

BE  **THE MATCH**SM
FOUNDATION

2008

On the cover

Transplant recipient Betsy Lucas, with her daughters. Read her story on page 8.

Your support saves lives

Every year, thousands of men, women and children get life-threatening diseases like leukemia and lymphoma that can be treated with cellular therapies such as a marrow or cord blood transplant. Seventy percent of patients do not have a matched donor in their family. They depend on the National Marrow Donor Program® (NMDP) to help them find an unrelated donor.

Support of the NMDP's Be The Match FoundationSM provides hope and brings us closer to the day that we can deliver a cure to all patients in need.

Advances in transplant science are making cellular therapies available to more patients than ever before. To meet the growing demand, we are rallying even more people to:

- Contribute financially
- Join the NMDP's Be The Match RegistrySM
- Donate cord blood
- Volunteer

To achieve these goals, we are transforming the way we engage the public. Market research shows that Be The MatchSM appeals to people who are motivated to save a life. Therefore, the name of The Marrow Foundation became

Be The Match Foundation, and the registry has changed to Be The Match Registry.

Additionally, Be The Match Foundation is building relationships with other philanthropic communities and organizations by linking transplantation with broader health issues, such as ensuring equitable access to health care and reducing health disparities.

Increased public awareness will lead to increased support for the people who are counting on us. And you will be a role model for all the new people joining our cause—inspiring and motivating others through your generosity, leadership and commitment. Thank you for your continuing support. You are saving lives.



Jeffrey W. Chell, M.D.
Chief Executive Officer, NMDP



Christine Fleming
President, Be The Match Foundation

Be The Match Foundation is the new name of The Marrow Foundation.

Our name has changed, but our mission remains the same. We are dedicated to raising the funds necessary to help all patients get the marrow or umbilical cord blood transplant they need. Thousands of patients with leukemia and other life-threatening diseases depend on Be The Match Foundation to raise funds to:

- Help more people join the NMDP's Be The Match Registry
- Provide financial assistance to help patients throughout their transplant journey
- Advance medical discovery to help patients live longer, healthier lives

We all have the power to help and the power to give hope. The more money we raise, the more lives can be saved. Please give generously.

Your financial support helped us achieve the following milestones in 2008:

- We facilitated **4,300 total transplants**—double the number facilitated just five years ago.
- More than **450,000 new potential donors** joined the registry, including nearly 210,000 individuals from diverse racial and ethnic communities.
- Over \$5 million helped **1,300 patients** access treatment and cover uninsured costs related to transplant.
- More than **\$380,000 was invested in research** to advance transplant science.

You are helping patients like Danielle



In 2008, the foundation approved a total of more than \$5 million through our Patient Assistance Program—which provided support to more than 1,300 patients—to help cover uninsured expenses related to the search for an unrelated donor and post-transplant costs.

“When doctors told me I needed a marrow transplant, my first thought was for my son—and the ache of knowing I might not live to see him grow up. Thankfully, Be The Match Foundation and the National Marrow Donor Program were there for me. On a registry of more than 7 million people, they found the one person who matched me, saving my life. And because of the financial help I received, I was able to focus on healing while still making ends meet.

“Today, I am able to raise my son, finish college, and volunteer to help other patients get the same chance that saved my life.”

— Danielle, transplant recipient

Advancing medical discoveries

Be The Match Foundation supports cutting-edge research to answer the most critical questions about marrow and cord blood transplantation. In 2008, the foundation provided more than \$380,000 to support research. And it's working. Transplant outcomes have improved thanks to advances in donor selection and matching, improved timing to transplant, and innovations in the prevention and treatment of post-transplant complications.

The foundation's Amy Strelzer Manasevit Research Program (ASM) bestows one of the largest and most coveted fellowships in the field. ASM Scholars receive a maximum of \$240,000 in support over three years to conduct research that addresses issues arising after stem cell transplantation.

The ASM Research Program targets scientists and clinicians early in their careers, launching a life-long journey to address post-transplant complications such as infection, graft-versus-host disease, secondary cancers and other problems. To date, the ASM Research Program has provided more than \$5.25 million to support 18 Scholars and 13 post-doctoral fellows.

“The Amy Strelzer Manasevit Research Program has launched numerous successful careers, with ASM Scholars going on to receive grants from the National Institutes of Health and other substantive awards to support their ongoing research.”

**— Dr. Jeffrey Chell,
NMDP Chief Executive Officer**



Stefanie Sarantopoulos, M.D., Ph.D., the most recent awardee in the Amy Strelzer Manasevit Scholars Program. Pictured here she is performing research at Dana-Farber Cancer Institute to examine B-cell immune responses in patients who develop chronic graft-versus-host disease.

Corporations and communities help, too

More and more corporations are supporting the NMDP as part of their corporate culture. These partners have added thousands of committed members to the registry while serving as ambassadors in their communities. We also partner with communities across the country to raise awareness and generate support.

Since 1992, 3M has contributed more than \$750,000 to Be The Match Foundation, and 1,258 of its own employees have joined the registry through employee-run drives. Four of those employees have been matched to patients and donated their marrow.

