



#ICAN Sponsored Times Square Screen for Pancreatic Cancer Awareness, Summer 2019 ##BelieveAlways



Sideline Cancer TBT Basketball Team 2019 was on ESPN July 26<sup>th</sup>, 27<sup>th</sup> and 28<sup>th</sup> with a viewership on TV of 669,000

# •The Greg and Cathy Griffith Family Foundation Impact Report •

*Committed to Taking Pancreatic Cancer Off the Sideline and to the Finish Line for a Cure*

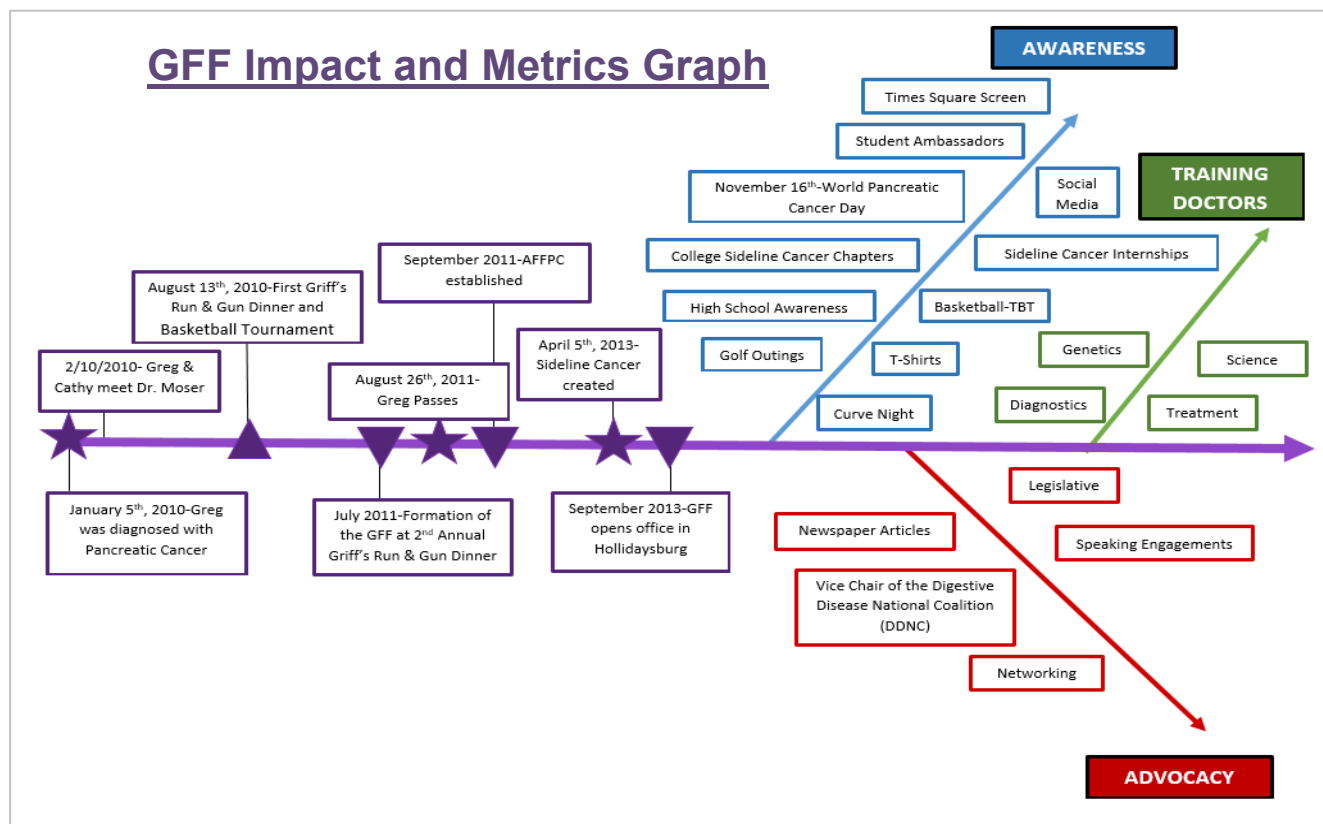
## • METRICS

- ❖ AWARENESS
- ❖ ADVOCACY
- ❖ FUNDRAISING

#ICAN



Sideline Pancreatic Cancer



## Greg Griffith

<https://griffithfamilyfoundation.org/tag/greg-griffith>

<https://griffithfamilyfoundation.org/greg-griffith-running-and-gunning-with-the-angels-august-26th-2011>

<https://griffithfamilyfoundation.org/greg-griffith-remembered-for-ability-to-lead-by-walt-frank-altoona-mirror-article>

<https://griffithfamilyfoundation.org/tourney-tries-to-shoot-down-pancreatic-cancer>

Thank you, Greg, for your friendship, your love,  
your courage and your inspiration.



**Gregory W. Griffith**  
**July 3, 1961 - August 26, 2011**



Greg Griffith giving his last interview at the dinner July 2011 about what it is like living with stage IV Pancreatic Cancer and the importance of connecting patients, families and communities through advocacy awareness and research.





## The Greg and Cathy Griffith Family Impact:

### OUR MISSION:

- ❖ To FUND a cure for pancreatic cancer
- ❖ To offer HOPE for those in need
- ❖ To CONNECT patients, families and communities
- ❖ To raise AWARENESS of the necessity for a new direction of innovative research and treatment plans

### OUR VISION:

- ❖ To continue the VISION inspired by Greg Griffith
- ❖ To rise and “put on our pants” each day and take up the battle
- ❖ To give back more in time, effort and funding that we take
- ❖ To see a day when our children and grandchildren no longer need to fear a diagnosis of pancreatic cancer
- ❖ We CAN achieve what we BELIEVE!

Our mission and vision aligns with **connecting patients, families and communities by taking pancreatic cancer off the sideline and to the finish line** for a cure. The most shining example of this is, Kay Kays, Rick Jones, Christina Parish and Garry Grethel.

**Kay Kays**, a 25-year pancreatic cancer survivor is the guiding force behind all that the GFF has done and strives to do. She is one of the world's longest living pancreatic cancer patients. She started to fight against the disease in 1994, and after countless surgeries, and with a lot of hope, she is not only a survivor but an advocate as well. One day after Greg's diagnosis on February 5<sup>th</sup>, 2010, the Griffith Family and Greg were fortunate enough to receive a call from Kay that had inspired and helped him in ways that cannot be described. He was given two weeks to live, yet with the help of Kay he lived for another 2 years. Without her, his treatment would not have gone as well as it did. After working with Kay she inspired Cathy to become a National Pancreatic advocate herself.

**Rick Jones**, an accountant and loving husband and father living in central PA went to the doctor for a normal checkup, only to find out that he was diagnosed with Pancreatic Cancer. He had Stage IV Neuroendocrine Pancreatic Cancer. Because Rick had heard of the advocacy and awareness efforts of the GFF through a friend, his life was **SAVED** by The Griffith Family Foundation and their connections. Through these connections with the GFF, Rick gave Cathy Griffith, the President of the GFF a call. From there Cathy got Rick in touch with Dr. James A Moser, the Executive Director of BIDMC's new Institute for Hepatobiliary and Pancreatic Surgery. Dr. James Moser did what no doctor said they could, and was able to perform a surgery that saved his life, and gave him HOPE for a prosperous future.

**Christina Parish**, was another inspiration of the GFF. Cathy acted as a reference and was able to help her receive social security disability. She lived 12 years after her diagnosis of Pancreatic Cancer.

Cathy Griffith and friend Alex Hazard were able to collaborate and help an employee of Cazenovia College, **Garry Grethel** retain his salary and provide tuition waivers for his two daughters that attended the school. Cathy spoke to the President of the college to advocate for Garry and his Pancreatic Cancer diagnosis. Garry retained his salary and the two daughter's tuition were paid in full.

The most important thing to stress here **is connecting patients, families and communities, to Sideline Pancreatic Cancer.**

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Main Inspirations for the GFF:

**Kay Kays**  
International Pancreatic  
Cancer Survivor and  
Advocate



**Rick Jones**  
Pancreatic Cancer  
Survivor



**Christina Parish**  
12-year Pancreatic Cancer  
Survivor



**Garry Grethel**  
Grethel Family





AWARENESS

Events

- ❖ **Golf:Tee Off For a Cure**
    - Est. Participation: for 8 consecutive years, 1,040 golfers
    - Est. Money Raised: Over \$100,000 from 2013-2019
- <https://griffithfamilyfoundation.org/tag/tee-off-for-a-cure>



Hole in One Winner

924 views



❖ **Dinner**

- Est. Participation: 50,000 people attended from 2010-2019
- Est. Money Raised: \$200,000 from 2010-2019

<https://griffithfamilyfoundation.org/tag/annual-sideline-pancreatic-cancer-dinner>



Inspiring the next generation: Dr. Moser's daughter, Anne committed to take Pancreatic Cancer off the Sideline and to the Finish line for a cure



## ❖ Ottaway Family

<https://griffithfamilyfoundation.org/history-of-the-griffith-family-foundation>

<https://griffithfamilyfoundation.org/griffs-run-gun-for-a-cure-2011-amanda-ottaway-performs-godwinks>



2010 Dinner Committee



Chris Kanski and JMG Systems established our website in September of 2011.





**The GFF would like to thank our family, friends and community. YOUR continued love and support will lead our world to a cure for Pancreatic Cancer.**





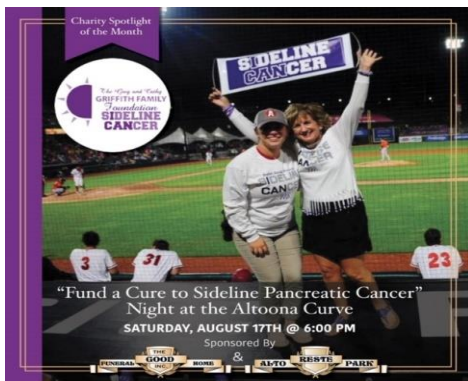
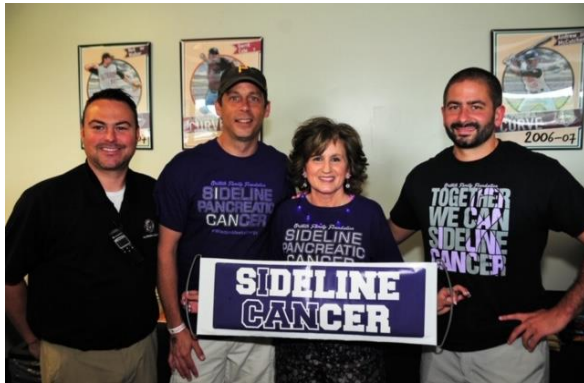
#ICANattitude and #BelieveAlwaysSpirit



## ❖ Curve Night

- 2012 - 2020: est.8000 in attendance each year from 2011-2019
- Est. Money Raised: \$18,000 from 2011-2019

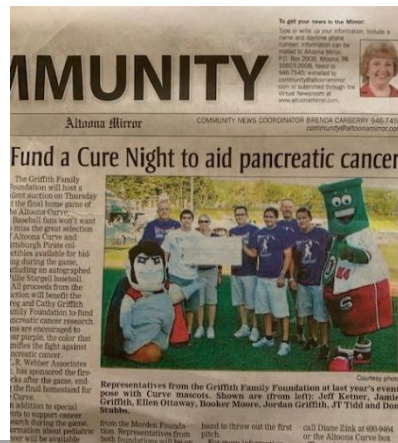
<https://griffithfamilyfoundation.org/tag/fund-a-cure-to-sideline-pancreatic-cancer-night>



Altoona Curve Newspaper Article



PC Survivor Rick Jones' Daughter Singing National Anthem at our Altoona Curve Night





## ❖ Walks

- Lou Davies Pancreatic Cancer Walk: May 2013  
<https://griffithfamilyfoundation.org/lou-davies-pancreatic-cancer-walk>
- Frank Gallucci Memorial Sideline Cancer Walk



## ❖ Griffs Run Gun for a Cure

- 2010 Dinner Silent Auction  
<https://griffithfamilyfoundation.org/tag/griffs-run-and-gun>



2010 Silent Auction Item Signed sneakers from NBA All Star Steph Curry



Banner from 2012

Steph Curry signs all of his sneakers with Phil 4:13 "ICAN do all things"

❖ **Student Participation**

❖ Student Ambassadors

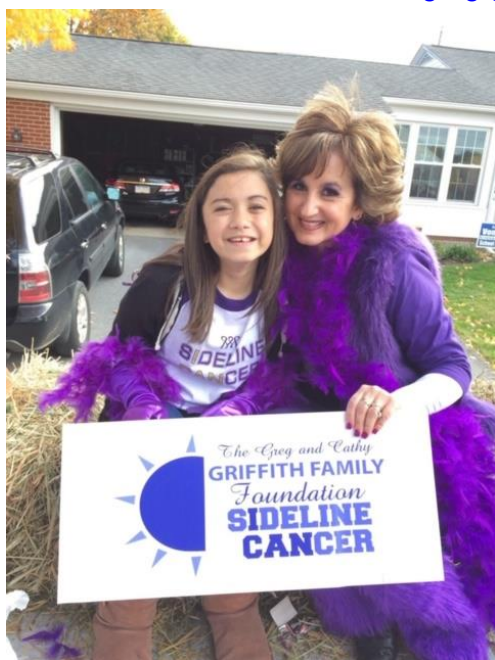
● Kiera Chirdon

○ Courage for Kiera Foundation

■ 2019 Concert thanked SC in Program

<https://griffithfamilyfoundation.org/tag/kiera-chirdon>

<https://griffithfamilyfoundation.org/11-year-old-kiera-chirdon-recieves-award-on-behalf-of-greg-griffith>



GFF's Two Sideline Cancer Ambassadors Kiera Chirdon and Jack Andraka



Courage for Kiera Foundation



- **Jack Andraka**
  - 2012 Intel Science Award Winner
  - Mar 28, 2013 - Altoona Mirror front page Life section
  - Future Physicians of America - SC T-shirt photo op
- Student volunteer for Griffith Family Foundation nominated to attend Congress of Future Medical Leaders in Boston | News, Sports, Jobs - Altoona Mirror  
<https://www.altoonamirror.com/life/community/2019/10/student-volunteer-for-griffith-family-foundation-nominated-to-attend-congress-of-future-medical-leaders-in-boston/>  
<https://griffithfamilyfoundation.org/tag/jack-andraka>



Jack Andraka: "Be the change our world needs. Imagine what ***YOU CAN DO***"



June 27<sup>th</sup>, 2017 Jack Andraka introduces 100 new sideline cancer student ambassadors from all 50 states at the National Academy of Future Physicians and Medical Scientists





Teen Innovator & Citizen Scientist

**JACK ANDRAKA**  
on the  
TODAY Show

[Thursday, April 9](#) (taped appearance) 8 am hour  
[Friday, April 10](#) (live appearance)

### Student volunteer for Griffith Family Foundation nominated to attend Congress of Future Medical Leaders in Boston

HOLLIDAYSBURG — Sierra Lombardi, a student volunteer for the Griffith Family Foundation and a senior at Hollidaysburg Senior High School, was nominated as a delegate to the Congress of Future Medical Leaders in Lowell, Mass., June 23 to 25.

