



***“Alone we can do  
so little; together  
we can do so much”***

- Helen Keller

# *The Power of Hope*

## **THE ANNUAL IMPACT REPORT**

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of the Mucinous Ovarian Cancer Coalition  
Fiscal Year Ending June 2024







# PRESIDENT'S MESSAGE



Dear Friend:

Another fiscal year is behind us, and our mission remains the same. Since our launch on September 17, 2020, the all-volunteer team at MOCC has been steadfast in our commitment to leading the global fight against mucinous ovarian cancer. We're so pleased and proud of the progress we've made.

We regularly hear from women and families who have used our resources to connect with GYN oncologists who can provide vital second opinions and to learn more about this unique disease. And we receive messages thanking us for financing research—**Rhonda's Award** remains one of very few sources of funding for mucinous ovarian cancer researchers worldwide. From Australia to Boston, scientists underwritten by MOCC are hard at work.

We do all of this in memory of our late founder: my dear sister, Rhonda. We know that many of you who have joined us in this fight do so in memory of someone you loved and lost far too young, as well.

If you were lucky enough to know Rhonda, you saw how ferociously she fought not to leave us. **She never gave up.** And she never stopped trying to help other women through their personal battle with the disease.

Every day, I feel my sister encouraging me to walk in this world for her. I know she wants me to do that in support of her family and this organization. Rhonda would want me to keep this all-volunteer nonprofit, one she saw launch just six weeks before our good-byes, growing and evolving. Until there is a screening for early detection and a cure, the work will continue.

On behalf of MOCC, I'd like to thank each of you who walk with us every step of the way.

Sincerely,

*Shelley Laurell*

President, Board of Directors

Mucinous Ovarian Cancer Coalition/MOCC



# The Year in Review

## MOCC MILESTONES



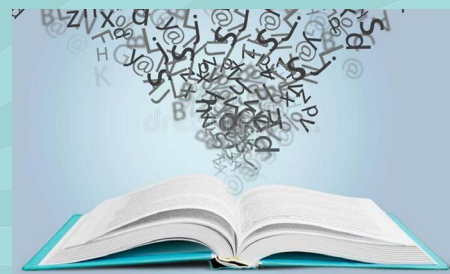
### RESEARCH

MOCC was launched just under four years ago. In that short time, **Rhonda's Award** has already funded \$50,000 in research grants.



### SUPPORT

**MOCC Cares** packages are sent to women battling this rare disease. Over 70 boxes go out each year!



### INFORMATION

A resource-rich website that connects women with vital second opinions, podcasts, blog posts, journal articles, and more.

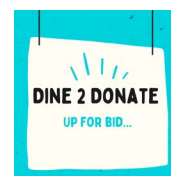
## HIGHLIGHTS FROM THE FISCAL YEAR

July 1, 2023, to June 30, 2024

At the heart of *The Power of Hope* is our desire to highlight, month by month, what we've accomplished with support from each of you. Here is a closer look at the past year.

### JULY 2023

- ✓ **Dine 2 Donate**, a dinner and silent auction fundraiser, is attended by 100+ supporters. The event raises over \$3,400 for programs and research.



- ✓ MOCC is once again named to the Top-Rated Nonprofit List by Great Nonprofits. This makes us three for three since our organization launched!



## AUGUST 2023

- ✓ MOCC publishes the third edition of *"The Power of Hope"* annual impact report. It highlights the accomplishments of our all-volunteer crew over the last fiscal year.
- ✓ The date is set for the third annual **Golf 4 Hope** fundraiser.
- ✓ Michigan glass artist Terri VanBrandt creates a unique teal-ribbon key chain, with proceeds to benefit MOCC.

## SEPTEMBER 2023

- ✓ The **Rhonda's Award 2024** grant recipient is announced: Dr. Elizabeth Stover from the Dana-Farber Cancer Institute and her proposal, *Therapeutic Targeting of Cell Death Pathways in Mucinous Ovarian Cancer*.
- ✓ MOCC celebrates our third anniversary on September 17, the birthdate of our late founder, Rhonda.
- ✓ In honor of Ovarian Cancer Awareness Month, MOCC hosts a month-long campaign highlighting risk factors, signs, and symptoms of the disease.
- ✓ September 17 is designated **Mucinous Ovarian Cancer Awareness Day** in Michigan, in honor of our late founder, Rhonda, on her birthday.



