

BCAN 2023 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.

Bladder cancer continued to impact thousands of patients and their families in 2023, with more than 82,000 new diagnoses. Recognizing the urgency, BCAN redoubled its efforts to support today's patients and fund tomorrow's promising medical research.

To that end, we reinforced our commitment to advancing bladder cancer research by awarding two Research Innovation Awards, one Career Development Award, five Young Investigator Awards, and eight John Quale Travel Fellowships in 2023.

Expanding our marketing and communications activities was also a key focus, ensuring that more bladder cancer patients are aware of BCAN's vital educational programs and support services. Additionally, our signature Walks to End Bladder Cancer raised over \$820,000, enabling us to sustain our crucial mission.

BCAN continued to expand its free resources and information to address the critical challenges faced by bladder cancer patients and their loved ones. Among our accomplishments was the launch of a toll-free support line for bladder cancer patients, caregivers, and the bereaved. Staffed by trained oncology social workers, callers receive information about BCAN's programs, advice on managing financial toxicity, and referrals to other helpful resources.

We express our heartfelt gratitude to our generous donors and corporate partners. None of our accomplishments in 2023 would have been possible without their unwavering support, which has made a meaningful impact on the lives of bladder cancer patients and those who love them.

As we reflect on the achievements of 2023, we reiterate our commitment to addressing the needs of patients and their loved ones. Together, we will continue to strive for more and better tomorrows.

With deep appreciation,
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 dynamic and accessible platform for participants to engage with expert-led presentations on critical aspects of bladder cancer, including diagnosis, treatment, and quality of life. Featuring renowned specialists from urology, radiation oncology, medical oncology, and other fields, these webinars cover an extensive array of topics. In 2022, BCAN hosted 10 impactful webinars that included topics about life after radical cystectomy, understanding muscle-invasive and non-muscle-invasive bladder cancer, and addressing sexual health concerns post-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.

TREATMENT TALKS

Treatment Talks are interactive Zoom sessions that dive into bladder cancer treatment options and essential topics. Each session highlights a medical expert who offers a brief overview of a specific treatment and a patient who shares their personal experience with that treatment. Following the discussion, attendees can participate in a live Q&A session with the experts. To ensure no detail is missed, a comprehensive transcript of the call is provided, capturing frequently asked questions and their answers.

974 PEOPLE REGISTERED FOR 12 WEBINARS

32 PEOPLE PARTICIPATED IN TWO TREATMENT TALKS.



BLADDER CANCER PATIENT SUMMIT

Recognizing the fact that not all can travel long distances to attend a Summit for Patients and Families, in 2023 and for the first time, BCAN hosted two Summits - in Phoenix, AZ and Nashville, TN. Attendees engaged with leading bladder cancer experts who shared insights on the latest and forthcoming research advances. They also connected with fellow patients and caregivers through breakout sessions and gained a deeper understanding of BCAN programs and services.

321 PEOPLE REGISTERED FOR THE TWO SUMMITS

BLADDER CANCER MATTERS PODCAST



In 2023, BCAN produced 22 podcast episodes, which were downloaded 19,616 times. These bladder cancer-focused podcasts provide patients and caregivers with in-depth interviews and discussions on relevant issues. The convenient format allows listeners to easily access important information while raising awareness about bladder cancer and the resources available through BCAN and our partners. The most popular podcasts of 2023 were:

1. What Do I Do If BCG Treatments Don't Work with Dr. Michael O'Donnell
2. What to Know About BCG Treatments for Bladder Cancer with Dr. Ashish Kamat
3. What is Bladder Cancer Pathology?
4. Bladder Cancer Was Sue's Third Type of Cancer
5. What a Robotic Cystectomy is with Dr. Dipen Parekh



BCAN.ORG WEBSITE

The BCAN website continues to serve as the primary gateway to our organization. With hundreds of pages of scientifically-reviewed, patient-friendly information about bladder cancer, BCAN.org has become a trusted resource for thousands of patients, caregivers, and medical and research professionals.

425,956 UNIQUE SITE VISITORS GENERATED
1,187,170 WEBSITE PAGE VIEWS



ASK THE EXPERTS EVENT

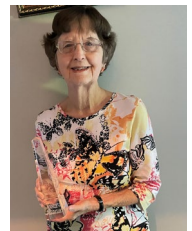
On May 24, 2023, BCAN hosted our annual Ask the Experts event, a fascinating and informative question and answer session about the present and future of bladder cancer diagnosis and treatment. The two experts were Dr. Philip Abbosh of the



Einstein Medical Center in Philadelphia and Dr. Tracy Rose, an Associate Professor of Medicine at the University of North Carolina School of Medicine.

