Since 1945, Little Red Door has been a welcoming place for our friends and neighbors fighting cancer.

Each year almost 35,000 people are diagnosed with cancer in Indiana. Cancer is a disease that crosses all social and demographic boundaries. Cancer patients are young and old, rich and poor, male and female. They come from every racial and ethnic group. Yet, for all their differences, they need a helping hand as they navigate the difficult journey of cancer treatment. Since 1945, Little Red Door Cancer Agency has been a welcoming place for our friends and neighbors fighting cancer.

In 2012, Little Red Door was able to help meet the ever-growing need in our community by providing services to more than 4,000 cancer patients and caregivers in central Indiana and educating more than 13,000 people about preventing cancer. We can only accomplish this with the help of many people. We are grateful for our Board of Directors, clinical partners, corporate and foundation supporters, volunteers and most importantly, individuals like you, who understand that their gifts to Little Red Door Cancer Agency will change someone’s life. Everyone knows someone affected by cancer. We must continue to work together to reduce the impact of cancer for those in need of help.

As we look to the future, we know the needs of cancer patients will change as the nation’s healthcare policies continue to shift. What will not change is Little Red Door’s commitment to provide a helping hand to those Hoosier families affected by cancer. I hope that you will continue to be our partner as we change and evolve to meet the needs of the future.

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Director and CEO
Who does Little Red Door help?

Little Red Door reduces the physical, emotional and financial burdens of cancer for central Indiana residents.

Indiana 2012 Cancer Stats

34,050
Total new cancer cases

4,236
New breast cancer cases

3,815
New prostate cancer cases

5,240
New lung cancer cases
Little Red Door helped my husband when he had prostate cancer...

Roger had 44 chemo and radiation treatments. Every ride was provided by Little Red Door. Since our daughters all work and I can no longer drive, the transportation was one burden that was alleviated.

-Luella
2012 Financials

Expenses
Total: $1,900,221

- 43% Client Services & Education Outreach $810,259
- 36% Screening & Detection $675,257
- 10% Development $213,949
- 7% Management & General $124,001
- 4% Marketing $76,755

Revenue
Total: $2,373,626

- 30% Bequests & Estates $714,480
- 17% Individuals $393,575
- 17% Susan G. Komen for the Cure Central Indiana Affiliate $396,388
- 14% Foundations & Grants $336,418
- 9% Corporations $223,553
- 9% United Way of Central Indiana $215,201
- 4% Other Revenue $93,829

Fundraising Events Organized By The Community

- Boeglin Family Christmas
- Chef Joseph’s at the Connoisseur Room
- Crawl for Cancer
- Envy Wigs Fundraiser
- Honoring Pat Anker
- Hubbard & Cravens Coffee Co.
- Indianapolis Airport Golf Tournament
- Lynhurst 7th & 8th Grade Center - Team Magic
- Mark Holeman 50th Anniversary Celebration
- Polo at Sunset
- Primrose School at Bridgewater
- Racing for Cancer’s Yellow Party
- Scrap Pink Ball
- Southwestern High School’s Lady Spartan’s Cancer Awareness Night
- Spring Fling
- Stache for Cash Fundraiser - Express Scripts/Medco
- Stop N Shop Thrift Stores LLC

Total Raised: $53,501

Thank you to our major fundraising event donors!
2013 Goals

Reach 20,000 People
To increase the number of people we serve by nearly 16% and help 20,000 central Indiana residents.

Tobacco-Free Education
To launch a new program called HURU, which is a multi-media tobacco education program for 7th graders.

Strategic Plan
To develop a 3-year strategic plan that will guide us through changes brought about by health care reform.

Save the Date!

Big Red Bash
July 13, 2013
We will be hosting our second annual Big Red Bash, a community-centered event in Indianapolis focused on cancer prevention education. Participate in health screenings, food demos and play in the family fitness and fun zone!

Camp LRD Golf Outing
August 13, 2013
The proceeds of this fundraiser go towards sending children diagnosed with cancer to Camp Little Red Door. Last year we raised $125,000, which sent 76 children to camp.

Face of Hope Breakfast
November 21, 2013
We had an incredibly successful Face of Hope Breakfast last year with more than 700 in attendance and through your help we raised $215,000!

We both lost our mothers to cancer. Now we volunteer to prevent cancer in other people’s lives...

Mary Jo, my aunt, recently survived a battle with breast cancer. Now we volunteer together at Little Red Door to encourage others to know their risk, exercise and eat healthy.

- Laura

Looking Ahead
Corporate & Foundation Sponsors

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$100,000-$400,000

Guardians
$35,000-$60,000

Allies
$10,000

Leaders

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Making the most of life and the least of cancer in central Indiana