## OCTOBER 2023

- ✓ MOCC publishes the first edition of our e-newsletter, **MOCC Matters**, which is emailed out to over 300 friends and supporters.



## NOVEMBER 2023

- ✓ In honor of National Caregiver Month, women battling mucinous ovarian cancer are given the opportunity to nominate a friend or family member for a Caregiver Appreciation gift. MOCC sends out seven packages to caregivers.
- ✓ MOCC begins offering healthy meal prep cookbooks to women undergoing treatment.



## DECEMBER 2023

- ✓ Two supporters, Ann Plunkard Beall and Leon Williams, host #GivingTuesday fundraisers on behalf of MOCC.
- ✓ MOCC Sapphire Society members Scott and Michelle Schwartz make another generous donation to the organization. This one is to help with pet-care expenses for women struggling financially while undergoing treatment for mucinous ovarian cancer.

## JANUARY 2024

- ✓ A volunteer artist hosts a virtual bullet journal workshop for women undergoing treatment or recovering from surgery.
- ✓ MOCC begins promoting the June 15 abstract deadline for **Rhonda's Award 2025**.
- ✓ A group of supporters in North Carolina, working under the leadership of volunteer Amanda Laughlin, begins planning a 5K fundraiser.



## FEBRUARY 2024

- ✓ Our **Give Without Spending** fundraiser kicks off on February 1. During the month-long campaign, a total of 117 volunteers donate their time to help raise just over \$7,800 for **Rhonda's Award**.
- ✓ MOCC continues to benefit from Facebook fundraisers hosted by supporters.
- ✓ The second edition of **MOCC Matters**, the organization's e-newsletter, is published.



## MARCH 2024

- ✓ Funded by **Rhonda's Award**, Dr. Kylie Gorringer continues her research at the Sir Peter MacCallum Department of Oncology at the University of Melbourne.
- ✓ Dr. Elizabeth Stover's research at the Dana-Farber Cancer Institute, funded by MOCC, launches. Dr. Stover is the **Rhonda's Award 2024** recipient.



## APRIL 2024

- ✓ MOCC continues promoting the call for abstracts for **Rhonda's Award 2025**.
- ✓ Lori Baldwin, Amy Bis, Bonnie DeLange, and Kathy Mroz are named MOCC Volunteers of the Year for their work on the annual golf outing.
- ✓ Dr. Michael Frumovitz, Chair of the MOCC Physician Advisory Committee, is named one of the nation's Chief Experience Officers by Becker's Hospital Review.



## MAY 2024

- ✓ MOCC continues our #ItsProbablyNothing campaign on World Ovarian Cancer Day, May 8.
- ✓ MOCC volunteers host a garage/bake sale to help finance supplies and postage for MOCC Cares packages.



## JUNE 2024

- ✓ The third annual **Golf 4 Hope** fundraiser is held at The Links at Bowen Lake near Grand Rapids, Michigan. Under the direction of Event Chair Bonnie DeLange, 25 teams **raise \$23,163!!**
- ✓ The call for abstracts for **Rhonda's Award 2025** closes on June 15. The MOCC Physician Advisory Board is currently reviewing submissions to determine which investigators to invite to submit a full proposal.



*"MOCC continues to amaze and inspire me. The support of gift cards, specialty gifts, and well wishes sent to women who are going through treatment is truly heartfelt. I am proud to be a volunteer for this wonderful nonprofit. I will continue to donate my time and talent to honor the memory of my dear friend, Rhonda."*

*Lori*







# Lighting the Way

*"If you light a lamp for someone else, it will also light your own path."*

MOCC is fortunate to have many faithful supporters who've been with us since the day we launched, as well as new friends we've made along the way. Because of their combined generosity, we are able to fund **Rhonda's Award** on an annual basis. It is the only grant program worldwide that focuses on mucinous ovarian cancer.

