

BCAN 2024 ANNUAL REPORT





The Bladder Cancer Advocacy Network, or BCAN, was founded in 2005 and provides patients with the critical information and community support they need to thrive today – and champions innovative research and responsive national policy to inspire hope for tomorrow.

In 2024, BCAN advanced its mission with renewed energy, compassion, and purpose—reaching more people, funding more science and delivering more hope to those who desperately needed it. Bladder cancer continues to impact more than 700,000 people in the United States and BCAN remained steadfast in ensuring that no one faces the disease alone.

Our commitment to research was stronger than ever. This year, BCAN awarded two Research Innovation Awards, two Career Development Awards, four Young Investigator Awards, and 10 John Quale Travel Fellowships, empowering scientists at every stage of their careers to drive progress and discovery.

The Walks to End Bladder Cancer united communities across the country, raising more than \$1.1 million to support patient programs and research initiatives. Thanks to the funds raised through the Walk to End Bladder Cancer, BCAN was able to expand access to trusted, free resources that help patients and families navigate the challenges of diagnosis, treatment, and survivorship.

We also strengthened our outreach and awareness efforts, helping thousands of individuals discover BCAN's educational programs, advocacy opportunities, and supportive community.

As we look back on 2024, we do so with deep gratitude—for the donors, volunteers, researchers, and corporate partners whose generosity makes our work possible. Together, we are creating better today's and more tomorrows for everyone impacted by bladder cancer.

With appreciation,
Meri-Margaret and Jared



A handwritten signature in black ink, appearing to read 'Meri-Margaret Deoudes'.

**Meri-Margaret
Deoudes**
BCAN CEO



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

Jared Sher
Board Chairman

EDUCATION & SUPPORT



683 PEOPLE REGISTERED FOR 10 WEBINARS

PATIENT INSIGHT WEBINARS

BCAN's Patient Insight Webinar Series offers patients and caregivers the chance to hear directly from leading bladder cancer experts—anytime, anywhere. These interactive online sessions explore every stage of the bladder cancer journey, from early diagnosis to survivorship. Each program features respected clinicians from multiple specialties who share the latest knowledge on treatment options, side effect management, emotional well-being, and life beyond cancer.

In 2024, 683 participants tuned in to discussions about precision medicine, navigating bladder cancer recurrence, surveillance and more—delivering education, empowerment, and hope to thousands in our community.

ART AS THERAPY

In celebration of Bladder Cancer Awareness Month 2024, we invited members of our BCAN community to share their artwork that has provided solace and expression during their or their loved ones' bladder cancer journeys. We have been deeply moved by the profound talents and perspectives revealed by our BCAN family.



EDUCATION & SUPPORT



BLADDER CANCER PATIENT SUMMITS

In 2024, BCAN hosted two Summits for Patients and Families—one in the east and one in the west—recognizing that not everyone can travel long distances to attend. These gatherings in Seattle, Washington, and Philadelphia, Pennsylvania, became powerful spaces for connection and learning. Patients, caregivers, and survivors came together to share their journeys, hear from leading bladder cancer experts, and explore the latest advances in research and care. Beyond the education and resources, participants discovered a deep sense of community and hope—proof that even when separated by miles, no one faces bladder cancer alone.

394 PEOPLE REGISTERED
FOR THE TWO
SUMMITS

BLADDER CANCER MATTERS PODCAST



In 2024, Bladder Cancer Matters continued to grow as a trusted voice for the bladder cancer community. BCAN released 24 new episodes that were streamed or downloaded more than 22,000 times. Each episode featured engaging conversations with patients, caregivers, researchers, and clinicians who shared insights, breakthroughs, and personal stories that inspire hope. The podcast's easy-to-access format allows listeners to learn on their own time—whether at home, in the car, or during treatment—while helping expand awareness of bladder cancer and the many free programs and resources offered by BCAN. Among this year's most-listened episodes were:

