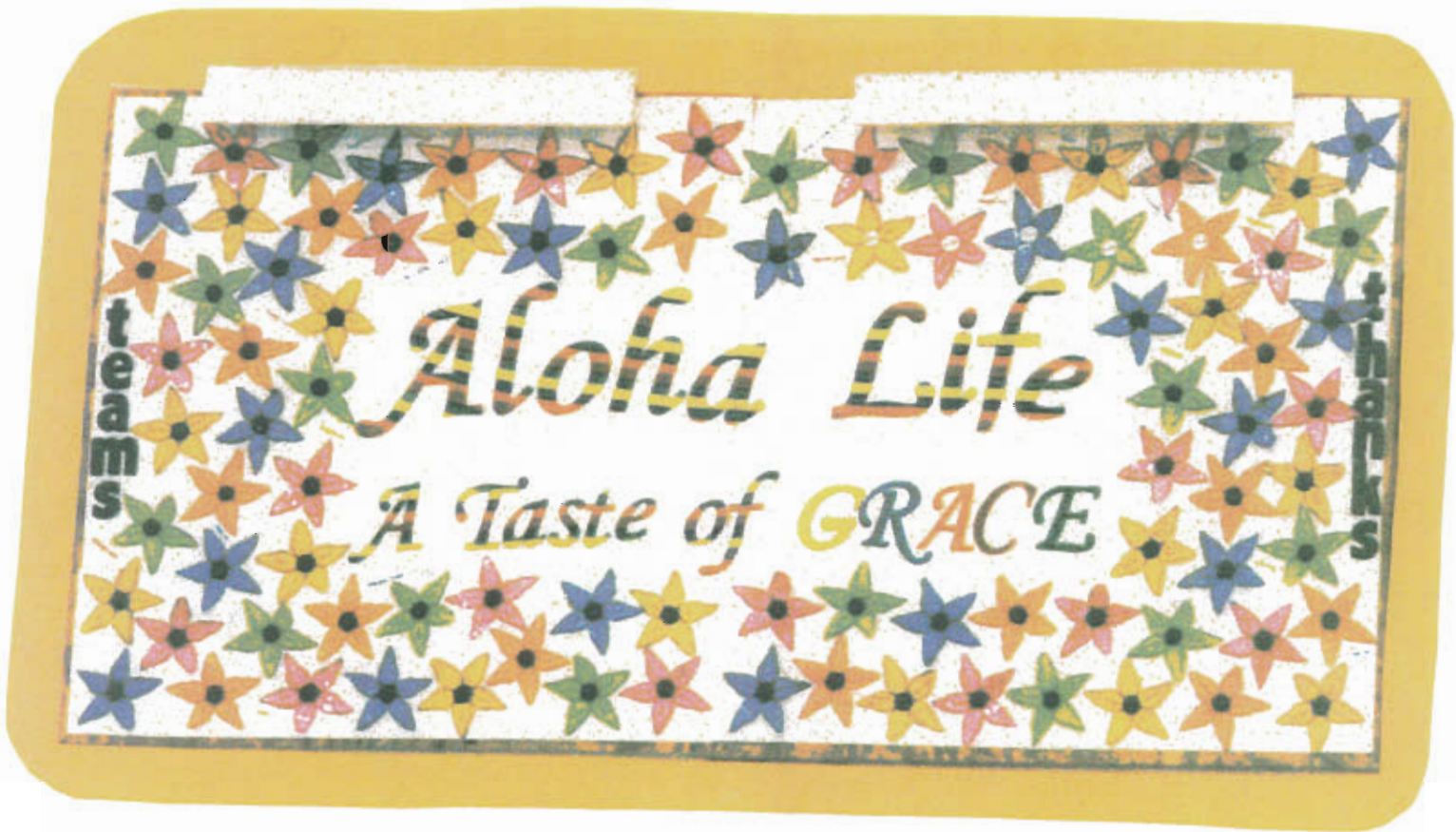


**Greater Richland Area
Cancer Elimination, Inc.**

2010 ANNUAL REPORT



**Mission Statement - Greater Richland Area Cancer
Elimination, Inc. works to fund cancer research, education,
and to assist cancer patients.**



**“Thank You” to the Richland School District
for letting us hold our G.R.A.C.E. Walk at the
Richland Center High School**

BOARD OF DIRECTORS PRESIDENT'S 2010 REPORT
NOVEMBER 18, 2010

You are creative.
You are compassionate.
You are loving.

You are awesome.
You are dedicated.
You are driven.

You are committed.
You are caring.

It is apparent to me these give you motivation to be:

An ambassador.

A team sponsor.

A team member.