In 2008, 3M contributed another \$20,000 and added 414 more employees to the registry. 3M has also enthusiastically partnered with other companies in support of the National Marrow Donor Program. This included helping to underwrite tissue-typing costs for the United States Postal Service's Delivering the Gift of Life campaign. In 2008, Gift of Life conducted 431 donor recruitment drives and recruited another 7,463 people to the registry.

“By partnering with the NMDP, companies demonstrate their commitment to the health and well-being of their employees and of the communities in which they operate. Working together, we can all contribute to improving the lives of others.”

**— Robert D. Lorentz, Ph.D.,
3M, Manager, Software, Electronics,
and Mechanical Systems Lab
Past Chairman, NMDP Board of Directors**

You are helping recruit more registry members

Every year, more and more patients need transplants. That means that more donors are needed to meet the demand. We especially need new registry members who will increase the registry's racial and ethnic diversity. That is because patients are most likely to match a donor who shares their same heritage.

Your support is helping us add 400,000 new members to the registry every year, improving all patients' chances of finding a match.

You are making it possible for more working people to donate

For some registry members the time off work required to donate means lost wages, which presents a financial hardship that could prevent them from donating. In 2008, Be The Match Foundation distributed funds to cover lost wages for 112 donors.

You are helping us grow

New Atlanta Office

Atlanta's diverse and growing population, combined with a strong corporate and philanthropic presence, creates an ideal environment for engaging people in our life-saving mission. Launched in January 2009, Be The Match Atlanta will recruit and engage residents in the metropolitan Atlanta area. Home to more than 5.38 million people, and the largest consortium of historically black colleges and universities in the country, Atlanta is a key market for increasing and diversifying the marrow registry. Atlanta also has the nation's third largest concentration of Fortune 500 companies, major league sports franchises, and three of NMDP's network collaborating transplant centers: Aflac Children's Cancer Center, Northside Hospital, and Winship Cancer Institute at Emory University.



(l-r) Team Hendrick: Mark Martin, Jeff Gordon, Dale Earnhardt Jr. and Jimmie Johnson with owner, Rick Hendrick.

Driving Awareness

Rick Hendrick, Chairman and CEO of Hendrick Motorsports, established The Hendrick Marrow Program in 1997 after he was diagnosed with leukemia. The program has raised more than \$7 million to support patient assistance and add new members to the registry.



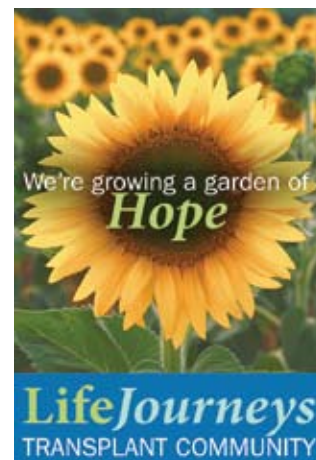
Soccer Marrowthon®

Working with schools and community soccer clubs across the country, Be The Match Foundation helps host 24-hour soccer events. Students learn about the NMDP's life-saving mission, raise funds and give back to their community.

LifeJourneys, online community

LifeJourneys online community was launched in 2008 as a way for patients, their families and supporters to share stories, honor or memorialize loved ones, or just say thank you.

LifeJourneys also makes it easy for users to raise funds to support Be The Match Foundation.



Community Engagement

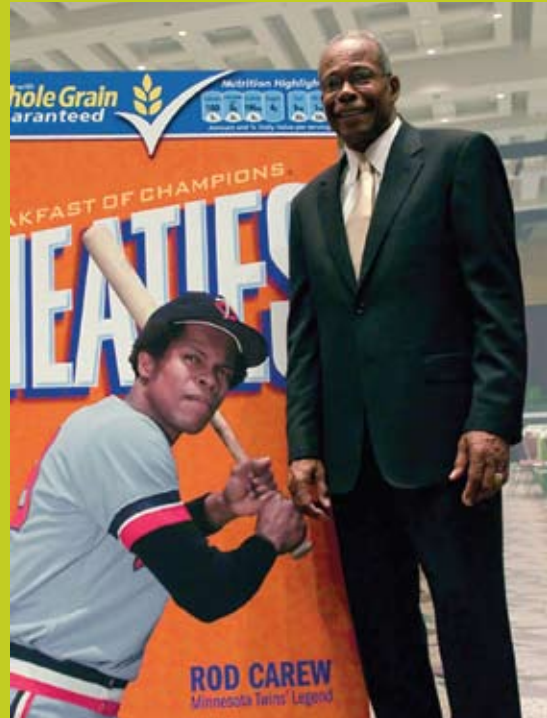
In 2008, Be The Match Foundation teamed with transplant centers and community organizations in Texas for the Lone Star Circle of Life Ride, a cycling tour spanning the State of Texas.

