

Annie Appleseed Project

61-1451182

Our primary purpose is to inform and educate people with cancer, their families, and friends about natural cancer therapies, also known as complementary, alternative (CAM), or integrative.

We sent advocates to many scientific meetings like the American Society for Clinical Oncology, the Society for Integrative Oncology, the American Holistic Nurses Association, American Association of Naturopaths, etc. We provided speakers at numerous educational meetings around the United States. We held a 2 ½ day national educational conference. We spent hours researching journals, abstracts, articles, magazines, the Internet and other sources for information that is accurate and appropriate to share with our constituents. We presented Natural Strategies to Reduce Cancer Risk at health fairs in many locations.

Our primary area of concentration and expertise is complementary, alternative (CAM), natural and integrative cancer therapies.

Our website continues to attract about two million annual visitors.

28. "Evidence-based Complementary and Alternative Cancer Therapies" , a national educational conference held in West Palm Beach, FL. We provided education for 240 people from around the United States , Canada and the UK. We had 15 speakers, and 20 exhibitors. The conference was audiotaped at a cost but a participant made a DVD for us at no cost. The total amount spent included organic food, scholarships for people with cancer (hotel and a few airline tickets, many free entries to the meeting which included the cost of the food provided), hotel rooms and some speaker airfares, A/V support and equipment, printing, badges, lanyards and some advertising. Total cost \$41,854

29. Sending volunteers to oncology and advocacy meetings in various locations around the USA. These volunteers hand out our educational postcards and other literature. We send the cards to these people all over by US mail. We reached about 39,000 people with this effort. Money is spent on airfare, hotel, food, entry fees, exhibit tables, printing, shuttle service (to and from airports), and telephone. Total cost \$19,358.71

30. Florida health fairs and Internet – we reached almost two million people with our website. We traveled within Florida to events including health fairs and other cancer or health-related meetings. Money was spent on gas, tolls, printing, advertising, entry fees and the Internet. Total cost \$3259.43