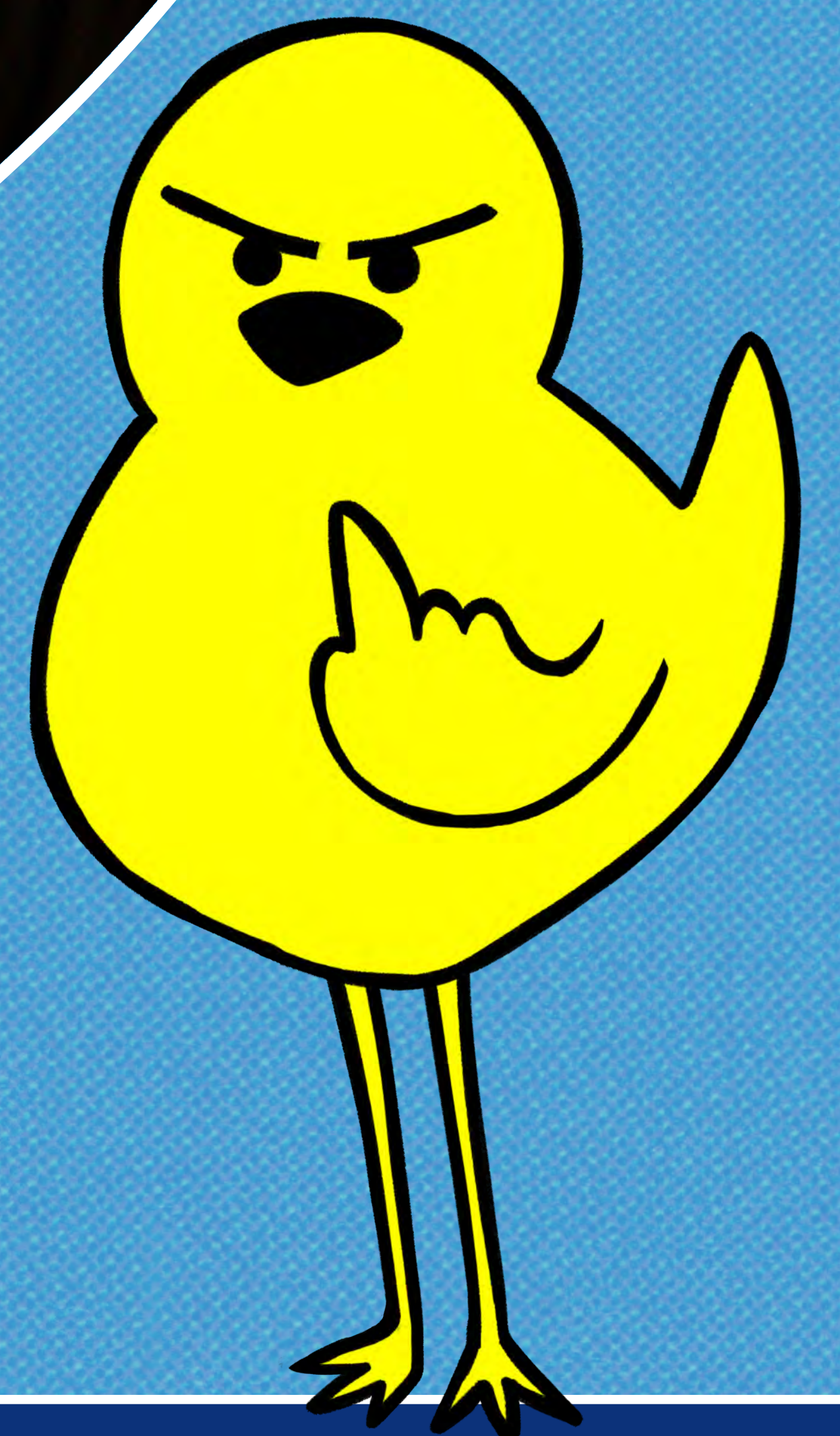


# stupidcancer®

## 2023 ANNUAL REPORT



Flipping Cancer the Bird



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## LETTER FROM BOARD CHAIR

Every year, too many of us know someone who hears the words, “You have cancer.” There aren’t three more frightening words you can string together. When these words are told to an adolescent or young adult, often with parents, family, a new partner, or a best friend holding their hand, the words can be devastating. The steps needed to be taken to deal with a cancer diagnosis can derail those involved at a time when they are just beginning the major milestones in life; high school, college, a new job, building a family, and more. Thus, many in our community are thrust into chaos, one that requires them to take the focus away from life, and instead, put the focus on dealing with significant health issues. What’s more, the health care system seems to be built to serve the very young and those of an advanced age. Add in the emotional and psychological aspects of trauma, and those in the AYA community, as well as their loved ones and caregivers, can be left to navigate dark times and lonely places.