1. New Advances in Bladder Cancer Treatment: What You Need to Know
2. Using Immunotherapy to Treat Bladder Cancer
3. Pioneering Progress in BCG Treatments: An Interview with Dr. Donald Lamm
4. David's Bladder Cancer Story: You Have to Find the Humor in It
5. A Must Read: A Patient's Guide to Bladder Cancer

EDUCATION & SUPPORT/ ADVOCACY & AWARENESS



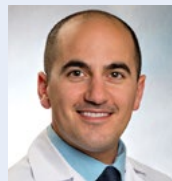
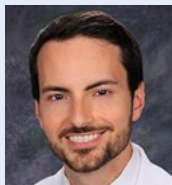
BCAN.ORG WEBSITE

BCAN.org is often the first place people turn after searching online following a new bladder cancer diagnosis—a moment when they are at their most vulnerable and in need of trustworthy information.

As the front door to our organization, the website welcomes hundreds of thousands of visitors each year, offering compassion, clarity, and credible, medically-reviewed content. With hundreds of pages of patient-friendly information and resources, BCAN.org helps patients, caregivers, and professionals find answers, explore treatment options, and connect with a community that understands what they're facing.

532,525 UNIQUE SITE VISITORS

1,366,357 WEBSITE PAGE VIEWS



ASK THE EXPERTS EVENT

On May 22, 2024, BCAN's Vice President of Research, Rebecca Johnson, steered an enlightening dialogue to 230 registrants on the current and future landscape of bladder cancer diagnosis and treatment. The evening's experts were Dr. Brendan

Guercio (top), a medical oncologist from the University of Rochester, and Dr. Matthew Mossanen (bottom), a urologist from Harvard Medical Center.

BEACON OF HOPE AWARD

In May 2024, during Bladder Cancer Awareness Month, BCAN celebrated extraordinary individuals through its 4th annual Beacon of Hope event, honoring those who bring light, strength, and compassion to others along their bladder cancer journeys. This year's Beacon of Hope Award went to Lydia Saravis, a survivor whose dedication, empathy, and volunteer spirit embody BCAN's mission.



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.

- Inspiring Walks to End Bladder Cancer held in 19 cities nationwide
- Over 200 participants joined our Ask the Experts virtual event
- Nearly 4,000 community members cast their votes in the 2024 Beacon of Hope Award contest



WALK TO END BLADDER CANCER

Throughout April and May 2024, thousands of people came together in cities nationwide for the Walks to End Bladder Cancer. United by hope, remembrance, and determination, participants walked side by side to raise awareness and vital funds for those impacted by the disease. Their incredible generosity and spirit helped BCAN raise more than \$1.1 million—resources that are directly fueling new programs, expanding patient support, and strengthening our shared mission to improve the lives of everyone affected by bladder cancer.

\$1,162,000 RAISED BY WALKERS & SPONSORS

RESEARCH

2024 BLADDER CANCER RESEARCH AWARDS

Young Investigator Awards

In 2024, BCAN proudly recognized a new generation of scientific leaders through its prestigious Young Investigator Awards, celebrating early-career researchers whose groundbreaking work is driving progress for bladder cancer patients. Each recipient received a \$75,000 grant to fuel one year of innovative research aimed at deepening our understanding of the disease and improving patient outcomes.

The 2024 honorees included:

- Jonathan Anker, Ph.D., M.D., Hematology and Medical Oncology Fellow at the Icahn School of Medicine at Mount Sinai
- Lucas Blanchard, Ph.D., Postdoctoral Associate at Rockefeller University and
- Aditi Gupta, M.D., Hematology Oncology Fellow at Memorial Sloan Kettering Cancer Center.

The recipient of the 2024 Young Investigator Patient-Centered Clinical Research Award was Divya Ajay, MD, MPH of Memorial Sloan Kettering Cancer Center.

These awardees represent the bold ideas and bright future of bladder cancer research.



