

2022 ANNUAL REPORT stupidcancer®



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CONNECT WITH US!

Check us out online to learn more about Stupid Cancer, share your story and stay connected with your community. Our social media channels are a great way to learn about upcoming events, and be the first to know about any resources.



LETTER FROM BOARD CHAIR

When my sister was diagnosed with terminal brain cancer, the hopes and desires and endless memories that lay ahead for her and her husband and their two young children were stripped away by the realities brought on by this abominable disease. Touched by her experience, I soon embarked on a project that would see me interview fifteen people, each for over two years, to go deep and try and better understand the emotional aspects of their cancer journeys. I interviewed patients, survivors, doctors, family members, and more, with the hope of bringing their stories to readers who might be more empowered to begin the hard conversations about the emotional aspects of the cancer experience.

Whether patient, loved one, or caregiver, dealing with cancer can be a lonely reality, and there is often no more a lonely place than occupied by those affected in the adolescent and young adult communities. Stupid Cancer is singularly focused on serving this often neglected adolescent and young adult population. We do this by offering valuable, specialized programs and events, tapping into our endless passion in advocating for equitable access to health care, by forming meaningful and collaborate partnerships across the full spectrum of health care, and by leveraging the commitment of our staff, donors and the people we serve to make cancer suck less.

Stupid Cancer turned 15 years old in 2022, and like your average teenager, needs your support - be it a monetary donation, or even using your social networks to amplify our work. In our case, this will help us to continue our mission, empower our people, and bring value and change to the community we serve. We have strong leadership, a passion to make a difference, and a community that needs us to advocate for them. Together we are making cancer a less lonely place. Thank you for your continued support.

David Richman

Chair of the Board of Directors



LETTER FROM OUR CEO

All too often we hear the words, “I wish I had known about Stupid Cancer when....”

...I didn't know how to tell my family.

... I was alone in a new city dealing with side effects of treatment.

...I learned I had cancer.

I wish I had known about Stupid Cancer when my brother was diagnosed sixteen years ago. He was lucky to have a strong support network of friends, family, and providers. But as we know all too well, it's different when you get it.

In my 3+ years here at Stupid Cancer, we have made incredible strides, despite the seemingly paralyzing impact of the pandemic, to reach more AYAs and their loved ones in ways that are meaningful and important to this ever-evolving community. We were the first to introduce Digital Meetups, before social distancing was cool, and create community across disease types. Through the expansion of our innovative in-person and digital programming this past year we have furthered our mission to end isolation and address the unique needs that confront AYAs from the moment of their diagnosis long into survivorship.

Through the reintroduction of our in-person programs alongside our digital programs, the addition of fun ways to engage in activity and fundraising with our 15th Birthday Party and Another Stupid Marathon, and the continued collaborative partnerships we have across stakeholder audiences, we were able to provide thousands of AYAs with the life-changing resources they need to get busy living. We are grateful to the sponsors and donors that have continued to recognize the great need in this community and stood by us through this challenging time. We are here to support the entire AYA community and unapologetically tackle the big issues whether its bias in the healthcare setting or personal topics like sex after cancer. I am looking forward to another incredible year coming together in Atlanta for CancerCon Live, more In Person Meetups across the country, and our incredible and informative programs hosted digitally and accessible on our website any time!

Thank you for your continued partnership, support, and participation in **making cancer suck less.**



Alison Silberman, CEO
Stupid Cancer

ABOUT STUPID CANCER

Our Mission

Stupid Cancer helps to empower everyone affected by adolescent and young adult (AYA) cancer by ending isolation and building community.

Our Vision

Everyone in the AYA community is supported, understood, and accepted.



Our Core Values

1

We are an interconnected community, including **EVERYONE** affected by AYA cancer, where all experiences are honored, celebrated, and seen.

2

We believe that all people should receive equal access to quality, holistic cancer care no matter their diagnosis, location, means, age, race/ethnicity, ability, sexuality, or gender.