BEACON OF HOPE AWARD

In May 2023, during Bladder Cancer Awareness Month, BCAN held our third annual Beacon of Hope special recognition event. We invited our community to nominate individuals who had been a beacon of light during their or someone else's bladder cancer journey. The BCAN community then voted for the nominee they believed was most deserving. Nancy Parrish, a bladder cancer survivor and dedicated volunteer, received the highest number of votes and was honored as the third Beacon of Hope Award recipient.



ADVOCACY & AWARENESS

BLADDER CANCER AWARENESS MONTH

Bladder Cancer Awareness Month (BCAM), observed every May, is a dedicated time to increase public awareness about bladder cancer, one of the most common cancers in the United States. This month is important because it focuses on raising knowledge about the risk factors, symptoms, and the latest treatment options for bladder cancer, aiming to promote early detection and support individuals impacted by this disease. In May, BCAN had:

- Incredible Walks in 15 cities
- More than 3,900 votes for our 2023 Beacon of Hope award contest
- In excess of 200 registrants for our Ask the Experts Zoom event



WALK TO END BLADDER CANCER

In April and May, Walks to End Bladder Cancer were held in multiple cities across the U.S. Thanks to the incredible support of our community, BCAN raised more than \$820,000. This achievement enabled us to expand our programs and services, providing even greater support to bladder cancer patients and their loved ones.

\$821,298

RAISED BY
WALKERS
NATIONWIDE



When caught early, bladder cancer can be highly treatable. On average, **7 out of 10 people** diagnosed are alive after 5 years.

MAY IS BLADDER CANCER AWARENESS MONTH. LEARN MORE AT [BCAN.ORG](https://www.bcan.org)



Women have worse outcomes at every stage of bladder cancer often due to delayed diagnoses.

MAY IS BLADDER CANCER AWARENESS MONTH. LEARN MORE AT [BCAN.ORG](https://www.bcan.org)



This year, **more than 83,000 people** will receive a bladder cancer diagnosis.

MAY IS BLADDER CANCER AWARENESS MONTH. LEARN MORE AT [BCAN.ORG](https://www.bcan.org)

2023 BLADDER CANCER RESEARCH AWARDS

Young Investigator Awards

In May 2023, BCAN announced the recipients of its five Young Investigator Awards, aimed at fostering the development of exceptional early-career research scientists and clinical cancer investigators dedicated to improving the lives of bladder cancer patients. The 2023 awards highlighted the impressive volume and quality of submissions, made possible by the generous support of our donors. The 2023 BCAN Young Investigator Awards were presented to:

- Jonathan Chou, MD, PhD
- Kathryn Gessner, MD, PhD
- Sean Clark-Garvey, MD, MPH
- Soonbum Park, PhD

The 2023 Patient-Centered Clinical Research Young Investigator Award was presented to Rishi Sekar, MD.



Dr. Chou



Dr. Gessner



Dr. Garvey



Dr. Park



Dr. Sekar

RESEARCH



Dr. Garris



Dr. Taylor

2023 Bladder Cancer Research Innovation Award

Since 2009, the Bladder Cancer Advocacy Network (BCAN) has invested millions in bladder cancer research. In 2023 alone, \$1,241,000 was awarded through one Career Development Award (\$250,000), two Innovation Awards (\$300,000 each), four Young Investigator Awards (\$75,000 each) and eight John Quale Travel Fellowships (\$2,000 each). The BCAN Bladder Cancer Research Innovation Awards fund high-risk, high-reward projects with the potential to achieve groundbreaking advancements in our understanding of bladder cancer. The 2023 awardees were:

Christopher Garris, PhD, Assistant Professor, Pathology, Center for Systems Biology, Massachusetts General Hospital. Research: Overcoming immune suppressive myeloid cell barriers in bladder cancer

John Taylor, MD, MS, Professor, Urology; Co-Leader, Drug Discovery Development & Experimental Therapeutics. Research: Exploring therapeutic vulnerabilities for drug development in bladder cancer using Down Syndrome as a novel model



Bishoy M. Faltas, MD
Think Tank 23 Co-chair



Eugene Pietzak, MD
Think Tank 23 Chair

2023 Bladder Cancer Think Tank

The 2023 Bladder Cancer Think Tank scientific meeting (TT23) took place in Washington, DC, from August 2-4, 2023. BCAN once again brought together a diverse group of clinicians, researchers, patient and caregiver advocates, and industry partners with a shared mission to create more and better tomorrows for bladder cancer patients and loved ones.