A donor of goods and services, a raffle ticket buyer, a cash contributor. You do these in many ways as an individual, a business, an organization, a family group, a co-workers group, a club, an organization, a church.

A committee chair or committee member of Walk with GRACE.

A volunteer.

An organizer and leader of a wide range of creative and fun fund raising events and activities.

A board member.

All of these give the Board of Directors the means to meet the Vision and Mission of the Greater Richland Area Cancer Elimination, Inc.

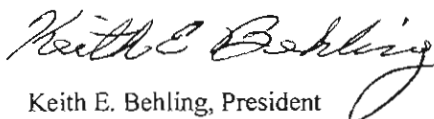
Vital to this is the media coverage provided by The Richland Observer, The Shopping News, and WRCO. A big, big thank you goes out to each of you. You get the G.R.A.C.E. message out in a wonderful way to the greater Richland County area and service area.

The efforts of many for the past seven Walk with GRACE events has raised \$521,153.26 for cancer research at the UW Carbone Cancer Center and Gunderson Lutheran Medical Foundation. \$521,153.26 for patient assistance, \$180,708.01 to the local Richland Hospital Foundation, \$18,690.40 to the Richland Free Clinic for cancer diagnosis and cancer care costs, and \$2,000.00 to Pine Valley Manor.

Have you heard the statement, "When the bad news is cancer the good news is GRACE?" We have Ron Fruit to thank for this powerful statement.

A big thank you to Walk with GRACE chair person, Lisa Behling. She has led the committee that makes this event possible with gentle encouragement, made it fun, and with vision and compassion. To Sonny and Betty Johnson, Dean and Karen Knoble, Logistics Co-Chairs, and to Ron Fruit, Entertainment – Stage Chair who are stepping down from the Walk With GRACE committee, it is with deep appreciation for your dedication we thank you. Each and everyone else who volunteers in anyway, thank you for your awesome support of G.R.A.C.E. and the assistance given to those affected by cancer.

What a wonderful year 2010 has been for enthusiastic support for Greater Richland Area Cancer Elimination, Inc. (G.R.A.C.E.) With tremendous hard work, passionate caring, giving, and dedicated and devoted individuals, individuals on teams, team captains, Walk With GRACE committee chairs, committee members, businesses, clubs and other organizations, churches, school students and deeply committed Board Members, the Vision and Mission of G.R.A.C.E. continues with vigor.



Keith E. Behling, President
Greater Richland Area Cancer Elimination, Inc.

2010

Board of Directors

Keith Behling - President

JoAnn Krulatz - Vice President

Kelly Lange - Secretary

Marjorie Bisco - Treasurer

Sherry Cooper - Director

Jan Neumann - Director

June Nee - Director

Rod Reetz - Director



Jim Goodwiler



Viki Campbell

Walk With GRACE 2010

Raise \$201,029.62

Ambassadors

Jodi Louis Viki Campbell
Jim Goodwiler Mindy O'Toole

Final Stats

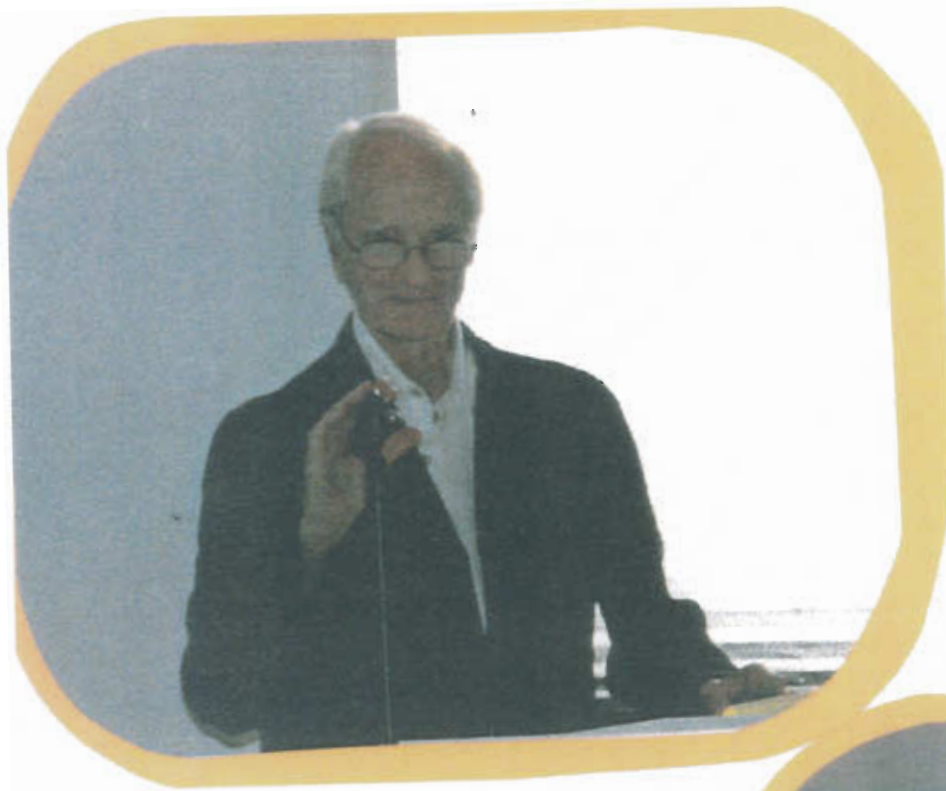
Event Dates: From Friday, August 13th - 6:00 p.m. to
Saturday, August 14th - 9:00 a.m.

