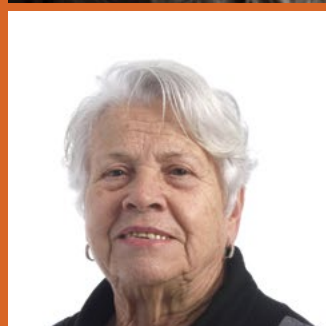
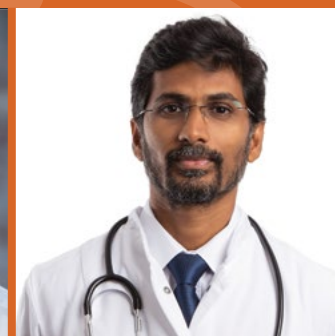
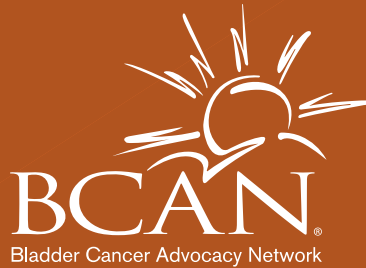


THE MANY FACES OF BLADDER CANCER

BCAN ANNUAL REPORT 2018





The mission of the Bladder Cancer Advocacy Network is to increase public awareness about bladder cancer, advance bladder cancer research, and provide educational and support services for the bladder cancer community.

2018 represented a year of progress both for BCAN as well as our work in advancing bladder cancer research and supporting those impacted by the disease. Over the years, BCAN has provided thousands of patients, caregivers and the medical community with the educational resources and support services they needed to navigate their bladder cancer journey, and we continue to do so. *But we can do more.*

Our work is unending because bladder cancer continues to be a serious public health issue in the United States and globally. In 2018, bladder cancer was still the sixth-most diagnosed cancer in the United States, yet lagged as low as #24 in federal funding for bladder cancer research.

Thanks to the tireless work of the bladder cancer community, there are more treatments available today, resulting in millions of bladder cancer survivors in the United States, each with their unique needs. BCAN's programs and information support these individuals as they progress through survivorship.

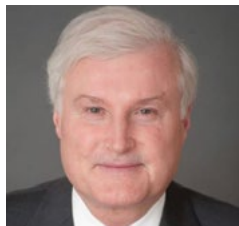
BCAN exists and continues to grow due to the generosity of others, both individuals and corporate sponsors. We are deeply grateful for the financial support that we receive which enables us to push ahead with scientific, medical and educational resources that help us work towards our goal of a world free of bladder cancer.

Sincerely,



A stylized, handwritten signature in black ink.

Andrea Maddox-Smith
CEO



A stylized, handwritten signature in black ink.

Gerald McNamara
Board Chairman



13th Annual Bladder Cancer Think Tank

The 2018 scientific meeting grew to 246 attendees with increased diversity of health and research professionals, as well as engaged patient advocates. Representatives from international patient advocate organizations traveled from Norway, Australia and Canada and attendees came from 73 distinct institutions or practices, 32 states and 5 different countries. The 2018 meeting included panel discussions on Clinical Trials, the Microbiome & Bladder Cancer and Upper Tract Urothelial Carcinoma (UTUC). Smaller breakout sessions addressed specific bladder cancer issues which contribute to the development of best practices and advance collaboration.





BCAN Co-Founder, Diane Zipursky Quale with the 2018 John Quale Travel Fellows: Nirmish Singla, MD, University of Texas Southwestern; Arpita Roy, PhD, National Cancer Institute ; Panagiotis Vlachostergios, MD, PhD, Weill Cornell Medicine; Shawn Dason, MD, Memorial Sloan Kettering Cancer Center

2018 John Quale Travel Fellows

For the past 10 years, the John Quale Travel Fellowship Program has provided annual awards to cover travel-related costs for early career investigators interested in bladder cancer research to attend the Think Tank scientific meeting.





Luncheon Panel Speakers, Drs. Matt Milowsky, Cheryl Taylore Lee and David McConkey



BCAN Co-Founder, Diane Zipursky Quale, NDRLL Co-Chairs David Pulver and Mary Gushée



BCAN CEO, Andrea Maddox-Smith, Honorary Chair, David Scaff and Co-Chair, Mary Gushée

New Discoveries Research Lecture & Luncheon

The New Discoveries Research Lecture & Luncheon is a bladder cancer awareness event that informs and educates attendees as well as provides a glimpse into promising treatments used to combat one of the most commonly diagnosed cancers in the country. The 2018 New Discoveries Research Lecture & Luncheon took place in Palm Beach, Florida and featured a panel discussion. Proceeds from this event funds three Young Investigator Awards.

