

Education is Medicine

ANNUAL REPORT 2024



Global
Resource for
Advancing
Cancer
Education®

A YEAR OF GROWTH AND GRATITUDE

Dear Friends and Supporters,

As we reflect on the past year, I am filled with immense pride and gratitude for the collective impact we have made in the lives of individuals affected by cancer. This year has been marked by significant strides in our mission to provide accessible and reliable cancer education, fostering a community of informed patients and caregivers.

CONTENT

We continued to expand our reach through strategic program development, including our new patient education program on ovarian cancer and our exciting animated cancer basics program. Our commitment to providing up-to-date information on the latest advancements in cancer research and treatment has empowered countless individuals to navigate their cancer treatment options with greater confidence and understanding.

A key achievement this year was our commitment to enhancing global accessibility. By implementing a system to translate video transcriptions into multiple languages, we have broadened our reach to more patients worldwide. The success of all of our programs and expanding global reach would not have been possible without the unwavering dedication of our staff, the expertise of our world-class faculty, the commitment to our growth by our Board of Directors, and the generous support of our donors.

REACH

VISION

We were also honored to welcome Christine Walko, PharmD, to our Board of Directors. Her invaluable insights and experience will help us drive our mission forward and achieve even greater impact. Furthermore, the addition of our new Lung and Blood Cancers Education Program Manager has significantly enhanced the quality and scope of our lung and blood cancer webinars, as well as our video library of recorded programs in these areas.

Looking ahead, we are focused on opportunities to further enhance our programs and expand our impact. We remain committed to ensuring that everyone affected by cancer has access to the information and support they need.

IMPACT

Thank you for being an integral part of our community. Together, we are making a significant difference in the lives of those touched by cancer.

Thank you once again for your support of our mission.



~Amy Bickleman, Executive Director

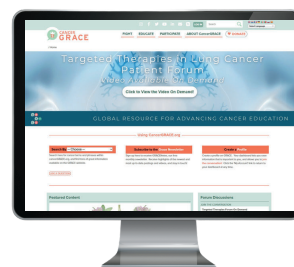


2025 FOCUS

In 2025, we continue to grow and focus on expanding comprehensive cancer education across 13 cancer types through live virtual patient events, panel discussions, increasing our video library, and developing an animated Cancer Basics program. We are committed to deepening engagement with oncology fellows and patient advocates, increasing multilingual content translation, improving technology and broadening our outreach to empower and support a more diverse global community.

GROWTH

- 4 New Programs Added
- 4 Live Webinar Events
- 30+ Countries Represented by Attendees of Live Webinars
- 8 Partnerships
- 17 Programs Completed
- 50+ Faculty Contributions
- 52 Podcasts Published
- 193 Countries in our Patient Community
- 305 New Videos Added to the Content Library
- 143 New GRACE Online Forum Members
- 1,677 Online Forum Contributors
- 3,929 Topic Threads on Online Forum
- 5,000+ Hours of Video Viewed
- 11,496+ Podcasts Downloaded
- 18,495 Social Media Followers (Facebook, X, LinkedIn, Instagram, TikTok, YouTube, BlueSky, Threads, Mastodon)
- 20,000+ Latino Patients Engaged
- 100,000+ Chinese Patients Engaged
- 204,148 Patients and Caregivers Reached Outside of the United States
- 1,000,000+ Website Visits



FINANCE

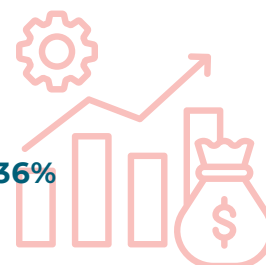
2024 Revenue \$637,250

- End of Year Appeal 3%
- Individual Donations 2%
- Corporate Sponsorships 95%

2024 Expenses \$610,011

- Program Expenses 63%
- Operations/Technology 36%
- Fundraising 1%

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



WRAP UP 2024

Expanding Patient Education, Empowering Lives Globally

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.

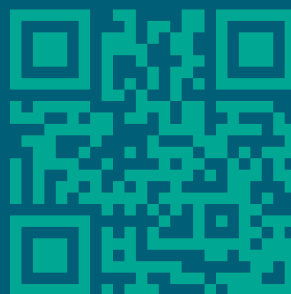
COMMITMENT

STAFF

Amy Bickleman, *Executive Director*
Denise Brock, *Operations Director*
Maria Christian, *Programs and Partnerships Director*
Brittany Frost-Doherty, *Lung and Blood Cancers Education Programs Manager*
Alexandra Guandique-Beneke, *Outreach Director*
Janine Thompson, *GRACE Community Outreach Team*

BOARD of DIRECTORS

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



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ORGANIZATION