That’s where Stupid Cancer comes in. We try to help cancer suck less. We understand the circumstances that are unique to our community. We care about fertility issues; we understand how important peer-to-peer connectivity is; we strive to put programs together that offer our community a way to make the dark times not so dark, and that lonely places not so lonely.

Our staff, partners, supporters and board need your help. Please join us in helping to empower those in our community to overcome their diagnosis, to stay on track with their lives, to find others who understand them, and most of all, to feel less afraid and alone.

**David Richman**

Chair of the Board of Directors







## LETTER FROM OUR CEO

Stupid Cancer was founded in 2007 to elevate the voices of AYAs and those who work to support them. All of us in the community were shouting from the rooftops about the unique challenges a young person with cancer faces and how a cancer diagnosis infiltrates every aspect of one's life from dating to working to just paying the bills. Today, amidst each devastating news cycle, Stupid Cancer remains dedicated to ensuring that everyone in the AYA community is **SUPPORTED, UNDERSTOOD, and ACCEPTED**. 2023 was no different. Last year we hosted more than 170 programs both online and in person to provide AYAs and their loved ones various ways to connect and gain useful, targeted information for their treatment and survivorship. And we touched base nearly every day through our social media channels to serve nearly 400,000 in our community with insight, connections, and a little humor into the AYA world. Our website continues to evolve with resources in response to the community's needs and concerns. Stupidcancer.org serves as a critical tool in connecting with others, sharing stories, and finding relevant information.

As we look to the future, Stupid Cancer serves as a landing place for all of those contending with the fear, reflection, confusion, or loneliness of an AYA cancer diagnosis regardless of where you live or how you live. With so many AYAs confronting a diagnosis and no access to age-relevant resources and peers, Stupid Cancer is focused on ensuring no AYA is alone. From our regular programs, like Stupid Cancer Stories, Discussion Series, and Meetups, to our special initiatives like our Access to Care project and the Health Disparities Town Hall, we are driving change through community input. And I am eager to invite you along to share your thoughts and take action with us in bringing this community together.

I hope to see you at our digital programs throughout the year or in person at CancerCon Live in Austin, TX to **GIVE CANCER THE BIRD**.

**Alison Silberman, CEO**

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

Every year 89,500 AYAs are diagnosed with cancer in the United States. Here's how we've worked to make it suck less:



**1,527**

total program  
participants in  
2023



**172**

events, both live  
and digital



**93%**

of program attendees report  
meeting at least one person they  
expect to stay connected with at  
a Stupid Cancer program. 41%  
met 2 or more!



**400,000+**

social media  
followers



**80%**

of attendees say they  
learned something new or  
gained valuable insight  
from participating in a  
Stupid Cancer program.



**90%**

of attendees report feeling  
connected or very  
connected to the AYA  
community after joining a  
Stupid Cancer program.

