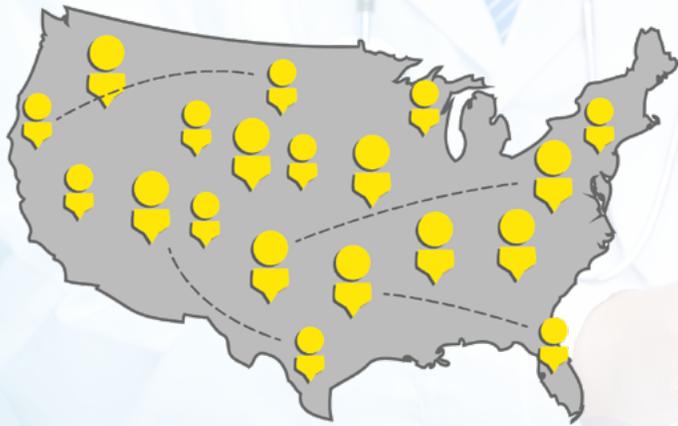
INTEGRITY

*"We do the right things
for the right reasons."*

COMPASSION

*"We love, care,
and serve."*

OUR 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 58 practitioners.

OTHER METRICS

 **178,000**
TOTAL IMPACT /REACH

 **770**
MUGS DISTRIBUTED

 **\$80,000**
WELLNESS GRANTS AWARDED

 **30**
HOPE BASKETS DELIVERED

OUR PROGRAMS

**BELIEVE
MUGS**

**EDUCATIONAL
RESOURCES**

**MISTLETOE
& NUTRITION
GRANTS**

**HOPE
BASKETS
& PRAYER**

OUR FINANCIALS

Contributions & Revenues:
\$710,011

Expenses:
\$675,507

Change in Net Assets:
(\$34,504)

Total Assets:
\$597,644

Total Liabilities:
\$54,317

Net Assets:
\$543,327



Photo above: our Patient Advocates

**MISTLETOE
CLINICAL
TRIAL**

**PATIENT
ADVOCACY**

**WELLNESS
EVENTS &
WEBINARS**

**BELIEVE BIG
INSTITUTE
OF HEALTH**

CONVENTIONAL & COMPLEMENTARY

BRIDGING THE GAP

CHEMOTHERAPY
HORMONE THERAPY
IMMUNOTHERAPY
RADIATION
SURGERY
TARGETED THERAPY

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

“What I am most excited about in this trial is to look for biomarkers to better understand patients who derive a better quality of life and have more than 6 months of cancer control. I hope one day we can have the knowledge to say that patients who might most benefit from mistletoe therapy will have their treatments covered by insurance.”

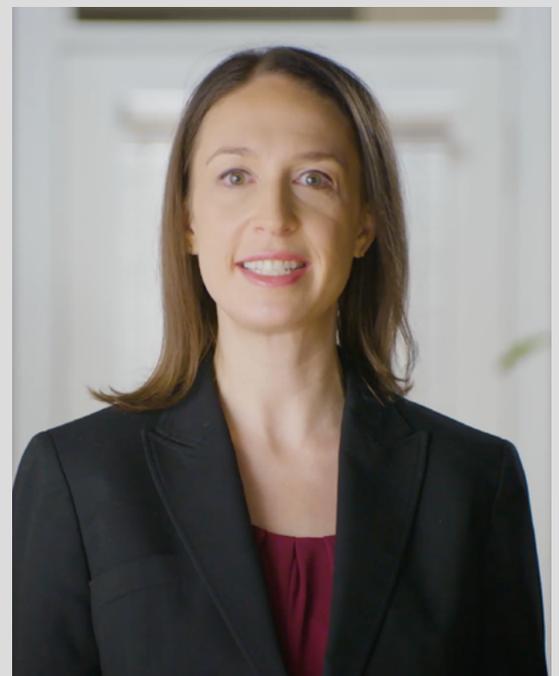
- Dr. Channing Paller
Lead investigator for the mistletoe clinical trial.

CLINICAL TRIAL

A standard phase 1 design was used where three patients in the trial are assigned to a dose level in order of the study entry until a patient experiences a drug-related toxicity of a grade three or higher, where upon an additional three patients will be enrolled at that dose level.

To date I have consented 18 patients into the trial and am expecting a handful more to complete the trial. Before the global COVID 19 pandemic, we were on target to finish as planned in the next year. The trial may take up to another 2 years to complete because right now all non COVID 19 related phase 1 trials are on hold in the setting of the outbreak. My hope is that once this is all behind us, we can safely resume and complete the trial within months.

