

American Institute for Cancer Research

GuideStar Nonprofit Profile Charting Impact Report * Last Updated on 01.14.2015

This report represents American Institute for Cancer Research's responses to Charting Impact, a joint project of **BBB Wise Giving Alliance**, **GuideStar USA Inc**, and **Independent Sector**. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

 <p>American Institute for Cancer Research®</p>	<p>American Institute for Cancer Research 1759 R St NW , Washington, DC 20009 202 -328-7744 http://www.aicr.org</p> <p>Mission: The American Institute for Cancer Research (AICR) champions the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, so that we can help people make informed lifestyle choices to reduce their cancer risk.</p>
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The content of this Charting Impact Report is the sole product and responsibility of American Institute for Cancer Research.



This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance's *Standards for Charity Accountability*. For more information on Charting Impact, visit www.guidestar.org/chartingimpact



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1. What are we aiming to accomplish?

The American Institute for Cancer Research is dedicated to a world where no one develops a preventable cancer. We want to ensure that every year, the nearly 340,000 cases of U.S. cancers that could be prevented by healthy diets, regular physical activity and weight management will be prevented. AICR has three specific goals. 1. We fund the scientific research that reveals how and why the above lifestyle factors affect cancer risk. We do this to encourage more and better research in the vital field of cancer prevention. 2. We continuously analyze the global scientific evidence and issue reports that pinpoint which specific lifestyle changes have a clear protective or causative role in which specific cancers. We do this to help focus and direct the research efforts of the global scientific community to those promising areas that most urgently demand further investigation. We then turn these scientific judgments into AICR's Recommendations for Cancer Prevention and calculate the number of cancers that could be prevented if Americans adopted them. 3. We produce and distribute free tools and information to millions of individuals every year. We do this to empower them with practical guidance for cutting cancer risk that will encourage healthier lifestyles today and result in fewer cancers tomorrow. The guidance AICR provides to the public is sorely needed. Cancer remains a feared and poorly understood disease that costs the American healthcare system over \$216 billion every year. Yet in surveys, public awareness that everyday healthy changes affect cancer risk hovers in the 30 percent range; less than 15 percent of Americans know that these same lifestyle changes could cut cancer incidence almost in half. Over the next three years AICR will fund more basic research into cancer's origins and release 14 reports that analyze the global evidence linking diet, weight and physical activity to 16 types of cancer. In 2017, AICR will issue an updated set of Recommendations for Cancer Prevention that reflect the current state of the science – and form a comprehensive, evidence-based roadmap to a world where strategies for cancer prevention take their place alongside those for prevention of heart disease and diabetes; a world where millions of preventable cancers don't happen.

2. What are our strategies for making this happen?

AICR follows three-year strategic plans that lay out clear objectives and metrics that provide each department with a roadmap to accomplish our organizational goals. To advance scientific understanding of the lifestyle-cancer link, AICR funds cancer research grants at universities and cancer centers across the country. We have funded over \$105 million in cancer research through more than 750 grants. Our process of ongoing global review and analysis of the research linking diet, weight and physical activity to cancer risk is firmly in place and we produce regular reports on the preventability of specific cancers. We share these reports, and the Recommendations for Cancer Prevention that emerge from them, with the scientific community, policy makers, health professionals and the public. This is done with the hope that people will implement the recommendations and make them part of their everyday lives. We also provide tools and information to help people make healthy, cancer-protective lifestyle changes. We do this via print publications, scientific conferences, webinars, online tools, appearances in national media outlets and social media engagement.

3. What are our organization's capabilities for doing this?

Over 13 million donors have supported AICR's mission. AICR employs individuals who are dedicated to advancing scientific progress in our field. Our research department is led by a Ph.D./R.D., and our Health Professionals program is led by an M.S./R.D.N. We work with many scientists dedicated to increasing awareness of the preventive power of healthy lifestyles via public education. The quarterly AICR newsletter reaches 2.2 million households every year with practical advice and recipes. Over 99,000 health professionals receive the quarterly AICR catalog, and help us deliver our message and distribute over 170,000 brochures and 47,000 health aids per year. Over 371,000 individuals receive one or more of our e-publications filled with practical advice for lowering cancer risk. In 2013, the AICR website received 1.5 million unique visitors and more than 6 million page views. A network of over 300,000 volunteers participate in AICR's Campaign for Cancer Prevention, distributing AICR materials and information to their neighbors on our behalf. In 2013 alone, AICR was mentioned approximately 8,000 times in the U.S. media. Every month over 500 media outlets carry syndicated columns