Our donors' kindness and generosity also allow us to maintain a resource-driven website and to send MOCC Cares packages to women in treatment or recovering from surgery. We are thankful for each and every person who advocates for us and contributes to our mission.

## *The Sapphire Society*

A new addition to our donor giving program in 2023 is *The Sapphire Society*. It's named so because sapphire is the birthstone of our late founder, Rhonda. This category is for cumulative giving by individuals. It comprises those who have given a total of \$5,000 or more since MOCC was launched in September 2020.

*We extend our sincerest gratitude to the members of The Sapphire Society:*

- Ron (1942 – 2023) and Jackie Couch
- Thom and Bonnie DeLange
- Danielle Duke\*
- Dick and Sharon Laurell
- Shelley Laurell
- Rick and Kathy Mroz
- Scott and Michelle Schwartz
- Jennifer Wilkins\*





# Individual Donors

The following sections highlight individuals who donated to MOCC between July 1, 2023, and June 30, 2024. We send our appreciation to each of them for these gifts.

## \$1,000+ DONORS

- Jackie Couch
- Thom and Bonnie DeLange
- Danielle Duke\*
- Dick and Sharon Laurell
- Shelley Laurell
- Rick and Kathy Mroz
- Scott and Michelle Schwartz
- Jennifer Wilkins\*

## \$500+ DONORS

- Alysha Eipperle\*
- Rich Kenny
- Rick and Kathy Mroz
- Rich Zurawski

## \$250-\$499 DONORS

- Luke and Lori Baldwin
- Amy and Bruce Bis
- Joe and Jamie Butz
- Matt Amico and Lynne Johnson
- Mindy Kendall
- Doug Manore
- Gerald Hankinson and Vicki Pant
- Tim and Terri VanBrandt
- George Wells and Cindy Zimmer

## \$100-\$249 DONORS

- Josh and Abbey Bellestri
- Jeff and Amy Couch
- Maetrix Couch
- Lettie Deeds
- Dawn DuPree
- Jason and Renee Fettig
- Tracey Harder
- Mark and Leah Hilty
- Caroline Lammers
- Maralee MacComber
- Lloyd and Barb Pant
- Lisa Johnson Peters
- Ryan and Lauren Seger
- Susan Shinoda
- Scott and Terri Strain
- Victoria VanBrandt
- Lisa Warack
- Kyle and Jessica Wolford
- Cait Zimmer

*\*Includes a donation of professional services*



## *Business and Organizations*

MOCC extends our sincerest thanks to the following businesses and organizations who donated \$250 or more between July 1, 2023, and June 30, 2024.

- Awesome Lawns & Pest Control
- Clean Planet Recycling
- DLN Integrated Systems, Inc.
- Duo Form Plastics
- Employees of Graybar Electric
- Forest View Recreation
- Fun Stuff Productions
- Heart to Heart Foundation
- Joey's Tavern
- Newkirk Electric
- Polish Falcons Ladies Auxiliary
- SMK Beautification
- Three Men and a Grill

## *MOCC Care Packages Donors*

- Jamie Butz
- Jackie Couch
- Dawn DuPree
- Mindy Kendall
- Shelley Laurell
- Sharon Laurell
- Michelle Schwartz
- Jennifer Wilkins
- Vickie Wilkins



# THANK YOU



## *In Honor and Memory*

### **In Honor and Memory of Rhonda Couch on Her Birthday**

- Bruce and Amy Bis
- Jackie Couch
- Ed LaBounty (1947 – 2024) and Judy Adams

- Dick and Sharon Laurell
- Shelley Laurell

### **In Memory of Barbara Bauder**

- Ann Myers

### **In Memory of Tina Manore**

- Doug Manore
- Paige Zilke

### **In Honor of Shelley Laurell**

- Lloyd and Barb Pant

### **In Honor of Suzanne Lammers on Her Birthday**

- Caroline Lammers



# THE HISTORY OF *The Rhonda's Award*



In the midst of a busy, happy life, Rhonda went for a seemingly routine physical. One she was faithful about having each and every year, complete with blood work and all the recommended preventative screenings. Within just a few hours of completing her blood work, Rhonda received a call informing her that there was a serious problem.