What I am most excited about in this trial is to see not only whether we controlled cancer in our patients but also whether we improved their quality of life. Many patients feel they want to focus more on quality of life than on the toxic side effects of chemotherapy. I had one couple tell me the other day that quality was more important to them than quantity. I hope one day we will be able to say that this drug called mistletoe is safe and may even improve quality of life for our patients.



*For the 2021 trial update please visit: www.believebig.org

Dr. Channing Paller delivered the update on the clinical trial at the Annual Believe Big Fundraising Dinner.

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. I was receptive to the invitation as, like so many of you, I had a loved one who had fought cancer. 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, compassionate guidance and amazing resources that Believe Big provides prepare the "boxer" in all patients to enter the ring of cancer armed with a comprehensive approach and spiritual support.

Thank you for taking the time to learn more about the many ways Believe Big offers hope, help and healing to cancer patients. 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 L. Zipper
Board Member & Monthly Partner



BELIEVE BIG INSTITUTE OF HEALTH



The Believe Big Institute of Health is a culmination of searching worldwide for innovative oncology assessment and treatment. Though integrative oncology programs do exist in academic institutions around the country, Believe Big has seen through the years how they fall short of offering a truly integrative approach that can change cancer outcomes. We are in the beginning stages of creating an institute of health where health-minded individuals will come for a full evaluation to prevent a cancering process and cancer patients can find everything they need to heal in one place.

We are a warm and inviting Christian community that will welcome guests of all faiths, backgrounds, and gender identities. We are respectful of each person's beliefs, while at the same time, being true to who we are.

Wellness Innovation / Mind, Body & Soul

- Health minded individuals will be able to can come for a wellness retreat, to gain valuable insight into their metabolic state, and go home with an effective plan to help them thrive.
- Wellness Cafe offering therapeutic cooking classes.
- Luxury Spa and non-toxic aesthetic medicine.
- Prevention of disease and enhancement of longevity through biohacking with therapeutic nutrition, targeted movement and physical fitness, biofeedback, hot and cold conditioning, and light therapies.
- Personalized wellness programs including genetic testing, clinical laboratory evaluation, acupuncture, chiropractic care, personal training, and more.
- A conducive environment to quiet one's spirit, leave the demands of daily life, and be free to seek and deepen a spiritual connection with Christ.

