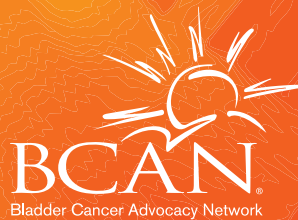


BCAN ANNUAL REPORT 2021





The Bladder Cancer Advocacy Network (BCAN) is a community of patients, caregivers, survivors, advocates, medical and research professionals united in support of people impacted by bladder cancer.

2021 was the first full calendar year of the COVID-19 pandemic, impacting all of us but especially bladder cancer patients. For some, the pandemic meant the convenience of working at home but for many, it meant difficulty in getting diagnoses and treatments due to COVID-related medical distancing. COVID made managing a complex disease that much harder to deal with.

In 2021 as well, bladder cancer patients needed BCAN's information and support more than ever. While we had always offered online programming like webinars, we pivoted other formerly in-person programming to online, including our Think Tank scientific meeting, our annual Summit for Patients and Families, as well as two Virtual Walks to End Bladder Cancer.

BCAN also expanded our digital and online offerings and debuted the new "Bladder Cancer Matters" podcast in January. The podcast was well-received by the bladder cancer community; its 18 episodes were downloaded (listened to) more than 12,000 times during 2021.

In May, Bladder Cancer Awareness Month, BCAN launched a new and completely redesigned web site offering improved navigation, organization, functionality as well as an easier-to-use database of bladder cancer clinical trials.

Even though some bladder cancer research labs curtailed operations due to COVID, we continued to fund exciting new bladder cancer research in the hopes of bringing a better tomorrow to patients and those who love them.

None of what is mentioned in this Annual Report would have been possible without the generous support of our donors and corporate partners and we are truly grateful.

With best wishes,
Andrea and Jared



A handwritten signature in black ink, appearing to read 'Andrea Maddox-Smith'.

Andrea Maddox-Smith
BCAN CEO



A handwritten signature in black ink, appearing to read 'Jared Sher'.

Jared Sher
Board Chairman

EDUCATION & SUPPORT



PATIENT INSIGHT WEBINARS

BCAN's Patient Insight Webinars provide a convenient, interactive setting where participants watch online presentations about important bladder cancer diagnosis, treatment, and quality of life. Webinar presenters include leading clinicians in urology, radiation oncology, medical oncology and other areas. In 2021, BCAN conducted 10 webinars covering a host of topics including life after a radical cystectomy, understanding muscle invasive and non-muscle invasive bladder cancer as well as sexual health after bladder cancer.

COFFEE & CONVERSATIONS

Virtual Coffee and Conversations sessions build local communities of patients and families while educating them about local bladder cancer treatment resources. These customized, online presentations feature regionally-based bladder cancer experts. Patients interact with and ask questions of their local medical professionals via Zoom about what resources are available at their hospitals or medical practices.

630 PEOPLE PARTICIPATED
IN 11 COFFEE AND
CONVERSATION
EVENTS THIS YEAR

TREATMENT TALKS

Treatment Talks are Zoom-based discussions addressing bladder cancer treatment options and key issues. Each session includes a medical expert who gives a short explanation about what patients and their families need to know about a type of bladder cancer treatment and a patient who shares their lived experience with the treatment. Following the discussion is a live question and answer between the experts and the Zoom attendees. A transcript of the call is used to create frequently asked questions for each of the issues addressed.

1,120 PEOPLE PARTICIPATED IN
SEVEN TREATMENT TALKS.

EDUCATION & SUPPORT



VIRTUAL BLADDER CANCER PATIENT SUMMIT

Once a year, the Bladder Cancer Advocacy Network brings together bladder cancer patients, survivors, and caregivers to share stories, experiences, and information about the disease at our Bladder Cancer Summit for Patients and Families. For the second consecutive year, BCAN held the Summit online, making it easily accessible with a computer, phone or tablet. Participants heard from leading bladder cancer experts discussing recent and upcoming bladder cancer research advances, connected with other patients and caregivers in virtual breakout sessions and learned more about BCAN programs and services.

