



# 2018

ANNUAL REPORT

**BELIEVE BIG**  
Face It. Fight It. Overcome It.™

I am so excited to share with you how the hand of God has moved through Believe Big in the lives of the patients who we help each day due to your prayers, time, and financial support. YOU make it possible for us to invest in their lives, and I thank you!

Every day I am filled with such gratitude for the gift of healing I received in overcoming a stage IV colon cancer diagnosis that statistically gave me less than an 8% chance of surviving. I am thankful for the added years with my incredible husband and family and for the honor of working alongside the best staff, volunteers, and board members. I truly believe that God helped me overcome cancer so that I can speak life to those who feel hopeless in their cancer diagnosis. I share with them that God can do what others might say is impossible and that we need to change the way that cancer is thought of and treated in the United States.

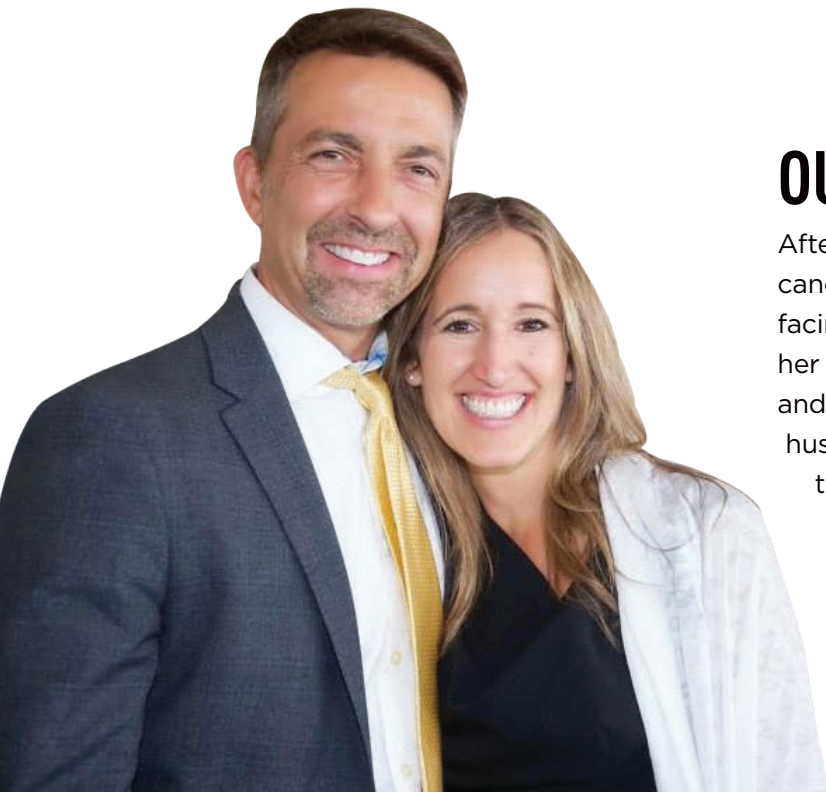
We must continue to bridge the gap that exists between conventional and complementary medicine for treating cancer. This effort will take collaboration, persistence, and humility. This combined approach to healing is effective—I have seen it proven in my life and in the lives of hundreds of Believe Big patients.

Thank you for linking arms with us to accomplish our vision of helping patients find their pathway to healing and for being a part of the future of cancer treatment.

Keep Believing Big!

A handwritten signature in blue ink that reads "Ivelisse". The signature is fluid and cursive, with a large initial "I" and a long, sweeping underline.

**Ivelisse Page,**  
Executive Director & Co-Founder



## OUR FOUNDERS

After facing, fighting, and overcoming stage IV colon cancer, Ivelisse Page wanted to reach out to other patients facing the many challenges she encountered through her cancer journey. After assembling a team of doctors and accumulating extensive research, Ivelisse and her husband, Jimmy, compiled reliable resources to heal the whole person physically, spiritually, mentally and emotionally. They established Believe Big in 2011 to help families bridge the gap between conventional and complementary medicine for fighting cancer.



### BOARD OF DIRECTORS

\*Pictured above and listed in order of appearance left to right.