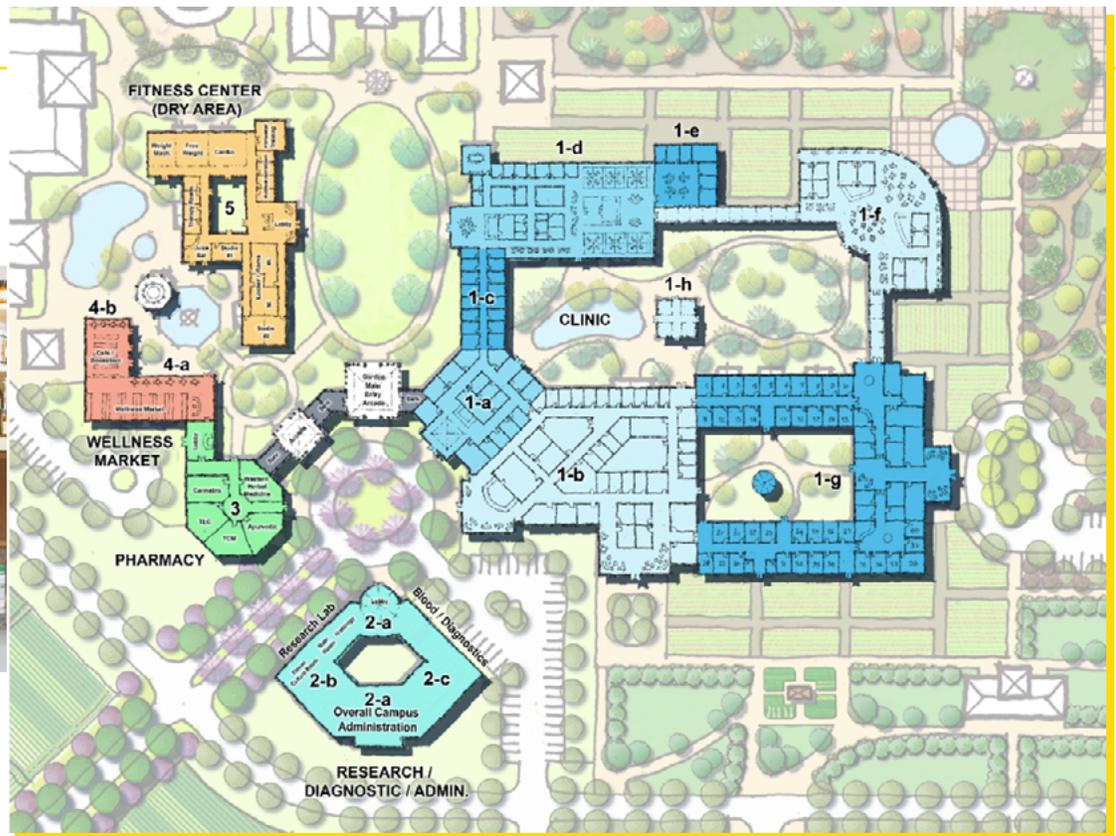
Patient Care

We exist to upgrade the "standard of care" for cancer by moving from the trial and error approach inherent in set protocols:

1. EVALUATE Before undergoing any treatment, we assess patients' complete biomedical workup, epigenetic blueprint, personal and family history, and lifestyle influences that contributed to or are driving their disease process.



Right: A small portion of the proposed development plans.



2. TRANSLATE Our unique ability to translate this information can take the guesswork out of treatment and guide patients to use the correct medications and interventions at the right time throughout their treatment.

3. TREAT Patients will have access to vetted and research-supported therapies along with re-envisioned standard of care in one place.

4. INFORM The data and analytics from our research will provide scientific evidence to inform cancer treatment for practitioners and patients well beyond our walls.

Our Mission: To stop cancer from stopping you.

Our Vision: A world where cancer creates an opportunity and invitation to heal.

Currently The Believe Big Institute of Health is a virtual network of practitioners working together to deliver this approach to treatment and prevention. Visit Believe Big's growing list of practitioners to gain access to this care now while we bring the physical campus to life.

For more information and to join in this initiative, please visit:
www.bbinateofhealth.org

For general inquiries, contact Believe Big - 888-317-5850



STORIES OF HOPE



MARU FAVA, STAGE 4 LIVER CANCER OVERCOMER

It seems like in today's society everyone is touched by cancer. I could not help but sometimes wonder what I would do if I were told I had cancer? I was convinced that it only happens to other people but not me; after all I live a "healthy" life. I eat well and exercise, and I have a loving husband and two great kids. I don't "fit" the cancer mold.

On September 2014, I was told I had cancer on my left breast. Two weeks later, I was told the lump on my right breast that was being watched was also cancerous. Although rare to have cancer on both breasts, it was caught at an early stage and was treatable. No problem. I can do this, or so I thought. Sadly, my cancer rollercoaster had just begun.

In November of 2014, I had a double mastectomy, and I started the process of breast reconstruction. I was looking forward to the New Year and a fresh start. However, a nagging pain under my right rib cage would wake me up at night.

Happy New Year! You have 2 large cancer tumors in your liver. My life was falling apart. "You have a primary liver cancer and is not related to your breast cancer. It is untreatable, incurable; you have a few months to live."

My mind went into overdrive! This could NOT be me! Someone made a mistake! I had no time to waste. When your life starts spinning out of control you look for something that can give you a sense of control. I got a second opinion, attended a nutrition seminar hosted by Believe Big and changed my diet, I started Mistletoe therapy, read books about Radical Remission, and I prayed. I was also given a Believe Mug from Believe Big and inside was a card with the "I will have no fear" prayer. It became my saving grace. I BELIEVED BIG!

In the weeks and months that followed I had a couple cycles of chemotherapy, had a successful liver resection, continued following my new regimen with supplements & mistletoe therapy prescribed by my natural physician, and had my mastectomy reconstruction surgery that was interrupted while addressing my liver.

On June 12th, I celebrated a milestone birthday. The MRI, CT scans and blood work necessary for follow up after all the surgeries shows that today I am cancer free! How long? I don't know, but for now, Happy Birthday to me!! Just live and Believe Big!



Before cancer I was one of those annoying people who never got sick. When my left arm started hurting in August 2014 I thought it might be tennis elbow, even though I don't play tennis. After a few weeks I finally got an X-ray and it showed a six inch tumor inside my left humerus. As it turned out, I had kidney cancer and it had spread everywhere. I was stunned.

