



The cure for blood cancer is in the hands of ordinary people.SM

2012 Report to the Community

National Marrow Donor Program®/Be The Match®

Kristi, marrow donor

Luke, transplant recipient



Just days before this Report to the Community went to press Be The Match® learned that Dezma had passed away. For several months, this young girl from Texas has been featured nationally in our media campaigns; helping us spread the word about marrow donation. With her family's blessing, we are dedicating this report to Dezma.

"It's crazy that we're all so different, but linked somehow. That out there was a marrow donor exactly like my daughter. It amazes me," said Lynda, Dezma's mother. "I am so grateful to him."

Without a marrow transplant, Dezma was given three months to live when diagnosed with leukemia in January 2012. "I thank God for each and every extra day I had with Dezma. I can't thank her donor enough."

Dezma was so excited to be part of a Be The Match photography shoot. For a brief few hours she forgot about cancer and once again felt like the beautiful 11-year-old girl her world knew her to be.

In memory of Dezma, move forward and always have hope



EVERY FOUR MINUTES, someone is diagnosed with a blood cancer like leukemia. It can happen to anyone, at anytime. But so can a cure—a marrow transplant.

BECAUSE OF SUPPORTERS LIKE YOU, Be The Match®:

- Connects blood cancer patients with life-saving marrow donors
- Supports patients from diagnosis through survivorship
- Conducts research that has improved survival rates and quality of life
- Provides the cell products and services marrow transplant doctors depend upon
- Raises funds so all patients receive the transplant they need

Thank you for being someone's cure.

Be The Match is operated by the National Marrow Donor Program® (NMDP), a nonprofit organization that matches patients with donors, educates health care professionals and conducts research so more lives can be saved. To learn more about the cure, visit BeTheMatch.org or call 1 (800) MARROW-2.

YEAR AT A GLANCE



5,800 patients received a marrow transplant—55,000 since 1987

626,000 new potential donors added to the Be The Match Registry®, including

264,000 with diverse ancestry



15,000 patient calls for help answered

253 research studies under way

20,800 new umbilical cord blood units added



94,630 volunteer hours

a value of more than **\$2 million**



5,800 patients transplanted in 2012

Henry of North Carolina, is one of thousands of patients whose lives we save or extend every year.



BEYOND A MARROW MATCH



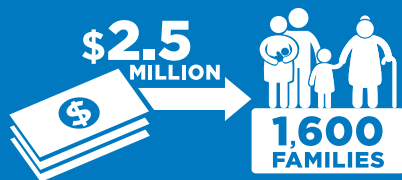
In 2012, our Patient Services team worked with 15,000 families before, during and after a marrow transplant. Our goal is simple: make a difficult time a little easier.

We have compassionate staff with degrees in nursing, social work and public health ready to help.

Patients have questions about their disease and transplant. They want to understand the donor search process. And families need someone on their side to navigate insurance coverage. Ultimately, they need to know Be The Match is there.

ONE LESS THING TO WORRY ABOUT

Because a marrow transplant can overwhelm a household budget, we offer grants to families struggling with uninsured transplant costs. In 2012, we awarded more than \$2.5 million to help 1,600 families, all made possible by generous people like you.



“Henry is alive and well thanks to his marrow donor, doctors and nurses and Be The Match. Our family also appreciated the patient assistance grant that helped us with groceries and prescription co-pays. It alleviated some of the enormous financial burden that comes with a medical crisis like transplant.”

—Emily and Adam, Henry’s parents



RALLYING THE COMMUNITY TO BE SOMEONE'S CURE

Our 5K fundraising event, now called Be The Match® Walk+Run, took place in 10 cities in 2012. It raised more than \$800,000 to help blood cancer patients find their marrow match and receive a transplant. We couldn't have done it without our 15,000 walkers, runners, contributors and volunteers.

We are also grateful to our national sponsor, Padilla Speer Beardsley, which used its public relations expertise to rally media coverage nationwide. Thanks to Padilla, the messages of marrow donation and the needs of our patients reached millions.



More than 1,700 walkers and runners took part in our Minneapolis Be The Match Walk+Run.

OUR GLOBAL NETWORK OF CARE

BE THE MATCH MANAGES THE LARGEST AND MOST DIVERSE MARROW REGISTRY IN THE WORLD.

We provide cell products, services and technologies used to quickly deliver the best-matched marrow donors for blood cancer patients who need a transplant. And thanks to partnerships with international and cooperative registries, every search we conduct provides access to 20.5 million potential donors and 590,000 cord blood units worldwide.