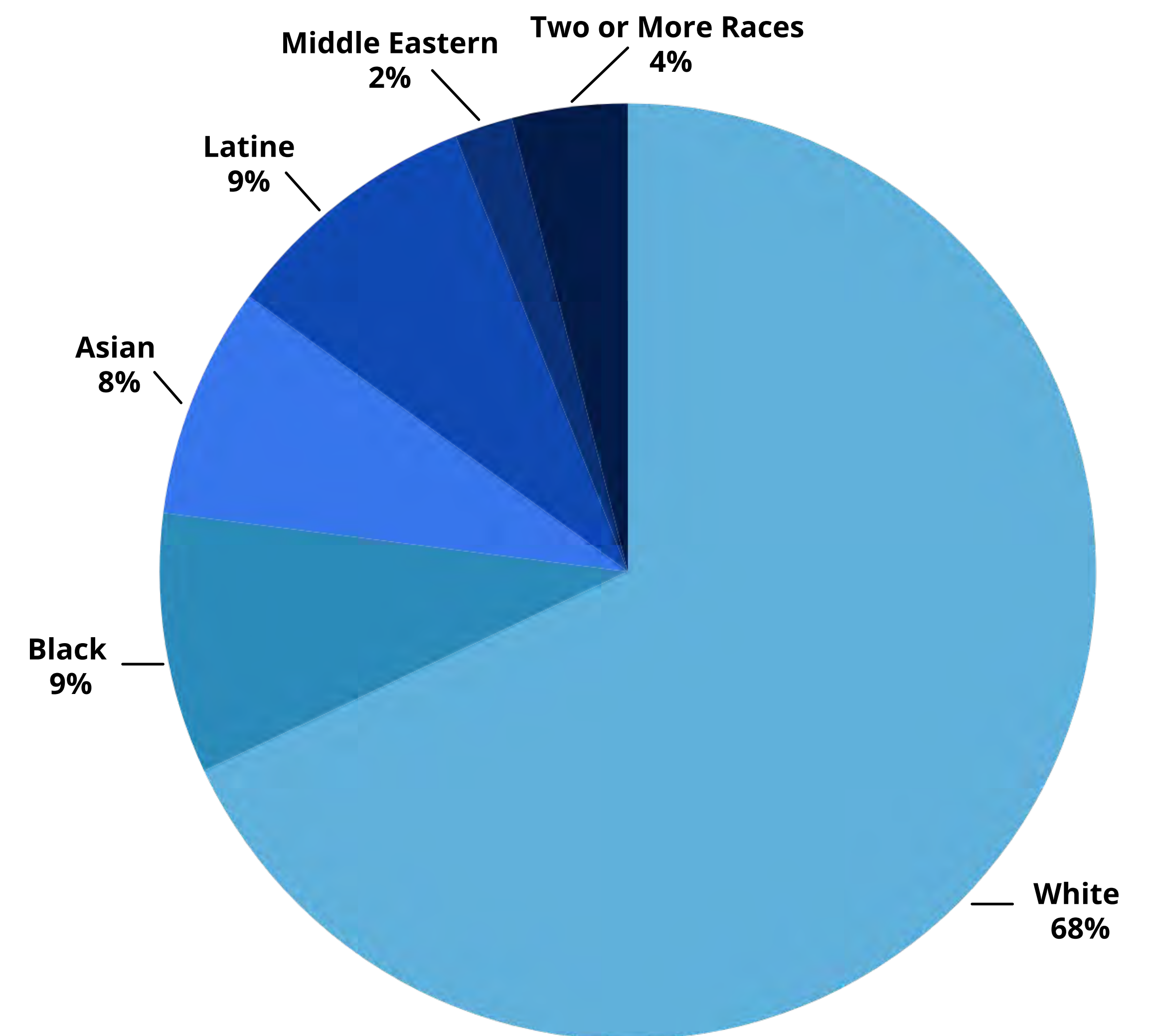


# OUR COMMUNITY