The Congress is an honors-only program for high school students who want to become physicians or go into medical research fields.

The purpose of this event is to honor, inspire, motivate and direct the top students in the country who aspire to be physicians or medical scientists, to stay true to their dream and after the event, to provide a path, plan and resources to help them reach their goal.

Sierra's nomination letter was signed by Dr. Mario Capecchi, winner of the Nobel Prize in Medicine and the science director of the National Academy of Future Physicians and



Courtesy photo

Sierra Lombardi, president of Sideline Cancer at Hollidaysburg Area High School, presented Sideline Cancer NYC T-shirts to Jack Andraka, Griffith Family Foundation Sideline Cancer ambassador.

Medical Scientists to represent Hollidaysburg, based on her academic achievement, leadership potential and determination to serve humanity in the field of medicine.

During the three-day

Congress, Sierra joined students from across the country to hear Nobel Laureates and National Medal of Science winners talk about leading medical research. She also was given advice from Jack Andraka, Ivy League and top medical school deans on what to expect in medical school; witnessed stories told by patients who are living medical miracles; was inspired by fellow teen medical science prodigies; and learned about cutting-edge advances and the future in medicine and medical technology.

Sierra will attend the Digestive Disease National Coalition in Washington, D.C., March 7-8. She will sit on the DDNC Executive Board meetings representing the Griffith Family Foundation.

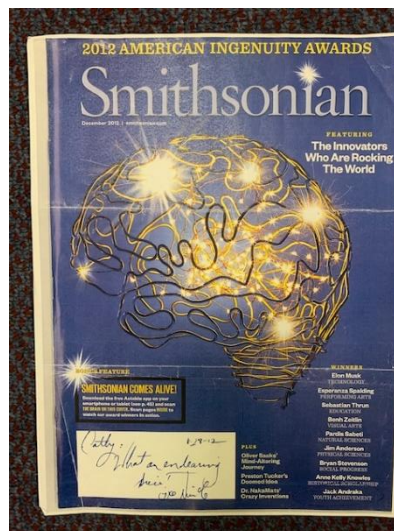
Sierra has attended the DDNC for the past three years with hopes to inspire other youth colleagues. The 2012 Intel Science

and Engineer Fair Winner Jack Andraka is a senior at Stanford University and the Griffith Family Foundation Sideline Cancer ambassador.

Andraka was recently named National Geographic Emerging Explorer and is helping detect cancer, fighting water pollution, identifying neglected tropical diseases and redefining global health approaches.

Andraka is an inspiration to all students that attend this Medical Conference that allows medical leaders, scientists and professors collaborate with the youth of today. He speaks every year at this youth event.

The National Academy of Future Physicians and Medical Scientists was founded on the belief that we must identify prospective medical talent at the earliest possible age and help these students accrue the necessary experience and skills to their ultimate goals.



Jack Andraka and The President of Sideline Cancer at Hollidaysburg High School

Jack was the 2012 Smithsonian American Ingenuity Award for Youth Achievement



- ❖ **SFU and Hollidaysburg and Juniata College**  
<https://griffithfamilyfoundation.org/tag/tiger-night>
- **#ICANSFU & #ICANPSUChallenge**  
<https://griffithfamilyfoundation.org/tag/sideline-cancer>

## #ICANPSU



Tammie Fleck Griffith Family Foundation Administrative Office Assistant from 2013- 2018 was instrumental in creating a plan of action for Sideline Cancer

Students can change the world!



- **Sideline Cancer @ PSU and Juniata, Penn State Altoona**



Sideline Cancer at Juniata  
College Student Club



SFU First Chapter for Sideline  
Cancer in 2014



Sideline Cancer at Penn  
State

- **Purple Power Run 2019**

- Reported on by Altoona Mirror, TV, PSU Newswire, Collegian, and Flyers around campus



Sideline Cancer at Penn  
State Purple Power Run  
2019



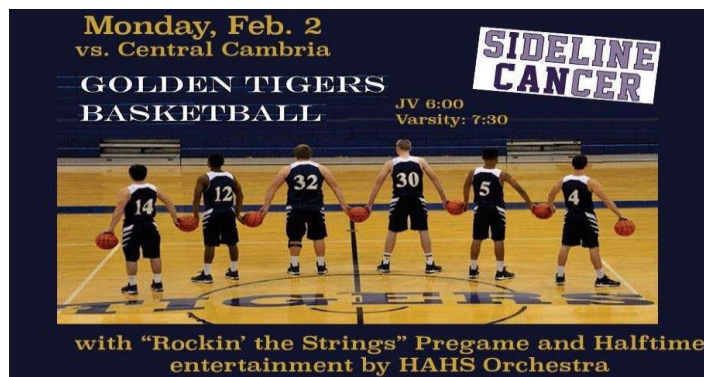
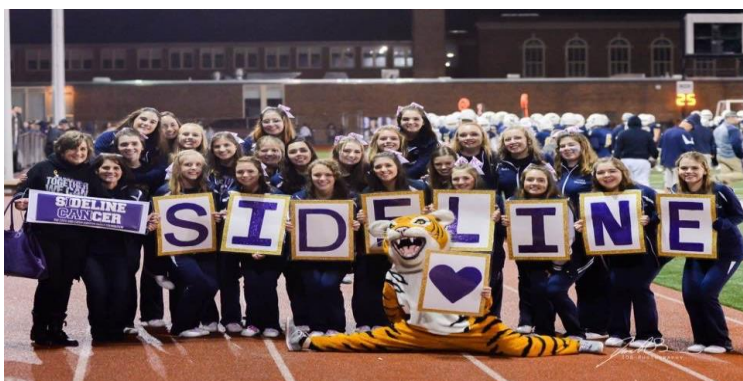
Sideline Cancer at Penn State  
being interviewed by the  
Collegian online



Purple Power Run group photo  
PSU HUB



- ❖ **Highschool Awareness/Support**
- ❖ **Spirit Days at local High Schools**



HASD Sideline Pancreatic Cancer Football Game



HASD Sideline Pancreatic Cancer Football Night



BGHS Alumni Lisa Georgiana "Live Your Best Life Lecture" about Sideline Cancer



2012 HAHS Senior Ali Stubbs inspired the creation of Sideline Cancer

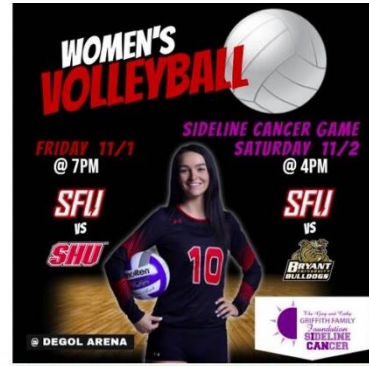




Sideline Cancer at CKHS Purple Night



- ❖ College Campus Awareness/Support
- ❖ SFU
  - Logo on Screen at all basketball games
  - Feb 2019 - Pep Talk with Flash Women B-Ball team at SFU

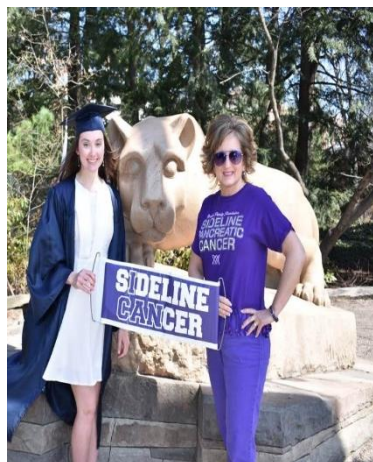




- #ICAN Challenge - Oct 18 2019 - #ICAN Flavor – Creamery at PSU berkey Creamery
- Football Games & Thon

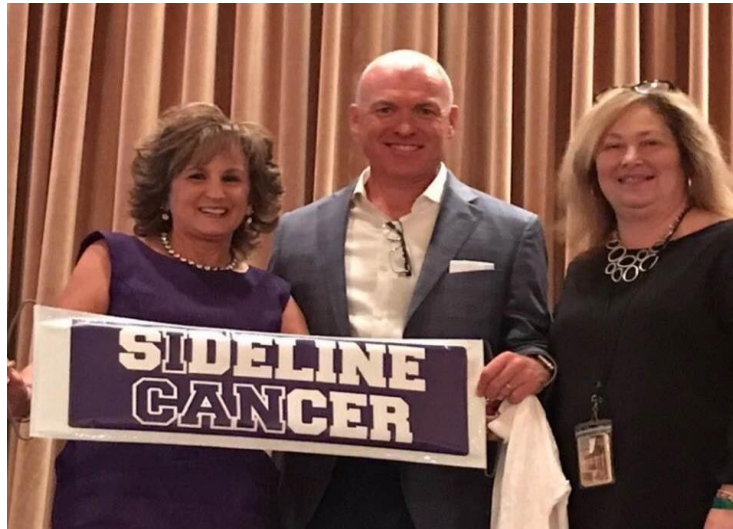
<https://griffithfamilyfoundation.org/tag/ice-cream-challenge>

<https://www.wearecentralpa.com/news/ican-challenge-for-pancreatic-cancer-research/amp/>





❖ PSU Men's Basketball Coach Pat Chambers



❖ ICAN Sideline Pancreatic Cancer with Cast of the Waltons



Sharing Hope for Pancreatic Cancer



## ❖ PSU Altoona

- PSA - SC Highlighted in Flyers for Sporting Events
- News Releases about events from Media Relations Coordinator-Marissa Carney  
<https://griffithfamilyfoundation.org/tag/psu-altoona>



Speaking at halftime at Penn State Altoona






## Home Sports This Week

**Sunday, December 16**

2:00 p.m. **Women's Basketball vs. Medaille**  
in the Adler Arena

4:00 p.m. **Men's Basketball vs. Medaille**  
in the Adler Arena

**\*\*Sideline Cancer Day\*\***

Support our friends from The Griffith Family Foundation during Sideline Cancer Day at the women's and men's basketball doubleheader on Sunday, December 16.

The Griffith Family Foundation's mission is to fund a cure for pancreatic cancer, while raising awareness and supporting those afflicted with the disease. For more information, visit their website:

[www.GriffithFamilyFoundation.org](http://www.GriffithFamilyFoundation.org)



Follow Penn State Altoona Athletics:







[www.psaltoonationalions.com](http://www.psaltoonationalions.com)

❖ **Purple Puck Night**

- \$2,000 raised this year

<https://griffithfamilyfoundation.org/tag/purple-puck-night>

<https://griffithfamilyfoundation.org/purple-puck-night>

❖ Civic Service Report That Jess Plue for Purple Puck Night: December of 2019

- <https://www.abc23.com/Video/video.asp?VideoID=28800>





❖ Merchandise

❖ T-shirts

- From 2010 - 2019: over 13,000 T-shirts sold

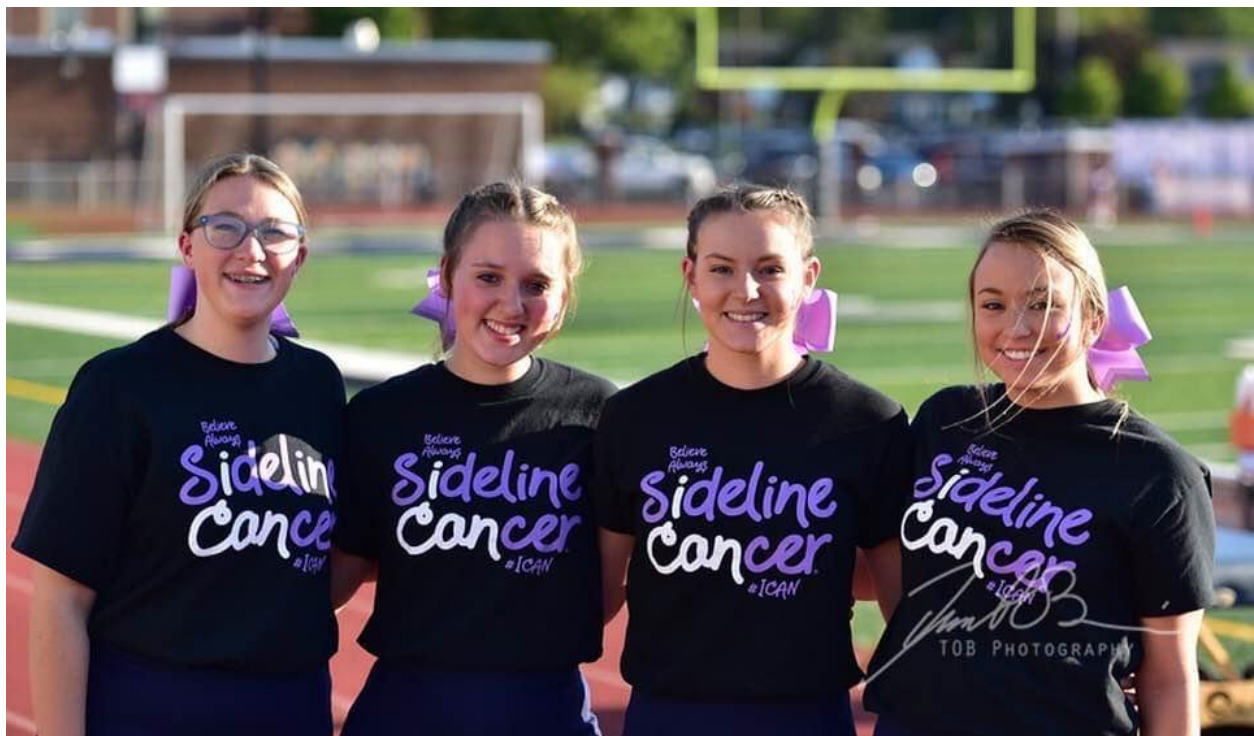


Sideline Cancer Bake Sale in New Hampshire











❖ **Bracelets**

- From 2010 - 2019: over 4000 distributed





## ❖ Sponsorships

### ❖ Basketball TBT

#### • TBT Jerseys

<https://griffithfamilyfoundation.org/tag/tbt>

#### ○ Viewership:

- 669,910 viewers
- Crowd of 8,000 people

#### • ESPN Broadcasts for TBT games

#### • ESPN July 2019 - Cathy Live Pep Talk #ICAN #BelieveAlways

<https://youtu.be/NWmaWAqwwA>

[https://www.cityofbasketballlove.com/news\\_article/show/812770-tbt-griffith-s-passion-makes-sideline-cancer-stronger](https://www.cityofbasketballlove.com/news_article/show/812770-tbt-griffith-s-passion-makes-sideline-cancer-stronger)



Locker room talk for TBT Sideline Cancer Team with over **11,000 views!**



Sideline Cancer TBT is proud to boast being 1 of the original TBT teams from 2014







Billy Clapper and John Boyer with the inaugural Sideline Cancer TBT 2014



TBT Tournament Director, Dan Friel



In loving memory of Jermaine Marshall, Sideline Cancer TBT Team Captain



Former NBA player: Daniel Santiago





If not us, then who and if not now, then when  
-Cathy Griffith



Seth Greenberg @SethOn... · 7/11/19  
Teams with a cause. Makes the @thetournament different. It's more than 2 million dollars. It's making a difference.