One test led to another as potential causes were eliminated. When ovarian cancer was initially ruled out, Rhonda and her family breathed a sigh of relief. The disease had claimed her maternal grandmother's life. Within 48 hours, however, Rhonda would learn that was a mistake. She did, in fact, have ovarian cancer.

Rhonda was diagnosed with mucinous ovarian cancer, which typically affects women at a younger age than other forms of ovarian cancer. Despite doing every test her doctor recommended each year, the disease had gone undetected and was at an advanced stage.



After several biopsies and an unsuccessful surgical intervention, followed by a life-threatening infection, Rhonda's prognosis was grim. Her loved ones searched tirelessly to find ongoing research or a clinical trial that might offer hope. But few alternatives were available for treating this rare form of ovarian cancer. It was the desire to fund research that would lead to more treatment options—and, eventually, a cure for this disease—that gave rise to *Rhonda's Award*.





# MEET THE

## *Rhonda's Award 2023 Winner*

This year's grantee is Dr. Elizabeth Stover from the Dana-Farber Cancer Institute. The MOCC Physician Advisory Committee feels her proposal, *Therapeutic Targeting of Cell Death Pathways in Mucinous Ovarian Cancer*, has the greatest potential to make a significant impact in mucinous ovarian cancer research.



Dr. Stover received her MD (2009) and PhD (2007) from Harvard Medical School, with PhD research in the biology of hematologic malignancies. She completed an internal medicine residency at Brigham and Women's Hospital in 2011 and a Hematology/Oncology fellowship at Dana-Farber Cancer Institute and Massachusetts General Hospital in 2016.

Currently, Dr. Stover is an Assistant Professor of Medicine at Harvard Medical School and a medical oncologist in the Division of Gynecologic Oncology. She is engaged in laboratory and translational research focusing on genomics and drug resistance in ovarian cancer and other gynecologic cancers.

Follow the Mucinous Ovarian Cancer Coalition Facebook page for regular updates on Dr. Stover's work!

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*"Rhonda wanted others to be able to find information and support to deal with the same terrible cancer she had. The volunteers put in a lot of time to make sure this happens. They all work hard to continue Rhonda's dream of helping others."*

*Vickie*



## MOCC Board of Directors

- Shelley Laurell, President
- Bonnie DeLange, Secretary
- Michelle Schwartz, Treasurer
- Jennifer Wilkins, Member-at-Large

## Digital and Media Volunteers

- Alysha Eipperle, Media Relations/Promotions
- Danielle Duke, Website

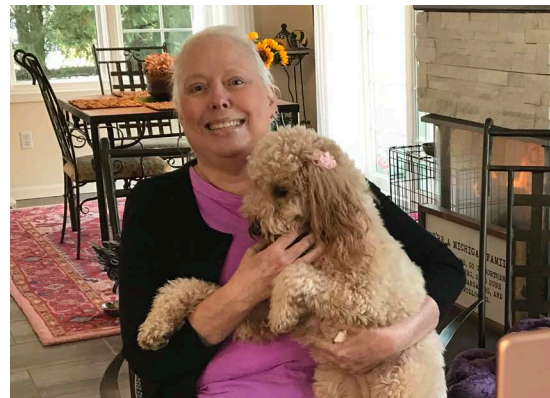
## Advisor to the Board

- Sharon Laurell

## In Memoriam

*Rhonda Couch*

Founder, 1964 – 2020



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*“Wherever a beautiful soul  
has been, there is a trail of  
beautiful memories.”*

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*“An all-volunteer organization, MOCC does an amazing job of providing support to women with this rare type of ovarian cancer. The team works tirelessly to raise money for research that will, hopefully, lead to an early detection test, treatment options, and a cure for mucinous ovarian cancer. It is a wonderful legacy for a very special person, my late daughter Rhonda. She is greatly missed each and every day.”*

*Sharon*

# MOCC PHYSICIAN ADVISORY COMMITTEE

When it comes to expertise and experience with mucinous ovarian cancer, our Physician Advisory Committee represents the best of the best. Each member donates their time and talent to help us succeed. They are a great source of pride to MOCC.