Our network of donor centers, transplant centers and other registries spans 41 countries. In 2012, 45 percent of all marrow transplants crossed international borders.





626,000 potential donors added in 2012

Zalika, transplant recipient

Tinisha, her marrow donor

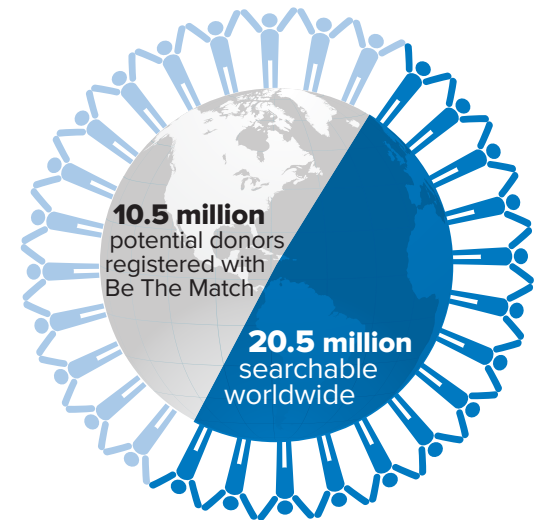
PATIENTS ARE SEARCHING FOR A CURE. IT COULD BE YOU.

IF FACED WITH BLOOD CANCER, most of us would not have a marrow match in our family; we'd need Be The Match to find an unrelated donor willing to be our cure—someone like Tinisha.

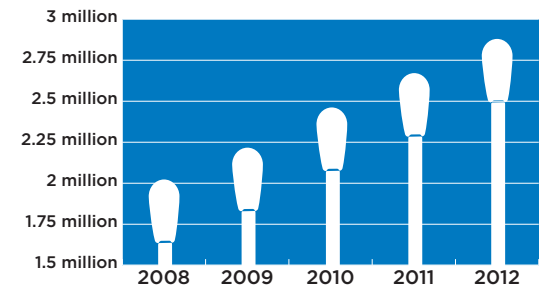
Joining the Be The Match Registry “just seemed like the right thing to do,” said Tinisha, a 38-year-old from Texas. “First, I was called as a potential match for one patient, but follow-up testing showed I wasn’t the best match. Then about a year later, I was shocked to be called again, for a young woman with severe sickle cell anemia. I felt like I’d won the lottery!

“Preparing to donate was humbling. I was excited, but didn’t know what to expect. Thankfully, my family and friends were proud and supportive. The actual marrow donation was easy. I was asleep, so I didn’t feel anything.”

KEY REGISTRY STATISTICS



NUMBER OF MINORITY POTENTIAL DONORS ON THE REGISTRY





Actress Cote de Pablo

STAR POWER HELPS SPREAD THE WORD

CBS Television Stations partnered with Be The Match in 2012 to spread the word about marrow donation.

TV advertisements ran in 10 markets nationwide as a part of our *SWAB+DNA=SAVE A LIFESM* campaign.

They featured three stars from TV's #1 drama, *NCIS*: Rocky Carroll, Cote de Pablo and Michael Weatherly.

BUILDING THE RIGHT MARROW REGISTRY



- **INCREASING DIVERSITY**

Patients' lives depend on registry members being available and willing to donate marrow if they are called as a match.



- **ATTRACTING COMMITTED DONORS**

Patients also depend on financial contributors to help cover the \$100 cost of adding each new potential donor to the registry.



- **LISTENING TO DOCTORS, RECRUITING YOUNGER DONORS**

And because doctors request donors aged 18 to 44 more than 90 percent of the time, we focus on recruiting younger donors. Using our resources to grow a registry of young, diverse, committed donors, and adding more cord blood units, ensures we are giving patients the best chance of a cure.



- **FUNDRAISING TO COVER THE COST TO JOIN**



- **ADDING MORE CORD BLOOD UNITS**



Robin Roberts, transplant recipient and Be The Match Ambassador of Hope



ROBIN ROBERTS SPOTLIGHTS THE NEED FOR DONORS

In June 2012, Robin Roberts, anchor of ABC's *Good Morning America*, announced that she had myelodysplastic syndrome (MDS) and would receive a marrow transplant from her sister, Sally-Ann.

Realizing how fortunate she was to have a matching marrow donor in her family, Robin graciously used her visibility to call attention to the need for more marrow donors. She was featured in a national Be The Match media campaign asking: "If you had the power to save a life, would you?"



Research discovered Zalika's disease was treatable with a marrow transplant. Today, this 21-year-old from Georgia is studying to become a nurse.

