

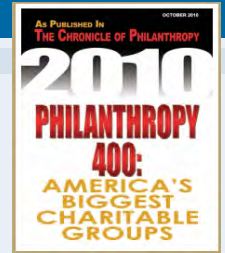


National Cancer Coalition

Striving for Excellence

PHILANTHROPY400

Philanthropy400 rates America's 400 biggest charitable groups. *The Chronicle of Philanthropy* conducted its survey to determine the 400 organizations that raise the most money from private sources. This year, NCC received a high ranking of #107.



CONE NONPROFIT POWER BRAND

To explore the unique relationship between nonprofit brand image and financial performance, *Cone*, in collaboration with *Intangible Business*, is pleased to share **The Cone Nonprofit Power Brand 100**, the first public ranking in the United States to value nonprofit organizations by more than financial standing alone. NCC this year received a high ranking of #56.

FORBES LARGEST 200 CHARITIES

FORBES presents the 12th edition of their annual list of America's 200 Largest Charities, as ranked by private donations. NCC this year received a ranking of #152. NCC also was given a 98% Fundraising Efficiency Rating & a 97% Rating in Charitable Commitment.



CFC (COMBINED FEDERAL CAMPAIGN)

The mission of the CFC is to promote and support philanthropy through a program that is employee-focused, cost-efficient and effective in providing all federal employees the opportunity to improve the quality of life for all. NCC, as one of the included charities participating in this campaign, meets all the standards fulfilling eligibility.

USAID (PVO) PRIVATE VOLUNTARY ORGANIZATION

USAID's Registry of private voluntary organizations (PVOs) comprises a diverse group of organizations engaged in foreign assistance and development worldwide—from institutions with global reach that annually deliver billions of dollars of humanitarian assistance.



CHARITY NAVIGATOR – 4 STARS – HIGHEST RATING

Charity Navigator has become one of the nation's largest and most-utilized evaluator of charities. In our quest to help donors, their team of professional analysts examine tens of thousands of non-profit organizations through a myriad of sources. Using this knowledge, they develop an unbiased, objective, numbers-based rating system to assess the financial health of over 5,000 of America's best-known charities. NCC is again rated with 4-Stars.

THE PARTNERSHIP FOR QUALITY MEDICAL DONATIONS

The Partnership for Quality Medical Donations is a unique alliance of non-profit organizations and corporate medical manufacturers committed to bringing measurable health impact to underserved and vulnerable people through the developing world. This selective international association is by invitation only and works hand-in-hand to make a significant impact and develop meaningful healthcare solutions.





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November 1, 2010

Robert B. Landry, III
National Cancer Coalition
333 Fayetteville Street
Suite 1500
Raleigh, NC 27601

Dear Robert B. Landry, III:

On behalf of Charity Navigator, I wish to congratulate National Cancer Coalition on achieving our coveted 4-star rating for sound fiscal management.

As the nonprofit sector continues to grow at an unprecedented pace, savvy donors are demanding more accountability, transparency and quantifiable results from the charities they choose to support with their hard-earned dollars. In this competitive philanthropic marketplace, Charity Navigator, America's premier charity evaluator, highlights the fine work of efficient charities such as your own, and provides donors with essential information needed to give them greater confidence in the charitable choices they make.

Based on the most recent financial information available, we have calculated a new rating for your organization. We are proud to announce National Cancer Coalition has earned our sixth consecutive 4-star rating for its ability to efficiently manage and grow its finances. Only 4% of the charities we rate have received at least 6 consecutive 4-star evaluations, indicating that National Cancer Coalition consistently executes its mission in a fiscally responsible way, and outperforms most other charities in America. This "exceptional" designation from Charity Navigator differentiates National Cancer Coalition from its peers and demonstrates to the public it is worthy of their trust.

Forbes, *Business Week*, and *Kiplinger's Financial Magazine*, among others, have profiled and celebrated our unique method of applying data-driven analysis to the charitable sector. We evaluate ten times more charities than our nearest competitor and currently attract more visitors to our website than all other charity rating groups combined, thus making us the leading charity evaluator in America. Our irrefutable data shows that users of our site gave more than they planned to before viewing our findings, and in fact, it is estimated that last year Charity Navigator influenced over \$10 billion in charitable gifts.

We believe our service will enhance your organization's fundraising and public relations efforts. Our favorable review of National Cancer Coalition's fiscal health will be visible on our website as of November 1st.

We wish you the best in all of your charitable endeavors.

Sincerely,

Ken Berger
President & Chief Executive Officer

www.charitynavigator.org