2018 BCAN Research Awards

2018 Bladder Cancer Research Innovation Award Winner



Michael Shen, MD, Professor of Medical Science, Professor of Genetics and Development, Columbia University

Dr. Shen's project examined central questions of bladder cancer biology using a highly innovative approach involving patient-derived tumor organoids and may provide the basis for future treatment strategies for metastatic bladder cancer.

2018 BCAN Young Investigator Awardees

The Young Investigator Award supports early career researchers who have demonstrated a commitment to improving the understanding and treatment of bladder cancer. This year, grants in support of one year of research were awarded to:



Philip Abbosh, MD, PhD, Assistant Professor, Fox Chase Cancer Center

Dr. Abbosh's award for "Next-generation sequencing to enhance initial staging and dynamically monitor disease response in upper tract urothelial carcinoma (UTUC)." Support for this award comes from an anonymous donor.



Eugene Lee, MD, Assistant Professor of Urology, University of Kansas Medical Center

Eugene Lee, MD, was awarded the first Palm Beach New Discoveries Young Investigator Award for Patient Centered Clinical Research for his proposal, "The Implementation of Nutrition Education Videos for Patients Undergoing Radical Cystectomy." This award was made possible by proceeds from the 2017 New Discoveries Research Lecture & Luncheon held in Palm Beach, Florida.



David Oh, MD, PhD, Assistant Professor, University of California, San Francisco

This Palm Beach New Discoveries Young Investigators Award was given to Dr. David Oh in support of his research on "Modulation of regulatory T-cells in the bladder tumor environment by anti-PD-L1 immunotherapy." This award was made possible by proceeds from the 2017 New Discoveries Research Lecture & Luncheon held in Palm Beach, Florida.



BLADDER CANCER AWARENESS QUIZ

Answer the following questions to learn how much you know about the risks and warning signs of bladder cancer.

- How old are most bladder cancer patients when they are diagnosed?
 - ☐ Less than 40 years
 - ☐ 40-59 years
 - ☐ 60-69 years
 - ☐ 70 years or older
- Which gender has higher rates of bladder cancer?
 - ☐ Men
 - ☐ Women
- Which of the following are known to increase the risk of developing bladder cancer?
 - ☐ A history of smoking
 - ☐ Exposure to chemicals at work or in your environment
 - ☐ Treatment for other cancer
 - ☐ Chronic bladder or urinary infections
- Which group has higher rates of bladder cancer?
 - ☐ Caucasian
 - ☐ African-American
 - ☐ Hispanic
 - ☐ Asian
- Which of the following might be a sign of bladder cancer?
 - ☐ Blood in your urine
 - ☐ Irritation when urinating
 - ☐ Change in the urge or how often you need to urinate

To learn more about bladder cancer, visit the **Bladder Cancer Advocacy Network** at BCAN.org or call 888-901-BCAN.



My Bladder Cancer Story

Bob's Immunotherapy Story

On March 17th, St. Patrick's day 2014, my wife and I were sitting at Memorial Sloan-

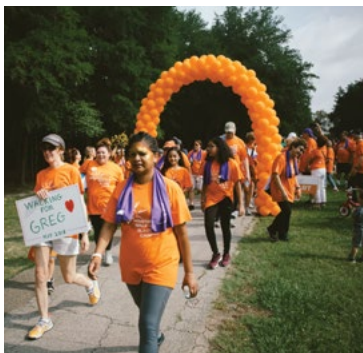
Susan's Immunotherapy Story

In December of 2004 I had serious



Bladder Cancer Awareness Month

During May, BCAN conducted a national multimedia campaign to enhance bladder cancer awareness. This included creating a PSA for radio and television, sending press releases, purchasing magazine ads and posting on social media. In addition, BCAN volunteers secured state and city proclamations and raised awareness on a more grassroots level. We conducted a “Shine The Light” campaign, with building and structures illuminating in orange throughout the month of May, including Niagara Falls and the Peace Bridge.



Walk to End Bladder Cancer

In 2018, we had 27 Walks in 19 States, with more than 3,000 participants (306 teams) and raised over \$740,000. Thank you to every Walk to End Bladder Cancer participant, sponsor, speaker and doctor who joined us. Your support enables BCAN to provide valuable resources, free of charge, to anyone who needs them. Increased awareness helps us save lives.

Top Teams for 2018

Pam's Peeps (Houston, TX)

Brave for Dave (NYC)

Team Coffin (Lehigh Valley, PA)

Top Fundraiser for 2018

Pam Harris (Pam's Peeps, Houston, TX)

"This walk has afforded us the opportunity to not only raise awareness about this illness, but to also have an annual day to honor my dad, while celebrating survivors, new research, and the overall progress made in the fight against bladder cancer."

