

## ANNUAL REPORT 2016

## BCAN's Mission

To increase public awareness about bladder cancer, advance bladder cancer research, and provide educational and support services for the bladder cancer community.



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# A Letter from the CEO and Chairman of the Board



**Andrea Maddox-Smith**  
*Chief Executive Officer*



**Gerald McNamara**  
*Chairman of the Board*

2016 was an exceptional year for the Bladder Cancer Advocacy Network (BCAN) and the bladder cancer community at-large. The introduction of the first new treatment for bladder cancer in more than three decades gives us all hope and a deep understanding that our fight for better treatment and more research dollars has not been in vain.

This is why BCAN is increasingly emphasizing the role of the bladder cancer patient by essentially recognizing that “statistics are people with the tears wiped away.” And, launching the “My Bladder Cancer Story” campaign in 2016 featuring personal stories from patient survivors and caregivers was one part of a larger strategy and goal of BCAN to have greater impact.

Greater bladder cancer community impact was achieved through BCAN’s inaugural Leadership Summit. The purpose of this event was to educate and energize bladder cancer survivors and BCAN volunteers. This two-day forum gave BCAN an opportunity to recognize and engage our volunteer base and provide in-person training to increase public awareness and expand federal and community advocacy outreach across the country. Volunteers and advocates shared best practices and ideas to increase BCAN’s presence and thus awareness of bladder cancer nationwide.

Through all of our growth, advances and notable moments in our history, one thing hasn’t changed. The Bladder Cancer Advocacy Network is committed to our mission: to increase public awareness about bladder cancer, advance bladder cancer research and provide educational and support services for the bladder cancer community.

Undoubtedly, ours is no easy task. But, the Bladder Cancer Advocacy Network is fortunate to have the support of many who care deeply about the fight against bladder cancer and our 2016 progress is a result of that generosity. We remain grateful for your passion and commitment to a world free from bladder cancer.

Sincerely,

A stylized, handwritten signature in black ink, likely belonging to Andrea Maddox-Smith.

A stylized, handwritten signature in black ink, likely belonging to Gerald McNamara.





## AMP UP! Walk/Run to End Bladder Cancer

For the 6th consecutive year, BCAN's signature awareness event took place in 40 cities across the county. Almost 3,000 patients, survivors, caregivers, friends, family, and those that have lost a loved one to bladder cancer came together to spread the word. These events are an important part of BCAN's mission to increase public awareness about bladder cancer.

BCAN would like to thank our generous national presenting sponsors for their support of our 2016 AMP UP! Events!

**Genentech**  
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The first BCAN Leadership Summit was held in October 2016 in Rockville, MD.

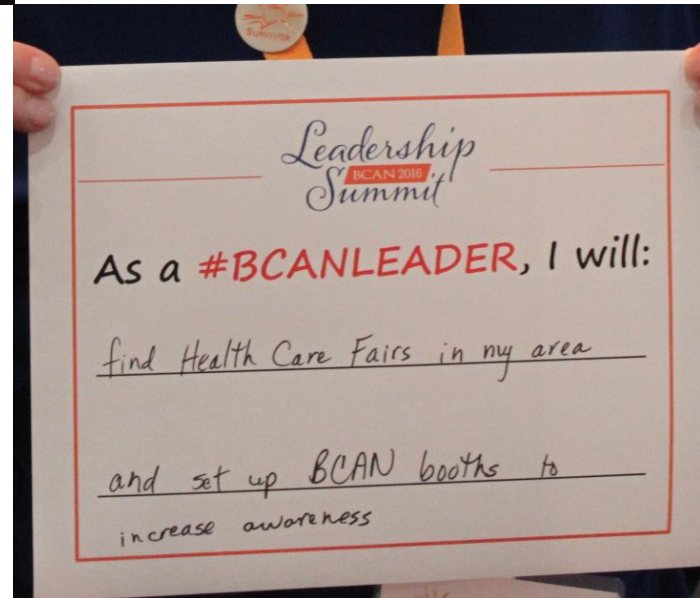


The Summit is a two-day conference to engage, educate and energize bladder cancer survivors and our BCAN volunteers.