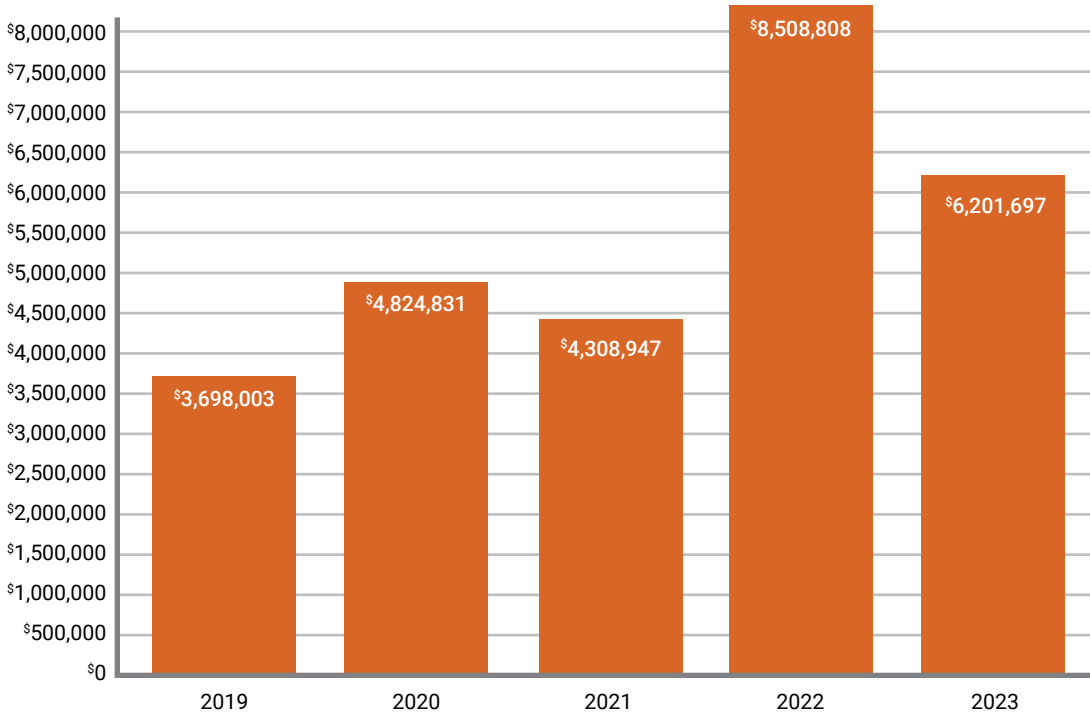
TT23 sparked stimulating collaborative dialogues within six plenary sessions, as well as an array of seven breakout sessions. This year's event also proudly introduced a fresh cohort of eight exceptional John Quale Travel Fellows, featuring the next generation of great minds in bladder cancer research and patient care.

AWARDS & RECOGNITION



In 2023, BCAN received the prestigious four-star rating from Charity Navigator, America's largest independent charity evaluator, reflecting our exceptional track record of success and governance excellence. In 2020, Charity Navigator's CEO, Michael Thatcher, remarked: "BCAN's exceptional 4-star rating sets it apart from its peers and demonstrates its trustworthiness to the public."

Bladder Cancer Advocacy Network 5-Year Revenue Chart 2019–2023



2023 MAJOR DONORS

The following donors contributed \$500 or more to the Bladder Cancer Advocacy Network in 2023. 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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BCRN MANAGEMENT COMMITTEE

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 2023 members of the BCRN Management Committee included:

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The Gift that Keeps on Giving – Monthly

By setting up a recurring monthly donation to BCAN, you can support our essential work in assisting bladder cancer patients and their loved ones. For instance, a \$50 monthly contribution allows us to distribute multiple copies of our most sought-after publications to newly diagnosed patients and their families.

Start 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."

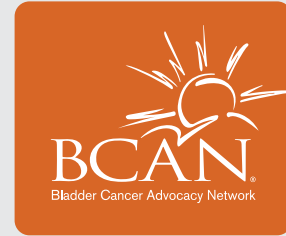
If you are a bladder cancer patient and would like to be matched with a survivor, please call [301-215-9099](tel:301-215-9099) and leave a message at extension 212. You can also send a confidential email to S2S@bcan.org.



Walk to End Bladder Cancer

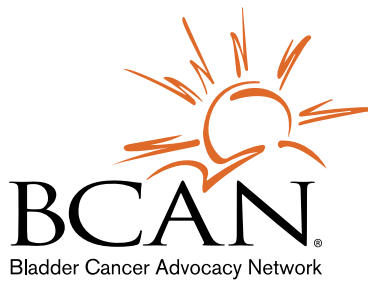
The 2023 Walk to End Bladder Cancer took place virtually nationwide and in-person in 15 cities. If you or a loved one has been impacted by bladder cancer, participating in the Walk to End Bladder Cancer is a powerful way to raise awareness in your community.

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



**WALK TO END
BLADDER CANCER**





BCAN 2023 ANNUAL REPORT

BLADDER CANCER ADVOCACY NETWORK

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