Dr. Ajay



Dr. Anker



Dr. Blanchard



Dr. Gupta

RESEARCH



Dr. Faltas

Dr. Wyatt

2024 Bladder Cancer Research Innovation Award

The BCAN Bladder Cancer Research Innovation Award is one of the most prestigious honors in the field—created to accelerate bold ideas with the power to transform bladder cancer research. These competitive grants support visionary scientists pursuing high-risk, high-reward projects that push boundaries, challenge current thinking, and open new paths to understanding, treating, and preventing bladder cancer and upper tract urothelial carcinoma.

Bishoy Faltas, MD, Chief Research Officer & Director of Bladder Cancer Research, Weill Cornell Medicine. Project: Bio-Digital Avatars for Personalized Sequencing of Bladder Cancer Therapies.

Alexander Wyatt, PhD, Associate Professor, Urologic Sciences, University of British Columbia. Project: Clinical phenotyping of metastatic urothelial cancer from plasma cell-free histones.



Eugene Pietzak, MD,
Think Tank 24 chair

S. Gupta, *Think Tank
24 Co-chair*

2024 Bladder Cancer Think Tank

The 2024 Bladder Cancer Think Tank (BCANTT24) scientific meeting took place in San Diego, CA, from August 7-9, 2024. 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.

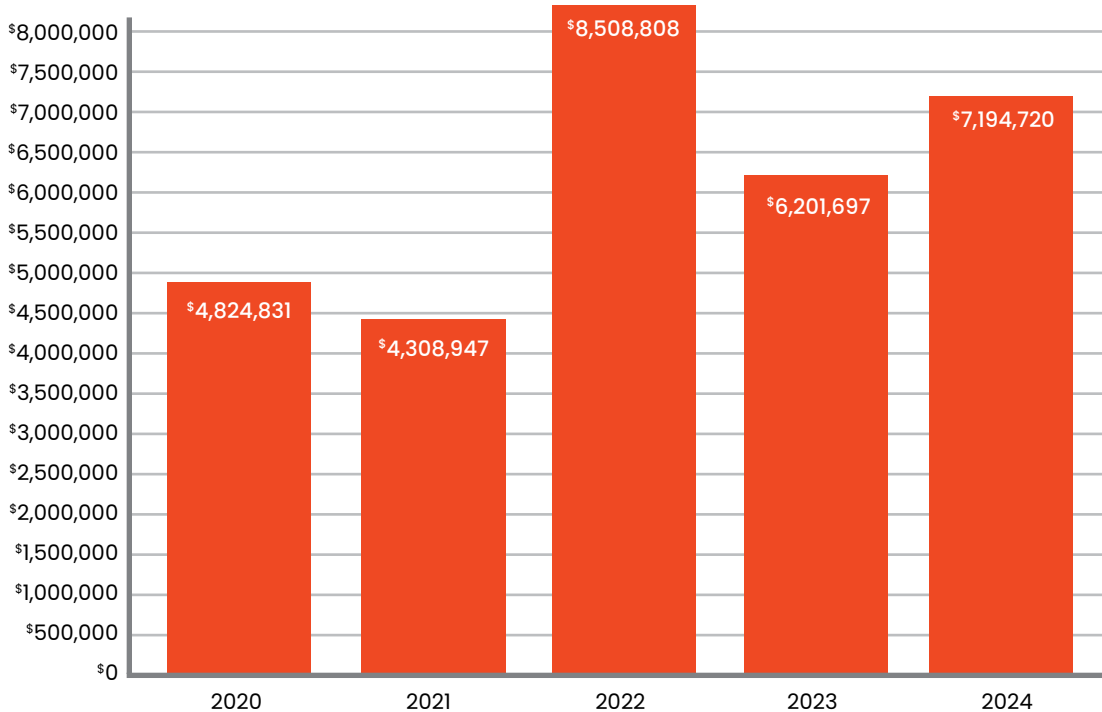
BCANTT24 sparked stimulating collaborative dialogues within six plenary sessions, as well as an array of seven breakout sessions. This year's event also proudly introduced a fresh cohort of eight exceptional John Quale Travel Fellows, featuring the next generation of great minds in bladder cancer research and patient care.