Since then I've had radiation on some larger tumors (chemo doesn't work on kidney cancer), different immunotherapy drugs, and participated in drug trials. I've had a rod inserted in my left humerus, a rod in my left femur, my left shoulder and arm amputated, and finally a rod in my right humerus. At this point, I'm almost the bionic woman! Kidney cancer is relatively rare, representing only 3% of all cancers. The survival rate is tied to how long it takes to work through the short list of available treatments and, unfortunately, that's where I was last January.

I had attended the Believe Big dinner event a few years ago and had heard about mistletoe. Since my last experimental drug had given me a heart attack, I thought the time had finally come for me to try an alternative option. I contacted a patient advocate at Believe Big (Patty) and she was so fantastic! She provided a variety of resources and ways that Believe Big could help. One option was Namaste Health Center in Colorado where I could have mistletoe IV therapy, as well as other treatments. Some of these were Naturopathic medicine, Chinese medicine, Ortho-Bionomy, and nutrition therapy. With the help of a Believe Big grant and a Go Fund Me campaign I was able to attend Namaste Health Center for two weeks this past March.

Since my return, I've continued the mistletoe treatments, in combination with Opdivo (immunotherapy). Three times a week a family member gives me a mistletoe injection and monthly I get an Opdivo IV at Johns Hopkins. I've had several CAT scans since March and both showed the tumor in my kidney shrinking, while other tumors are stable or a little smaller. For me this is very encouraging since no other treatment has ever shrunk any of my tumors!

I'm so grateful that Believe Big was there to provide the information and help that has started me on this mistletoe journey. I'm very hopeful about where this will go and for now I'm appreciating every day with my family and friends.



PATTI JACOBS, STAGE 4 KIDNEY CANCER



2020 HIGHLIGHTS



Clinical Trial Update

In 2020 Johns Hopkins University School of Medicine consented 18 patients into the trial and expect a few more to complete the trial. Before the global pandemic we were expected to finish within the year. All phase 1 trials had to be put on hold and once behind us, the trial was able to resume and be completed.



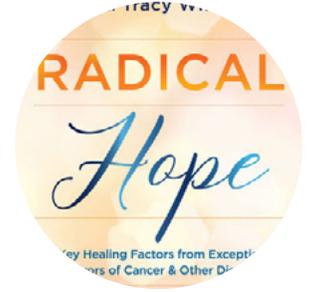
Wellness Grants

Despite the pandemic, we were able to maintain the giving of wellness grants at it's continually growing pace. In 2020, we gave out 286 grants that totaled almost \$80,000. Because of your support we were able to help aid patients to receive mistletoe treatment and nutritional grants.



Believe Mugs

The pandemic quickly transformed how we were doing mug paintings. We shifted to virtual paintings with our mugs2go and the goal to paint at least 100 mugs for the end of the year. We were able to achieve this goal and over 770 patients received a Believe Mug because of your help.



Resources

Over 170,000 people were impacted to face, fight and overcome cancer via our website and social media.

ANNUAL EVENTS



FUNDRAISING
DINNER



PAAM - MISTLETOE &
INTEGRATIVE ONCOLOGY



Support Group

We launched a virtual faith-based Cancer Support Group facilitated by Ms. Suzie Lawyer, Counselor, MS, LCPC, ICST. Suzie is an amazing therapist and has a unique way of making individuals feel understood, connected, and comfortable. We meet monthly over zoom.

Annual Fundraising Dinner

Our annual fundraising dinner raised \$208,837. Due to the pandemic we had to quickly shift gears and utilize an online streaming option. We were given the opportunity to play Kari Jobe's & Cody Carne's new song 'The Blessing' to the audience.

Integrative Practitioners Started Telemedicine

Due to the pandemic many practitioners started to offer telemedicine. This increased the availability and reach to help support patients that came to Believe Big for assistance.

100 Years of Mistletoe

Believe Big celebrated 100 years of Mistletoe Therapy by streaming an online interview with some of the top mistletoe practitioners in the United States. We were also able to hear patient success stories from the year.



CELEBRATING 100 YEARS OF MISTLETOE



BELIEVE MUG PAINTINGS

CORPORATE & FAMILY PARTNERSHIPS

PARTNER WITH US TODAY

We continue to support the needs of the growing number of patients and families all over the United States. Our goal is to provide Hope, Help and Healing as they navigate their unique pathways to healing.