3

We empower our community with comprehensive resources and support.

4

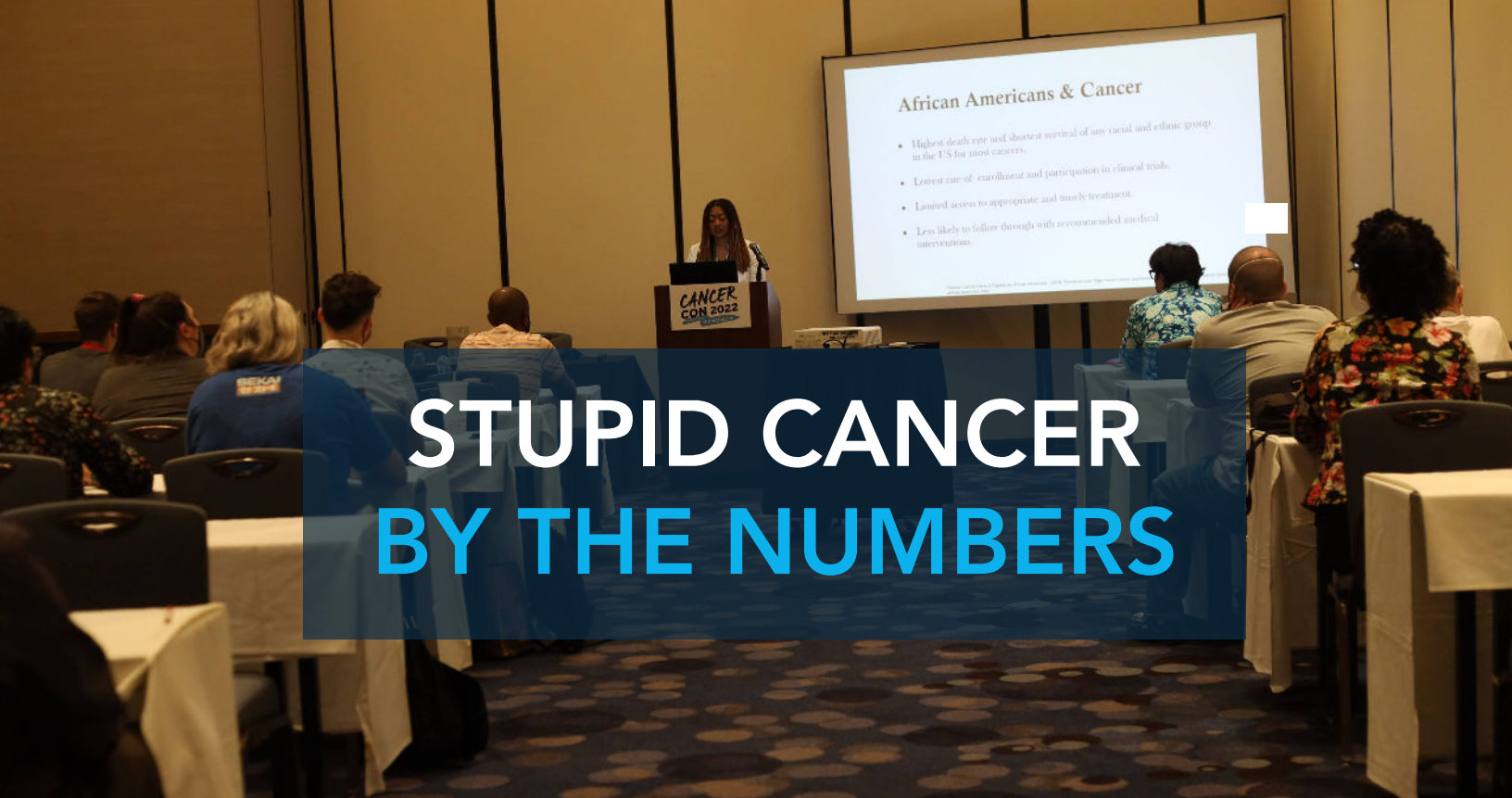
We support the AYA community by addressing the real life hurdles that come with cancer as a young person and advocate for change where traditional support systems fall short.