— Jamie Reynolds, Team Captain



Jim Scott meets with Representatives from Michigan



Mike Lahm (OH), Jonathan Paschal (GA), Stephanie Chisolm, BCAN, Jim Scott (MI)

Advocacy 2018

Through our advocacy efforts, BCAN amplifies our community's voices with legislators and regulators. When issues related to research funding and bladder cancer were pending on Capitol Hill, BCAN alerted our constituents to engage and communicate with their representatives in Washington, as well as at the state level.

In 2018, this included a grassroots response from our constituents supporting Rep. Julia Brownley (D-CA) in her efforts to secure \$10 million in bladder cancer research funding through the Congressionally Directed Medical Research Program (CDMRP). Additionally, BCAN hosted a webinar ("Applying for Congressionally Directed Medical Research Program's Peer Review Cancer Program") specifically to inform the research community about funding opportunities in the CDMRP to encourage more submissions in the 2018 funding requests.



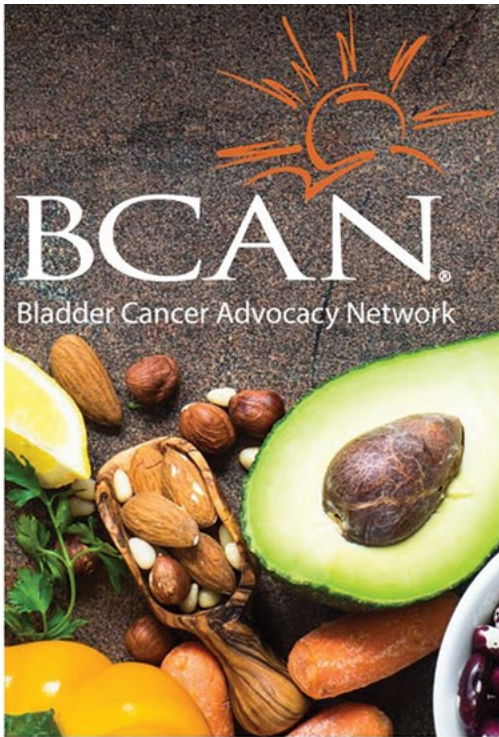
Rally for Medical Research patient advocates join Stephanie Chisolm for Hill Day 2018

Bladder Cancer Awareness Month Congressional Proclamation

BCAN worked with Senators Robert Menendez (D-NJ) and Johnny Isakson (R-GA) on S.RES. 510, officially declaring May 2018 as National Bladder Cancer Awareness Month. This bipartisan Congressional action increased public awareness for bladder cancer as we continue to research better treatments and a cure.

Rally for Medical Research Hill Day Patient Participation

In September 2018, BCAN was among 350 participants in the sixth annual Rally for Medical Research who visited Capitol Hill in Washington, DC to raise awareness at this critical time of the urgent need for an increased investment in the NIH to improve health, spur more progress in bladder cancer, inspire more hope, and save more lives.



Nutrition & Bladder Cancer Videos, Demos & Recipes

www.bcan.org/nutrition-bladder-cancer/

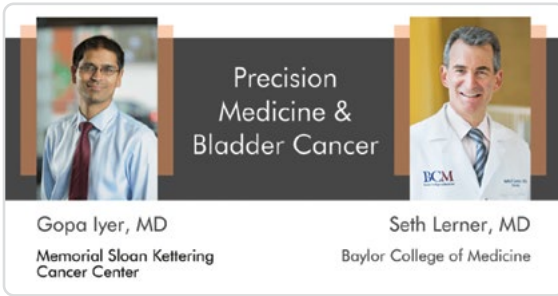
Conversation Videos

The 2018 “Conversations: Let’s Talk About Bladder Cancer” videos addressed questions about clinical trials and nutrition. In “Are Clinical Trials Right for You?”, Diane Z. Quale was joined by Dr. Jonathan Rosenberg, chief of Genitourinary Medical Oncology at Memorial Sloan Kettering, and Blaine Brower, FNP at UNC Chapel Hill. This discussion unraveled the mysteries of clinical trials with experts who gave direct and simple advice to help better understand clinical trials.

In “Nutrition and Bladder Cancer,” Dr. Jill Hamilton-Reeves, from the University of

Kansas Medical Center, and Laura Pole, an oncology clinical nurse specialist at the Smith Center for Healing and the Arts in Washington D.C., answered nutrition questions and produced cooking videos to teach bladder cancer patients and families specific recipes of value to those patients. These videos address the impact of diet on bladder cancer, specifically on prevention, recurrence and progression.