Sideline Cancer @sideli... · 7/11/19  
@SidelineTBT @thetournament @worldpcc @4JimmyV @espn @SethOnHoops #ICAN #SidelineCancer #BiggerthanBasketball



Seth Greenberg @SethOn... · 7/15/19  
This is the @thetournament Its bigger than 2 Million 🏆

Sideline Cancer @sideli... · 7/15/19  
@SidelineTBT @thetournament @tbtfril @JonMugar @espn @SethOnHoops @worldpcc #ICAN #SidelineCancer #PancreaticCancer #BelieveAlways



Tweets from Seth Greenberg, a Sports Analyst for ESPN



Cathy with ESPN Commentators Fran Fraschilla and Jennifer Hale.



Final TBT Power Rankings: Sideline Cancer was 9<sup>th</sup> out of 64 teams.





**Tweet by ESPN Announcer Fran Fraschilla**



**1,222 Views**



**18.3K Views**



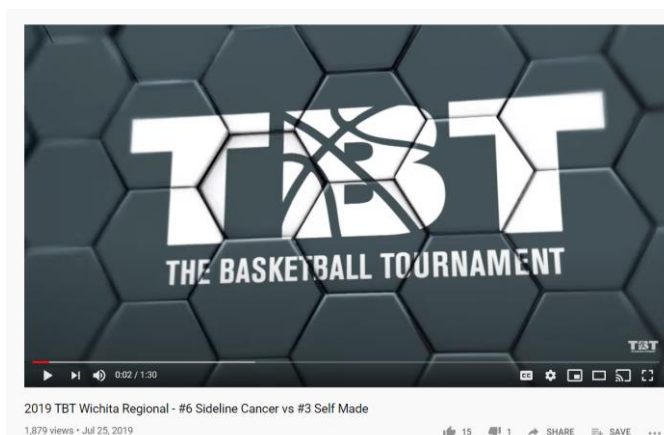
**30K Views**



**3,566 Views**



**4,460 Views**



**1.8K Views**



**858 Views**

**Penn State Altoona Men's Basketball supporting Sideline Cancer TBT**

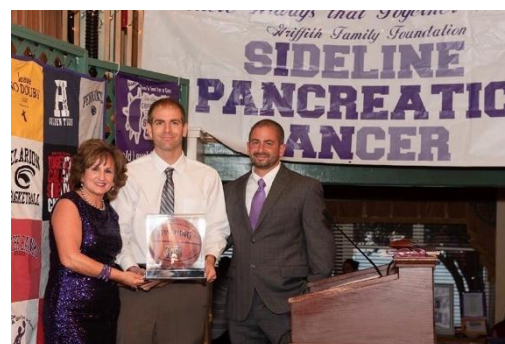




Today our team begins a journey for a championship, raising awareness for something bigger, and playing in honor of a teammate

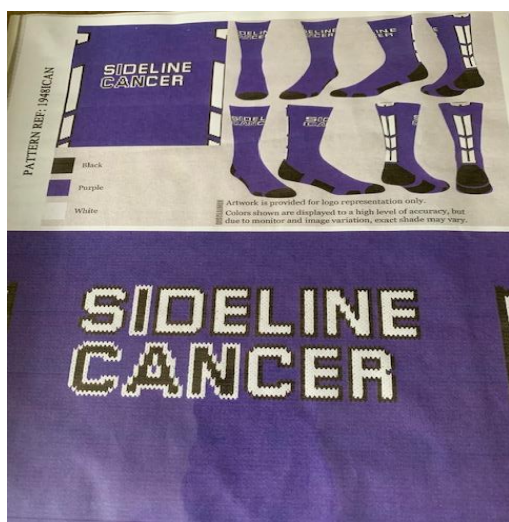
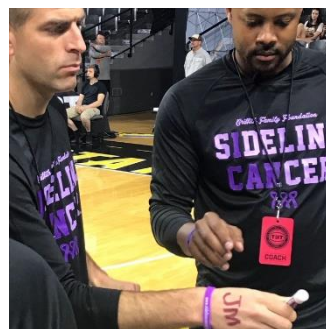
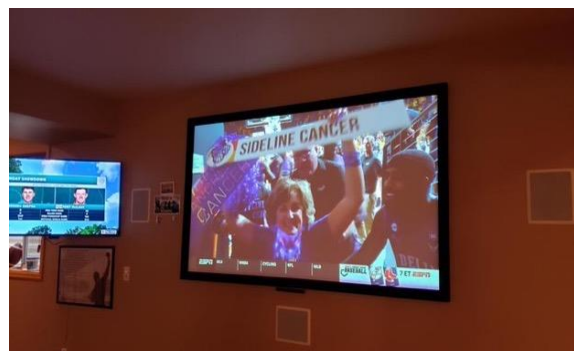


**Jermaine Marshall #11**  
@the.tournament



Thank you Sideline Cancer TBT Basketball Team 2019 for playing on ESPN for three consecutive days to a national television audience of 669,910 viewers.





Thank you to our TBT General Manager Billy Clapper and HAHS Basketball Standout John Boyer for your vision to Sideline Pancreatic Cancer in The Basketball Tournament in 2014.



# Alston, Sideline Cancer fall in TBT

By THE HERALD-STANDARD

Albert Gallatin's Jawaan Alston and the Sideline Cancer charity basketball team was eliminated from The Basketball Tournament on Saturday morning when it suffered a 75-66 loss to the Notre Dame Fighting Alumni at Philadelphia University.

Sideline Cancer was playing in the TBT for the Holidaysburg-based non-profit Griffith Family Foundation, which seeks to raise money in the fight against pancreatic cancer. The winning team in the 32-team, single-elimination bracket of TBT is awarded \$500,000.

Facing a team comprised of former University of Notre Dame standouts, Sideline Cancer attempted to battle back

from a 35-21 halftime deficit but ultimately lost by nine.

Sideline Cancer was led in scoring by former Millersville University guard Charlie Parker, who scored 16 points and added four rebounds. Parker was 3-for-6 from three-point range.

Former University of Buffalo guard Andy Robinson put up 14 points, while fellow Ex-Buffalo players John Boyer and Alston contributed nine points each. Alston added five rebounds. Nurideen Lindsey, who played collegiately at St. John's University and Rider University, also had nine points.

Sideline Cancer won its opening game in the TBT on Friday afternoon, defeating Team FOE 106-99 to advance into the second round on Saturday.



## Game Day Program 2014



## 2014 Sideline Cancer TBT Basketball Players Cards

#	PLAYER	POS	HT	WT	ALMA MATER	BIRTHDATE
22	JOHN BOYER	PG	6'1"	150	BUFFALO	1/16/1988
4	ANDREW GARCIA	PG	6'2"	210	TULANE	5/1/1984
10	NURIDEEN LINDSEY	PG	6'4"	185	RIDER	9/23/1991
1	ANDY ROBINSON	PG	6'2"	200	BUFFALO	7/15/1987
3	CHARLES PARKER	SG	6'4"	200	MILLERSVILLE	10/6/1985
24	DAVE BARNETT	SF	6'5"	235	BUFFALO	7/24/1989
17	DENZEL JACKSON	SF	6'7"	210	AMERICAN INT'L	1/3/1988
32	JAWAAN ALSTON	PF	6'8"	235	BUFFALO	1/24/1989
10	RUSS CONLEY	C	6'9"	230	PENN STATE	4/14/1991
GRIFFITH FAMILY FOUNDATION						
BILLY CLAPPER						
GM						

### TEAM BACKGROUND

Playing for the Griffith Family Foundation, Sideline Cancer follows the lead of GM/Coach Billy Clapper, the head man at Penn State-Altoona, who camped out in the school cafeteria with two laptops and a handful of iPhones in the waning hours of the application period to make sure that his team qualified for the chance to win \$500,000 for the fight against pancreatic cancer.

Page B4 ■ Altoona Mirror

LOCAL

Wednesday May 28, 2014

## Clapper, Boyer part of big charity hoops event

By Joe Lutz

Former Holidaysburg Area High School basketball player Billy Clapper and John Boyer are looking up for a great cause. Clapper is the general manager of the Sideline Cancer team, which will play in the "Win or Go Home" tournament, which is being held at Philadelphia University.

Clapper, the team's head coach, is from Buffalo, N.Y., and Boyer is from Buffalo, N.Y.

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## Holidaysburg team advances

PHILADELPHIA

The

Sideline

cancer team

opened the 2014

TBT with a

victory on Saturday.

Playing at Philadelphia

University, Sideline Cancer defeated

Zoo Crew, a team consisting of

University of Pittsburgh alumni, 100-

99 by former Pitt star Levarious

McLendon. The Zoo Crew grabbed a 52-48

time advantage, but former St.

Joseph's star Aaron Brown keyed a

strong second-half push for Sideline

Cancer and finished with 25 points

and 12 rebounds. Fields scored 35 for

The Zoo Crew.

Sideline Cancer faces Team FOE,

coached by NBA players Marcus and

Markieff Morris, at 12:45 p.m. today in

the second of 32. It will be streamed live

on the ESPN app and on ESPN.com

under the "Watch ESPN" tab.

### THE BASKETBALL TOURNAMENT

The Sideline Cancer team was

started by Holidaysburg graduate

Billy Clapper and John Boyer,

coordination with the Griffith

Family Foundation, which raises

awareness about pancreatic cancer

and is headed by Cathy Griffith and

Jordan Griffith.

Sideline Cancer is coached

by former Pitt star Levarious

McLendon. The Zoo Crew grabbed a

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## Sideline Cancer team to play for \$2M

HOLIDAYSBURG — The

Griffith Family

Foundation's Sideline

Cancer team is playing

in a nationally recog-

nized event called "The

Basketball Tournament."

This is the team's third

year playing in the tourna-

ment that began in

Philadelphia in July 16. The

winners of the tournament

will receive \$2 million.

The tourney allows the

former professionals that

are not under contract and

amateur players to compete.

If the team is able to

improve on last year's

Sweet 16 run and win the

tournament, 30 percent of

the \$2 million prize will go

to the Griffith Family

Foundation.

The Sideline Cancer team

is coached by former Penn

State Altoona men's basket-

ball coach Billy Clapper and

Chatham University's head

coach Andrew Garcia.

Former collegiate stand-

outs on the team include

Jarrod Cole (University of

Iowa), Tre Bowman (Iowa

University) and Charlie

Parker, a Division II All-

American at Millersville.

The tourney runs on fan

voting. The teams with the

highest vote totals from

each region will participate

in the 64-team tournament.

To vote for the Sideline

Cancer team, visit the tour-

namment.com or the Griffith

Family Foundation's web-

site.

which was witnessed by Ed

Vassili, Brian Gableman and

Mike Poremba.