"Other transplant patients talk about getting their life back," said Zalika. "But I'd been sick all my life. I tell people that researchers and my donor gave me my life. Thanks to them, I have a life—time, opportunity, hope."

253 research studies under way

MEDICAL GAINS

OUR RESEARCH TRANSLATES TO LIVES SAVED—just look at Zalika. She was born with sickle cell anemia, a disease marked by unhealthy red blood cells that can't deliver oxygen sufficiently. The disease triggers painful attacks, infections and organ failure. Zalika lived with hospitalizations for years. Ultimately, her doctors turned to Be The Match to find an unrelated marrow donor and, in February 2010, she had her transplant.

Today, marrow and cord blood transplantation offers a potential cure for blood cancers like leukemia, lymphoma and more than 70 other life-threatening diseases. A growing number of patients receive an unrelated transplant each year, and survival rates have improved 18 percent in the past decade.* These advances are all made possible by research conducted by us and through our research arm, CIBMTR (Center for International Blood and Marrow Transplant Research).

The research we conduct impacts clinical practice. We have demonstrated that:

- Age is not a barrier to transplant.
- There is no difference in survival between related and unrelated donor transplant.
- Cord blood transplant can be used for adults with acute leukemia.
- Targeted donor matching criteria can improve outcomes.
- Less intensive treatment can improve outcomes for older patients.

Your financial support allows us to improve the lives of the patients we serve. That includes: extending opportunities for worldwide collaboration, conducting clinical trials for sickle cell anemia and other diseases and mentoring young scientists to continue advancing cellular therapies.

*Unadjusted one-year survival of unrelated transplant recipients after first allogeneic transplantation at U.S. transplant centers has improved 18 percent, according to CIBMTR analysis of NMDP-facilitated transplants in 2012.



In 2012, *Fast Company* named Be The Match one of The World's 50 Most Innovative Companies for advancing transplant technology to meet growing patient needs.

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Ensuring the future

Iliana, a marrow donor (left), with Marie, her transplant recipient



LOOKING AHEAD

THANKS TO YOU—our partners and supporters—more people every year receive the life-saving marrow transplant they need. Doctors and researchers continue to discover that marrow transplant is a viable treatment option for more diseases and more patients. And Be The Match is leading the way to make sure every patient has a clear path to this potential cure.

With your help, we will continue to:

- Grow and diversify the registry
- Advance transplant research
- Improve access to treatment

We are also increasing our network's capacity to help more patients. We are working with the best medical and scientific institutions in the world to speed search and selection of the best cell source for every patient. We are working to support hospital administrators as they expand their transplant programs and reaching out to medical students to consider transplantation as a career.

Your continued support of our mission is vital. Patients and their families are counting on us. On behalf of all the people whose lives we touch, thank you for saving lives.



Jeffrey Chell, M.D.
CEO
National Marrow Donor Program®/
Be The Match®



Christine Fleming,
President
Be The Match Foundation®

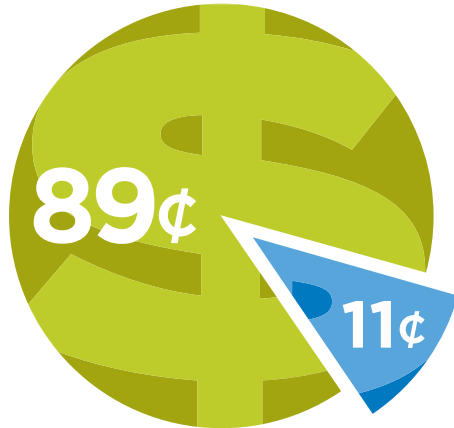


Marie, a transplant recipient from Puerto Rico, sits between her mother, Yahaira (left) and her donor, Iliana, (right) also from Puerto Rico.

**A GRATEFUL MOTHER'S MESSAGE
TO HER CHILD'S DONOR**

"... My daughter has a new life, she smiles, she plays, she jumps. She does everything that she may never have been able to do without you ... On nights when I watch her sleep, I ask myself how things would have been if..."

HOW WE SPEND EACH DOLLAR



89¢

Goes to patient, donor, registry, research and medical education services

11¢

Goes to management and fundraising expenses

Source: National Marrow Donor Program and Subsidiaries Consolidated Statement of Functional Expenses for the Year Ended September 30, 2012

FINANCIALS

CONSOLIDATED STATEMENT OF FINANCIAL POSITION AS OF SEPTEMBER 30, 2012 (IN THOUSANDS)

ASSETS	
Current and other assets	\$77,709
Long-term investments and bond reserves	93,417
Property and equipment	60,011
TOTAL	\$231,137

LIABILITIES AND NET ASSETS	
Current and long-term liabilities	\$125,059
Net assets	106,078
TOTAL	\$231,137

BE THE MATCH PUTS YOUR DOLLARS TO WORK

In recognition of our commitment to stewardship, transparency and accountability, Be The Match Foundation® has received the highest rating from Charity Navigator, in addition to accreditation from GuideStar and Charities Review Council; all non-profit watchdog organizations designed to help contributors make well-informed giving decisions.