The programs we offer:

- Free Patient Advocacy
- Referrals to Practitioners who specialize in Mistletoe & Nutrition Therapy
- Wellness Grants
- Monthly Support Group
- Believe Mugs
- Webinars & More



Photo above: Some of the amazing patients you helped in 2020.

Our future includes supporting the ongoing phases of the of the Mistletoe Clinical Trial in collaboration with Johns Hopkins University School of Medicine and the Development of the Believe Big Institute of Health, a state-of-the-art healing center with the mission to stop cancer from stopping you! We could not thrive and implement our programs without our supporters. Your prayers, time and financial support make it possible for us to invest in each patient.

We gratefully acknowledge and thank all those who have contributed time, services, in-kind donations, inspiration and support.

Will you partner with us?

Take a look at the opportunities listed on the next page. We hope you'll join the Believe Big community and our vision.

We are excited to grow our Partnership opportunities so we can provide Hope, Help and Healing to more patients and their families. To learn more, please contact jackie@believebig.org or call 1-888-317-5850.



WILL YOU PARTNER WITH US?

Take a look at the opportunities listed below. We hope you'll join the Believe Big community and our vision.

\$25,000 PARTNER

- 8 tickets to VIP reception at our spring fundraising dinner.
- Verbal recognition during events.
- High visibility signage at in-person events.
- Premier company logo or family name placement and optional quote from owner/president in printed programs.
- Company logo placement and link to your website or family name on all event homepages.
- Company recognition or family name in Believe Big's marketing & social channels (pre/post events)
- Premier seating at all events.

\$10,000 PARTNER

- 6 tickets to VIP reception at our spring fundraising dinner.
- High visibility signage at in-person events.
- Premier company logo or family name placement in printed programs.
- Company logo placement and link to your website or family name on all event homepages.
- Company recognition in Believe Big's marketing & social channels (pre/post events)
- Premier seating at events.

\$7,500 PARTNER

- 4 tickets to VIP reception at our spring fundraising dinner.
- High visibility signage at in-person events.
- Priority company logo or family name placement in printed programs.
- Company logo or family name placement on all event homepages.
- Company recognition or family name in Believe Big's marketing & social channels (pre/post events)
- Premier seating at events.

\$5,000 PARTNER

- 2 tickets to VIP reception at our spring fundraising dinner.
- Company logo or family name on signage at the event.
- Recognition in printed programs.
- Company logo or family name placement on event homepages.
- Priority seating at events.

\$2,000 PARTNER

- Company logo or family name on signage at the event.
- Recognition in printed programs.
- Company logo or family name placement on event homepages.
- Priority seating at events.

\$750 PARTNER

- Recognition in printed programs.
- Company logo or family name placement on event homepages.
- Priority seating at events.

OUR 2020 PARTNERSHIPS

THANK YOU TO OUR PARTNERS

2020 PRESENTING PARTNERS:

The Gary L. Zipper Charitable Giving Fund The Washkiewicz Family Foundation



DONALD & LORI
FALK



WILLIE & JEFF
BARRETT

In Loving Memory of Mark H.
Lieberman & Sherre Ann Taylor

BRYAN & HEIDI
KELLY

BRIAN & LISA
ROGERS

JOHN & JENNI
GARDNER

EDWARD ST. JOHN
FOUNDATION



MARK & AIMEE
FULCHINO



MICHAEL V.
SHIMKAVEG / CPA



In Loving Memory of
Kim Towanda Brown by
Her Family and Friends

JIM & JANE
WEBSTER

ANDREW & MARIA
FAVA

In Loving Memory of
Nathan Ackerman, Lillian M.
Ackerman & Nathalie Ackerman
The Nathan Ackerman Memorial Fund of
Temple Emanuel of Great Neck, New York



DONALD & DOTTIE
SEMESKY



DAVID & PATTY
BUDDEMEYER

TIM & CHRISTINE
BARGER

In Loving Memory of
Mervin L. Jordan
by Heidi Ackerman-Jordan
and Jonathan Jordan



FRANCES & AUTEY
SMYTH



RHONDA & PAUL
JACKSON

SAUL EWING
ARNSTEIN
& LEHR^{LLP}

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!

Kristen

Jenni

Jackie

Christine

Danielle

Jenn

Patty

Jelisse

Stacy

Autumn

*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