

BCAN 2022 ANNUAL REPORT





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.

BCAN continued throughout 2022 to expand our free resources and information to help address the critical challenges faced by bladder cancer patients and their loved ones. Among other proud accomplishments, we introduced a new Treatment Options Database, empowering patients to make more informed decisions and have better conversations with their healthcare providers regarding treatment options.

We also strengthened our commitment to advancing bladder cancer research through two Research Innovation Awards, four Young Investigator Awards, and eight John Quale Travel Fellowships. Additionally, BCAN sponsored a multi-institution collaboration that significantly enhanced our understanding of targeted therapy for patients with metastatic urothelial carcinoma.

Expanding our marketing and communications activities was another key focus in 2022, ensuring that more bladder cancer patients have access to vital BCAN information and support services. Our signature Walks to End Bladder Cancer raised over \$930,000, enabling us to sustain our vital mission.

We express our heartfelt gratitude to our generous donors and corporate partners, as none of our accomplishments in 2022 would have been possible without their unwavering support. Their contributions have made a meaningful impact on the lives of bladder cancer patients and their families.

As we reflect on the achievements of 2022, we also reiterate our commitment to addressing the needs of patients and their loved ones. Together, we will continue to strive for a world without bladder cancer.

With deep appreciation,
Andrea and Jared



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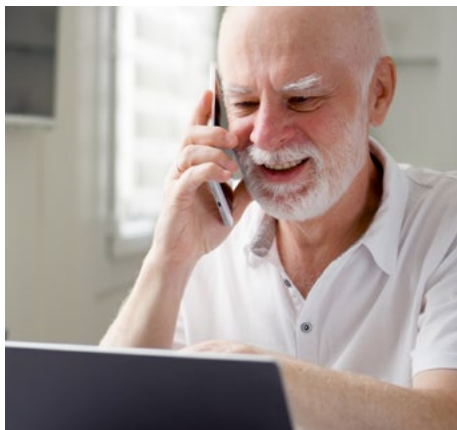
Andrea Maddox-Smith
BCAN CEO



A stylized, handwritten signature in black ink.

Jared Sher
Board Chairman

EDUCATION & SUPPORT



PATIENT INSIGHT WEBINARS

BCAN's Patient Insight Webinars offer a convenient and interactive platform for participants to access online presentations on crucial aspects of bladder cancer diagnosis, treatment, and quality of life. Led by esteemed experts in urology, radiation oncology, medical oncology, and other fields, these webinars cover a wide range of topics. In 2022, BCAN successfully conducted 10 webinars, delving into areas such as post-radical cystectomy life, comprehending muscle invasive and non-muscle invasive bladder cancer, and addressing sexual health concerns after bladder cancer.

COFFEE & CONVERSATIONS

Virtual Coffee and Conversations sessions connect patients and families, foster local communities, and provide valuable knowledge about bladder cancer treatment resources in their area. These personalized, online presentations showcase bladder cancer experts who are regionally based. Through Zoom, patients have the opportunity to interact with and inquire about available resources at their hospitals or medical practices from their local medical professionals.

419

PEOPLE REGISTERED
FOR 9 COFFEE AND
CONVERSATION
EVENTS THIS YEAR

TREATMENT TALKS

Treatment Talks are interactive Zoom sessions that focus on bladder cancer treatment options and important topics. Each session features a medical expert who provides a brief overview of a specific type of bladder cancer treatment as well as a patient who shares their personal experience with that treatment. After the discussion, attendees on Zoom have the opportunity to participate in a live question and answer session with the experts. A transcript of the call is offered to create a comprehensive list of frequently asked questions related to the topics covered.

137

PEOPLE PARTICIPATED IN
FOUR TREATMENT TALKS.



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 first time since 2019, BCAN held our annual Summit in person, but to accommodate those who could not attend, we also streamed parts of the meeting online. 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.

131 PEOPLE REGISTERED FOR THE ANNUAL SUMMIT

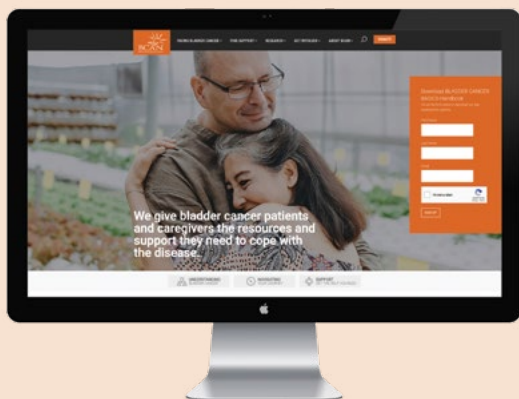
BLADDER CANCER MATTERS PODCAST



BCAN introduced the Bladder Cancer Matters Podcast in January 2021. In 2022, BCAN produced 19 episodes with 16,688 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 2022 were:

1. How Patients Can Navigate the BCG Shortage with Dr. Robert Svatek
2. Quality of Life After Bladder Removal Surgery with Dr. Bernard Bochner
3. What Are Biomarkers and Why Do They Matter to Bladder Cancer Patients?
4. Update: What You Need to Know About COVID Vaccines and Bladder Cancer
5. What's the Connection Between Bladder Cancer and Environmental Exposure?