■ Jerry Shugart, of

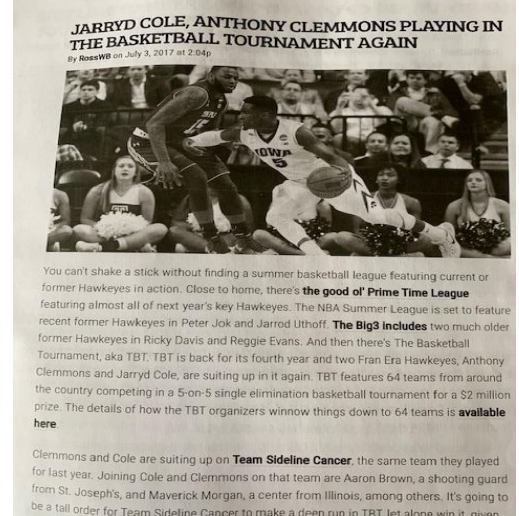
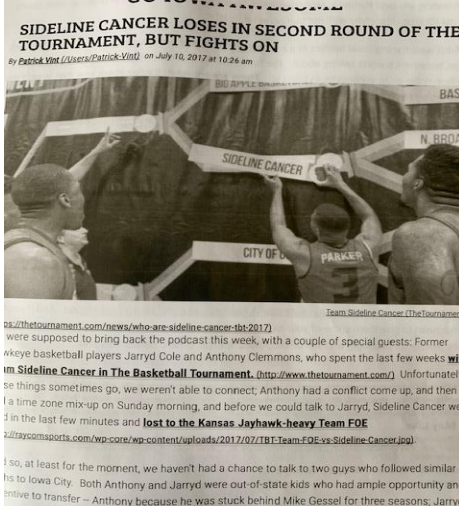
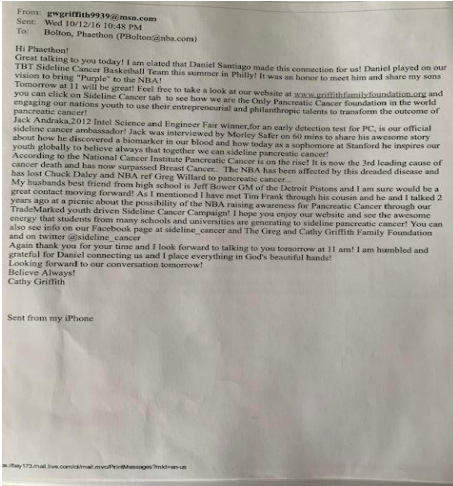
Cresson, recorded a hole-in-

one on the 150-yard 12th

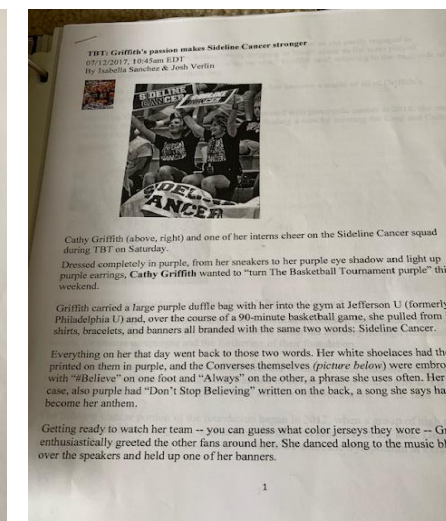
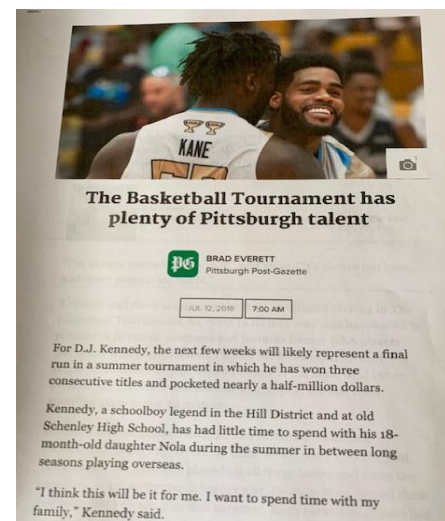
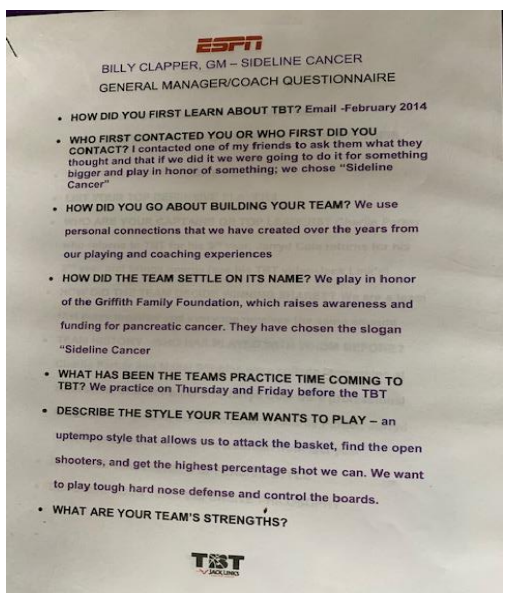
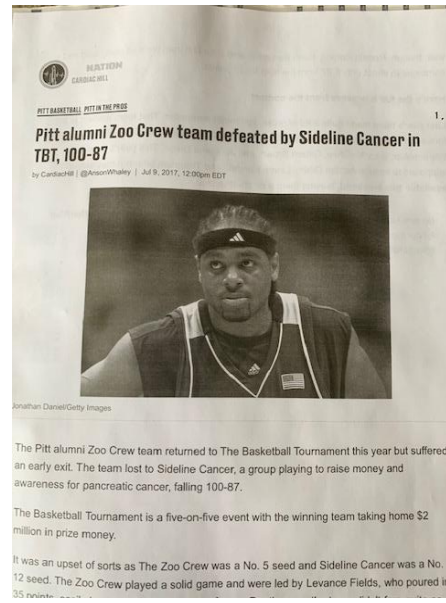
hole at Chatham. Blake's

7-iron run course in





## NBA and TBT Connection

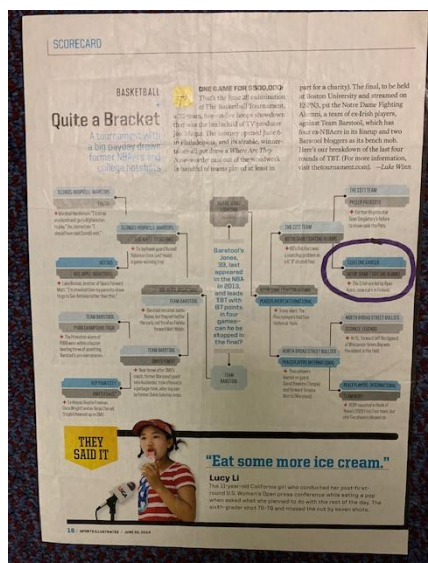


Pittsburgh Post Gazette

City of Brotherly Love  
Online Newspaper



- Sports Illustrated
  - Jun 30, 2014 - TBT Bracket with SC



# Sports Illustrated

June 2014 Sports Illustrated  
Sideline Cancer TBT

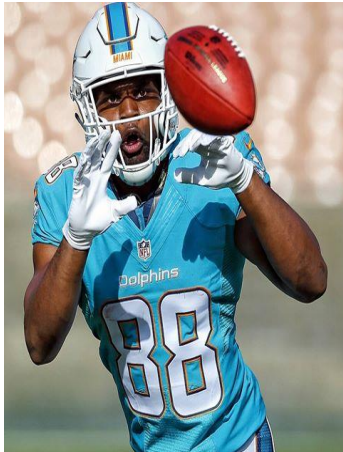
- Herald Standard
  - 2014 - TBT Feature
- City of Basketball Love
  - Jul 12, 2017 - TBT SC highlighted
- 2017 Dubois Dream Collaborative event with Sideline Cancer





❖ **NFL Involvement**

- **Leonte Caroo:** Former Miami Dolphin and **Luke Rhodes:** Indianapolis Colt, from Hollidaysburg. Both raising awareness for Pancreatic Cancer for the NFL
  - Purple Pancreatic Cancer My Cause My Cleats



Luke Rhodes donated his signed Indianapolis Colts Jersey to our Silent Auction in 2018

❖ **MMA Involvement**

- **Charlie Brenneman**
  - Raising awareness for PC with Hollidaysburg Native, MMA Fighter and Lifelong Learner

❖ **Olympic Track Involvement**

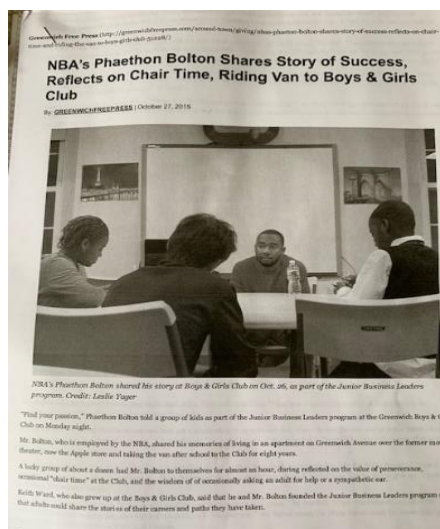
- **Michelle Duncan**
  - 2 Time Olympic Track and Field Gold Medalist





## ❖ NBA Connections

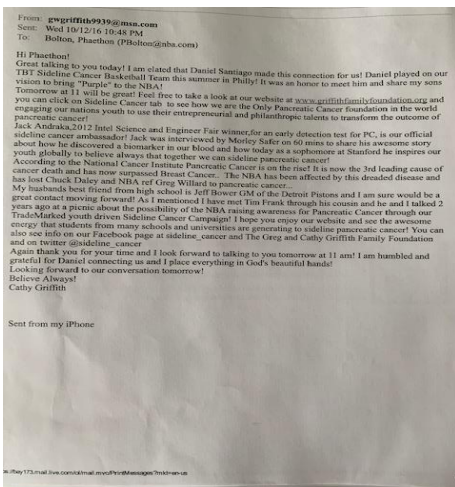
- Greg's former HAHS 1979 Classmate Jeff Bower is the Former GM of the Detroit Pistons, Former GM and and Coach of the New Orleans Hornets and is currently the Vice President of Basketball Operations of the Phoenix Suns.
- Tim Frank Senior Vice President Basketball Communications of NBA
- Daniel Santiago former NBA and TBT player



Tim Frank: Senior Vice President Basketball Communications of



Jeff Bower: Former GM of the Detroit Pistons, Former GM and and Coach of the New Orleans Hornets and is currently the Vice President of Basketball Operations of the Phoenix Suns.



NBA and TBT Connection



Daniel Santiago: former NBA and TBT player



Signed NBA Basketball for 2013 Auction



- ❖ **Sideline Cancer Internships**
- ❖ 2010 - 2020: Est. 50 Non-paid Interns have volunteered their time





## ❖ Website

- Helpful/Useful Links:

<https://griffithfamilyfoundation.org/lets-win-pc>

<https://griffithfamilyfoundation.org/about-pancreatic-cancer>



GFF Website Homepage:

<https://griffithfamilyfoundation.org/>

## Example of our Website Statistics Page Views for March 2020

- Sideline Cancer: **51 views**
- The Foundation: **44 views**
- News: **39 views**
- Contact Us: **36 views**
- Upcoming Events: **33 views**
- #ICAN-TeeOff for a Cure Registration: **29 views**
- Sideline Cancer/TBT Sideline Cancer: **26 views**
- Photos-Videos: **24 views**
- #ICAN Sideline Pancreatic Cancer Symposium Forum 2019: **23 views**
- 2020 #ICAN Sideline Pancreatic Cancer Dinner: **20 views**
- Griffiths Story: **19 views**
- Purple Power Run: **19 views**
- Fund-a-Cure: **17 views**
- #ICAN Sideline Pancreatic Cancer Youth Forum: **16 views**
- History of the Griffith Family Foundation: **15 views**
- 2019 ICAN Sideline Pancreatic Cancer Symposium Video and Photos: **13 views**
- 2019 Sideline Cancer Golf Tournament Video and Photos: **13 views**
- Tag on Greg Griffith: **13 views**
- Cathy Griffith Bio: **11 views**
- Love Conquers All: **11 views**
- PA Business Central Article: **11 views**
- Purple Power Run 2019: **11 views**
- Events/10<sup>th</sup> Annual Sideline Pancreatic Cancer Dinner: **10 views**
- News Page 2: **10 views**

**Total Page Views for January: 1,636**

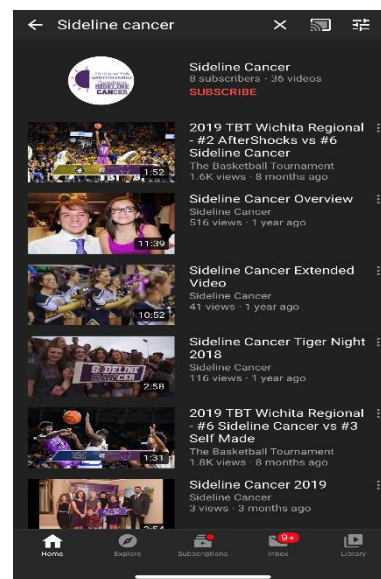
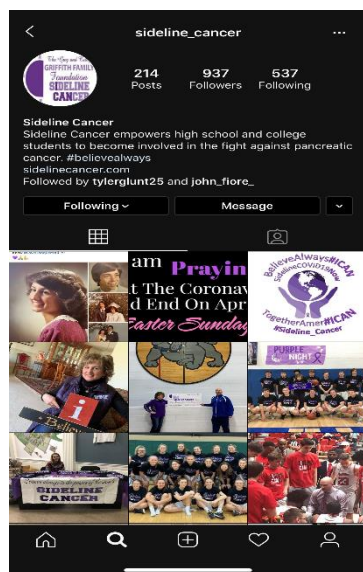
**Total Page Views for February: 1,869**

**Total Page Views for March: 1,297**



## ❖ Social Media

- (Below from Left to Right): Instagram, Twitter, Facebook, YouTube



- January 2020 Social Media Statistics

- Facebook: The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos): **1,393**
- Twitter: Number of Total Impressions: **6,826**
- Instagram: N/A
- YouTube: Number of Impressions: **366**

- February 2020 Social Media Statistics

- Facebook: (The number of people who has liked your Page's posts including statuses, photos, links, videos): **1,478**
- Twitter: Number of Total Impressions: **3,344**
- Instagram: **211 Posts**
- YouTube: Number of Impressions: **196**

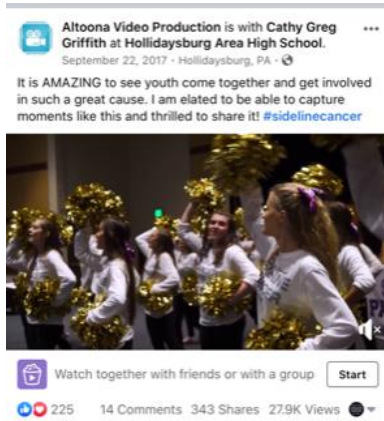
- March 2020 Social Media Statistics

- Facebook: (The number of people who has liked your Page's posts including statuses, photos, links, videos): **1,478**
- Twitter: Number of Total Impressions: **2,842**
- Instagram: **214 Posts**
- YouTube: Number of Impressions: **96**