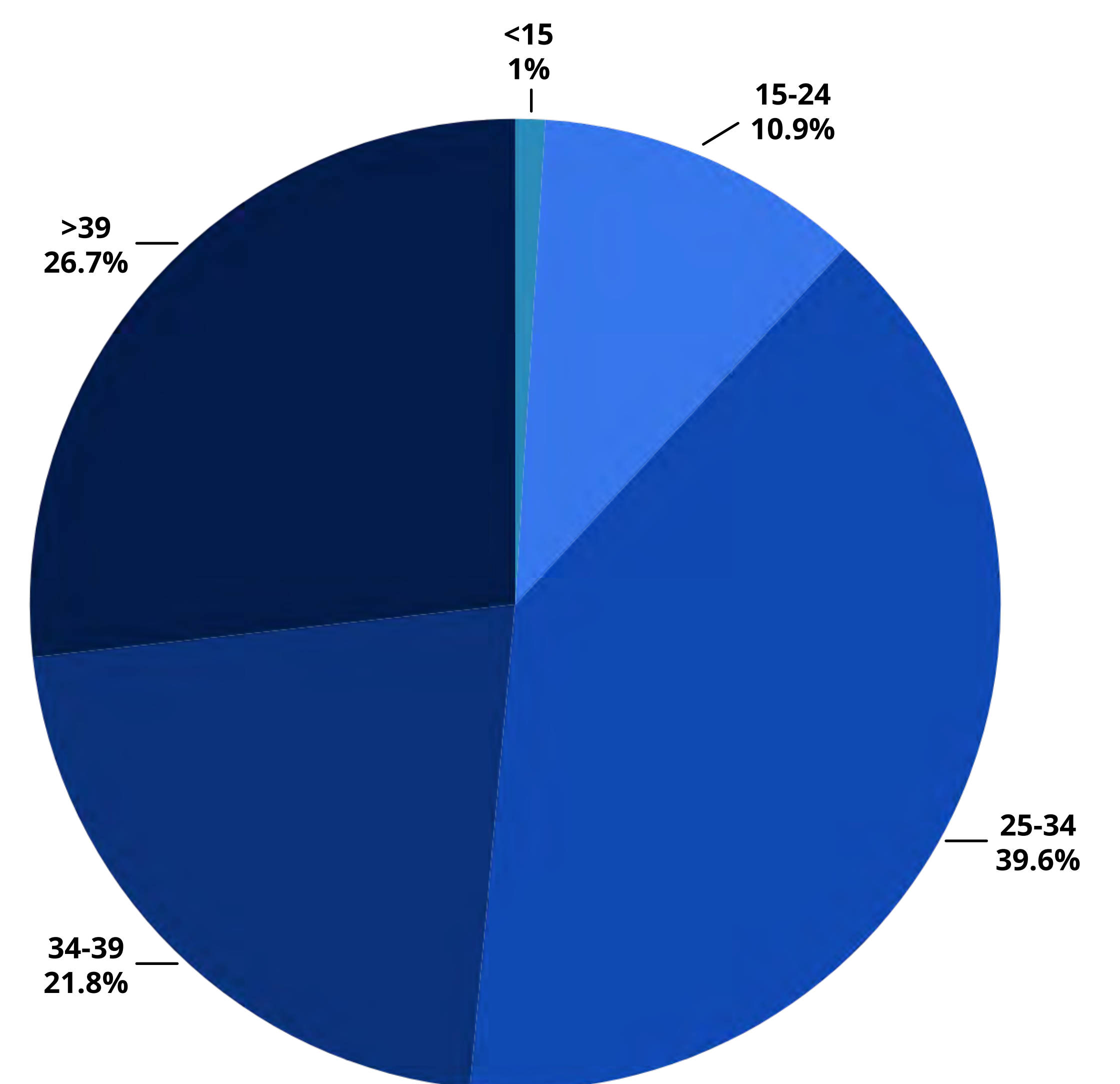
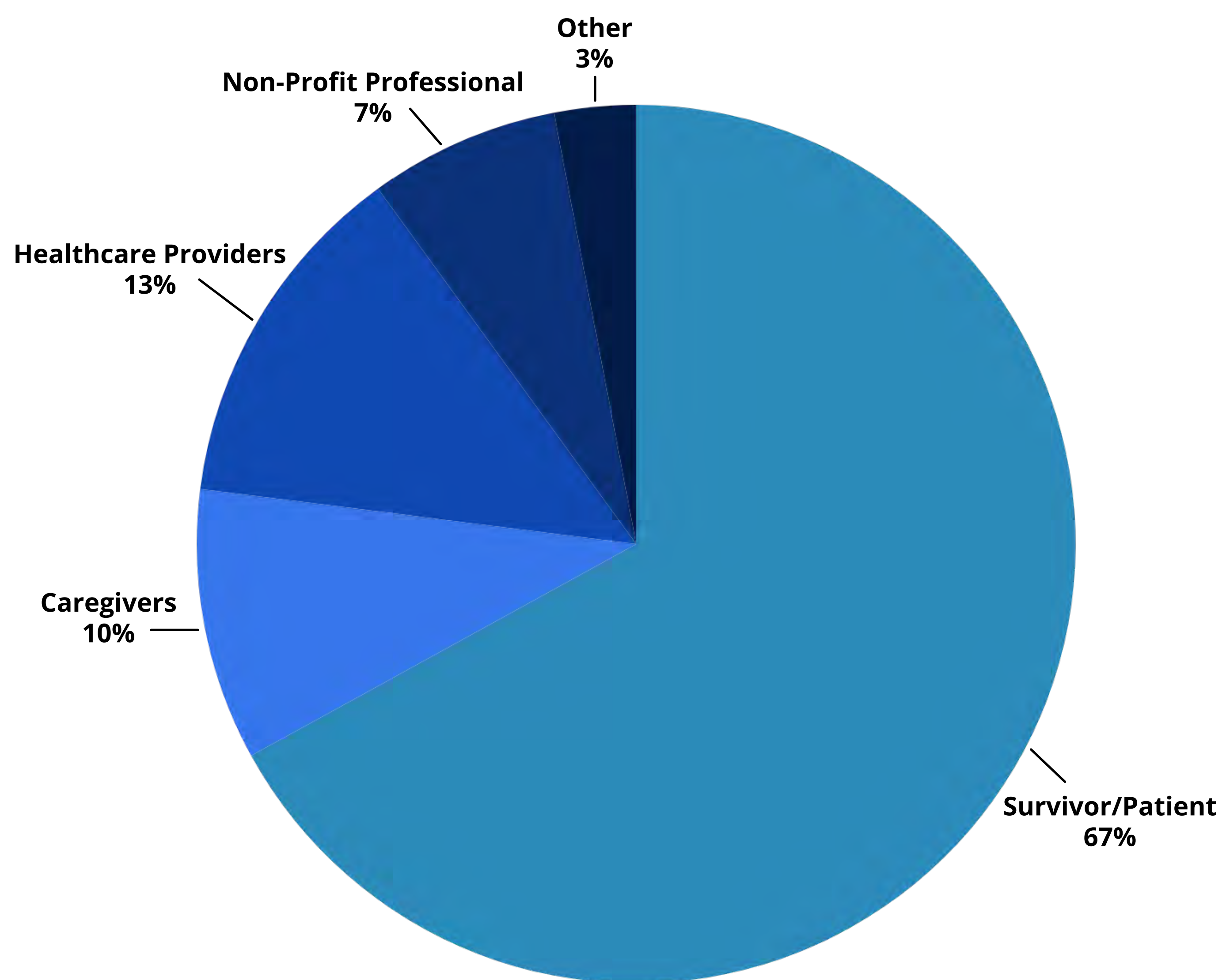