BCAN.ORG WEBSITE

The BCAN web site continues to be the “front door” to our organization. With hundreds of pages of scientifically-reviewed and patient-friendly information about bladder cancer, BCAN.org is a trusted resource for thousands of patients, caregivers and medical and research professionals.

384,188 UNIQUE SITE VISITORS GENERATED
1,144,181 WEBSITE PAGE VIEWS

ASK THE EXPERTS EVENT



The 2022 Virtual Ask the Experts event was held on May 25, 2022 and more than 500 people registered. This interactive discussion, moderated by BCAN co-founder, Diane Zipursky Quale, featured two BCAN Young Investigator Awardees (YIAs), Sumeet Bhanvadia, MD, a urologic oncologist at the University of Southern California (2019 YIA) and Gopa Iyer, MD, a medical oncologist at Memorial Sloan Kettering (2013 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 2022, BCAN held our second 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. Bladder cancer survivor and volunteer, Karen Godfrey, received the most votes, becoming the second 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 2022 Awareness Month with a host of activities, including Virtual and in-person Walks to End Bladder Cancer, an Ask the Experts Zoom event and our second 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 39,730 visitors to the BCAN.org web site resulting in 124,137 page views



WALK TO END BLADDER CANCER

Walks to End Bladder Cancer happened in multiple cities across the U.S. in April and May and BCAN's Virtual Walk live broadcast took place on May 7, 2022.

Thanks to all our wonderful supporters, BCAN raised \$936,902 which enabled us to expand our programs and services to help bladder cancer patients and those who love them.

\$936,902 RAISED BY
WALKERS
NATIONWIDE

2022 BLADDER CANCER RESEARCH AWARDS

Young Investigator Awards

In May 2022, BCAN announced the recipients of its four 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. In 2022, BCAN presented four awards, noting the volume and quality of worthwhile entries received as well as the generous support of donors.

The 2022 BCAN Young Investigator Awards were presented to:

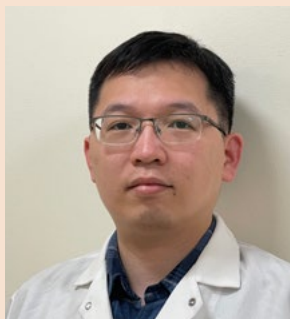
- Raie Bekele, PhD
- Laura Bukavina, MD, MPH
- Weisi Liu, PhD
- Ava Saidian, MD



Dr. Bekele



Dr. Bukavina



Dr. Liu



Dr. Saidian

RESEARCH



Dr. Curiel



Dr. Sfakianos

2022 Bladder Cancer Research Innovation Award

Since 2009, the Bladder Cancer Advocacy Network (BCAN) invested more than \$5 million for bladder cancer research. In 2022 alone, a total of \$800,000 was awarded for two Innovation (\$300,000 each) and four 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 2022 awardees were:

Tyler Curiel, MD, MPH, Gmelich Chair in Cancer Immunology Research at the Dartmouth-Hitchcock Clinic. Research: Rationally engineered IL2 for enhanced treatment of local and metastatic bladder cancer

John Sfakianos, MD, Assistant Professor, Urologic Oncology at the Icahn School of Medicine at Mount Sinai. Research: High resolution molecular imaging to elucidate the contextual mechanisms of BCG resistance in non-muscle invasive recurrent bladder cancer



Sima P. Porten, MD
TT22 Chair



Bishop M. Faltas, MD
TT22 Co-Chair

2022 Bladder Cancer Think Tank

On August 3rd through 5th, 2022, BCAN hosted its 17th annual Bladder Cancer Think Tank and had 377 online participants. This Think Tank meeting was held in person for the first time since 2019. 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