#### Goals:

- Highlight recent advances in bladder cancer care and research
- Navigate the best path through the bladder cancer healthcare system
- Maximize the potential of BCAN's programs, services, and resources
- Strengthen our community of survivors and volunteers





With our 2016 grants, BCAN will have invested \$3.5 million in research.

## Advance Research



The Bladder Cancer Research Innovation Award of \$300,000 over two years supports an experienced investigator whose exceptionally novel and creative project has great potential to produce a breakthrough in the management of bladder cancer.

Our 2016 Bladder Cancer Research Innovation Award, was presented to David McConkey, PhD, Director at the Johns Hopkins Greenberg Bladder Cancer Institute in Baltimore, MD, for his study “Targeting FGFR3 in Muscle-Invasive Bladder Cancer.”

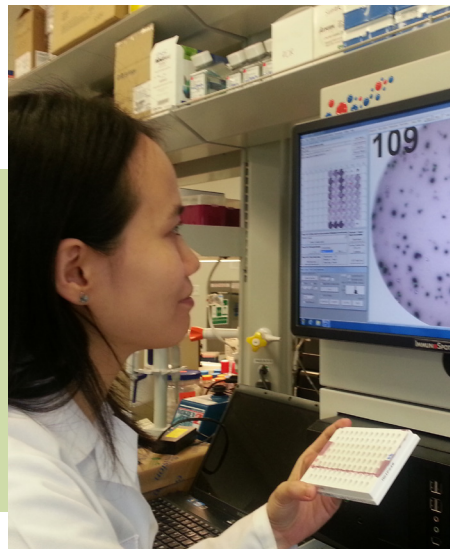
BCAN also provided two Young Investigator Awards, each \$50,000 for one year, promoting the development of early career researchers who are focused on bladder cancer.

### The JPB Foundation Young Investigator Award

“Role of antigen-specific immunity in BCG therapy for bladder cancer.”

Niannian Ji, PhD

University of Texas Health Science Center at San Antonio

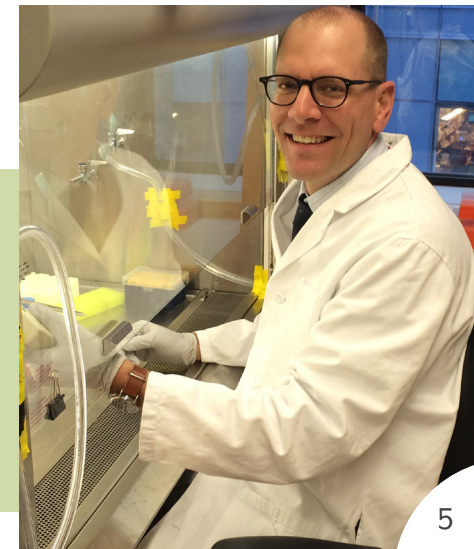


### Stephen Hale Gushée Young Investigator Award

“Identifying Genomic Determinants of Chemoradiotherapy Response in Muscle-Invasive Bladder Cancer.”

Kent William Mouw, MD, PhD

Dana-Farber Cancer Institute





# Bladder Cancer Think Tank 2016

The 11th Annual Bladder Cancer Think Tank brought together over 200 clinicians, scientists, and patient advocates, all with the goal of collaborating to move bladder cancer research forward.





# Bladder Cancer: Get the Facts

## Educational Resources



Thanks to a generous grant from Endo, BCAN brought newly revised tip sheets to the bladder cancer community, retitled “Bladder Cancer: Get the Facts.” These fact sheets, with an added “Terms to Know” section and illustrations, offer tips provided by bladder cancer patients about what they wished they had known before starting a procedure, suggestions for coping afterwards, and questions to ask the doctor. These new tools are available for download at:

[www.bcan.org/get-the-facts/](http://www.bcan.org/get-the-facts/)

## Patient Insight Webinars

Throughout 2016, BCAN hosted webinars on varying topics from subject matter experts. Re-edited and divided into shorter segments, these videos provide a more interactive experience for the viewer, as well as convenient links to transcripts.