Stupid Cancer's adolescent and young adult audience ranges the 15 - 39 age spectrum, with the highest engagement among 25-34 year olds, with significant engagement from "AYA Alums" who are 40 and older. As in past years and in line with other AYA organization demographics, our audience skews heavily female (81%). BIPOC participants make up 32% of program participants and 12% identify as LGBTQ+. Our community is interconnected, including EVERYONE affected by AYA cancer.

**Race/Ethnicity**



**Age**



"I love attending the DMU's. It feels like a comfortable space to hang out and chat with friends. We had a lot of fun and it was nice to meet new people."



# PROGRAM HIGHLIGHTS

## Health Disparities Town Hall/Health Equity Initiative

2023 marked the third and final year of our Health Disparities Town Hall project. In Year 3, we worked behind the scenes to implement four community-derived projects: an updated resource guide on our website which includes the ages served by our AYA partner organizations; a breakout session for BIPOC healthcare professionals and patients at CancerCon; a “jargon dictionary” to help demystify confusing terms patients may encounter; and a social media video series showcasing how patients can self-advocate in the face of medical bias and misperceptions.

As we move into 2024, we’re excited to continue this work under the broader umbrella of our Health Equity Initiative, which will be an ongoing, organization-wide effort to better support the needs of marginalized AYAs.



## AYA Cancer Collaborative

As one of the first organizations to center the needs of AYA cancer patients and survivors, Stupid Cancer has been excited to see the number of resources for our community flourish over the past decade. Now that the AYA nonprofit landscape has gotten more crowded, Stupid Cancer hosts quarterly calls to gather other organizations that support our community in order to facilitate collaboration. In 2023, we averaged 22 organizations on each call to share updates, identify opportunities for partnership, work through challenges, and better support our AYA community. These active organizations are highlighted in the revamped resource guide on our website.



## Access to Care

Working with a multidisciplinary team of providers, we are leading a project to support providers serving AYA patients by developing support tools to address the unique needs of the AYA community. We have partnered with several different professional associations to characterize the healthcare experience of AYAs with cancer and pinpoint specific challenges providers confront when addressing AYA challenges. This special initiative aims to close the loop on AYA care by including all stakeholder feedback with the ultimate goal of an improved patient experience.

In 2024, working with both the patient and provider community, we will develop multidisciplinary resources to help inform providers of the unique challenges of AYAs and opportunities to address them.