**Mr. Dan Morrison**  
**Mrs. Heidi Kelly**  
**Dr. Luis Diaz** (Not Pictured)  
**Mrs. Susan Mihok**  
**Jimmy Page**

**Ivelisse Page**  
**Jackie Guidera** Staff  
**Mrs. Maureen Knotts**  
**Dr. Peter Hinderberger**

### BOARD OF ADVISORS

**Mr. Bob Geis**  
**Mrs. Kathleen Lally**  
**Mrs. JoAnn Miller**  
**Mrs. Jane Webster**  
**Mrs. Beth Willard**

**Dr. Nasha Winters**  
**Mr. Gary Zipper**  
**Mrs. Stacy Fritz**  
**Mr. Casey Davis**  
**Mr. Jon Guidera**

# MEET THE STAFF

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**Ivelisse Page**  
EXECUTIVE DIRECTOR  
AND CO-FOUNDER



**Jackie Guidera**  
DIRECTOR OF OPERATIONS



**Patty Buddemeyer**  
PATIENT ADVOCATE TEAM LEADER



**Autumn Burns**  
EXECUTIVE ASSISTANT



**Kristen Dorn**  
CREATIVE DIRECTOR  
& MISSION ENGAGEMENT



**Gina Ruppert**  
BELIEVE MUG PROGRAM MANAGER



**Chris Acchione**  
PATIENT ADVOCATE



**Christine Ward**  
PATIENT ADVOCATE



**Michele Over**  
EVENTS DIRECTOR  
& OFFICE ADMINISTRATOR

## OUR VISION

To see cancer patients and their families discover their pathway to healing.

## OUR MISSION

To help families face, fight, and overcome cancer.

## OUR FOCUS

- Educate individuals on a comprehensive approach to cancer prevention and treatment.
- Connect patients with physicians trained in mistletoe therapy, oncology nutritionists, and the resources necessary to help them advocate for their own health.
- Provide spiritual support to help patients and their families overcome fear and anxiety.
- Overcome cancer with the development of a state of the art healing center and supporting the on going phases of the Mistletoe Clinical Trial in collaboration with Johns Hopkins University School of Medicine.



## CORE VALUES

FAITH

*"We believe it  
before we see it."*

TEAMWORK

*"We are better together."*

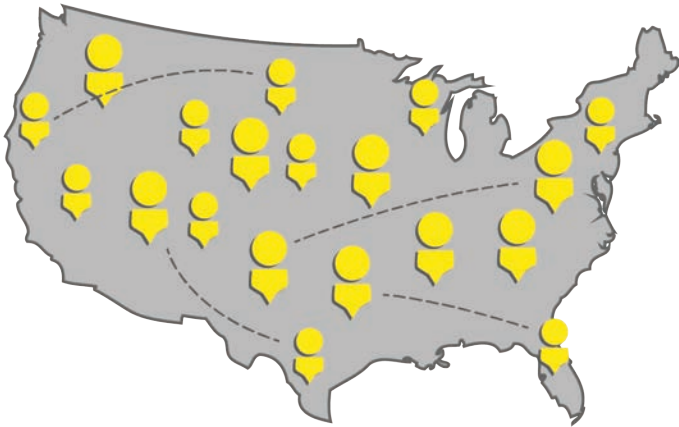
INTEGRITY

*"We do the right things  
for the right reasons."*

COMPASSION

*"We love, care,  
and serve."*

# OUR NETWORK



We connect patients with physicians trained in mistletoe therapy, oncology nutritionists, and the resources necessary to help them advocate for their own health.

When we began in 2011 we only had two physicians we could direct patients to for mistletoe and nutrition therapy. **Today we have a network of over 45 physicians.**