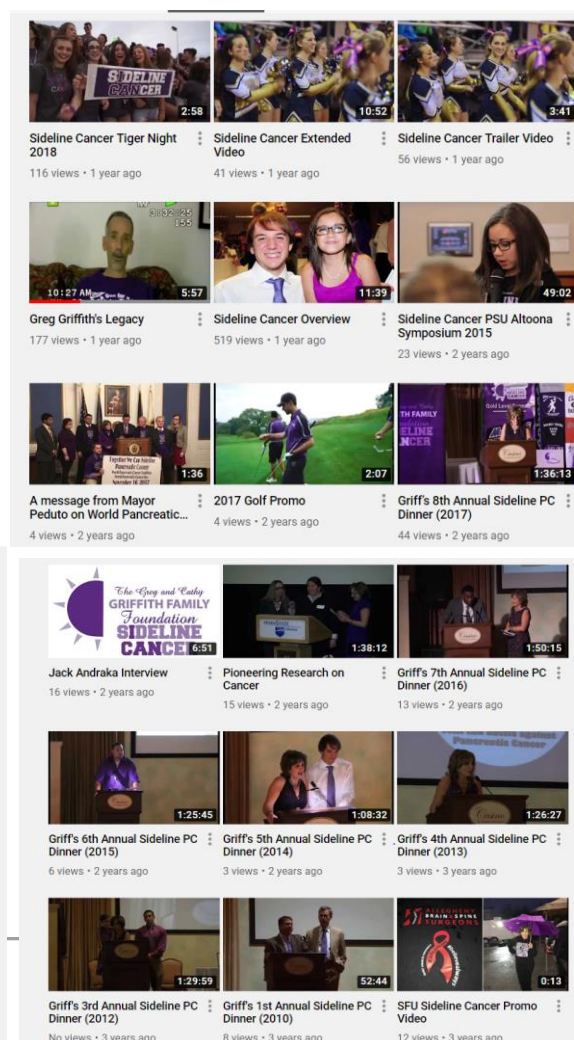
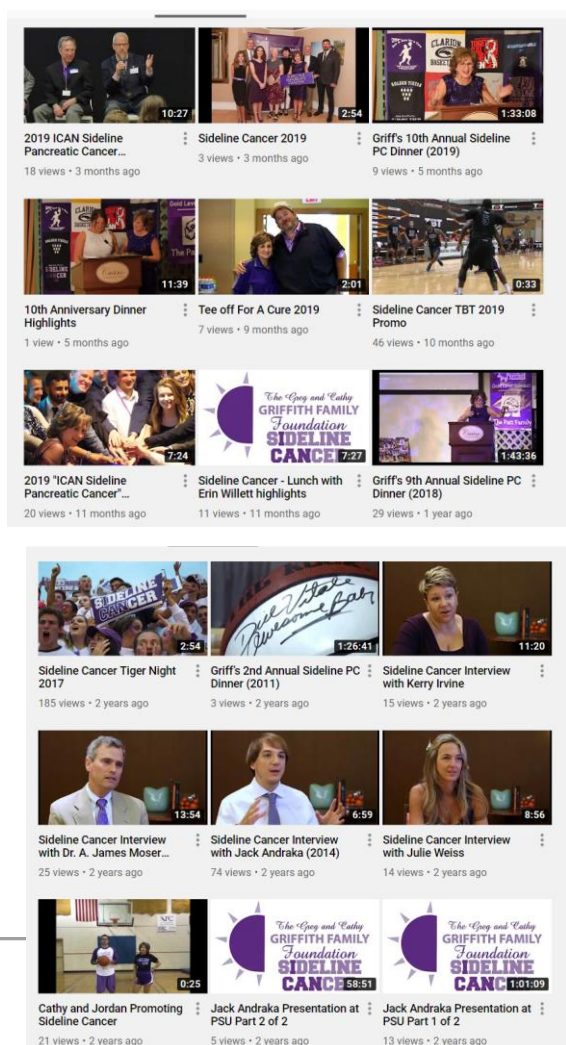
## ❖ YouTube Channel

- **LINK to Main Channel to access all videos from GFF:**
  - [https://www.youtube.com/channel/UCr0MmSET75laAuXY1\\_uvoBw/videos](https://www.youtube.com/channel/UCr0MmSET75laAuXY1_uvoBw/videos)
- **LINK to most important Sideline Cancer Video with 27,000 Views**
  - <https://youtu.be/tK6VSYA1oPw>



Our Sideline Cancer History Video received over **5000** views and **64**

Total of 36 Awareness Videos!





❖ **Podcasts**

- ❖ June 2019 - Joy in the city - w. Troy Ferguson



- ❖ Feb 2020 - Juniata Valley Highschool

- ❖ 2019 -Project Purple with Rick Jones



❖ **Sideline Cancer SUV**

- ❖ Launched April 2018 (Sponsored Ad on wheels)





❖ **Parades**

- ❖ Participation in Winter and October parades in Hollidaysburg



❖ **Future Business Leaders of America**

- nominated every year for the past 3 years



**Cathy Greg Griffith**

On Nov 2 2014 the HASD FBIA attended the State Leadership Workshop where they participated in a charity Dodgeball competition with 32 schools. The HASD FBIA students wore their SIDELINE CANCER TShirts and took third place in the tourney! Amazing young people changing our world! #believealways! — with Lindy Hilling.

APRIL 13, 2015

Sideline Cancer intern Sierra Cobler presented at the Poconos, PA in May 2018 with our amazing awareness poster boards created by GFF Marketing Consultant Chris Kanski.



❖ **Bench in memory of Greg Griffith at the Sheetz Entrepreneurial Center**



Sheetz Entrepreneur in Residence

❖ **Obituaries**

- ❖ Since founding, several obituaries have said that in lieu of flowers to please make a memorial contribution to GFF
- Over 25 people have donated to the GFF in memory of their loved one.

❖ **Student Academic Work**

- ❖ Cited in Student (Intern) Thesis (Psych 493) on Efficacy of Religion 2015 PSU: written by SFU student
- ❖ SFU Student published article in conjunction with National Pancreatic Cancer Foundation (inspired by information 2019 Symposium)

<https://www.npcf.us/exercise-oncology-in-pancreatic-cancer-introduction-jared-heitzenrater/>



Exercise Oncology in Pancreatic Cancer: Introduction – Jared Heitzenrater - National Pancreatic Cancer Foundation



❖ **Mary Kowalski**

- Sideline Pancreatic Cancer Biking Gear! All the places she raised awareness for PC for GFF in 2019



## ❖ 2020 Race Schedule in Sideline Pancreatic Cancer Gear

❖ **March: \*Cancelled**

- Purple PowerRun 5k

❖ **April:**

- Boston Midnight Ride
- Boston Marathon

❖ **May**

- Canyon Man 100
  - Kayak 19M Run 31M, Bike 50M
  - (self-supported)
  - Wellsboro, PA
  - Impact- 100

## • Dirty Double Cross

- 200M Bike Ride
- (self-supported)
- Mansfield, PA
- Impact- 100+

❖ **June**

- Rothrock Grit Gravel Grinder
  - 65M Bike Race
  - State College, PA
  - Impact-500+
- Keystone Off-Road Vista Ride and 55M mountain bike race weekend
  - Jersey Shore, PA
  - Impact- 300

❖ **July/August**

- No races planned but lots of biking and run miles (mostly in the PA forests--gravel roads and trails)

- Impact-500+

❖ **September**

- Keystone Gravel
  - Bike Race 80 miles
  - Jersey Shore, PA
  - (Will have to cancel due to Boston Marathon Ride and Marathon date change).

- Boston Midnight Ride (Ride the Marathon Course at Midnight) **AND**

- Boston Marathon
  - Run 26.2M
  - Boston, MA
  - Impact-20-30,000+

- Rothrock Trail Fest-tentative due to being only 5 days after Boston Marathon

- Quick and the Dead Gravel Race (tentative now)

- 50 or 68M Bike Race
- Confluence, PA
- Impact-150

- Public Lands Ride

- Gravel Bike Ride 60+ Miles
- Black Moshanon State Park
- Impact-2000+

❖ **October**

- 321 Bike-tdb
  - 80 M Bike Ride on GAP Trail
  - (Ohiopyle to Pittsburgh)
  - Pittsburgh, PA
  - Impact-200+

- UnPaved Gravel Race

- 90 M Bike Race
- Lewisburg, PA
- Impact-500

- Iron Cross

- All roads bike race
- 62M
- South Williamsport, PA
- Impact-300+

- Dirty Dozen

- 55M Bike Race
- Pittsburgh, PA
- Impact-400

❖ **December**

- Nittany Valley Half Marathon

- Running Race
- State College, PA
- Impact-4-500

\*Special note: when not racing or participating in formal events, most riding will be done wearing SPC gear\*



## ❖ GFF Travel Impact

### May 2012

Cathy Griffith Traveled to Phoenix Arizona to The Translational Genomics Research Institute to meet International Pancreatic Cancer Advocate and Survivor Kay Kays.

### March 2013

Cathy Griffith attended The Digestive Disease National Coalition in Washington DC to represent The Greg and Cathy Griffith Family Foundation

### June 2013

Cathy Griffith traveled to Chicago to attend as advocate scholar for Pancreatic Cancer The American Society of Clinical Oncology

### December 2013

Cathy Griffith attended in Atlanta Georgia as an Advocate Scholar the American Association of Cancer Researchers and met with The American Cancer Society Chief Medical Officer to discuss our GFF Youth Initiative Campaign ICAN Sideline Cancer.

**GFF has sponsored Sideline Cancer TBT Travel from 2014-2019 to raise awareness for Pancreatic Cancer on ESPN**

### September 2014

Cathy Griffith attends Pancreatic Cancer symposium at the National Institute of Health and meets Jack Andraka's mentor Dr. Aniban Maitra

### July 2015

Cathy Griffith attended the Inaugural North American Pancreatic Cancer meeting in New York City.

### May 2016

Cathy attended the Inaugural World Pancreatic Cancer Coalition in Miami Florida

### November 2016

Cathy Griffith and GFF Board Member Nancy Fulchiero attend World Pancreatic Cancer Day at Harvard medical school and made a check presentation to Dr.Moser of BIDMC

### November 2016

Cathy Griffith and GFF Board members made a check presentation to Dr.Moser of BIDMC Harvard Medical School

### March 2014,2015,2016

Cathy Griffith attended The Annual Digestive Disease National Coalition and was a speaker with Dr. A. James Moser BIDMC Harvard Medical School and in 2015 became Secretary of the DDNC then Vice Chair of the DDNC from 2017 thru 2020. GFF Sideline Cancer Intern/Outreach Liaison Marissa Lombardi represented Cathy at the DDNC from 2017 thru 2019. Sideline Cancer at Hollidaysburg President Sierra Lombardi and her mother Angela Lombardi represented Cathy and GFF in March 2020.

### March 2017

Cathy Griffith takes founding member of Sideline Cancer Bonnie Waltz and Sideline Cancer interns to the DDNC in Washington D.C to lobby congressional offices for an early detection test for PC.

### 2017

GFF Sideline Cancer Interns Marissa Lombardi and Joel Redfoot attended World Pancreatic Cancer Day in Boston with Dr. Moser at Fenway Park.

### 2018

The Fulchiero Family Traveled to Boston to make a check presentation to Dr. Moser BIDMC

### 2018,2019 2020

Marissa Lombardi of International Foundation of Gastrointestinal Disease Disorders continues to represent GFF at ASCO, AACR and WPCC meetings



## ADVOCACY

### ❖ Donations

#### ❖ 2010 - 2020

- Est. \$295,000 donated to the research efforts of **Dr. A. James Moser**

<https://griffithfamilyfoundation.org/early-detection-of-pancreatic-cancer-takes-center-stage>

<https://fortune.com/2016/04/22/berg-pacreatic-cancer-artificial-intelligence/>



Check Presentation to Dr. Moser BIDMC  
Harvard Medical School



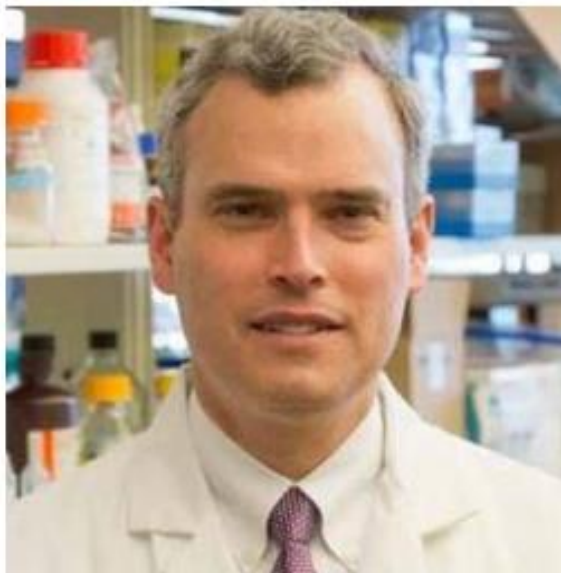
### ❖ Boston BIDMC with Dr. Moser



The Fulchiero Family  
on WPCD 2018 at  
BIDMC Harvard  
Medical School



## Dr. James A. Moser and Research



Dr. Niven Narain is President and CEO of Berg Pharma and collaborating with Dr. Moser on his research called Project Survival.

### Greg Griffith's Amazing Doctor during his heroic battle with Pancreatic Cancer.

Moser serves as Executive Director of BIDMC's Institute for Hepatobiliary and Pancreatic Surgery, providing leadership, strategic vision and integration of programs in general surgery, surgical oncology and transplant surgery that are focused on the surgical treatment of benign and malignant pancreatic, hepatic and biliary diseases. He also serves as a Professor of Surgery at Harvard Medical School.