484 PEOPLE REGISTERED FOR THE SUMMIT FROM 43 STATES AND 14 COUNTRIES

BLADDER CANCER MATTERS PODCAST

BLADDER CANCER MATTERS PODCAST

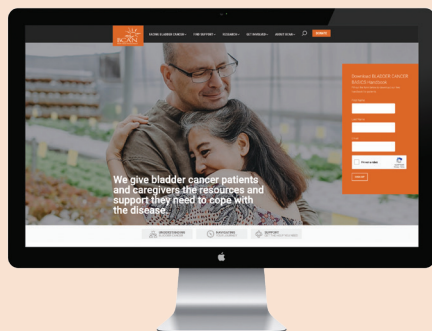
PRESENTED BY BCAN
BLADDER CANCER ADVOCACY NETWORK

BCAN introduced the Bladder Cancer Matters Podcast in January 2021. In 2021, BCAN produced 18 episodes with 12,078 individual downloads.

BCAN's bladder cancer-focused podcasts give patients and caregiver listeners an opportunity to hear in-depth interviews and discussions about bladder cancer issues that are relevant to them. In addition to an easy format for listeners to receive information, the episodes help to raise awareness about bladder cancer and the resources that are available from BCAN and our partners. The most popular podcasts for 2021 were:

1. What's Up with Bladder Cancer and BCG with Dr. Ashish Kamat
2. What You Need to Know About COVID Vaccines and Bladder Cancer with Dr. Seth Lerner and Dr. Laila Woc-Colburn
3. The Slippery Slope of Bladder Cancer and Radical Cystectomies with Dr. Ashish Kamat
4. Battling Aggressive Bladder Cancer in the Era of COVID - Margo's Story
5. How Patients Can Navigate the BCG Shortage with Dr. Robert Svatek

EDUCATION & SUPPORT/ ADVOCACY & AWARENESS



BCAN.ORG WEBSITE

In May 2021, BCAN redesigned and relaunched our web site to better serve the needs of our community. The newly designed site provided the same important information to help patients and caregivers better understand bladder cancer but offered with new features such as a redesigned clinical trials database as well as enhanced usability and navigation.

In 2021, 251,743 unique site visitors generated 1,130,332 website page views.

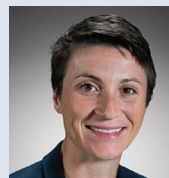
251,743 UNIQUE SITE VISITORS GENERATED
1,130,332 WEBSITE
PAGE VIEWS

ASK THE EXPERTS EVENT



The 2021 Virtual Ask the Experts event was held on May 26, 2021 and more than 500 people registered.

This interactive discussion, moderated by BCAN co-Founder, Diane Zipursky Quale, featured two BCAN Young Investigator Awardees (YIAs): Kent Mouw, MD, PhD, Dana-Farber Cancer



Institute (2016 YIA) and Sarah Psutka, MD, MsC, University of Washington (2019 YIA). The doctors highlighted exciting new developments in bladder cancer and will answer questions from viewers.

BEACON OF HOPE AWARD

During Bladder Cancer Awareness Month in May 2021, BCAN held our first-ever Beacon of Hope special recognition.

We encouraged our community to nominate that special person who has been a shining light during theirs or someone else's bladder cancer journey. The BCAN community voted for the nominee whom they felt was most deserving. Ten-year bladder cancer survivor and supporter, Noel Lipman received the most votes, becoming the first-ever Beacon of Hope Award recipient.



ADVOCACY & AWARENESS

BLADDER CANCER AWARENESS MONTH

May is Bladder Cancer Awareness Month and during this month, we increase our efforts to inform the public about bladder cancer signs, symptoms and risks. It's also a time for those in the bladder cancer community to join together to increase awareness of the disease and to raise much-needed funds for bladder cancer research as well as patient education and support.

We celebrated the 2021 Awareness Month with a host of activities, including a Virtual Walk to End Bladder Cancer, an Ask the Experts Zoom event and our first-ever Beacon of Hope Award. Additionally, we developed a bladder cancer awareness toolkit that includes resources and information about bladder cancer signs, symptoms and risks and delivered timely awareness ads and messaging.