# OTHER METRICS

 **181,000**  
TOTAL IMPACT  
/REACH

 **1,800**  
MUGS  
DISTRIBUTED

 **180**  
WELLNESS  
GRANTS

 **25**  
HOPE BASKETS  
DELIVERED

# OUR PROGRAMS

**BELIEVE  
MUGS**

**EDUCATIONAL  
RESOURCES**

**MISTLETOE  
& NUTRITION  
GRANTS**

**HOPE  
BASKETS**

# OUR FINANCIALS

Contributions  
& Revenues:  
\$611,197

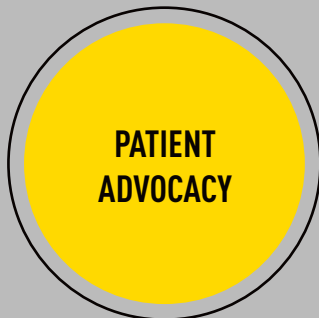
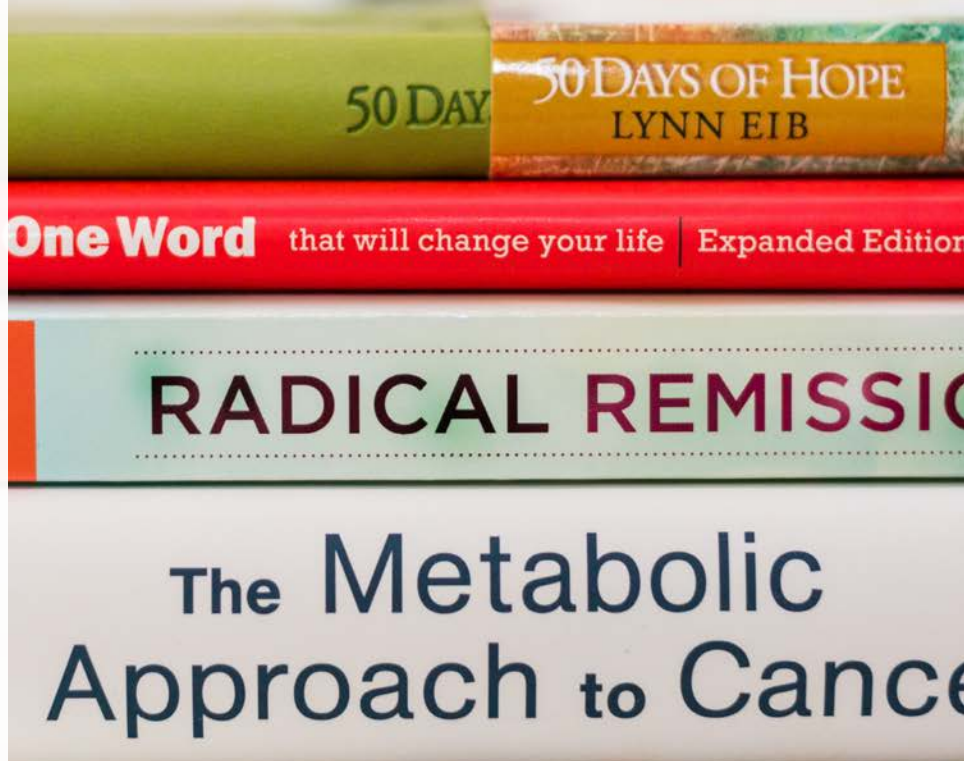
Expenses:  
\$596,781

