



Global
Resource for
Advancing
Cancer
Education

ANNUAL REPORT

Education is Medicine

2023



WRAPUP 2023

Hello Friends!

2023 was another year of big forward movements for GRACE's patient education content distribution! From enhancements to our Spanish Language programs, including our live targeted therapies webinar completely in Spanish, to our ability to reach the Spanish speaking patient community through live radio interviews throughout the United States and Central America, we significantly increased our reach and educated tens of thousands of additional patients and caregivers. Additionally, we added several programs to our content, including a Blood Cancers Onctalk live webinar program which drew patients from around the globe to learn from, and interact with our world-class faculty in this new program! Once again, the tireless dedication of our staff, board of directors and faculty has continued to serve the patient and caregiver community so well this past year, allowing us to continue producing the most current and emerging cancer treatment education in a variety of platforms including videos, podcasts, articles and live webinars.

2024 is bringing some wonderful growth to our programs as well. We will be adding programs on ovarian cancer, basal and squamous cell carcinoma and mesothelioma treatment advances. Additionally, we will be translating the transcriptions of our video content into multiple languages in 2024 to help educate and empower a larger and more diverse patient and caregiver audience. We continue to grow and expand our cancer education content, faculty and reach exponentially every year, and we are so grateful for your support of our organization.

The GRACE staff always makes a point of taking some to celebrate the lives of those who've we lost and focus on hope and gratitude for the future, and we encourage everyone to do the same. We follow the footprints in the sand of those who have walked before us and we leave footprints for those yet to come.



~Amy Bickleman, Executive Director

WE CONTINUE TO INNOVATE AND EXPAND

Reach

Translating video transcriptions into various languages empowers patients to take this information to their medical appointments.

We continue to add hundreds of educational videos to our program library in 2024, adding more international and diversified faculty and continuing to produce our live webinars, more articles, podcasts and short educational videos.

Content

Vision

Reimagining the future for cancer patients: Our vision is straightforward - every patient receives the best available treatment for their cancer. GRACE relies on our committed supporters to drive transformational change for cancer patients seeking the most current and emerging treatment information.

Impact

Support + Program Innovations = Impact
We are so grateful for our supporters and donors!

FOCUS ON 2024

- *Translations of video transcripts into multiple languages will expand our global reach*
- *4 new programs (ovarian cancer, basal and squamous cell carcinoma, mesothelioma, animated cancer basics video program)*



GROWTH

- **1 New Program Added**
- **4 Live Webinar Events**
- **10 Partnerships**
- **18 Programs Completed**
- **50+ Faculty Contributions**
- **52 Podcasts Published**
- **164 Countries in our patient community**
- **250 New GRACE Members**
- **284 New Videos added to the content library**
- **1,640 Online Forum Contributors**
- **3,882 Topic Threads on Online Forum**
- **5,000+ Hours of Video Viewed**
- **9800+ Hours of podcast content downloaded**
- **15,771 Social Media Followers (Facebook, X, LinkedIn, Instagram, Tiktok, YouTube, BlueSky, Threads, Mastodon)**
- **20,000+ Latino Patients Engaged**
- **100,000+ Chinese Patients Engaged**
- **232,783 patients and caregivers reached outside of the United States**
- **1,000,000+ Website Visits**

FINANCE



2023 Revenue \$488,126

- End of Year Appeal 4%
- Individual Donations 4%
- Corporate Sponsorships 92%

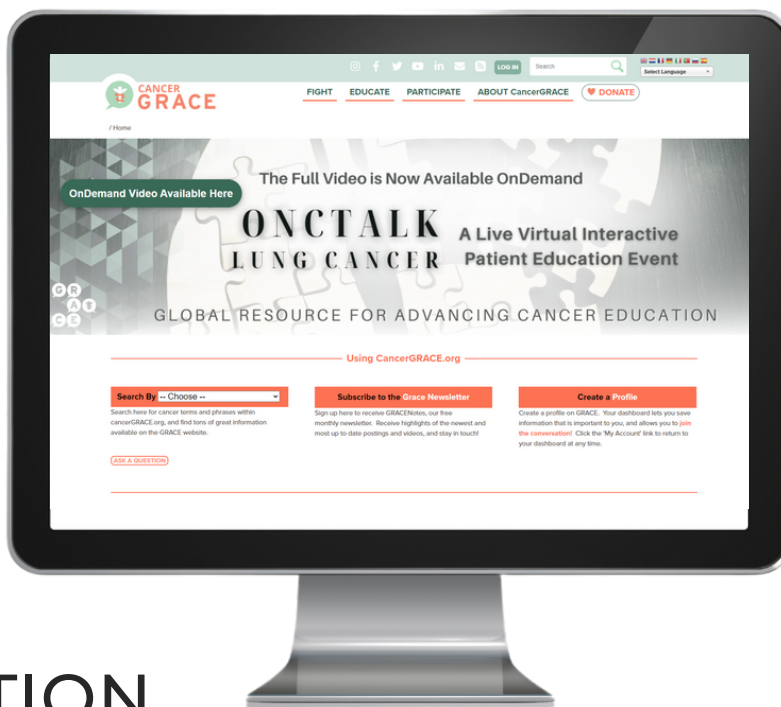
2023 Expenses \$468,886

- Program Expenses 67%
- Operations/Technology 29%
- Fundraising 4%

100% of GRACE Board members continue to make financial commitments to our mission

The Global Resource for Advancing Cancer Education (GRACE) provides expert-mediated information on current and emerging cancer management options in order to empower patients, caregivers, and health professionals to become direct partners in cancer care.

Expanded Patient Education, Empowering Patients Globally



DEDICATION

STAFF

Amy Bickleman, Executive Director
Denise Brock, Operations Director
Maria Christian, Programs and Partnerships Manager
Alexandra Guandique-Beneke, Outreach Manager
Janine Thompson, Community Outreach Team

BOARD of DIRECTORS

Dr. Nancy Sladicka, President
Matthew Tan, Vice President
James Bao, Treasurer
Elizabeth DeAngelis
Laya Dogmetchi
Tim Godfrey
Dr. David Gray
Dr. Luis Raez
Christine Walko, Pharm.D
Dr. Jared Weiss
Dr. Howard (Jack) West



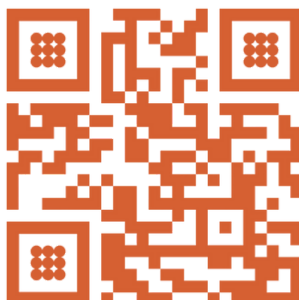
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*Global Resource for Advancing
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(GRACE)

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