A Tribute to Rod Carew

September 18, 2008, more than 500 people gathered at the Minneapolis Convention Center to pay tribute to Minnesota Twins Hall of Famer, Rod Carew. Rod's daughter Michelle died of leukemia in 1996. Since then, he has dedicated his life to raising awareness and recruiting new volunteers to the Be the Match Registry, giving hope to patients everywhere.

The event highlighted the remarkable achievements Rod has made in adding members to the Be The Match Registry. Another special moment of the evening was when transplant recipient and event co-chair, Betsy Lucas, shared the stage with her donor, Tobias, a young man from Germany.

This event raised funds to help Be The Match Foundation add new members to the registry, provide valuable patient assistance and conduct research that helps patients live longer and healthier lives.



Betsy meets her life-saving hero



Three years after undergoing a marrow transplant, Betsy Lucas was able to hug the man who saved her life, no small feat, considering Tobias Hofmann arrived at her front door all the

way from Germany. "Very big day, I think it's on the same level as getting married and having children," said Lucas, wife and mother of two young girls.

Hofmann, just 19 at the time of his donation, showed up as a match as doctors searched the international marrow registry for a donor for Lucas—who had been diagnosed with leukemia. Without treatment, doctors had given Lucas three months to live. She's been cancer-free since the marrow transplant. "You know, when

someone saves your life, you want them to know how grateful you are," said Lucas. That became possible when Hofmann was flown to the Twin Cities to take part in a 2008 tribute to former Twins baseball great Rod Carew, sponsored by Be The Match Foundation. A few hours after touching down at the airport, Hofmann was at Lucas's front door. "It's nice to see that I could help your family," Hofmann told Lucas after an exchange of hugs.

You are helping to rally other supporters to our mission

Four-time NASCAR Cup Series champion Jeff Gordon is serious about helping patients get the transplants they need. A longtime advocate for the NMDP, Gordon has used his celebrity status to tell our story and inspire others to get involved. In 2008, this included visiting Capitol Hill to speak with legislators about the need for Congress to support the use of publicly donated umbilical cord blood and ask for their continued support of the NMDP.

In 2008, the Jeff Gordon Foundation hosted a variety of events, including a day-long, celebrity go-karting event and auction, for the Hendrick Marrow Program, which works in partnership with Be The Match Foundation. These activities raised more than \$325,000 to be used for patient assistance and donor recruitment. And Gordon has already given another \$311,000 in 2009.

“I have watched some very good friends battle leukemia who were not able to find a match. Their struggle has made me more passionate about increasing awareness of public cord blood banking and the work of the NMDP.”

— **Jeff Gordon,**
Four-time NASCAR Cup Series champion



Jeff Gordon shares the stage with some very special guests at “A Hero’s Journey” fundraiser for pediatric patients.

Financials

The foundation's operating expenses are entirely supported by the NMDP. This allows 100% of all donations we receive to directly impact our mission.

Statement of financial position and activities

(as of September 30, 2008)

Revenues and Earnings	2008
Recruitment support	\$ 4,762,448
Area of greatest need	3,856,819
Patient support	2,509,503
Research support	625,584
Total revenue and earnings	11,754,354
Expenses	
Program services	7,697,232
Support services:	
General and administrative	1,981,860
Fundraising	564,140
Total expenses	10,243,232
Revenue in Excess of Expenses	1,511,122
Change In Unrealized Depreciation	
On Investments	(39,550)
Increase in Unrestricted Net Assets	1,471,572
Net Assets at Beginning of Year	7,448,615
Net Assets at End of Year	8,920,187

Contributors

Individuals

\$10,000+

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Thomas Eckert
Robert & Audrey Morris
Victoria Owen

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Event Chair, Betsy Lucas,
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 Donor Tobias Hofmann

How you can help

Give now

Go to BeTheMatchFoundation.org. Your contribution will be used to:

- Help patients financially
- Recruit new members to the registry
- Conduct life-saving research

Volunteer

By organizing fundraising events or hosting recruiting drives

Remember Be The Match Foundation in your will

We can provide bequest language upon request

Join Be The Match Registry

If you are between the ages of 18 and 60 and meet health guidelines

Donate umbilical cord blood

After your baby is born, to help hard-to-match patients

More ways you can help

Contact us

Be The Match Foundation
3001 Broadway Street N.E., Suite 601
Minneapolis, MN 55413-1753
1-800-507-5427
BeTheMatchFoundation.org

Stay in touch

We will keep you updated with relevant news about the patients you so passionately support. Visit BeTheMatch.org/stayintouch and send us your e-mail address.

Be The Match Foundation and National Marrow Donor Program are both qualified organizations recognized under section 501(c)(3) of the Internal Revenue Code. Gifts made are tax-deductible to the extent allowed by law.

Together, we are making a difference

Please support Be The Match Foundation. By working together, we offer people an opportunity to save another person's life. We are inspiring family, friends, co-workers and communities to get involved.

Whether it's making a financial contribution, joining the registry, or telling others about ways to help, you are making a difference for thousands of patients and their families.

To learn how you can help make
life-saving transplants a reality for
patients, visit **BeTheMatch.org**.



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