For more on our programs, visit [stupidcancer.org/programs](https://stupidcancer.org/programs)



# CANCERCON HIGHLIGHTS

As we continue to grow and rebuild after the disruption of the pandemic, we're happy to report our attendance at CancerCon Live is steadily increasing each year, with the added benefit of our annual Digital CancerCon allowing hundreds of others of AYA community members to participate without travel.

In April, we hosted Digital CancerCon 2023 over the course of two weeks. We had 16 total breakouts, a mix of live and pre-recorded sessions, with close to 300 total registrations and 500 session views. Participants were able to connect via a dedicated Slack channel, which stayed live for engagement after the online conference. 100% of surveyed attendees expressed that they felt more connected to their community after engaging in social activities at Digital CancerCon.



CancerCon Live 2023 took place in Atlanta, GA on August 17 - 20. 248 AYA patients, survivors, caregivers, and professionals gathered for a life-changing weekend that featured 24 breakout sessions and 11 social activities over 4 days. We were able to award over \$22,000 in funds to support 32 scholarship attendees that wouldn't have been able to participate without financial support. 27 other great organizations shared their resources in our Exhibit Hall.

"It was a life changing experience, from being able to connect with others in an open, non-judgmental space and learning important topics related to the AYA community. Had a fun, engaging and momentous time."

-Victor, Attendee





# DEVELOPMENT



**1 great way to GET BUSY MOVING!**

It's not just a marathon; it's just Another Stupid Marathon. This year, more people than ever supported, donated, and participated in our signature peer-to-peer fundraising event. What's even better? Our slogan has long been "Get busy living," and we helped members of our AYA community from across the country do just that. Together, we walked an incredible 3,285 miles! We expect this initiative to continue to grow in 2024 and beyond!



**\$18,814**

Raised



**203**

Registered  
Marathoners



**41**

Teams



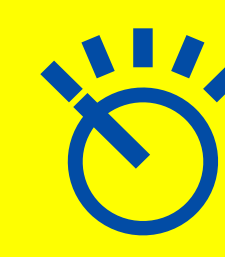
**249**

Donors



**3,285**

Miles



**32,067**

Minutes Of  
Activity



## 2023 FINANCIALS

What a tremendous year for Stupid Cancer! Many thanks in part to the funding of corporate partners like Spencer's and our incredible pharma partnerships. More people donated to Stupid Cancer in 2023 than the year before (14% increase in donations), buoyed by our biggest Giving Tuesday – ever! Stupid Cancer sounded the alarm and you answered the call. In fact, our DIY fundraisers, those folks who take it upon themselves to fundraise for Stupid Cancer or donate their birthday to us, raised nearly \$20,000. To support Stupid Cancer make cancer suck less for the AYA cancer community, please visit [stpdcn.cr/Donate](http://stpdcn.cr/Donate).