Change in Net Assets:  
\$14,416

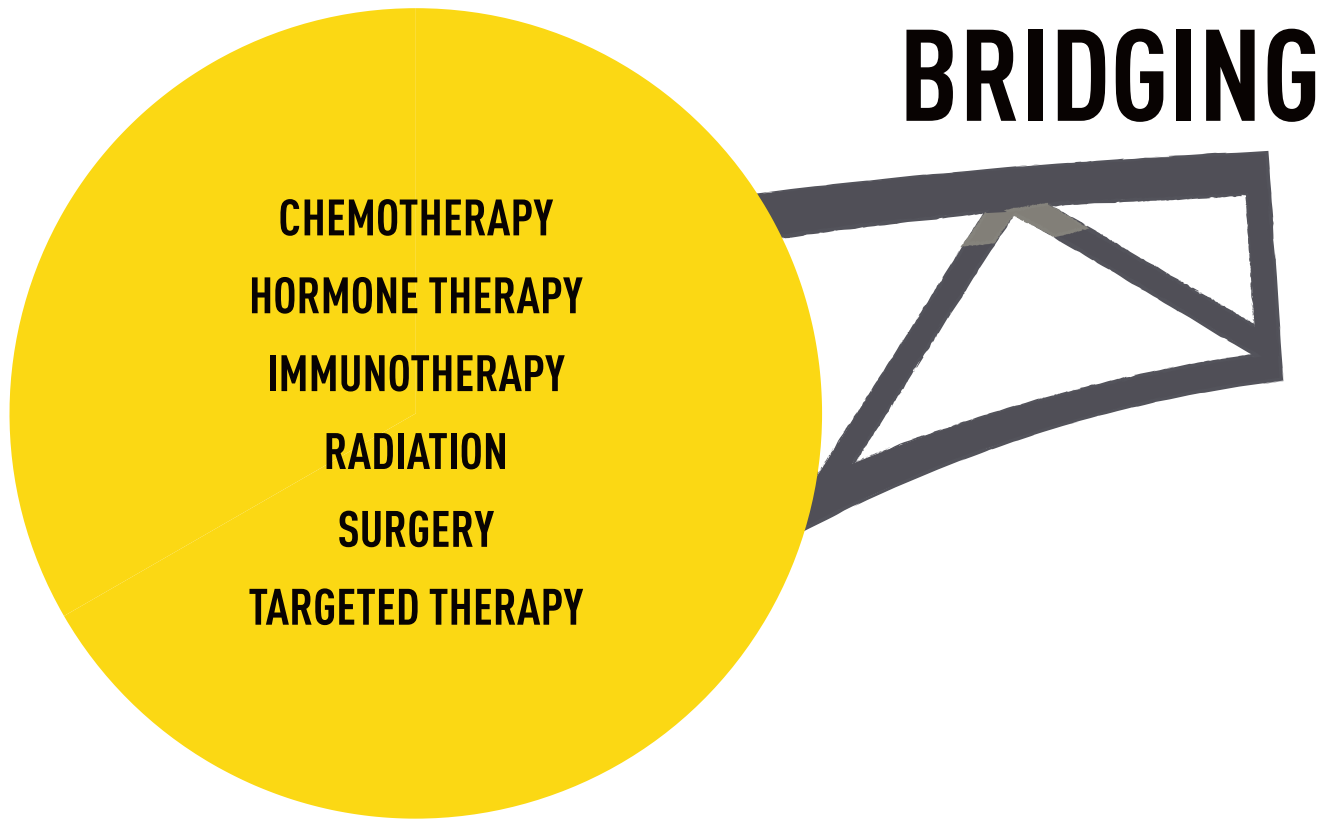
Total Assets:  
\$643,082

Total Liabilities:  
\$38,235

Net Assets:  
\$604,847



# CONVENTIONAL



# CLINICAL TRIAL

Believe Big is excited to be in the trenches with cancer research. We are supporting The Johns Hopkins University School of Medicine in the first clinical trial in the United States using intravenous mistletoe. This clinical trial brings together the conventional and complementary medical communities to fight cancer.

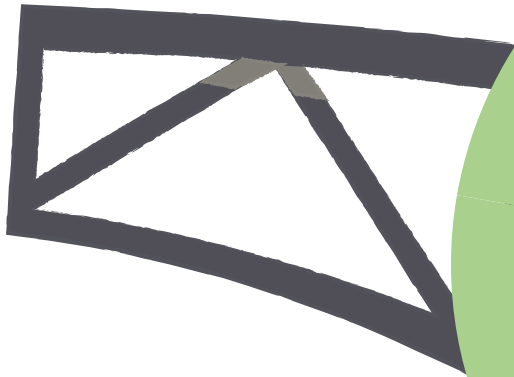
Mistletoe treatment for cancer is used widely in Germany and Switzerland, but in the United States, every potential treatment must be studied in a series of steps, called phases. Each phase is designed to answer a separate research question. The mistletoe clinical trial at Johns Hopkins is currently a Phase 1 trial in which researchers are testing the drug on a small group of participants to evaluate safety, determine a safe dose, and identify side effects. This is the first of many research steps before mistletoe can be considered for conventional use in cancer treatment.



Dr. Luis Diaz, Dr. Channing Paller, Dr. Peter Hinderberger, Ivelisse Page, Jimmy Page, Heidi Kelly, Dan Morrison, Patty Buddemeyer



## THE GAP



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“What impresses me most about Believe Big is the way in which they are actively trying to build bridges between the complementary and conventional worlds of cancer treatment. While it’s important to believe in your mission, it’s equally important to carry out that mission with respect, professionalism, and a willingness to listen. In a world where cancer organizations are too often shouting at each other from opposite sides of a fence, Believe Big has taken the higher road by crossing over that fence and asking others to collaborate on a shared goal. I am eagerly awaiting the results of their mistletoe clinical trial, which I believe will have a tremendous impact on cancer treatment.”

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- Dr. Kelly Turner, PhD, author of NY Times Bestseller “Radical Remission” and founder of The Radical Remission Project