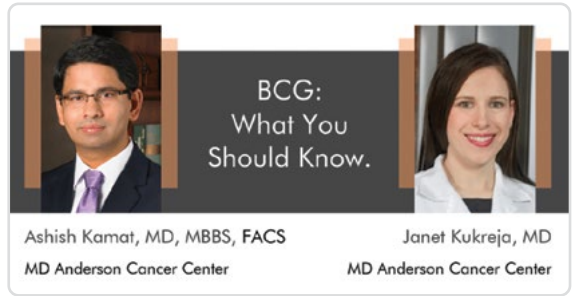
All of the Conversations Videos can be found on our website (www.bcan.org/lets-talk-about-bladder-cancer).



Precision
Medicine &
Bladder Cancer

Gopa Iyer, MD
Memorial Sloan Kettering
Cancer Center

Seth Lerner, MD
Baylor College of Medicine



BCG:
What You
Should Know.

Ashish Kamat, MD, MBBS, FACS
MD Anderson Cancer Center

Janet Kukreja, MD
MD Anderson Cancer Center



Highlighting Bladder Cancer Clinical Trials
Non-Muscle Invasive Bladder Cancer

Dr. Robert Svatek, Dr. Parminder Singh & Rick Bangs



Highlighting Bladder Cancer Clinical Trials
Advanced/Metastatic Bladder Cancer

Dr. Andrea Apolo, Dr. Arjun Balar & Rick Bangs

Webinars

Patient Insight Webinars provide a popular, interactive setting where participants see and hear presentations on important bladder cancer diagnoses, treatments, or quality of life topics. Webinar topics in 2018 included:

- Non Muscle-Invasive Bladder Cancer Clinical Trials
- Precision Medicine and Bladder Cancer
- BCG: What You Should Know
- Pathology Driving Decisions
- Know the Risks and Warning Signs
- Neoadjuvant and Adjuvant Chemotherapy
- Muscle-Invasive Bladder Cancer Clinical Trials
- Advanced/Metastatic Bladder Cancer Clinical Trials
- Environmental & Occupational Risk Factors
- Surveillance & Recurrence of Non-Muscle Invasive Bladder Cancer

Webinars on these and other key issues related to bladder cancer diagnosis, treatment and quality of life are located at www.bcan.org/webinars.

