

All in the family

James T. Reynolds Sr. and his family turned Cancer Fund of America into a charity empire. At least a dozen family members work at one of five cancer charities. Those charities have raised nearly \$250 million over the past decade and spent an average of \$400,000 a year on direct cash aid to patients. Tax filings show the family has made as much as \$1 million a year in salaries.

KYLE EFFLER
volunteer president
Compensation: \$121,152
as chief financial officer
of Cancer Fund of America



EMPLOYEE OF



Cancer Support Services

Dearborn, Mich.

ABOUT THE CHARITY

Though its website says the charity's "number one priority is funding patient aid," none of the \$58.5 million raised since 2003 has gone directly to patients. Instead, 90 percent goes to overhead for the charity's telemarketing operation. What is left is sent to Cancer Fund of America, where it helps mask that charity's fundraising costs.

THE REYNOLDS' CONNECTION

The charity was started by Reynolds' then-wife, Rose Perkins, and Cancer Fund of America board members. Cancer Fund's chief financial officer, Kyle Effler, is its president. Sole beneficiary is Cancer Fund.

LIANA LOPEZ
awareness coordinator



SISTER OF



DIANA TENNEY
grant writing associate

MOTHER OF



The Breast Cancer Society

Mesa, Ariz.

ABOUT THE CHARITY

Since 2008, this charity has given nearly \$1.3 million in cash assistance to about 1,900 breast cancer patients, according to its financial filings. But that is only about 2 percent of the \$54.8 million raised through direct mail and professional telemarketers. About 86 cents of every dollar raised has been kept by the charity's for-profit solicitors. Breast Cancer Society told the IRS it shipped \$36 million worth of medical supplies overseas in 2011. But the two companies named as suppliers of the donated goods said they have no record of dealing with Breast Cancer Society.

THE REYNOLDS' CONNECTION

Breast Cancer Society was started by James T. Reynolds Jr., son of Cancer Fund of America's founder. In 2008, the son held full-time positions at both charities and was paid a combined \$262,000. That same year, Cancer Fund gave Breast Cancer Society \$50,000 for "medical assistance" and more than \$100,000 for telemarketing services. A spokeswoman for the Arizona charity said the group has "made a difference in the lives of tens of thousands of men and women."

JAMES T. REYNOLDS JR.
president
Compensation: \$297,030



SON OF



MICHAEL REYNOLDS
fundraising officer
Compensation: \$69,700
as hospice coordinator



SON OF



JOSHUA LOVELESS
vice president
Compensation: \$94,252



SON-IN-LAW OF



CLAUDETTE PERKINS SPARKS
Former volunteer coordinator
Compensation: \$76,189



SISTER OF



LANCE CONNATSER
vice president
of patient services



SON OF



TYLER SMITH
former fundraising officer



FORMER SON-IN-LAW OF



ROSE PERKINS
chief executive officer
Compensation: \$227,442
(former vice president
of Cancer Fund of America)



EX-WIFE OF



SISTER-IN-LAW OF



SON-IN-LAW OF

BRIAN MORSE
computer programmer
Compensation: \$74,014
(while at Cancer Fund
of America)



WIFE OF

JULA CONNATSER
president
Compensation: \$36,000



HUSBAND OF

LARRY SPARKS
board member

Cancer Fund of America Knoxville, Tenn.

ABOUT THE CHARITY

Solicitors for Cancer Fund of America tell the public their donations will be used to provide "direct aid" to cancer victims, but that seldom has meant paying patients' medical bills. Instead, Cancer Fund ships boxes of donated merchandise — including paper plates, toothbrushes and teddy bears — to hospices and patients nationwide. Of the \$98 million raised over the past decade, less than 1 percent was spent on cash aid to patients. More than 80 percent of the donations were kept by Cancer Fund's for-profit solicitors.

ABOUT REYNOLDS' ROLE

James T. Reynolds Sr. started what would become Cancer Fund of America in 1984 after being forced to resign from his position as head of the Knox County, Tenn., chapter of the prestigious American Cancer Society. Over the past decade, he has employed numerous relatives whose salaries have totalled nearly \$5 million. During the same period, cancer patients have received less than \$1 million in financial assistance from the charity. Cancer Fund has given nearly \$800,000 to charities started by his relatives but he said he has no control over those operations. "Everyone thinks it's Jim Reynolds' mini-empire," he said. "I have nothing to do with these other organizations."

JAMES T. REYNOLDS SR.
Cancer Fund of America,
president
Compensation: \$236,815



Tracking \$250 million

Of the money raised by the five charities connected to Reynolds Sr., 63 percent went to solicitors, 35.3 percent went to the charities and 1.7 percent was direct aid to those in need.

Children's Cancer Fund of America Powell, Tenn.

ABOUT THE CHARITY

Since it was formed, Children's Cancer Fund has raised nearly \$38 million and let professional fundraisers keep nearly 78 percent. The charity has given cash grants to patients of about \$300,000 a year. It also reports shipping millions of dollars in donated medical supplies to developing nations each year through "gifts-in-kind" programs.

THE REYNOLDS' CONNECTION

Rose Perkins, who was married twice to James T. Reynolds Sr., was vice president of Cancer Fund of America before starting her own charity in 2004. She has employed several relatives, including a son-in-law who does her IT work. "Our children were raised in this business," she said. "They love to help other people." Now separated from Reynolds, Perkins said she hopes to wean Children's Cancer Fund off outside solicitors. "We are only in our eighth year," she said.

American Association for Cancer Support Knoxville, Tenn.

ABOUT THE CHARITY

Started in 2011, this charity aims "to relieve the financial burden of cancer patients." In its first year, the group reported raising just over \$31,000; its professional solicitors kept about 82 percent. The charity said it gave cash assistance of \$2,662 to patients.

THE REYNOLDS' CONNECTION

The charity's president, Julia Connatser, is married to Perkins' son, who is vice president at Cancer Fund of America. Julia Connatser worked at Cancer Fund for four years before striking out on her own. Cancer Fund also gave her new charity donated supplies worth \$20,000 for patients. But Connatser said there is no connection between her group and the other Reynolds' charities. "The fact that people put my name with the others makes me really mad," she said.

TOTAL PAID TO SOLICITORS: \$156,766,511

TOTAL PAID TO CHARITIES: \$87,911,227

TOTAL CASH TO DIRECT AID: \$4,153,361

Note: Compensation figures come from IRS filings from 2006 to 2011 and reflect the latest year available.