AWARDS & RECOGNITION



In 2024, BCAN once again earned a prestigious four-star rating from Charity Navigator, the nation's largest independent charity evaluator. This recognition reflects BCAN's continued commitment to transparency, accountability, and effective stewardship of donor support—placing the organization among the most trusted and well-governed nonprofits in the country.

Bladder Cancer Advocacy Network 5-Year Revenue Chart 2020–2024



BCAN VOLUNTEER LEADERSHIP & STAFF

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BCRN MANAGEMENT COMMITTEE

The Bladder Cancer Research Network (BCRN) Management Committee is made up of leading medical professionals dedicated to advancing BCAN's mission and guiding its research initiatives. This expert group oversees the planning and coordination of BCAN's annual Think Tank meeting and helps identify key research priorities for approval by the BCAN Board of Directors. The committee also reviews and provides recommendations on research proposals, including those emerging from Think Tank Working Groups, ensuring that all projects align with BCAN's strategic goals. Members of the 2024 BCRN Management Committee included:

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BCAN patient advocate
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University of Washington, Seattle, WA
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Diane Zipursky Quale
Co-founder – Washington DC

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Norm D. Smith, MD, *The University of Chicago*

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Sima Porten, MD, MPH *University of California, San Francisco*

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Yair Lotan, MD, *UT Southwestern Medical Center*

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Dean F. Bajorin, MD, *Memorial Sloan-Kettering Cancer Center*

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Arthur I. Sagalowsky, MD, *UT Southwestern Medical Center*



The Gift that Keeps on Giving – Monthly

A monthly recurring gift to BCAN is one of the most meaningful ways to make a lasting difference for bladder cancer patients and their loved ones. Your steady support helps us continue providing free, trusted resources and compassionate guidance to those navigating a diagnosis.

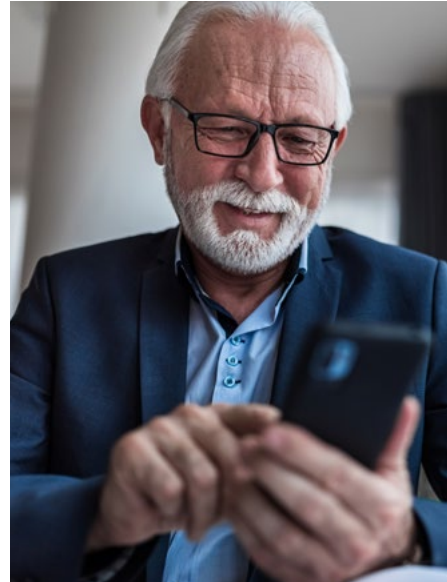
For example, a \$50 monthly donation allows BCAN to send our most-requested educational materials to multiple newly diagnosed patients and their families each month—offering clarity and comfort when it's needed most.

Join us in this vital work by setting up your monthly gift today at bcan.org/donate.

Survivor to Survivor

A cancer diagnosis can feel overwhelming, and sometimes, what helps most is talking with someone who's been there. Through BCAN's Survivor to Survivor program, bladder cancer patients can connect by phone with trained volunteers who understand what it's like to face this disease. Whether you have questions about surgery, treatment, or returning to "normal" life, our survivor mentors are here to listen and share their experiences.

*If you'd like to be matched with a survivor, call **301-215-9099, ext. 212**, or email S2S@bcan.org*



Walk to End Bladder Cancer

The 2024 Walks to End Bladder Cancer took place virtually nationwide and in-person in 19 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







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BLADDER CANCER ADVOCACY NETWORK

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301-215-9099 • www.bcan.org