5

We connect with our community with an honest, unapologetic voice.

6

Our programming is innovative and socially responsive.



STUPID CANCER BY THE NUMBERS



89,500 adolescents and young adults (AYAs) diagnosed each year.



1 million+ survivors across the country.



860 Stupid Cancer Webinar attendees and viewers in 2022



40,000+ Story Library viewers and readers



704 Digital Meetup attendees in 2022



OUR COMMUNITY



400,000+ social media followers

Finishing school, starting a career, building a family - these major life milestones are made incredibly challenging when cancer is thrown into the mix. Add issues of fertility, financial toxicity, mental health; AYAs are left feeling isolated and struggling to cope.

Stupid Cancer is here to be the rallying point and leader in building the AYA cancer community, ending isolation, and making cancer suck less. Our programs are designed for our community of AYA patients, survivors, caregivers healthcare professionals, and advocates, which we actively listen to and advocate for, using all possible avenues of communication.

As a patient advocacy organization supporting and serving AYA patients and their loved ones, Stupid Cancer joins the medical community in fully renouncing any efforts to limit or remove access to safe abortion care. Abortion is a safe and essential healthcare right.

Our June 2022 Statement on Roe v. Wade being overturned



AYA (ages 15-39) patient and survivor



LGBTQ+



BIPOC (Black, Indigenous, People of Color)



"I love that I'm able to connect with survivors, and patients of cancer. You are surrounded by people just like you. You don't feel outcasted and you get to be yourself in a safe space."

-Corrina

In 2022, Stupid Cancer was able to move into a hybrid program format by maintaining a robust calendar of digital offerings while easing back into in person engagements. We're excited to continue this model in the years to come, so we can bring together the AYA cancer community regardless of location, while still fostering the intimate connections that best take place "IRL."

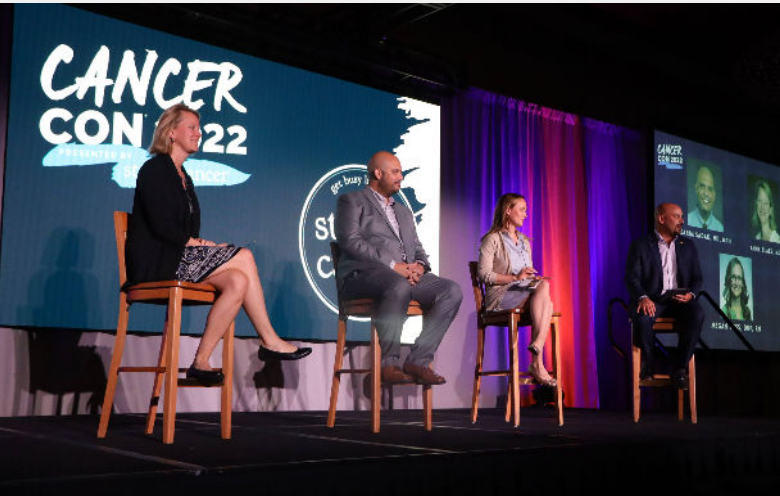


Chelsea Donahoue
Director of Programs

CancerCon

In June 2022, Stupid Cancer successfully brought CancerCon back to a live, in-person audience in Minneapolis, MN. With strict health protocols in place to protect our immunocompromised community, we were able to achieve zero reported covid transmission among our attendees.

This year we also moved forward with CancerCon as a two-part, hybrid event consisting of both CancerCon Live and Digital CancerCon. This structure gives every member of our community access to the CancerCon experience no matter where they're at in their journey.