The results of BCAN's "always on" online awareness efforts during Bladder Cancer Awareness Month included the following:

- There were 32,650 visitors to the BCAN.org web site resulting in 135,716 page views
- BCAN's Facebook account reached 499,337 people in non-paid efforts and paid Facebook ads reached 258,267 people
- Paid Google ads generated 54,600 impressions and 4,560 clicks to our web site



VIRTUAL WALK TO END BLADDER CANCER

Our community kicked off Bladder Cancer Awareness Month on May 1, 2021 with our Virtual Walk to End Bladder Cancer.

Thanks to all our wonderful supporters, BCAN raised \$669,169 from our Virtual Walk to End Bladder Cancer event which enabled us to expand our programs and services to help bladder cancer patients and those who love them.

\$669,169 RAISED BY
WALKERS
NATIONWIDE

RESEARCH

2021 BLADDER CANCER RESEARCH AWARDS

Young Investigator Awards

In May 2021, BCAN announced the recipients of its five New Discoveries Research Young Investigator Awards which support the development of outstanding early career research scientists and clinical cancer research investigators who have shown a commitment to improving the lives of bladder cancer patients. This was the first year that BCAN presented five awards, noting the volume and quality of worthwhile entries received as well as the generous support of donors.

The 2021 BCAN Young Investigator Awards were presented to:

- Svetlana Avulova, MD
- Filipe De Carvalho, MD, PhD
- Brendan Guercio, MD
- Benjamin Miron, MD
- Eugene Pietzak, MD



Dr. Avulova



Dr. De Carvalho



Dr. Pietzak



Dr. Miron



Dr. Guercio

RESEARCH



Dr. Cui

Dr. Lee

2021 Bladder Cancer Research Innovation Award

From 2009–2021, the Bladder Cancer Advocacy Network (BCAN) invested more than \$6 million for bladder cancer research. In 2021 alone, a total of \$850,000 was awarded for two Innovation (\$300,000 each) and five Young Investigator Awards (\$50,000 each).

The BCAN Bladder Cancer Research Innovation Awards support high risk, high reward projects with great potential to produce breakthroughs in our understanding of bladder cancer. The 2021 awardees were:

Weiguo Cui, PhD - Associate Investigator at the Versiti Blood Research Institute and an Associate Professor of Microbiology and Immunology at the Medical College of Wisconsin. Research: Discovering what factors lead to T cell exhaustion and finding ways to reverse it.

John K. Lee, MD, PhD - Assistant Professor in the Human Biology Division at the Fred Hutchinson Cancer Research Center



Matt Galsky, MD
TT21 Chair

Sima P. Porten, MD
TT21 Co-Chair

2021 BLADDER CANCER THINK TANK

On August 6 and 7, 2021, BCAN hosted its 16th annual Bladder Cancer Think Tank and had 377 online participants. This marked the second consecutive year that North America's premier bladder cancer scientific meeting was held via Zoom. BCAN's Think Tank facilitated important discussions to define some of the current priorities for advancing bladder cancer research, including all parts of the patient and caregiver journey, from diagnosis to treatment to survivorship.