#### ❖ Article about Dr. Moser's collaborative Project Survival

- <https://www.bidmc.org/give/giving-matters/past-stories/breaking-the-silence>
  - In this Harvard article they mention our GFF and the Alliance of Families Fighting Pancreatic Cancer. He feels the more we connect him to researchers like PSU Cancer Researcher Dr. Adair the better chance **WE have to take Pancreatic Cancer off the sideline and to the finish line for a cure.**

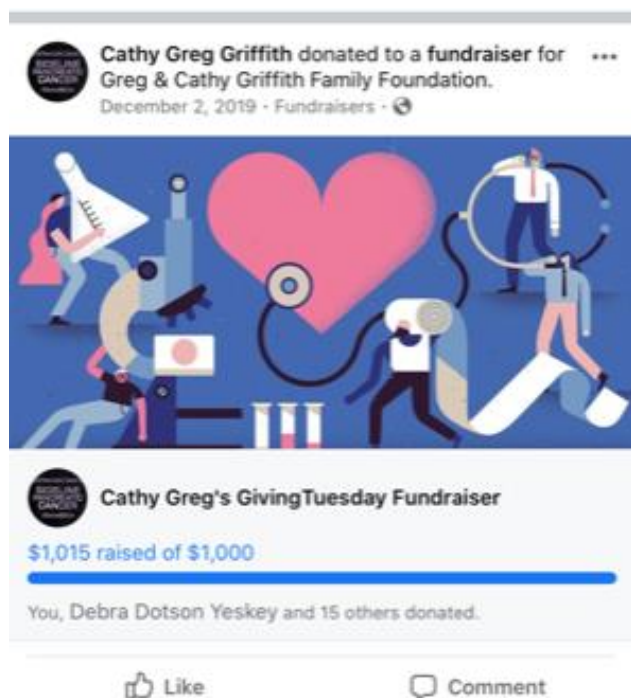
#### ❖ Early Detection of Pancreatic Cancer Takes Center Stage

- <https://griffithfamilyfoundation.org/early-detection-of-pancreatic-cancer-takes-center-stage>
  - The Griffith Family Foundation has donated from 2010 to date over \$295,000 to the research efforts of Dr. A. James Moser MD FACS, Co-Director, Pancreas and Liver Institute Beth Israel Deaconess Medical Center.

#### ❖ BIDMC Research Efforts

- <https://griffithfamilyfoundation.org/new-research-leading-to-new-treatment>
  - ❖ For more information on cancer research follow this link:  
<http://griffithfam.wpengine.com/tag/cancer-research>

## ❖ #Giving Tuesday



## ❖ Dine to Donate



## ● Books and Photography

- In 2012, a story appeared in this book about Greg Griffith's heroic battle with Pancreatic Cancer:
- <https://griffithfamilyfoundation.org/new-book-does-heaven-have-a-post-office>



Photo Albums by LeAnn Stefan Photography from PSU Altoona Symposium with Jack Andraka, Times Square NYC19, TBT19 on ESPN, and Our 10th annual Dinner with Special Guest Speaker Tom Whitehead of The Emily Whitehead Foundation are proudly displayed in our GFF office



## ❖ Magazine & Print Articles about the Griffith Family Foundation

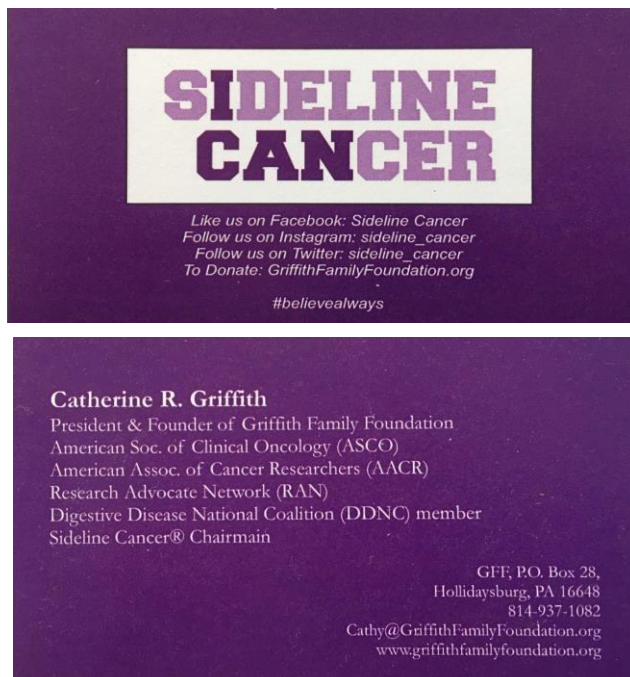
<https://griffithfamilyfoundation.org/tag/in-the-news>

## ❖ Business Cards, Brochures, Event Programs, Banners

## ❖ Program Ads

- For Local High School Sports Teams (Basketball, Football, Baseball)

<http://griffithfamilyfoundation.org/wp-content/uploads/2018/03/Sideline-Cancer-Brochure.pdf>



Business Card



Photo Books created by GFF Marketing Consultant Chris Kanski to help us Promote our Fundraising Events



GFF Office Banners

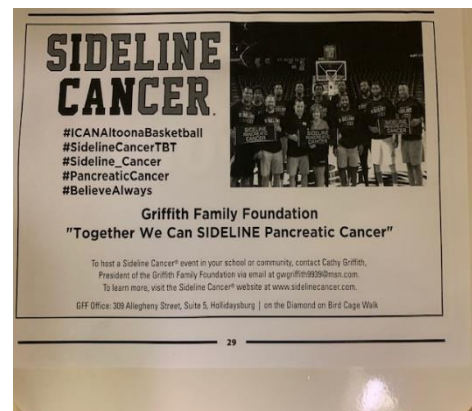


Photo of Sideline Cancer Program ad for AASD Boys and Girls Basketball



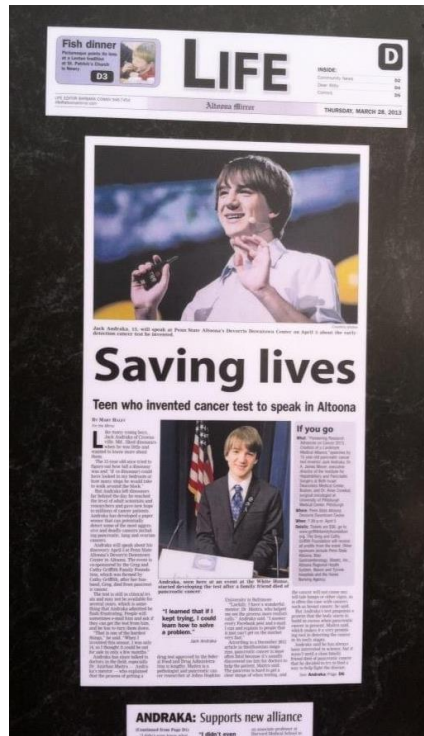
## ❖ Altoona Mirror Features

<https://griffithfamilyfoundation.org/griffith-family-foundation-fighting-cancer-in-the-altoona-mirror>  
<https://griffithfamilyfoundation.org/events-to-aid-cancer-patient>  
<https://griffithfamilyfoundation.org/pancreatic-cancer-benefit-draws-crowd>

- 25 Articles about the foundation
- Sep. 2013 - Nonprofit highlight
- 2014 - Paid Ads for Symposium
- Jun 2015 - Relay for Life Ad



Sideline Cancer Hollidaysburg



Newspaper article in Altoona Mirror about Jack Andraka 2013



Sideline Cancer at Mansion Park Altoona, PA

Sam Sky HASD student raising awareness for Pancreatic Cancer on the internet







Sideline Cancer Mansion Park Basketball Champions



Non-Profit Highlight in Altoona Mirror



Sideline Cancer Hollidaysburg

## ❖ SFU First National Bank Dress Down Day 2013



GFF was the recipient of FNB Bank Dress Down Day



❖ **Claysburg Gazette**

- Oct 22 2013 – Article about Sideline Cancer

❖ **Blair Living**

- Aug 2019 Marissa 40 and under highlighted SC + Ad

❖ **Fortune Magazine**

- April 22nd 2016 - [Dr. Moser on AI](#)

❖ **Men's Health**

- Oct 25, 2011: [Taking Up the Banner Against Cancer](#)

❖ **Hometown Magazine**

- Articles and interviews Greg 2010 - 2011

❖ **MassMutual**

- "The Word" - Sept 2011

❖ **BG Alumni Magazine (Purple and Gold) - (13,000 Distribution)**

- Spring 2017 - SC highlighted on Cover



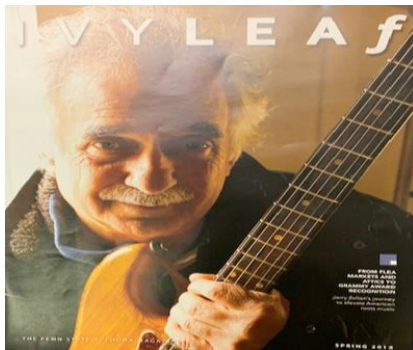
Lisa Georgiana at BGHS presented "Live Your Best Life" lecture about Sideline Cancer



❖ **IVY Leaf - PSUA Magazine**

- “Joel Redfoot: Reflections on My Final Experience”
- Spring 2015 - Joel Redfoot (SC) interview on **NCAA** Final Four basketball experience

<https://griffithfamilyfoundation.org/sideline-cancer-t-shirt-as-seen-on-tv>



Joel Redfoot PSU Altoona recipient of the Good Works Team Award presented by All State and the NBA. Joel was the opportunity to go to the NCAA Final Four in Spring 2015 and represented Sideline Cancer center court to a TV viewership of **1 million!!**

- ❖ The Crossroad
- 2010 - Article
- ❖ Beth Israel Deaconess Medical Center's (BIDMC) Yearly Magazine
- Mention in 4 articles
- ❖ Inside Surgery (BIDMC)
- 2017 Spring/summer - GFF picture and mention
- ❖ BIDMC Cancer Research Guide
- GFF Listed
- ❖ For Your Information (BIDMC)
- Jun 2017 - Article
- ❖ Boston Globe
- Apr 7, 2015 - Research Initiative
- ❖ Making a Difference
- Fall/Winter 2018 - GFF Mentioned: WJAC TV Jefferson Award

<https://griffithfamilyfoundation.org/nonprofit-raises-awareness>



GFF was the recipient of the WJAC TV Jefferson Award in Fall/Winter 2018.

## ❖ PA Business Central Awards

- October 2019

<https://griffithfamilyfoundation.org/pa-business-central-article>



Our GFF was voted top 100 organizations in 2019

## Additional Awards

2019 PA Business Central Women in Business 38 Women Making a Difference in 2019

2019 PA Business Central Top 20 Non-Profit Female Leader

PA Business Central 23 Health Care Heroes 2019

2018 PA Business Central 50 to Follow Women in Business

2018 PA Business Central Top 100 People for The Griffith Family Foundation's "I Can Sideline Cancer Youth Initiative"

## ❖ Radio



Jordan Griffith did radio broadcast interviews about the Sideline Cancer TBT Basketball Team



Cathy did a Podcast with KC O'Day on Big 1290 Radio News Talk Radio about Pancreatic Cancer

## ❖ Forever Media

- 25 morning circuit appearances
  - New Years Believe
  - PSA with Bill Curtis

**FOREVER**  
**MEDIA**



- **Curve Night Ads**



Featured in photo are Geoff Behrens and Diane Zink from Fund a Cure Night at the Altoona Curve to Sideline PC

Est. Money Raised: \$18,000 from 2011-2019

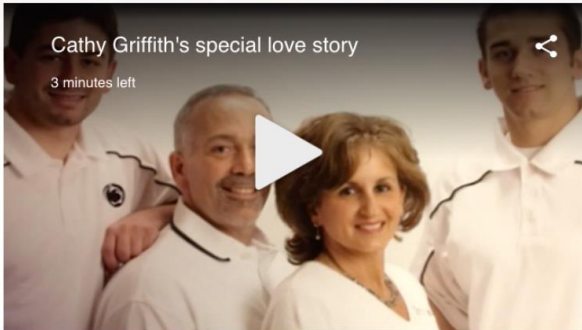


- **PAB**

- (Pennsylvania Association of Broadcasters Award)

<https://griffithfamilyfoundation.org/love-conquers-all>

**"Love Conquers All"**



BY: GRIFFITH FOUNDATION / No Comments  
In the News

A big congratulations to Alex Hazard and Kevin Accettulla who received a Pennsylvania Association of Broadcasters Award for their story about Greg and Cathy Griffith!



WTAJ TV WE ARE Central PA Live Host Alex Hazard and Kevin Accettulla won the PAB award for the newscast about The Greg and Cathy Griffith Family Foundation "Love Conquers All Story"

- ❖ **Sounds Good/Lightner Communications**

- **Steve Willett**

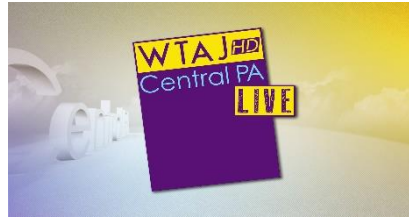


WRTA Radio with Steve Willett

❖ **Student Radio Broadcasts**

- Oct 6 2015 - Sam Sky Highlighted SC

❖ **TV**



Cathy had the opportunity to Co-Host Central Pa Live in April 2019

**GFF had over 40 appearances from 2011-2019!**

❖ **Public Access Show**

- Public Access Show 2012 - 2017 - every month (60 episodes)



**Cathy Griffith hosted the Greg and Cathy Griffith Family Foundation TV show to raise awareness for Pancreatic Cancer in Central PA from 2012-2017 with 60 episodes and over 75 guests.**



❖ WTAJ



WTAJTV post interview of  
Sideline Cancer TBT



WTAJTV Back Street Driver for  
Pancreatic Cancer Awareness



❖ WATM ABC 23



Pic of WATM ABC23 Interview with Pancreatic Cancer Survivor Mrs. Pat Smith of Hollidaysburg PA