# THE BELIEVE BIG INSTITUTE OF HEALTH



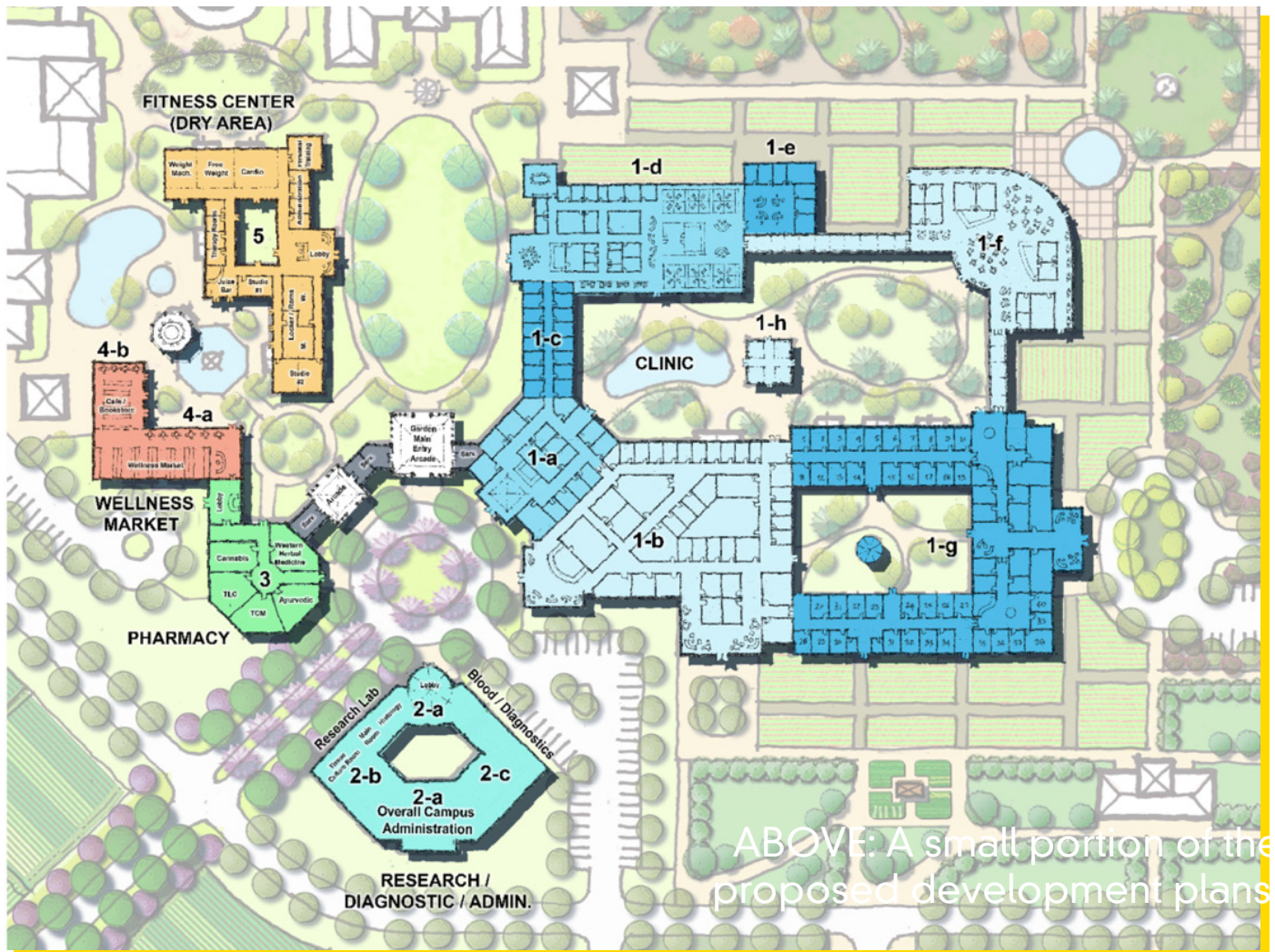
***A fully licensed residential cancer research hospital, The Believe Big Institute of Health will be a state of the art, green certified facility enabling the best of modern science and technology along with ancient therapies and wisdom procured from around the world.***

Patients will come for a precise treatment itinerary based on personalized testing, comprehensive biomarkers and algorithmic intelligence. They will take home recommendations to continue progress locally and return as often as needed.

A cutting-edge data collection and aggregation process will support ongoing research that improves cancer care well beyond the Institute. This facility will be a training site for practitioners, patients and caregivers to clarify the synergistic effects of a comprehensive approach to healing. We will supply all meals grown on our land with a commercial and teaching kitchen for patients and the public. It will be in a nature dense environment that will enable patients to rest, restore, and heal.

One of the most successful strategies for cancer care is to prevent a diagnosis. Therefore, as a health minded individual, you can come for a wellness retreat to gain valuable insight into your metabolic state and go home with an effective plan to help you thrive. All who come will be refreshed physically, mentally, emotionally, and spiritually.

This concept and vision for The Believe Big Institute of Health does not exist yet anywhere in the world. Many have pieces of the puzzle but not the whole picture. We want you to partner with Believe Big in support of the creation of this future institute of health!



ABOVE: A small portion of the proposed development plans

For more information and to join in this initiative, please visit:  
[www.beliebig.org/BBIH](http://www.beliebig.org/BBIH)

Email: [BBIH@beliebig.org](mailto:BBIH@beliebig.org)



# MEET THE INSTITUTE TEAM

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The incredibly talented team that  
will be making The Believe Big  
Institute of Health

## A REALITY.



**IVELISSE PAGE** is the Executive Director & Co-Founder of Believe Big. She is a stage IV cancer overcomer who is passionate about helping patients find their pathway to healing. She helped to launch the first clinical trial in the United States using intravenous mistletoe and continues to be a voice to change the way cancer is thought of and treated.