**\$2,538,492\***

Total Assets

**\$1,429,628\***

Total Revenue

**5,228**

Donations

**\$272**

Average Gift

**Corporate Contributions: 76%**

**Miscellaneous Income : 7%**

**Individual Gifts: 6%**

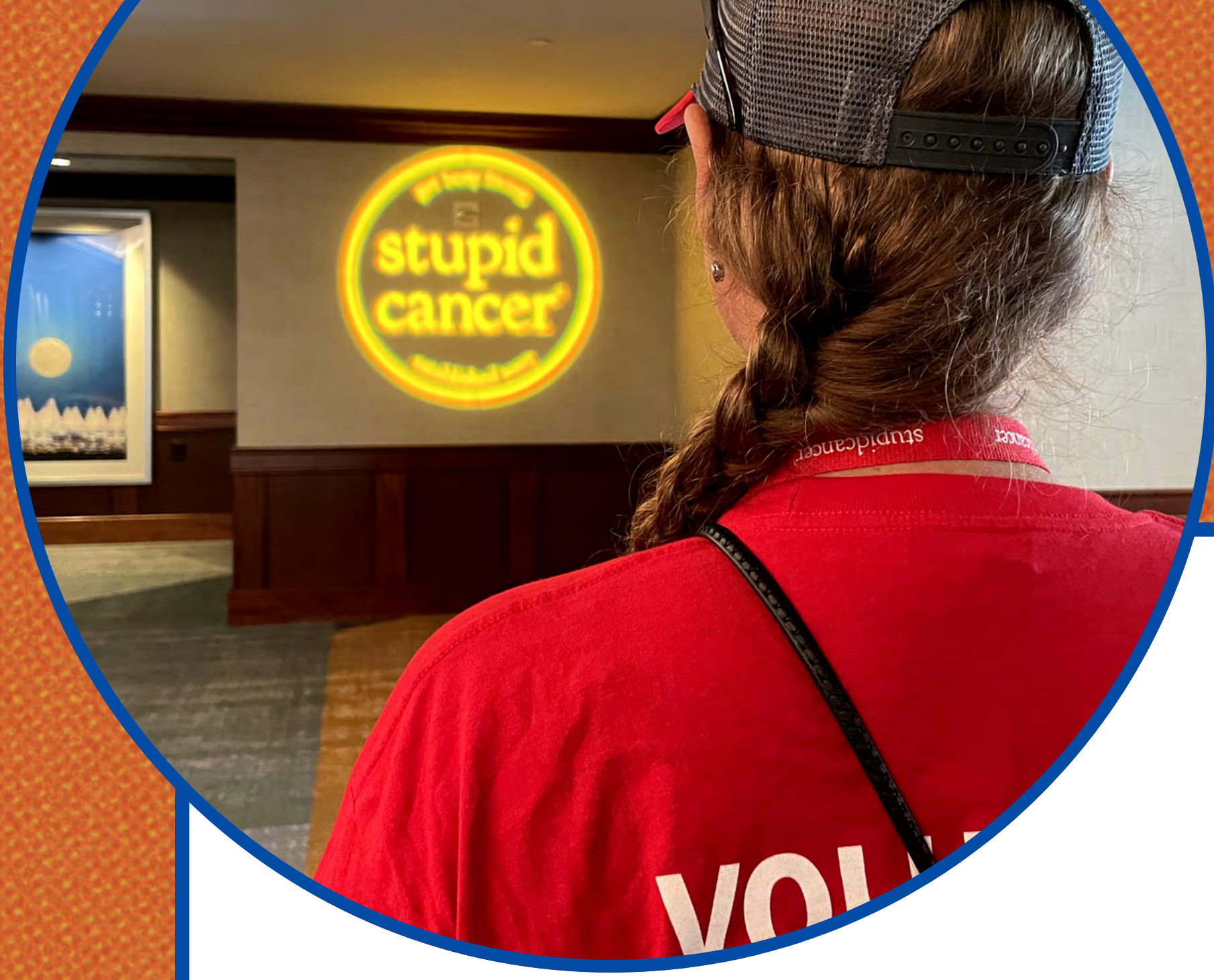
**Fundraisers & Special Events: 5%**

**Board Contributions: 4%**

**Foundation & Grants : 1%**

\*unaudited numbers as reported on 12/31/23





## LOOKING AHEAD: 2024 AND BEYOND

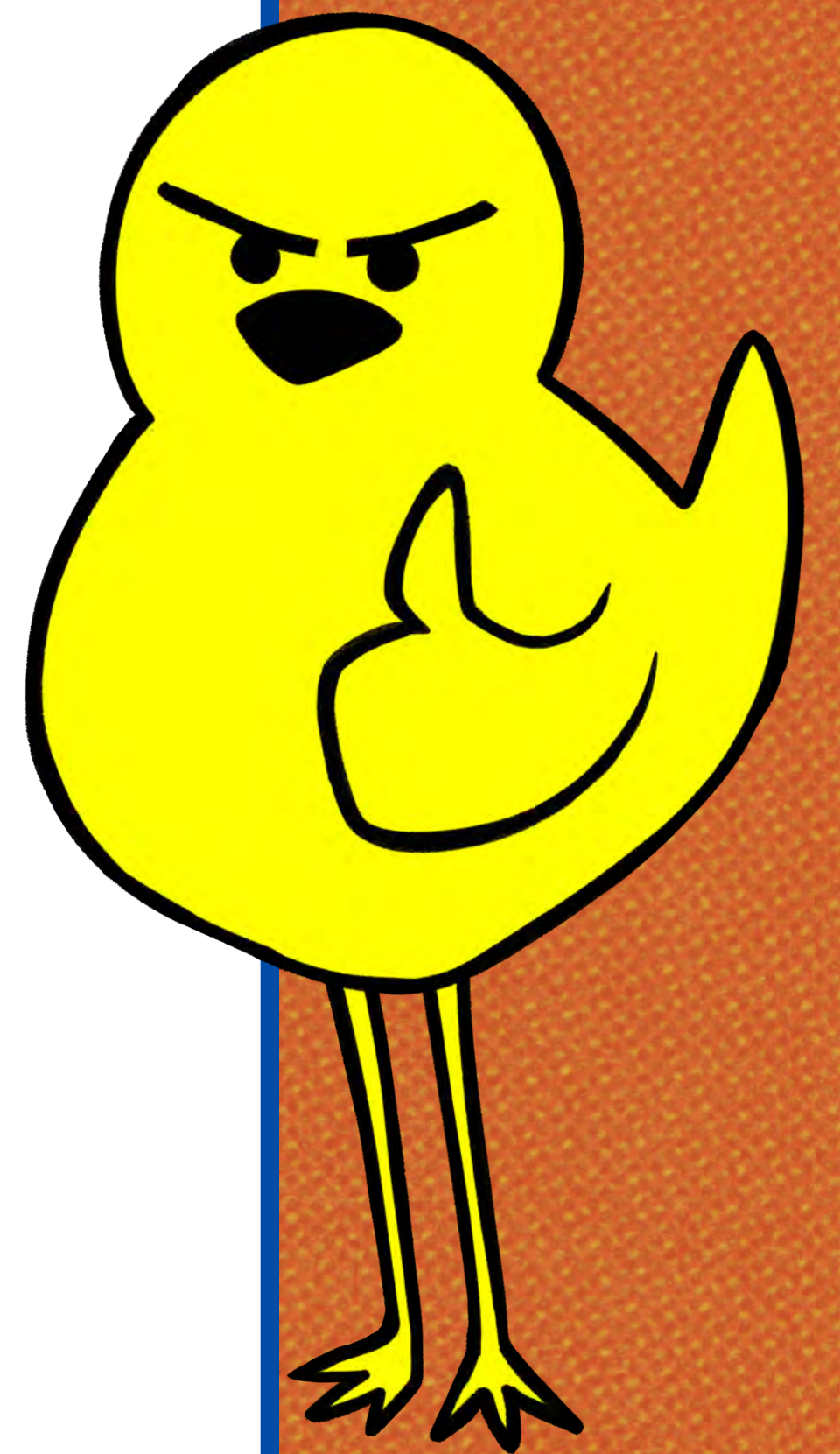
As Stupid Cancer strides into 2024, our team is charting ambitious courses, with each department dedicated to a future of inclusivity, support, and empowerment for all those affected by AYA cancer.

The **Programs** department is committed to centering health equity and addressing the unmet needs of marginalized AYA cancer community members. A major overhaul of the website is underway to improve access to crucial resources, with a specific focus on leveraging educational webinar content and amplifying patient voices through the Stupid Cancer Story Library. CancerCon, our flagship annual event, will see expanded accessibility initiatives, including scholarships, CancerCon Delegations from major medical institutions, and a new peer-fundraising initiative. We're also planning "Takeover Weekends" to help foster in-person connections through Storytelling Open Mics, Meetups, and live Discussion Sessions.

The **Development** department is honing in on partnerships in 2024, seeking collaborations with companies and brands that align with Stupid Cancer's mission. Another Stupid Marathon, now in its 3rd year, will expand its reach by including more corporate partners and community members. Additionally, we will be launching our first-ever giving circle to allow past and current AYA community members (and their loved ones) to give back to Stupid Cancer in a meaningful way.

In the realm of **Communications**, we are dedicated to cultivating a vibrant online community. Social media will be harnessed to create dynamic spaces for meaningful conversations, celebrating the diverse and incredible stories within the AYA community. A focus on strategic content creation will provide both informational resources and a wealth of support for individuals at various stages of their cancer journey. Anticipate an online presence featuring compelling narratives, educational materials, and a spotlight on the unique strengths and experiences of community members - creating a space that authentically reflects the richness and resilience of the AYA community.

We can't wait to share it all with you!





## STAFF



**Alison Silberman**  
Chief Executive Officer



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Operations Coordinator



**Chelsea Donahue**  
Director of Programs



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Development Coordinator



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Program & Community  
Coordinator



**Marlana Matute**  
Communications &  
Development Coordinator



**Eddie Mouradian**  
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