WATM ABC 23 newscast about The Basketball Tournament 2019



WATM ABC 23 picture of Jordan Griffith about The Basketball Tournament 2019



❖ **WJAC**

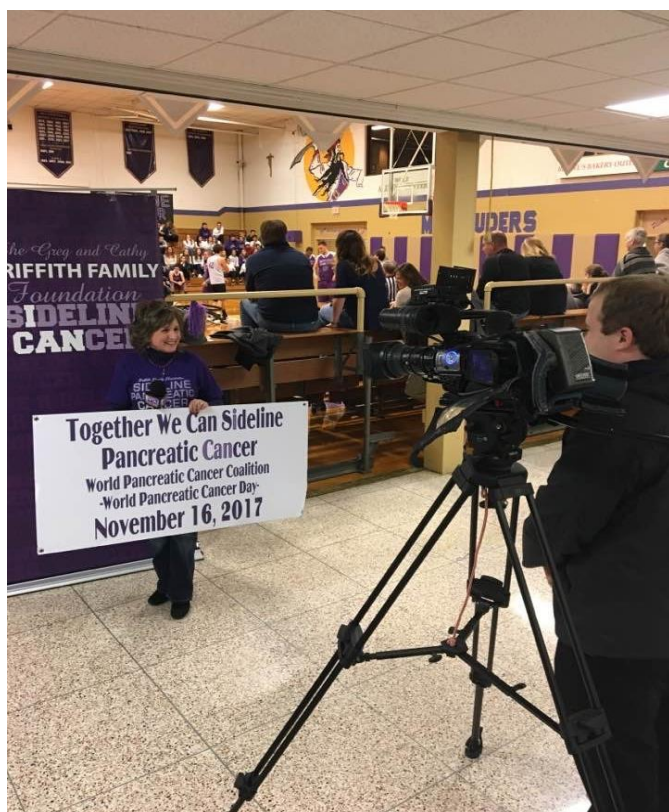
- 2016 Recipient of the WJACTV Jefferson Award



GFF Mentioned: WJAC TV Cathy  
Receiving the Jefferson Award



Greg Griffith giving his last interview at the dinner July 2011 about what it is like living with stage IV Pancreatic Cancer **and the importance of connecting patients, families and communities through advocacy awareness and research.**



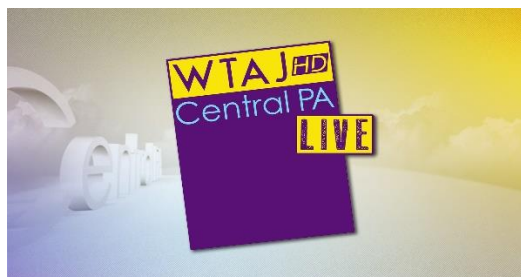
Cathy Griffith raising awareness on the evening news for PC on WPCD 11/16/2017



## ❖ Central PA Live

- Cathy was co-host of show in April 2012

<https://griffithfamilyfoundation.org/cathy-talks-about-run-and-gun-on-central-pa-live>



## ❖ Billboards

- ❖ 2010 - 2016 - Lamar Advertising digital screen (Lakemont)
- ❖ 2014 - Symposium - Stories of Hope (Donated by Dan Peters)
- ❖ 2016 - Promoting Curve Night

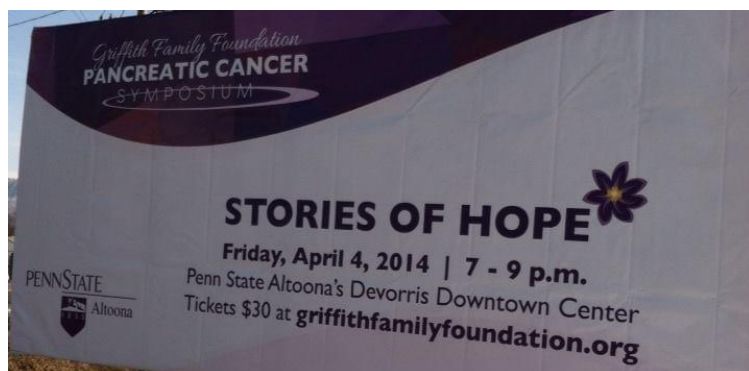


GFF Office Open House November 15th 2013



Griff's Run and Gun for a Cure Digital Billboard

Billboard for our PSU Altoona Pancreatic Cancer Symposium on April 4th 2014





## Times Square

2019 - Times Square - Digital screen 10 secs every 10 mins 24 hrs a day for 6 weeks

(Est. 1 million people a day walking by and viewing our sponsored Times Square PC Awareness Screen)





## ❖ Office Meetings

- ❖ 2013 - 2019: Est. 300 meetings with sponsors, donors, students, and board members



Chamber of Commerce Ribbon Cutting Ceremony at Our Office on November 15<sup>th</sup>, 2013







# Chamber of Commerce Servant Award to Booker Moore for the Griffith Family Foundation 2012



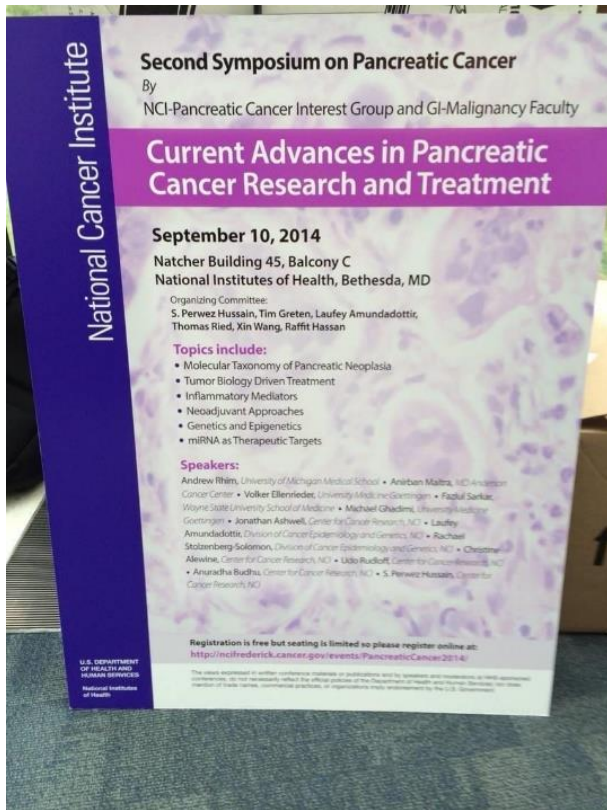
# Blair Chamber News

❖ **2018 - Young Entrepreneur Academy - CEO Round Table Discussion**

❖ **National Institute of Health**

● September 10<sup>th</sup>, 2014

- Cathy attended a pancreatic cancer symposium at the National Institute of Health and met Dr. Anirban Maitra of MD Anderson Texas



Cathy and Dr. Anirban Maitra at NIH



**Dr. Anirban Maitra**

- ❖ Professor of Pathology and Translational Molecular Pathology, Division of Pathology/Lab Medicine, The University of Texas MD Anderson Cancer Center, Houston, TX



## ❖ Symposia at Penn State Altoona

- <https://griffithfamilyfoundation.org/tag/psu-symposium>



2013 Pancreatic Cancer symposium with Jack Andraka



April 5th, 2019 at PSU Altoona Symposium Panelists



PSU Altoona Symposium 2013 and 2014



Penn State Altoona symposium April 5<sup>th</sup>, 2019, those who attended



Penn State Altoona symposium April 5<sup>th</sup>, 2019: photo is of GFF board members

## SIDELINE CANCER

Pancreatic Cancer Symposium  
April 5th, 2019



2019 ICAN Sideline Pancreatic Cancer Symposium Highlights

❖ **Government/Legislative**

## ❖ Nov 16 2017 - Meeting with Mayor Peduto (Pittsburgh)



Office of the Mayor · 1m  
 Mayor @billpeduto declares World Pancreatic Cancer Day in @CityPGH. #Pittsburgh challenges city's across the nation to take the pledge to say #ICan #SidelineCancer on #WorldPancreaticCancerDay.



bill peduto and 2 others



Pictured in photo is GFF Sideline Cancer Intern Joel Redfoot and Ernest Rajakone, a Policy Analyst within the Office of Equity, where he focuses on government affairs and legislation.



### Dr. Janet Woodcock

- ❖ Dr. Woodcock, formally of Hollidaysburg, PA is the director of the Center for Drug Evaluation and Research (CDER) at the Food and Drug Administration (FDA). The center makes sure that safe and effective drugs are available to improve the health of people in the USF. Dr. Janet Woodcock did a video address at our annual Griff's Sideline PC dinner in July 2015.

### Dr. Debra Yeskey

- ❖ Dr. Yeskey, former Director of the Regulatory and Quality Affairs Division within the Biomedical Advanced Research and Development Authority (BARDA), Office of the Assistant Secretary for Preparedness and Response (APSR), U.S. Department of Health and Human Services (HHS) and currently serving as the Head of Regulatory Affairs -North America at the Coalition for Epidemic Preparedness Innovations.





❖ **DDNC Participation**

<http://griffithfam.wpengine.com/tag/ddnc>



March 4<sup>th</sup> 2019, GFF outreach liaison Marissa Lombardi presented on Cathy's behalf the Distinguished Public Service award to senator Tammy Baldwin.

- A member organization since 2013
  - **Cathy ha serves as secretary of DDNC from 2015-2017 and now serves as Vice Chair since 2018-2020**
  - Students attend every year to represent Pancreatic Cancer in Washington D.C from 2015-2020. GFF has sent at least 10 student representatives to raise awareness on Capitol Hill for Pancreatic Cancer.



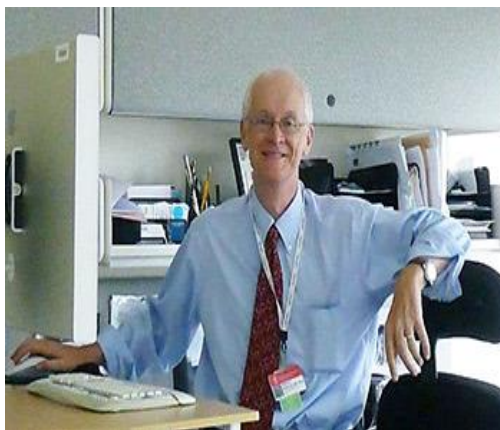
Raising awareness at Senator Bob Casey's office at the Capitol



**DDNC Newspaper Article**



Dr. James A. Moser



Dr. Simon Robinson



Dr. Steven Freedman

All three gentlemen are from Harvard Medical School, and all three spoke at the DDNC Conference in March of 2015.



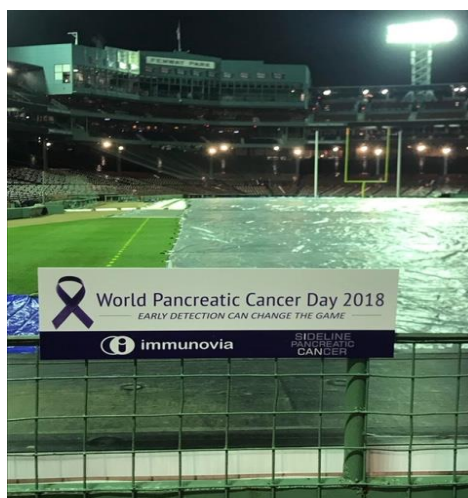
Cathy was a speaker at the DDNC Public Policy Forum in March 2015

❖ **World Pancreatic Cancer Day - Nov 2016 - Flag hung at the Capitol**

<https://griffithfamilyfoundation.org/tag/wpdc>



US Flag hung at our Nation's Capital on World Pancreatic Cancer Day 2018



WPCD at Fenway Park November 2018



Sideline Cancer Interns Marissa Lombardi and Joel Redfoot With Dr.A.James Moser and his wife Dr.Suzanne Hartman at Sideline Pancreatic Cancer at Fenway Park on WPCD 2018





Awareness photo for World Pancreatic Cancer Day



World Pancreatic Cancer Day November 17th 2016 at BIDMC Harvard Medical School



Cathy and GFF Board Nancy Fulchiero attended WPCD 2017 at BIDMC Harvard Medical School



WPCD with Pancreatic Cancer advocate Kay Kays



Raising awareness in memory of Kim Henshey on WPCD 2019



Sideline Pancreatic Cancer with the University of Pittsburgh and The Champalimaud Foundation in Lisbon Portugal on World Pancreatic Cancer Day 2018



## ❖ Partnerships/Collaborations



Brian Morden Foundation



Smiles for Miles Foundation



Bob Perks Cancer Assistance Fund



The Fulchiero Family



Easter for Eli



### ❖ Alliance of Families Fighting Pancreatic Cancer

<https://griffithfamilyfoundation.org/big-news-formation-of-the-alliance-of-families-fighting-pancreatic-cancer-affpc>



Karen Fortney Balk, Theresa Dukovich, Cathy Griffith, and Milissa Stubbs at Greensburg Country Club to raise funds for Dr. A. James Moser's research and clinical trials of pancreatic cancer at UPMC. The golf outing and gala was hosted by The John F. Fortney Charitable Pancreatic Cancer Research Group.