**JIMMY PAGE** is the Executive Director of the West Division with FCA. He is also an author, speaker, and leadership coach. Prior to that he was a leader in the wellness industry, designing and operating full-scale health and wellness facilities with the integration of sports performance, fitness, and rehabilitation.



**DR. NASHA WINTERS** is a global healthcare authority in integrative cancer research and consults with physicians around the world. She has educated approximately 250 professionals in the clinical use of mistletoe and has created robust educational programs for both healthcare institutions and the public on incorporating vetted integrative therapies in cancer care to enhance outcomes.

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“Truly I tell you, if you have faith as small as a mustard seed, you can say to this mountain, 'Move from here to there,' and it will move. Nothing will be impossible for you.”

- Matthew 17:20



**EFFIE HALAKOS** is a pharmacist, has a master's degree in clinical herbalism and is currently pursuing a PhD degree in Molecular Biology and Genetics. She is focused on cancer research where she analyzes gene and protein data to identify precise markers for drug efficacy. With the overwhelming bench and clinical data that exists she believes that algorithmic intelligence (AI) can be utilized to establish correlations which will lead to more precise treatments.



**DEBBIE LEE** jumped into cancer care as a fierce advocate and primary caregiver for her husband Chris as he fought brain cancer. Her career managing complex projects, serving in a variety of roles in Bio Pharma and eventually leading a management consulting practice has been a tremendous asset to our team.



# STORIES OF HOPE

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## STACY FRITZ, CARE GIVER PERSPECTIVE

My name is Stacy Fritz. I am both a daughter and a sister of two family members diagnosed with cancer. My mom was diagnosed with breast cancer in the spring of 2016. Fewer than six months later, in the fall of 2016, my dad had emergency triple bypass surgery.

And then, just as we began to find our new normal and return to life's joy, my brother Brad was diagnosed with Stage IV colorectal cancer at 46 years old.

In eighteen months, my original squad including my mom, dad, and younger brother would be faced with life changing illnesses.

My introduction to Believe Big was probably different than it was for all of you. I'm guessing you found your way to Believe Big after you or someone you love was diagnosed with cancer. My connection happened before my world turned upside down. I believe that my meeting Ivelisse Page, founder of Believe Big, was orchestrated by God.

Believe Big connected our family to doctors and resources that I know would not have happened had I not met Ivelisse. This organization has become both my community of support and where God has chosen me to serve. Believe Big represents hope, faith and beauty even when the unexpected happens.

Statistically speaking, almost 40% of us will receive the diagnosis of cancer. That means the other 60% of us will be impacted in some way by that same diagnosis, many as caregivers.

Today, my mom is a breast cancer survivor and thriving.

My brother, Brad, has navigated his year long journey with complementary medicine including mistletoe and ketogenic nutrition, with traditional clinical treatment and with his deep profound faith.

To me, Brad is a remarkable example of Believing Big.

While God has said not yet to all of our prayers for Brad, our family waits confidently with hopeful anticipation for his complete cure.

The Believe Big team gives hope, provides tangible resources and expert direction to patients and their families who seek help as they face, fight, and overcome cancer. They remind me to stand tall in what I hope for even when someone you love may not believe big just yet.



My name is Sonia Davis. I'm 47, married to an incredible man and mother of two sweet kids. Last May, I was diagnosed with Stage IV breast cancer after a clear 3D mammogram taken two months before in March of 2018.

To give you a brief history, my mother died of ovarian cancer six years ago. Yearly, I had a mammogram, pelvic ultrasound and CA-125 blood test to rule out ovarian cancer. In March of 2018 these tests were clear except that my CA-125 was very elevated. I met with a GYN Oncologist, and a week later I had a full hysterectomy. After surgery he didn't see any cancer, and I was relieved. But just five days later, the pathology report came back with metastatic breast cancer found in both ovaries.

About a week later, the PET scan revealed it had metastasized to my adrenal glands, lymph nodes, spine, right pelvis, sternum and ribs. My diagnosis kept getting worse and worse. I was given a life expectancy of about five years, and my therapy would involve a daily chemo pill and an aromatase inhibitor to further remove the hormones from my body. My cancer was ER+/PR+/HER2-.

My diagnosis and prognosis seemed to be pretty hopeless. However, a dear friend asked if I had spoken to Believe Big. I had not, but I knew of Believe Big. I just wasn't sure that Mistletoe could help me. My friend said, "You HAVE to talk to Believe Big." Ivelisse took time out of her busy schedule of packing and moving to Colorado to talk to me. I walked out of that meeting with HOPE! There was hope for this bleak prognosis.