While they are available to us whenever we need a question answered or a contact for a woman struggling to find a GYN oncologist, their main role is helping us with Rhonda's Award. Each spring, they review the abstracts we receive and recommend which researchers should be invited to submit a full proposal. Then they thoughtfully review each proposal to determine which one has the greatest potential for impacting early detection, improving treatment outcomes, or leading to a cure.



**Michael M. Frumovitz, MD, MPH, FACOG**

MD Anderson Cancer Center



**Katherine Kurnit, MD, MPH**

The University of Chicago Medicine



**Jennifer Mueller, MD, FACOG**

Memorial Sloan Kettering Cancer Center

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*"The founding members have such heart and drive to find a cure for this terrible disease. MOCC was launched by a phenomenal lady who will never be forgotten by anyone who knew her. Rhonda would be so proud and happy to witness the support this organization has given to many women on the same difficult journey she was forced to endure."*

*Jamie*





## MOCC MISSION AND GOALS

As a nonprofit organization, we strive to be good stewards of the time and resources entrusted to us. A 100% volunteer agency, we are committed to our mission and to meeting and exceeding our goals.

## MISSION STATEMENT

The Mucinous Ovarian Cancer Coalition (MOCC) is a 501(c)(3) organization. We seek to improve the quality of life for and survival rates of women diagnosed with a rare form of ovarian cancer called mucinous adenocarcinoma of the ovary, also known as mucinous ovarian cancer (MOC).

## COALITION GOALS

*Founded in 2020, the organization has three goals:*

- 1** Provide financial assistance to researchers investigating MOC and other potentially linked diseases.
- 2** Build and continuously update an online resource center that connects women and their families with information and experts in this type of gynecological cancer.
- 3** Provide emotional and financial support to women undergoing treatment for mucinous ovarian cancer. Assisting women struggling with household tasks and daily living expenses, as well as those whose spirit may need a boost.



*"MOCC is truly unique in that it provides resources and important information that is difficult for women and their families to find on their own. Mucinous ovarian cancer is so rare that those who are diagnosed are left to wonder if and where there is any support. That is where MOCC comes in. Whether it's with care packages or support with second opinions, this all-volunteer nonprofit sincerely wants to help."*

***Jenny***

*"MOCC was launched by my cousin Rhonda, who lost her battle with this disease not long after she and her sister, Shelley, started it. Rhonda's hope was to provide women with information on this rare disease, fund research grants, and to aid in making referrals to qualified GYN oncologists. And she wanted to regularly send care packages to those fighting this terrible disease. Rhonda's family and close friends volunteer their time to growing MOCC in her memory."*

***Michelle***

*"My late stepdaughter, Rhonda, and her sister, cousins, and friends started this foundation with hopes of helping other women battling the same type of ovarian cancer she was fighting. It really is a wonderful organization, and I'm proud to continue to support it in Rhonda's memory."*

***Jackie***

*"I am proud and honored to be on the board for MOCC. I enjoy doing the work that was so important to Rhonda. It helps me feel close to her, as I miss her every day. As we pulled up to the course on the day we held our annual golf outing fundraiser, the sunrise was just spectacular. I felt it was Rhonda shining down on us. Those of us who loved Rhonda had the same feeling that morning and took a moment to hug each other and remember our dear friend. I so hope that our efforts can spare others from losing their special person."*

***Bonnie***





## *Let's Keep in Touch*



**FIND US ONLINE:**

[www.hope4MOC.org](http://www.hope4MOC.org)



**EMAIL US:**

[Hope4MOC@gmail.com](mailto:Hope4MOC@gmail.com)



**FOLLOW US ON FACEBOOK:**

[@MucinousOvarianCancerCoalition](https://www.facebook.com/MucinousOvarianCancerCoalition)