Founding Member of the Alliance of Families Fighting Pancreatic Cancer

### ❖ WPCC Member since founding 2016 – 2020

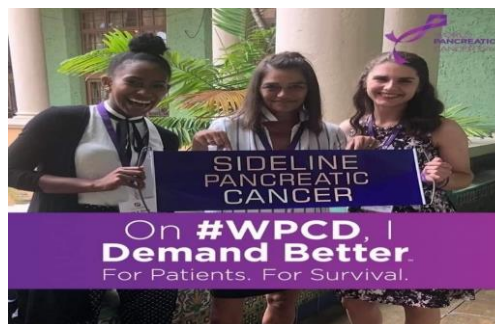
- listed on their website

<https://griffithfamilyfoundation.org/tag/wpcc>

<https://griffithfamilyfoundation.org/world-pancreatic-cancer-coalition>



Inaugural WPCC meeting in Florida in May 2016



WORLD **PANCREATIC**  
CANCER COALITION





# WORLD PANCREATIC CANCER COALITION



**Re: Sideline Cancer TBT on ESPN to raise Awareness for Pancreatic Cancer!**  
 Sierra Cobler <smcobler378@gmail.com>  
 Thu 7/11/2019 10:30 AM  
 To: Cathy Griffith <cgriffith9939@msn.com>  
 Cc: Jenny Isaacson <jisaacson@pancan.org>; Dan Friel <dfriel@thetourament.com>; Billy Clapper <billyclapper@gmail.com>; billyclapper@gmail.com; CHARLES MARKEZ <charlesmarkez@gmail.com>; CHARLES MARKEZ <charlesmarkez@gmail.com>; Jordan Griffith <jgriff9027@gmail.com>; Marissa Lombardi <mlombardi16@yahoo.com>; Barbara Kenner <drbken50@gmail.com>; Clara Mackay <clara@worldpancreaticcancercoalition.com>; Cindy Gavin <cindy@letswinpc.org>; Caitlyn Edgell <caityn\_edgell@hotmail.com>  
 1 attachment (672 KB)  
 Sideline Cancer Press Release TBT 2019.docx  
 Hi everyone,  
 Thank you so much for all of the support and media coverage over the last few days! We can't wait this year's TBT and to spread even more awareness about pancreatic cancer.  
 Attached is the press release we created for ESPN and other media outlets.  
 Thank you Dan and your team for everything, feel free to send to anyone you see fit.  
 Best,  
 Sierra  
 On Wed, Jul 10, 2019 at 7:44 PM Cathy Griffith <cgriffith9939@msn.com> wrote:  
 Good Evening Team!  
 Excellent Jenny!  
 Thank You So Much!  
 This info is great and very helpful to all of us as we put a strong and unified message out to the ESPN audience on July 25th!  
 Our Student Intern Sierra Cobler and I are meeting tomorrow morning to review our press release and incorporate into our release info about the WPCC!  
 We will also make a Post on the WPCC Facebook Group!  
 Dan, as you see by this email chain we have a Strong Team (WPCC) assembled to assist YOU! The TBT in Anyway WE CAN to Sideline Pancreatic Cancer with the TBT on ESPN!  
 Once Sierra and I have the press release complete we will email it to you all tomorrow!  
 Thanks Team!  
 Sincerely!  
 Cathy G

Email sent to World  
Pancreatic Cancer Coalition  
about our Sideline Cancer  
TBT Team 2019



Cathy presented #ICAN Sideline Pancreatic Cancer PowerPoint at the Inaugural World Pancreatic Cancer Coalition in Miami Florida in May 2016

...at all times. Children... alone will be transported to the finish point by a support vehicle. Throughout the two-day ride, safety... tend the dinner, guests could enjoy the Fullington Trailways will provide transportation to area restaurants. 696-1017

## Efforts of area students recognized at global meeting on pancreatic cancer

At the inaugural World Pancreatic Cancer Coalition (WPCC) meeting on May 11, more than 60 individuals representing 40 pancreatic cancer advocacy groups from around the globe gathered in Orlando, Fla. One of those individuals in attendance was Cathy Griffith, president of the Griffith Family Foundation and Sideline Cancer chairwoman.



Griffith

Sideline Cancer is a Hollidaysburg-born, student-led initiative that has raised and donated more than \$200,000 to pancreatic cancer research.

During the "Raising Awareness Case Studies from around the Globe" session, Griffith was invited to speak about the Griffith Family Foundation and Sideline Cancer Student Initiative.

Sideline Cancer's momentum ties directly into the coalition's goal, which is to drive transformational change for those affected by pancreatic cancer.

"Sideline Cancer began in 2012 by a group of high school students in Hollidaysburg, PA wanting the color purple to be the new pink to help create awareness and make pancreatic cancer a treatable disease

like breast cancer," Griffith said.

"Our goal is to continue reaching out to students to empower them with information, organization and resources, because we believe we can make a much larger impact by giving them the freedom to support this cause with their own creativity and energy."

Around the world, pancreatic cancer is the seventh most common cause of cancer-related death in men and women combined. According to the American Cancer Society, only 2 to 10 percent of those diagnosed globally survive five years.

In 2013, pancreatic cancer patient advocacy organizations from around the world, with founding sponsor Celgene Corp., began discussions about how best to support each other's efforts while raising global awareness for the deadly disease.

For more information on pancreatic cancer and the coalition, visit [www.worldpancreaticcancercoalition.org](http://www.worldpancreaticcancercoalition.org).

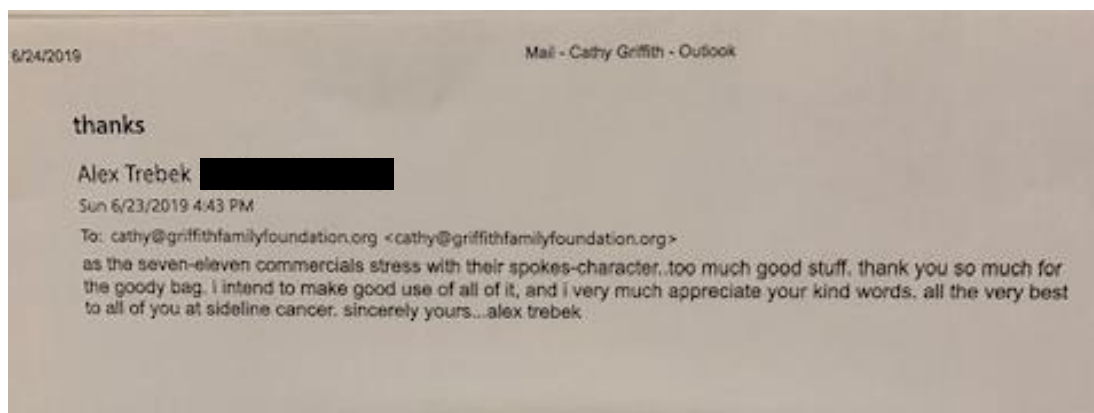


**IN THE NEWS ON THIS DATE: JUNE 21**  
**LOCAL HISTORY**  
 50 Martin L. Waring, 77, Altoona, was closing his tin shop on a...  
**WORLD HISTORY**  
 Today is the 173rd day of 2016. There are 193 days left in the year.



❖ **Alex Trebek**

- Cathy had sent sideline cancer t-shirts to him and received an email from him back



❖ **American Association of Cancer Researchers**

- Marissa Lombardi attended on behalf of GFF

**AACR**

American Association  
for Cancer Research

Dr. Maitra, of MD Anderson Texas, is the Chair of the Early Detection of #PancreaticCancer Session Today at the 6th Annual American Association of Cancer Researchers Special Conference on PC!!

Marissa... Give Dr. Maitra Our VERY BEST and let him know that WE Believe Always that Together We All CAN #SidelinePC!!!

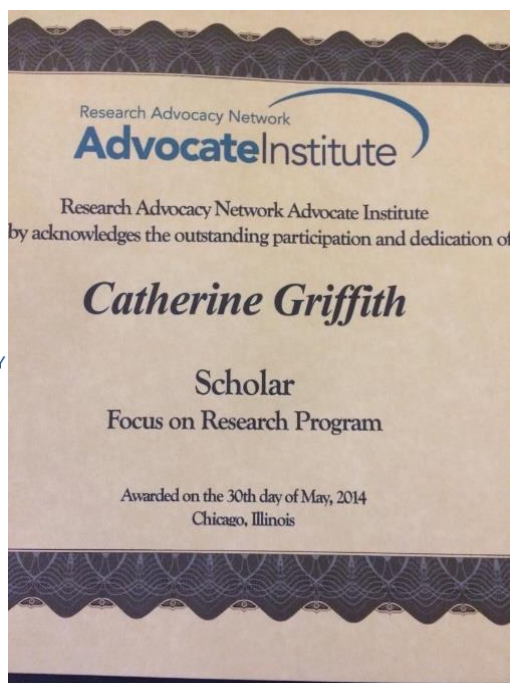
A Special Thank You to All the #PurpleWarriors who are in Boston for 4 days at this special conference! So many working to make the world a better place for Pancreatic Cancer! #TogetherWeCAN



Cathy Griffith is a certified AACR patient advocate for PC

❖ **American Society of Clinical Oncology (ASCO)**

○ 2014



Featured in photo is the founder of ASCO Research Advocacy Network Elda Railey

❖ **United We Can of Blair County**

- (GFF and SC listed as a partner)



From Left to Right: Susan Robinson, Dawn Pellas, Erin McCloskey, founding member of United We Can Dr. Debra Yeskey, United We Can Founder Sue Griep, PSU Men's Basketball Coach Pat Chambers, founding member of United We Can Cathy Griffith, Jolene Kopriva, Chrstine Koren, Marissa Lombardi, Rozzie Sky



❖ **Movie and a Mission Fundraiser 2011**

- Fulchiero Family and Jennifer LoConte



Dr. and Mrs. Gregory Fulchiero, founding member of GFF Booker Moore,  
and Jennifer LoConte founder of J's Run

❖ **Sky Family Foundation**

- Collaborating together to Sideline Cancer with a #BelieveAlwaysSpirit and #ICANattitude



2012 Intel Science and Engineer Fair  
Winner Jack Andraka with the Sky  
Family

❖ **Purple Fever Hoops - AAU Team Travelling to**

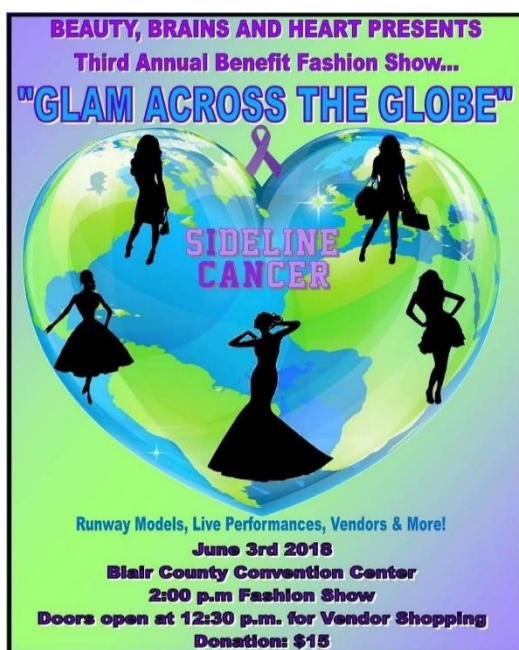
- Pittsburgh, PA; Mannheim, PA; Atlantic City, NJ; Ocean City MD, Louisville KY; Washington D.C. and will raise awareness for Pancreatic Cancer in their Sideline Cancer basketball uniforms



Eagle Eye Basketball Camp

❖ **Beauty Brains and Heart**

- Showcasing potential and capability in all Young Women in central PA - 3rd Annual June 2018 at the Convention Center, they Highlighted SC Cancer





❖ **Penn State Altoona Com421 W - Advanced Advertising Strategies class**

- Found by their class through our website



❖ **American Cancer Society**

- GFF/Sideline Cancer added to on Christmas Tree promotion



Dr. Otis Brawley: Chief Medical  
Officer of the American Cancer  
Society in 2014 in Atlanta Georgia



❖ **Wise Women of Blair County**

- April 18 2018 - highlighted Sideline Cancer



❖ **Greg - Paul Harris Fellow, 2011**





❖ The Hollidaysburg Rotary



Rotary Club of Hollidaysburg and Altoona

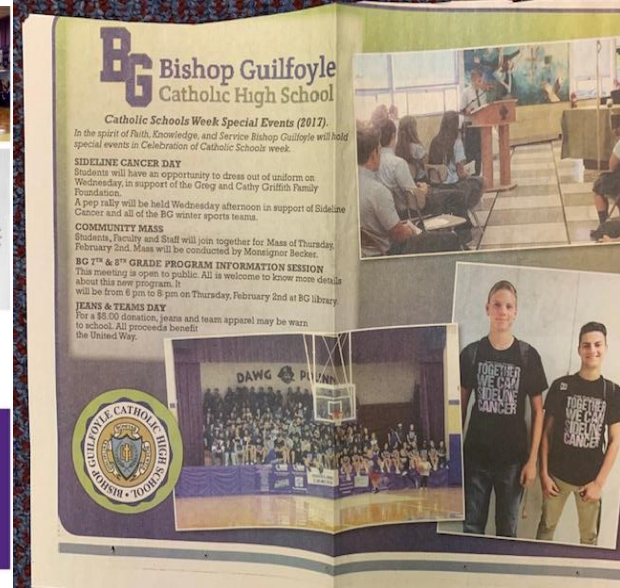
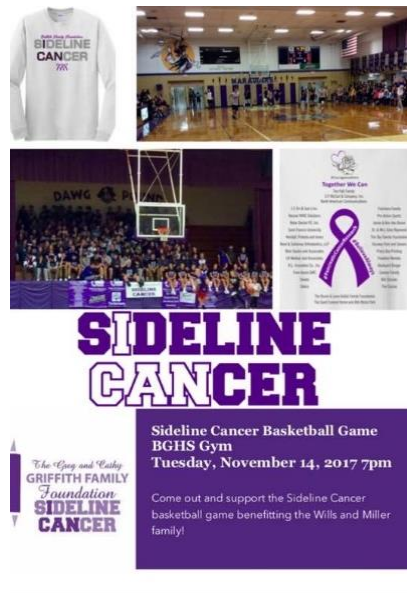


Hollidaysburg Rotary Picture of Recipients of their Community Service Funds





- ❖ **Charity Game Collaboration at BG**
- Nov. 2018 - helping child with Leukemia



### BG Charity Game



### BGHS

# SIDELINE CANCER

Lisa Georgiana in BGHS Live Your Best Life



- ❖ **Kerry Irvine in Ireland frequently mentions SC - Global Impact**
- ❖ Julie Weiss - Marathon Goddess - Promoted SC in CA



Julie Weiss of California Ran 52 Marathons in 52 weeks for Pancreatic Cancer and attended our Dinner in 2014 with Jack Andraka and Kerry Irvine. Kerry is a Pancreatic Cancer Advocate from the United Kingdom



❖ **Erin Willett, Singer Songwriter and Pancreatic Cancer Action Network Ambassador of Hope**

- The Voice and the Biggest Loser

<https://griffithfamilyfoundation.org/erin-willett-to-return-for-griffs-run-and-gun-2015>



Altoona Video Production is with Erin Willett and Cathy Greg Griffith at The Casino at Lakemont Park.

August 18, 2018 - Altoona, PA - 🌐

Erin Willett capped off an amazing evening at the 9th Annual Griff's Dinner & Auction at The Casino at Lakemont Park! What an amazing performance! Tag & Sha... See More



Watch together with friends or with a group [Start](#)

15 2 Comments 26 Shares 1.8K Views

[Like](#) [Comment](#) [Share](#)



- ❖ Science
- ❖ Treatment
- ❖ Genetics
- ❖ Diagnostics