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written by AICR, which provide recipes and answer questions about the lifestyle-cancer connection. AICR leverages strategic partnerships with other organizations to reach audiences that stand to benefit the most from awareness of the research linking lifestyle to cancer risk. Some of our current partnerships include:

- AICR works with SuperKids Nutrition to create toolkits for parents, families and teachers.
- To provide more cancer patients and survivors with evidence-based advice for nutrition during and after treatment, AICR has developed a workbook in partnership with Meals to Heal and LIVESTRONG and a DVD "Food For the Fight" in partnership with NY Columbia Presbyterian Hospital.
- We work with the Cancer Support Community on patient education initiatives.
- To educate culinary professionals about the impact of diet on cancer risk, AICR sponsors a healthy recipe scholarship contest with C-CAP, an organization that trains underserved students in the culinary arts.
- AICR is a part of the National Alliance for Nutrition and Activity, which advocates policies and programs for nutrition and physical activity.
- AICR is the US member of World Cancer Research Fund International, which drives research and policy for global cancer prevention efforts and is a member of the Union for International Cancer Control.
- AICR also sponsors a post-doctoral fellowship in the study of nutrition and cancer at the University of North Carolina at Chapel Hill. This fellowship has produced many young scientists who have completed the program and are now becoming prominent researchers in the field.

4. How will we know if we're making progress?

AICR uses a variety of metrics to monitor our progress. AICR continues to fund millions of dollars in research each year, and tracks the citations of this research in peer-reviewed scientific journals. We are also on pace to produce 14 cancer reports over the next three years, culminating in updated Recommendations for Cancer Prevention in 2017. We monitor citations of these reports and our Recommendations in the global scientific literature. We survey health professionals and readers of our educational materials to evaluate their effectiveness and usefulness, and we track the number of these materials distributed per month. We monitor growth in the number of individuals who subscribe to our e-publications and who access the free cancer-prevention information on the AICR website. We engage new audiences through social media efforts, and monitor public awareness of the lifestyle-cancer link via public surveys. And of course, as a health charity, we track the financial support provided by our generous donors, to ensure that we can carry out our mission and remain in good financial health.

5. What have and haven't we accomplished so far?

Over the course of our three decades in operation, AICR has transformed the modern understanding of cancer. We were founded to drive research on the diet-cancer link – a fringe notion in 1982 that, due in large part to the AICR's expert reports and their updates, has become a basic tenet in current medical literature. Thanks in no small measure to our 1997 Expert Report, the study of diet and cancer has surged. In just the ten years between that Expert Report and its 2007 follow-up, the number of published studies on the relationship of lifestyle to cancer risk more than doubled the number that had been published in all of history prior to 1997. Recently, AICR research on the diet-cancer link helped shape the USDA's 2010 Dietary Guidelines for Americans; the Guidelines committee cited AICR reports heavily throughout the drafting process. In 2011, the efforts of AICR and the World Cancer Research Fund played a key role in global health policy, when the UN Political Declaration on the Prevention and Control of Non-Communicable Diseases placed the prevention of cancer atop the global health agenda. Over the course of the last two years, researchers not affiliated with AICR have begun to publish independent scientific studies confirming that adherence to AICR's Recommendations for Cancer Prevention do in fact prevent breast and prostate cancer, reduce overall risk of cancer death, decrease all-cause mortality, extend cancer survival, and improve the health and well-being of survivors. AICR research shows that when healthy diets, healthy weight and regular physical activity are combined with not smoking, nearly half of all cancers are preventable. But awareness of this vital, empowering fact remains far too low among the U.S. population. We must reach more researchers, policy makers, health professionals and individuals. We must develop low-literacy materials, and culturally appropriate materials for Spanish-speakers, and more and better materials for children to help prevent obesity, a major risk factor of nine different cancers. We have come very far since 1982 but we have a long way to go to arrive at the day when every preventable cancer is in fact prevented.