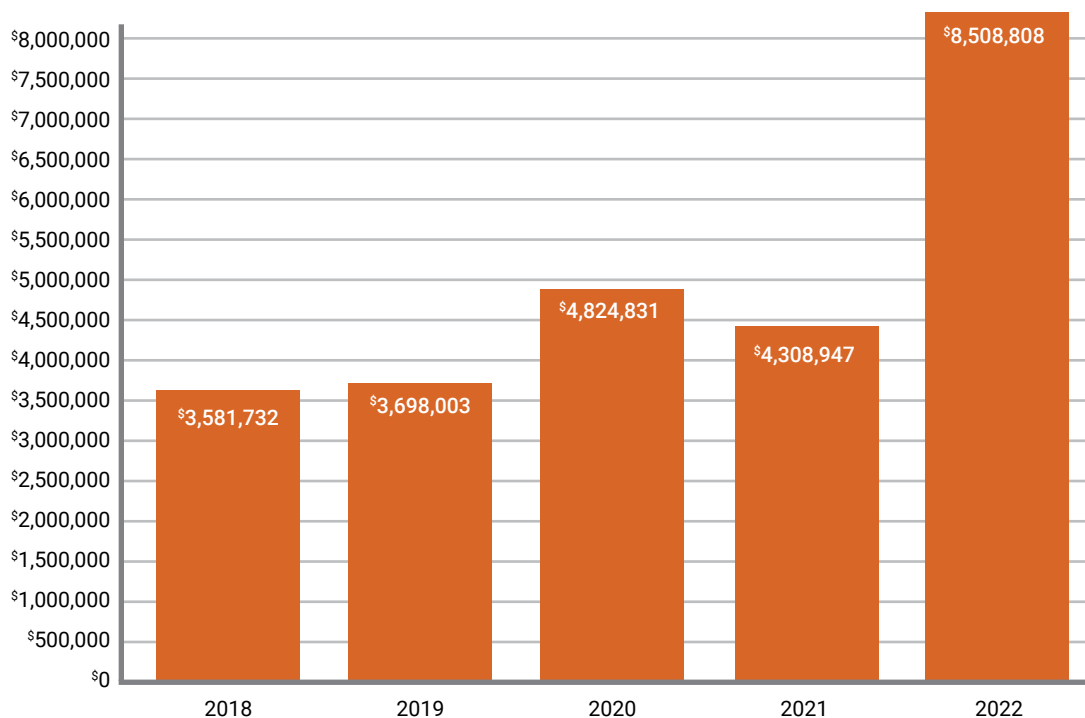


In 2022, BCAN was recognized with the highest possible ranking, four stars, from Charity Navigator, America's largest independent charity evaluator, for our demonstrated track record of success and governance excellence. In 2020, Charity Navigator's CEO, Michael Thatcher, said: "BCAN's exceptional 4-star 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 2018–2022



2022 MAJOR DONORS

The following donors contributed \$500 or more to the Bladder Cancer Advocacy Network in 2022. 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 2022 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.

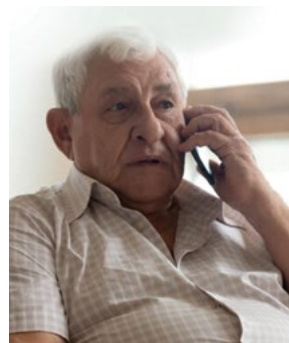
You can set-up your monthly donation today at bcan.org/donate.

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."

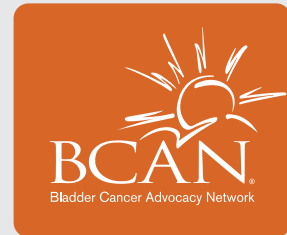
If you are a bladder cancer patient and would like to be matched with a survivor, please call **301-215-9099** and leave a message at extension 212. You can also send a confidential email to S2S@bcan.org.



Walk to End Bladder Cancer

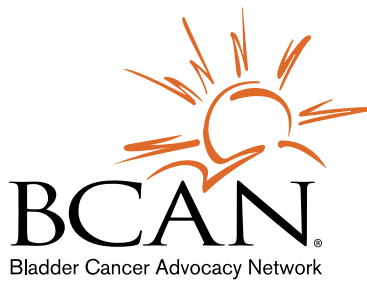
The 2022 Walk to End Bladder Cancer was held virtually across the county and in-person in select cities. If you or your loved one has been impacted by bladder cancer, the Walk to End Bladder Cancer is a great way to increase awareness about bladder cancer in your community.

To learn more, visit bcanwalk.org or call 1-888-901-BCAN (2226).



**VIRTUAL WALK
TO END BLADDER CANCER**





BCAN 2022 ANNUAL REPORT

BLADDER CANCER ADVOCACY NETWORK

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