### 2016 Topics:

**Veterans & Bladder Cancer**

**Bladder Cancer Clinical Trials 101**

**Clinical Trials: Non-Muscle Invasive Bladder Cancer**

**Clinical Trials: Muscle Invasive Bladder Cancer**

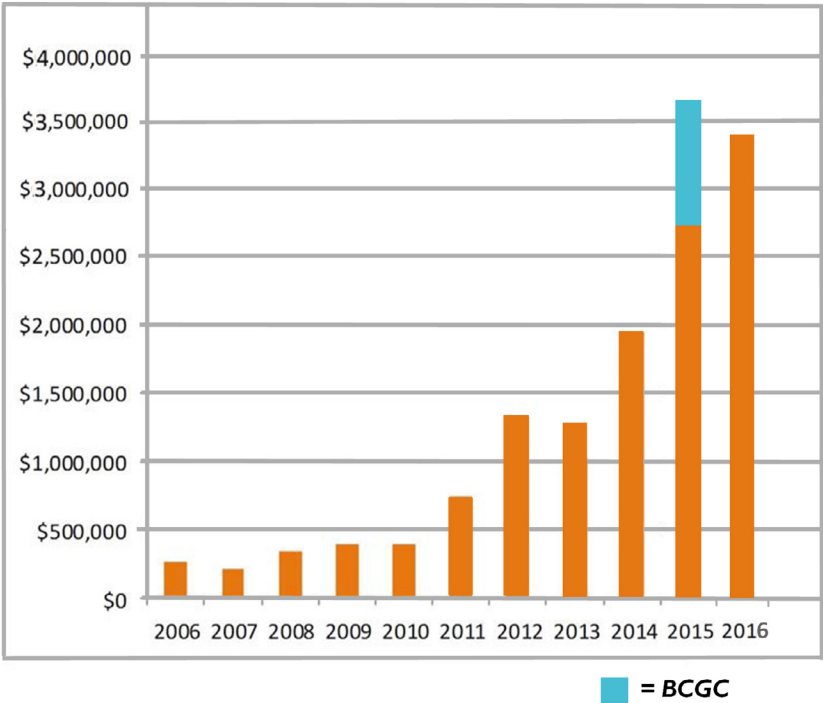
**Clinical Trials: Advanced/Metastatic Bladder Cancer**

**Nutrition & Bladder Cancer**

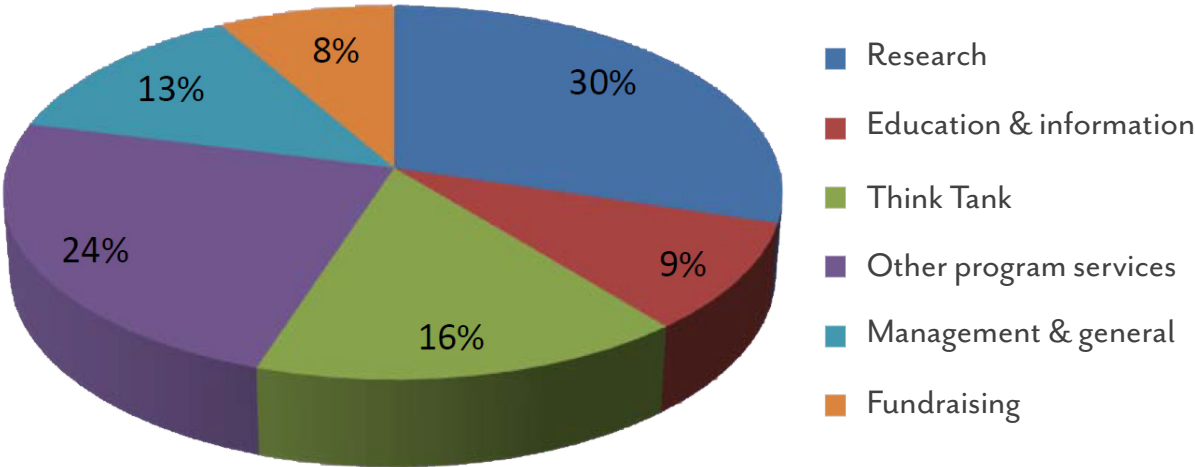


## Income Growth

2016 Total = \$3,477,531



## Expense Composition





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