CONSOLIDATED STATEMENT OF ACTIVITIES FOR THE YEAR ENDED
SEPTEMBER 30, 2012 (IN THOUSANDS)

REVENUES AND GAINS:	
Search and procurement fees	\$294,351
Federal contracts, cooperative agreements and contributions	57,668
Investment and other income	6,526
TOTAL	\$358,545
EXPENSES:	
Program services	\$297,685
Management and general	31,124
Fundraising	4,731
TOTAL	\$333,540
INCREASE IN NET ASSETS	\$25,005

To read our consolidated audited financial statements with supplemental schedules, visit: BETHEMATCH.ORG/AUDIT

**REVENUE SOURCES: \$352,955,000
IN 2012 (EXCLUDES INVESTMENTS)**

83.4%

Registry search and cell product fees: \$294,351,000

13.1%

Federal contracts, cooperative research and other agreements: \$46,261,000

3.2%

Contributions: \$11,407,000

0.3%

Other: \$936,000

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The National Marrow Donor Program saves lives through cellular transplantation—science, service and support.

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Be The Match Foundation®

Be The Match Foundation raises funds to support the life-saving mission of the National Marrow Donor Program. Together, we help patients who need a marrow or umbilical cord blood transplant find a donor and receive the treatment they need.

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Asa, right, a school teacher from Georgia, meets her donor, Edward for the first time.

Edward, a medical student in London, considers his part a “small effort.” Asa begs to differ. Edward didn’t just save her life; he impacted everyone in it—all her fourth-grade students, her family and friends.

“By being a donor, he’s like a pebble skipping over the water and creating ripples in everyone’s lives,” Asa said.

OUR CONTRIBUTORS

Be The Match is grateful to all contributors who generously help patients receive the marrow transplant they need.

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Lisa (center) and her biggest fans—her family

"I am driven to help smooth the ride for others," says Lisa Korslund, a marrow transplant recipient and Be The Match fundraiser. With a desire to give back, Lisa formed a Be The Match Walk+Run team—the MUD (Matched Unrelated Donors) Bloods—and together they have raised more than \$35,000. *"I am always humbled, awed and thankful that people step forward to make contributions to recognize our team,"* said Lisa. Her personal efforts exemplify the impact of grassroots fundraising and the power of a one-to-one connection. Lisa proves that one person can truly make a difference.

"I am eternally grateful to the global network of bone marrow donor registries and my donor. Without the efforts of organizations like Be The Match, individuals like myself would not survive our cancer."



Ben attending game 162—the final game of the season

“If you want to do something, you should do it!” That’s why Ben Rouse quit his job to embrace a lifelong dream—to attend every game of the Milwaukee Brewers’ 2012 season and pay it forward along the way. A two-time cancer survivor, Ben received a cord blood transplant in 2009 and is forever thankful for this gift of life. After 40,000 miles and 162 games, Ben completed his mission and raised \$8,000. *“While the Brewers did make a late run and made the games more exciting, raising awareness and funds for Be The Match made my summer,”* said Ben.

“Being able to give back to the organization that helped save my life is something I will cherish for the rest of my life.”

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Jeff Gordon, with his wife Ingrid and children Ella and Leo.

Photo credit: Jamie Watts

Jeff Gordon, four-time NASCAR Cup series champion became involved with Be The Match when the one-year-old son of his former crew chief was diagnosed with leukemia. Jeff was deeply affected as he watched the family navigate the foreign world of cancer and stepped forward to become an ambassador for the cure. Since 2001, the Jeff Gordon Children's Foundation has contributed more than \$2.3 million. The gifts have added potential marrow donors to the Be The Match Registry and provided grants to help families cope with overwhelming uninsured transplant expenses. *"I know my financial gifts to Be The Match Foundation translate directly into the gift of life for these patients,"* said Jeff. His generosity has inspired others through matching gifts and stories of hope.

"Now that I'm a father of two beautiful children it takes my understanding of what families go through to a whole new level. I can't imagine the worries, fear and uncertainties these families face ... They inspire me to keep working, to keep making a difference."

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