Theme: Aloha Life - A Taste of GRACE

46 Teams 89 Survivors

Calendar Raffle	\$21,270.00
Silent Raffle	\$ 189.00

1541 Luminaries sold @ \$5.00 each



**Gunderson Lutheran
LaCrosse**

Dr. Eric Gunderson

**UW Comprehensive Cancer Center
Madison**

Kelly Sitkin



**Gunderson Lutheran
LaCrosse**

Robyn Tanke

Research - 40%

\$80,411.84 was given to facilities for research

\$40,205.92 was given to UW Comprehensive Cancer Center in
Madison

\$40,205.92 was given to Gunderson Lutheran in LaCrosse

Medical Community - 15%

\$30,154.44 was given to the Kraemer Center in the
Richland Hospital in Richland Center

The funds will help assistance in the cost of purchasing
the High Definition Endoscopy Equipment

Preventative Measures Education - 4%

\$8,041.18 was put into our Preventative Fund to be used
to promote preventative cancer decisions.

Operating Cost - 1%

\$2,010.30 was put into our Operating Fund

The Local Cancer Patient Fund has helped -

First time applications - 206 patients
Second time applications - 31 patients
Third time applications - 5 patients
Fourth time applications - 1 patient

First time application - approved up to \$2,500.00
Second time application - approved up to \$2,000.00
Third time application - approved up to \$1,000.00

We have received applications for the following service areas

Richland Center	82	Blue River	6
Muscoda	34	Readstown	7
Sextonville	5	Viroqua	1
Spring Green	10	Avoca	3
Lone Rock	10	La Farge	1
Cazenovia	11	Hillpoint	2
Viola	6	Gays Mills	2
Hillsboro	6	Lime Ridge	1
Soldiers Grove	6		

Total number of applications approved by the Board of Directors - 193

We have denied 14 applications - not in service area or other reasons

Waupon	1	Madison	1
Briggsville	1	Kaukauna	1
Linden	1	Highland	1
Boscobel	3	Loganville	1
Fennimore	1		
Other	1	No Dr. Certification as cancer patient -	1
4 th application	1		

Greater Richland Area Cancer Elimination, Inc.
Profit & Loss
 September 2009 through August 2010

	Sep '09 - Aug 10
Ordinary Income/Expense	
Income	
General Donations	31,913.97
Memorials	7,066.00
Other Income	5,038.21
Walk With GRACE	
Donations	138,729.20
Luminaries Contributions	5,886.00
Merchandise Income	931.75
Raffle Sales	
Calendar Raffle	21,270.00
Raffle Prize Pay Outs	-4,300.00
Silent Auction	189.00
Total Raffle Sales	17,159.00
Total Walk With GRACE	162,705.95
Total Income	206,724.13
Gross Profit	206,724.13
Expense	
Donation Expense	
Cancer Patient Expense	
Fuel (Heat)	4,907.26
Gas	8,531.94
Groceries	9,993.16
Health Insurance	167.50
House Repairs	1,274.47
Medical Expenses	5,086.45
Medicine	2,330.85
Misc Patient Expense	16,785.39
rent	7,344.34
telephone	4,068.38
utilities	11,144.66
Cancer Patient Expense - Other	50.00
Total Cancer Patient Expense	71,684.40
Medical Community Expense	31,090.40
Preventative Programs Expense	1,061.95
Research Donations	82,907.74
Total Donation Expense	186,744.49
Event Expense	
Insurance - Event	912.00
Logistics Expense	
Park Rental	170.00
Total Logistics Expense	170.00
Luminary	192.50
Misc Expense	2,729.40
Raffle Expense	
Raffle Ticket Expense	215.84
Total Raffle Expense	215.84
Registration Expense	
Plaques - Trophies	178.62
T-Shirts	5,560.80
Total Registration Expense	5,739.42
Total Event Expense	9,959.16