2 events



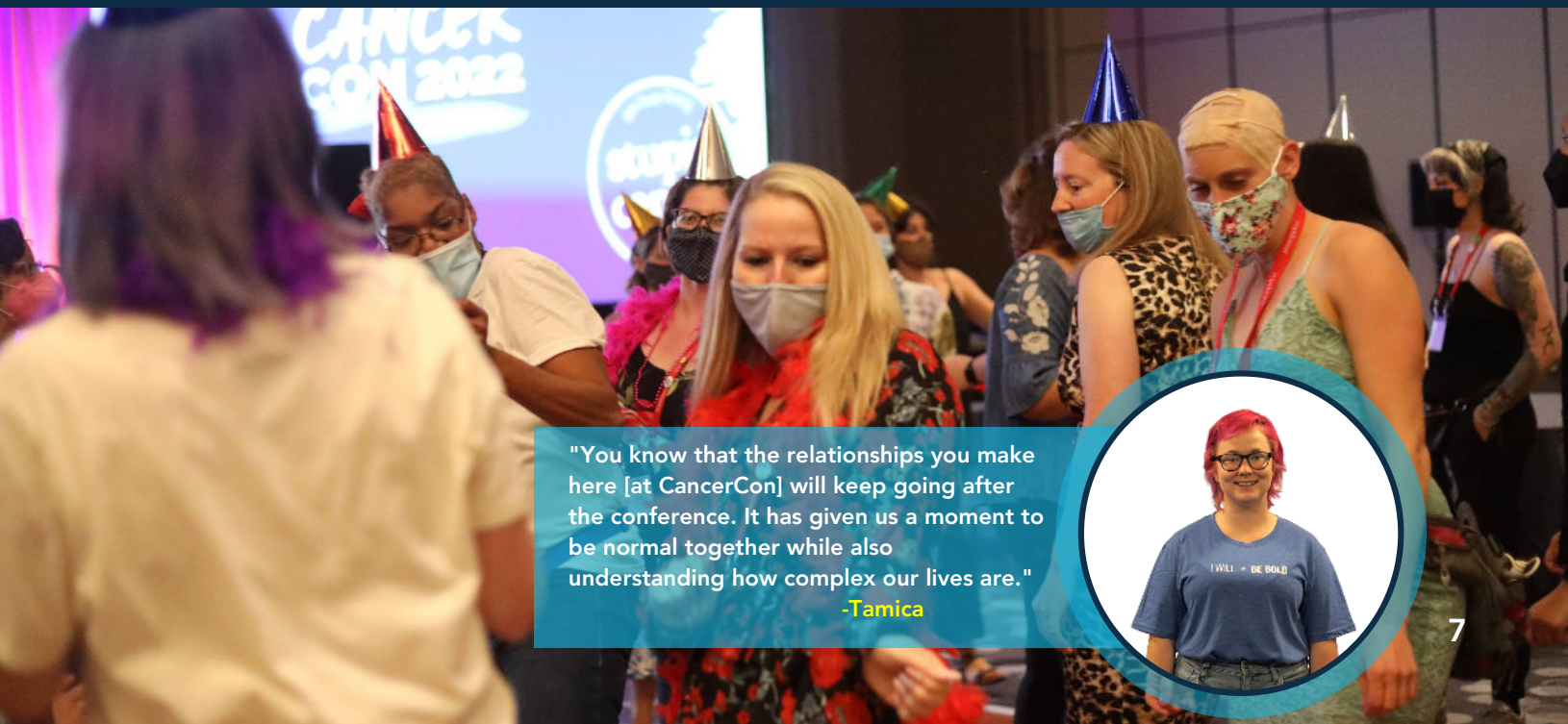
393 total attendees



45 breakout sessions



39 exhibit booths



"You know that the relationships you make here [at CancerCon] will keep going after the conference. It has given us a moment to be normal together while also understanding how complex our lives are."

-Tamica







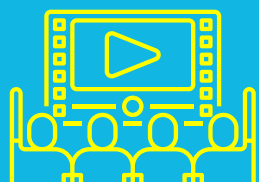
"I really like the community that Stupid Cancer has created for me to access people my age who are going through similar experiences."