Believe Big provided me with so many tools to guide me in this cancer journey. They helped me find a Mistletoe doctor, they gave me questions to ask my oncologist, a Believe Mug, and books on navigating this cancer journey. All of this guidance and these resources were provided to me free from Believe Big. I can't tell you how many times I've read the "I Will Have No Fear" inspirational insert that came in my packet. Fear is probably the most debilitating thing on this cancer journey.

Please get involved and donate to Believe Big. Their staff has been such a source of support for me and advocate for so many others fighting this battle. The wellness grants they've given me helped to offset the cost of my mistletoe treatments. I am not sure where I would be today had it not been for Believe Big! I think my journey and quality of life would have been very different, because Mistletoe works! After doing a combined approach including intravenous Mistletoe and subcutaneous shots, my scans have improved dramatically!

There is no more cancer in my adrenal glands or lymph nodes, no cancer found in my sternum or ribs, and my spine and pelvis are 40% better! I look forward to the day my scan reveals "No Evidence of Disease!" I am BELIEVING BIG for that day!



## SONIA DAVIS, STAGE IV BREAST CANCER FIGHTER



# GIVING TESTIMONY

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I was invited to the very first dinner when Believe Big was launched, and that's when I heard Ivelisse's remarkable, hope-filled story. I was blown away by her testimony about her journey to becoming cancer-free.

After hearing that inspiring story, it was so easy to volunteer at the Believe Big offices and to donate financially to this cause I wholeheartedly believed in. Believe Big respects the mind, body, and spirit connection and offers their incredible guidance and assistance to anyone on the cancer journey. I know this firsthand, as they helped me when they provided useful information, direction, and emotional and spiritual support as I walked with both my husband and niece on their cancer journeys. Believe Big helps so many of us who have seen

our loved ones suffer through cancer. Their tireless efforts to assist others facing this ugly, hideous disease are successful largely due to their supporters' financial contributions.

I ask each of you to come alongside Believe Big by giving any amount you can, so the word of its mission can spread and more people can receive help.

Cancer is a journey none of us volunteer to take, but each of us has been affected by it in one way or another. Partnering with Believe Big is an excellent and rewarding way to help cancer patients and their families. The resources and support Believe Big offers are free to patients, but we need to provide the finances so the good work Believe Big does will continue and increase.

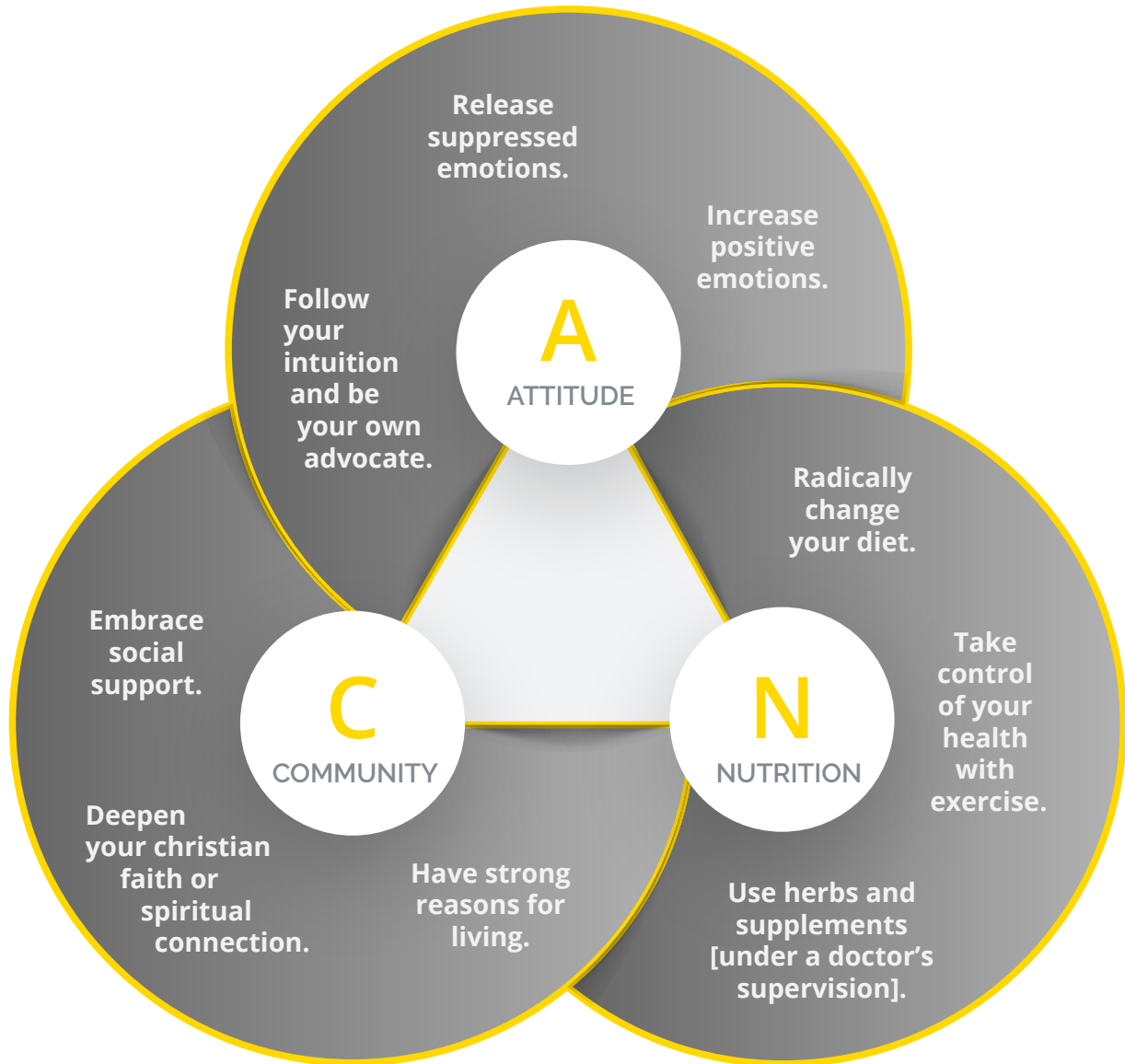
I hope I never, ever hear the diagnosis that I have cancer, but if I do, I know that my first call will be to Believe Big.