AWARDS & RECOGNITION

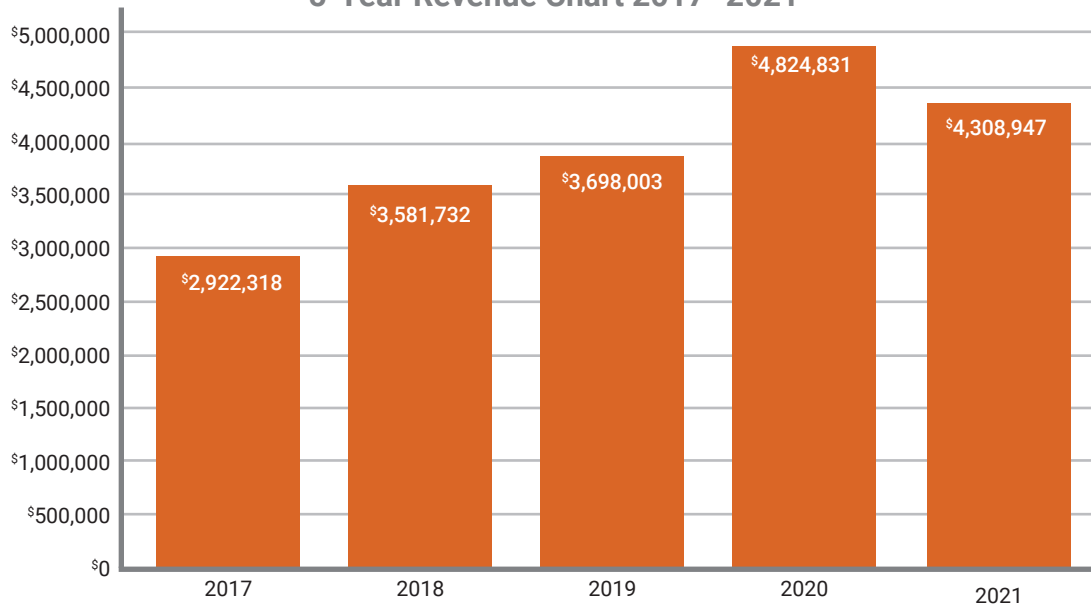


In 2021, BCAN was recognized with the highest possible ranking, four stars, from Charity Navigator, America's largest independent charity evaluator, for our demonstrated track record of success and governance excellence. Charity Navigator's CEO, Michael Thatcher, said: "BCAN's exceptional 4-star rating sets it apart from its peers and demonstrates its trustworthiness to the public."



A GuideStar Seal of Transparency indicates that a nonprofit has provided key information in its Nonprofit Profile. By providing up-to-date information, nonprofits allow potential donors and funders to make educated decisions about the work they do to make the world a better place.

**Bladder Cancer Advocacy Network
5-Year Revenue Chart 2017–2021**



2021 MAJOR DONORS

The following donors contributed \$500 or more to the Bladder Cancer Advocacy Network in 2021. 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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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 2021 members of the BCRN Management Committee included:

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The Gift that Keeps on Giving – Monthly

A recurring donation (the same amount donated each month) to BCAN will help us continue our critical work of helping bladder cancer patients and those who love them. For example, a \$50 monthly donation will enable us to deliver multiple copies of our most popular publications to newly diagnosed patients and their families.

You can set-up your monthly donation today at bcan.org/donate.

Survivor to Survivor

Sometimes, you just need to talk to someone who truly understands.

BCAN's Survivor to Survivor program offers phone support for bladder cancer patients who have questions about their bladder cancer journeys. Many patients want to know more about things like what to expect with a surgery or procedure, what to expect with treatment, and how other survivors approached getting back to "normal."

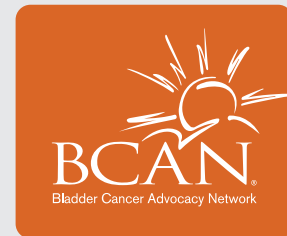
If you are a bladder cancer patient and would like to be matched with a survivor, please call **301-215-9099** and leave a message at extension 212. You can also send a confidential email to S2S@bcan.org.



Walk to End Bladder Cancer

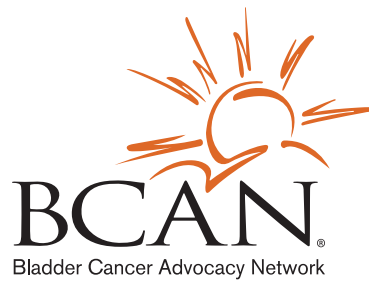
The 2022 Walk to End Bladder Cancer was held virtually across the county and in-person in select cities. If you or your loved one has been impacted by bladder cancer, the Walk to End Bladder Cancer is a great way to increase awareness about bladder cancer in your community.

To register visit bcanwalk.org or text WALK to **1-888-901-BCAN (2226)**.



**VIRTUAL WALK
TO END BLADDER CANCER**





BCAN ANNUAL REPORT 2021

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