-Chrystle

Discussion Series

In 2022 we continued to grow our newest program, Discussion Series. These online sessions are an opportunity for community members to come together to dive deep on the most important topics for AYAs in an intimate environment. Each session is facilitated by a mental health professional who gives a brief informative presentation before guiding participants through a series of small and large group discussions based on insightful questions to spur conversation. The presentations are recorded and made available on our website, where they are watched by hundreds of community members that weren't able to attend live.

Over the course of a month, these AYAs are able to build real and lasting relationships with each other...we've heard from many participants that the friends they made in Discussion Series became part of their everyday support network.



643 total
discussion
participants &
viewers



10 out of 10 participants said
they met at least 1 person they
plan to stay in touch with after
their Discussion Series



1 in 3
participants
attends at least
3 sessions

Health Disparities Town Hall

In an effort to better understand the impact of racism, homophobia, transphobia, and/or ableism on supportive care available to and sought out by AYAs, Stupid Cancer has undertaken a three-year initiative called the Health Disparities Town Hall.

In 2022, the second year of the initiative, we hosted a series of community-powered working groups to workshop problems and solutions to discuss at the Town Hall. Through their discussions, our working groups identified 12 problems and brainstormed specific solutions or interventions that can be undertaken by Stupid Cancer. Our team then selected four actionable challenge/solution pairs which were presented to our broader community audience in our second Health Disparity Town Hall. Using the feedback from the Town Hall, Stupid Cancer will undertake these interventions in the final project year of 2023.

For more information visit stupidcancer.org/town-hall





- 125 partygoers
- 350+ donors
- \$20,000 corporate sponsors

15TH BIRTHDAY CELEBRATION

We started the year by kicking off a year-long celebration of our 15th birthday. Our birthday celebration culminated in a 15th Birthday Party on October 20th, at the Hotel Chantelle rooftop in New York City. Soundtracked by the biggest songs from 2007, over 100 of our community members and supporters joined us to ring in our 15th year! Thanks to corporate partners Merck, Sanofi Aventis and GFP Real Estate for their incredible support.

ANOTHER STUPID MARATHON

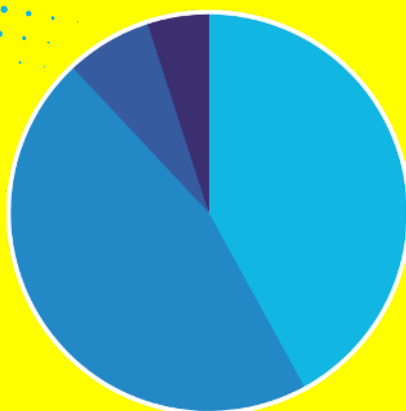
Stupid Cancer also hosted our second annual fitness challenge, rebranded as Another Stupid Marathon. Over 300 people committed to running, walking, jogging, biking or crawling 26.2 miles from September 19 - November 6th. Many thanks to our corporate partners and teams, Servier and 2Seventy Bio for keeping us moving!

- 158 Registered Marathoners
- 14 teams
- 2,332 miles
- 88,528 minutes of activity
- 1 great way to Get Busy MOVING!



Total Assets
\$1,917,985

Total Revenue
\$2,246,326



2022 Development

CORPORATE CONTRIBUTIONS - 42%

PHARMA SPONSORSHIP - 46%

INDIVIDUAL GIFTS - 7%

FUNDRAISERS - 5%

620

Donors

\$296

Average Gift

Throughout the year, whether it was through our pharma partnerships, our Giving Tuesday campaign or our corporate partner campaigns like Spencer's Gifts, our community's support allows us to keep helping the AYA cancer community get busy living. For that, we are eternally grateful; We can't do this important work without you.

To support Stupid Cancer make cancer suck less for the AYA cancer community please visit stpdcn.cr/Donate today!

Eddie Mouradian
Director of Development



stupidcancer[®]

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Thank you for your support!
We could not do this work without you.



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