Willie (Lieberman) Barrett  
Believe Big Volunteer



# 9 KEY ELEMENTS TO HEALING

I **C.A.N.** do this!



Radical Remission. The Nine Key Factors That Can Make a Real Difference by Dr. Kelly Turner, Ph.D.. As a researcher, lecturer, and counselor in integrative oncology, Dr. Turner who specializes in integrative oncology, gives the results of Radical Remission—people who have defied a serious or even terminal cancer diagnosis with a complete reversal of the disease. The results of this 10 year study, include astounding insights of the nine key factors that Dr. Turner found among nearly every Radical Remission survivor she has studied and an explanation of how the reader can put these practices to work in his or her own life.

# 2018 HIGHLIGHTS



## Clinical Trial Update

To date Johns Hopkins has consented 14 patients into the trial and is expecting 6-24 more. The trial will take up to another two years to complete because the FDA has required them to follow-up with a patient for 28 days after their initial dose before they can start the next patient.



## Wellness Grants

The need for Wellness Grants that we offer to patients who can't afford care increased by 200%. Because of your support Alexa, age 11, was fortunate to receive IV mistletoe treatment, a nutritional grant, and a fun bag filled with life-giving activities and hope.



## Believe Mugs

Over 1,800 patients, received a Believe Mug, a 14% increase in mug distribution over the previous year, encouraging 200 additional patients to release their fears and Believe Big. We hired Gina Ruppert to manage our Believe Mug program.



## Resources

Over 181,000 people were impacted to face, fight and overcome cancer via our website and programs including Believe Mugs, Patient Advocacy, Wellness Grants, and educational resources/literature.

# UPCOMING EVENTS



FUNDRAISING  
DINNER



WELLNESS  
EVENTS



### Cook to Kiss Cancer Goodbye

We held our second hands-on cooking class fundraiser. Participants learned that eating healthy does not have to be boring and is easy to do.



### Annual Fundraising Dinner

Our annual fundraising dinner raised \$245,000. Attendees experienced how laughter is good medicine for the mind, body, and soul with one of the funniest comedians, Kenn Kington!



### CCSA Convention

We were selected as the charity partner for a second year in a row and continued to build relationships with 160 pottery studios in 38 states! The conference donated a check to Believe Big for \$22,000!



### Camp Horizon

Thanks to our donors and corporate partners, we were able to provide materials for children with cancer who attended Horizon Day Camp to paint and receive a Believe Mug.



### EDUCATIONAL WEBINARS



### BELIEVE MUG PAINTINGS



Believe Big could not thrive and implement our programs without our many supporters and our incredible staff who have moved mountains in the lives of our patients. Your prayers, time and financial support make it possible for us to invest in each patient. We thank you!

Thank You

*Have I not commanded you? Be strong and courageous. Do not be afraid; do not be discouraged, for the LORD your God will be with you wherever you go.*  
- Joshua 1:9