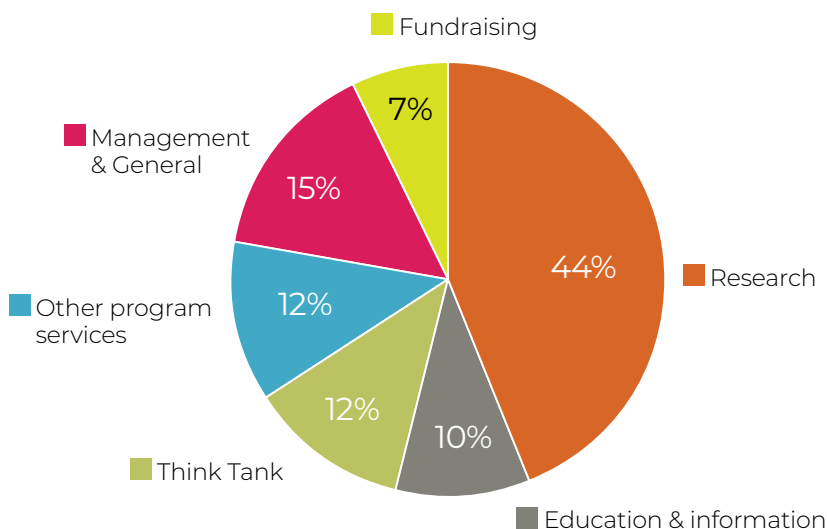


Bladder Cancer Summit

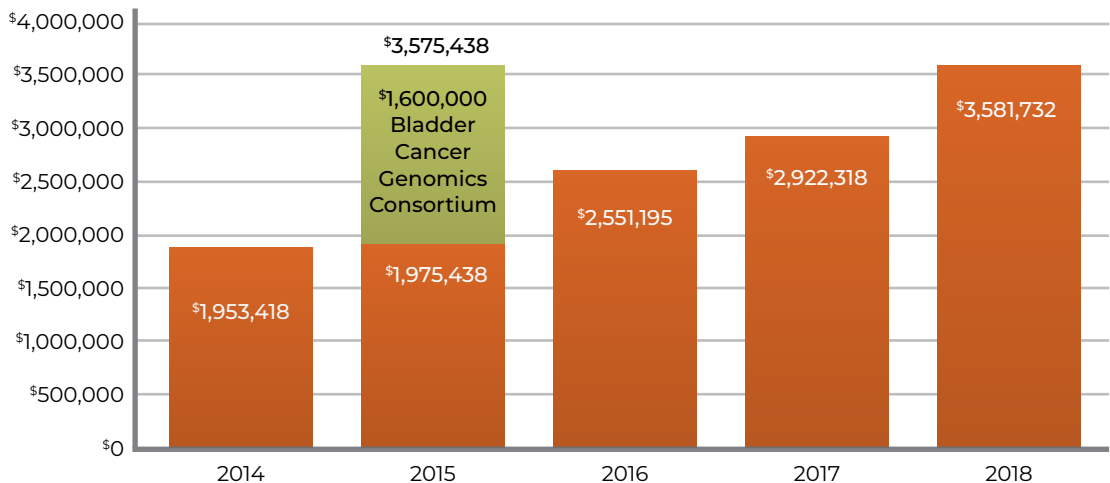
The 3rd annual Bladder Cancer Summit for Patients and Families was held in Houston, TX on October 13-15. Attendees came from 22 states and Canada. The 2018 Summit provided an opportunity for patients, survivors, and caregivers to connect with one another. Attendees listened to leading bladder cancer experts discuss recent and upcoming bladder cancer research advances; the role and impact of clinical trials in the advancement of bladder cancer treatment; best practices for raising awareness; how to speak up about state and national legislative issues; and understanding how BCAN programs and services can help in the bladder cancer journey.

2018 Revenue and Expenses

Expense Composition



Bladder Cancer Advocacy Network 5-Year Revenue Chart 2014-2018



Awards and Recognition



In 2018, the Bladder Cancer Advocacy Network (BCAN) was named as one of “America’s 10 Best Medical Research Organizations” by Charity Navigator, the nation’s largest, independent charity evaluator. With this recognition, Charity Navigator said, “[BCAN is] committed to funding cutting-edge research and finding breakthroughs for a spectrum of conditions and diseases. They are also dedicated to using donors’ funds wisely in their journey to find a cure.”



The Bladder Cancer Advocacy Network earned a 4-star rating for the fifth consecutive year. This is Charity Navigator’s highest possible rating and indicates that BCAN adheres to best practices and executes its mission in a financially efficient way. Only 10% of the charities Charity Navigator evaluates have received at least 5 consecutive 4-star evaluations, indicating that BCAN outperforms most other charities in America.



The GreatNonprofits Top-Rated Awards is the one and only people’s choice award where volunteers, donors, and people served by nonprofits are asked to share stories of inspiration, express their appreciation, and potentially help nonprofits earn a spot on the prestigious GreatNonprofits “Top-Rated Nonprofits List.” According to a study by Software Advice, the GreatNonprofits seal is the second most trusted rating seal, after the Better Business Bureau.

2018 MAJOR DONORS

The following donors contributed \$500 or more to the Bladder Cancer Advocacy Network in 2018. Thank you for supporting our mission, as together we are leading the way to awareness and a cure for bladder cancer.

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Ms. Risa Alberts and Dr. Mark P. Schoenberg
Duncan Alexander
Joseph Alexander
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 Satyanarayan Agrawal
 Albert Ahrens
 All of our Fallen BC Brothers &
 Sisters
 Jerry Altman
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 Irene G. and Pat B.
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The Bladder Cancer Research Network (BCRN) Management Committee is comprised of medical professionals who understand and are committed to BCAN's mission and operation. This group is authorized to develop, coordinate and manage the annual Think Tank meeting, to further the purposes of BCAN and BCRN; develop a list of bladder cancer research priorities for approval by the BCAN Board of Directors; review and make recommendations to BCAN Board of Directors regarding research proposals to be supported by and/or be engaged in by BCRN (which will include projects from Think Tank Working Groups). The members of the 2018 BCRN Management Committee included:

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“BCAN has built a culture of collaboration and excitement around bladder cancer – a disease that was often ignored before BCAN came along.”

— Elizabeth R. Plimack, MD, MS, Chief of the Division of Genitourinary Medical Oncology
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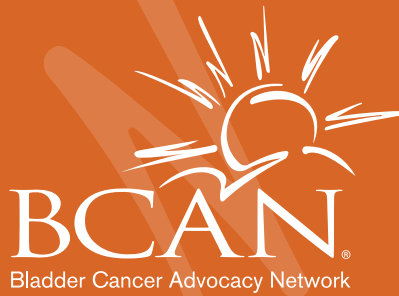
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