

2021 PROGRESS REPORT

Celebrating *Five Years* of Innovation & Community



Anne Glauber's Legacy



ANNE GLAUBER,
LATE CO-FOUNDER

DEAR FRIENDS,

Pancreatic cancer is rapidly becoming the second leading cause of cancer deaths in the United States. It's so insidious that most people don't realize they have the disease until it has spread.

In the wake of a stage IV diagnosis in May 2014, our friend and co-founder, Anne Glauber, wanted reliable information at her fingertips. She wanted to learn about treatment options beyond "standard of care," and to connect with doctors and scientists who were primed to change the trajectory of the disease. She wanted a reason to hope.

When Anne couldn't readily find top pancreatic cancer experts online, or even understand the science enough to identify the best treatment protocols, she set out to change the pancreatic cancer landscape with Let's Win. Since its inception in 2016, this unique online platform has become a safe haven of trusted information and a repository of positive stories and information about new treatments.

An expert communicator, Anne wanted to bring together doctors, researchers, community leaders, and donors to advance knowledge within the pancreatic cancer space — to share fast-breaking

information on potentially life-saving pancreatic cancer treatments and clinical trials. She also wanted to ensure that no patient would ever again face a pancreatic cancer diagnosis without resources and hope.

Although Anne passed away in 2017, she won!

Anne found doctors willing to challenge the standard of care, and she recruited one of the best — Dr. Allyson Ocean of Weill Cornell Medical Center — to serve as Let's Win's Co-Founder and Scientific Advisory Board Chair. Together, they identified leading scientists helping patients access better treatment options today while simultaneously increasing participation in research to improve outcomes tomorrow.

As we mark our 5th anniversary, Let's Win has secured its position as a source of reliable information for pancreatic cancer patients. The community is getting more robust every day, with support from such thought leaders as President Joe Biden and former President Jimmy Carter, as well as a battalion of doctors and scientists who are developing innovative strategies to combat pancreatic cancer.

But we're just getting started. The devastating reality is that this disease continues to strike without warning and does not discriminate. Even more concerning is the fact that medically underserved populations, such as the Black and Latinx communities, are at a higher risk of developing the disease.

Anne's wish was for ALL patients to have access to the best care available, regardless of race, color, demographic, or language. With that vision, Let's Win will continue to lead the way forward to change the pancreatic cancer narrative by raising awareness of clinical trials and reaching out to underserved populations around the world. None of this would be possible without your generous support. We are profoundly grateful.

With Deepest Gratitude,

Willa Shalit

CHAIR, BOARD OF DIRECTORS

Cindy Price Gavin

FOUNDING EXECUTIVE DIRECTOR



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We are immensely grateful to the many organizations who have been steadfast supporters of our work.

PICTURED ABOVE: SOME OF THE FACES OF OUR COMMUNITY FIGHTING PANCREATIC CANCER, INCLUDING SCIENTISTS, SURVIVORS, ADVOCATES, AND MORE.

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Sharing + Connecting

Breaking down barriers between patients, doctors, and researchers.

At an early meeting for Let's Win, when Founding Executive Director Cindy Gavin heard the plan to publish a new story every three business days, she worried that this schedule would be difficult to meet. But thanks to the commitment of the science community, there has been no shortage of research to report on.

Since May 2016 we have published more than 450 original articles about the latest research into new treatments, clinical trials, and patients pursuing different protocols, plus 40 videos featuring long-term survivors. All information is vetted by medical experts.

The response from the pancreatic cancer community has been powerful. Our website has had almost 600,000 visitors and 1.6 million page views.

“Our goal has always been to connect patients to the researchers, doctors, and survivors who can give them reason to hope — not just because there is reason to hope, but because having a positive attitude helps patients fight the disease,” says Allyson Ocean, M.D.

We are a beacon of hope for pancreatic cancer patients, family members, and the doctors and researchers who serve them. Our website is a clean, simple platform that provides content in these key categories:



My Treatment

Patients share their personal journey with pancreatic cancer, including information about novel treatment options and clinical trials. They also share what inspires them and how they manage life after treatment.



Promising Science

Pancreatic cancer research and treatment is continuously evolving. Our expert science writers interview physicians and scientists about ongoing research into innovative treatment options.



Clinical Trials

Let's Win helps patients navigate the complicated clinical trial system with user-friendly animations that explain how trials work and how to find and apply for clinical trials. The section also features descriptions of current active trials.



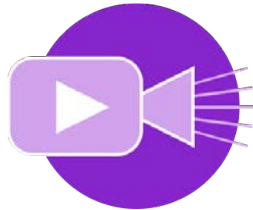
Sharing + Connecting *(continued)*



Managing Pancreatic Cancer

Patients and caregivers look for educational information about pancreatic cancer and support during treatment, plus information about maintaining their quality of life, including:

- Staying comfortable during and after chemotherapy
- Meeting nutritional needs
- Managing side effects
- Navigating complicated treatment
- Learning about the disease and its treatments (including infographics)



Video Library

Our Survivor Video Series shares inspirational videos from long-term pancreatic cancer patients who have survived more than five years. Our video library also includes informational animations and Let's Win public service announcements.



News

Let's Win highlights the articles and abstracts from medical and scientific journals that are relevant to pancreatic cancer patients, as well as news stories about Let's Win.



Resource Library

The Resource Library acts as a clearinghouse for web-based pancreatic cancer information and resources, allowing patients, families, and caregivers to easily access important information about the disease.



Survivors Tell Their Stories



A source of hope and inspiration for patients and caregivers.

A cornerstone of our mission is to inspire hope among pancreatic cancer patients. The Let's Win Survivor Video Series delivers, providing patients and loved ones with evidence that you can survive a pancreatic cancer diagnosis.

"What many pancreatic cancer patients don't realize is that there are more treatment options for pancreatic cancer now than ever before," says Allyson Ocean, M.D. "Through these inspirational videos, viewers learn about the latest scientific breakthroughs and clinical trials from the patients who experienced them firsthand. They learn that despite tough odds and toxic treatments, people do survive pancreatic cancer."

Inspired by the late Juliette Gimon and created with generous support from the Flora Family Foundation, Let's Win's Survivor Video Series features diverse survivors while also shining a light on researchers who are moving the needle for pancreatic cancer treatments.

Since launching in January 2018, the series has featured 40 videos of 33 survivors, three research facilities, and four montages. Videos are posted on the Let's Win website and circulated on Facebook and YouTube, and have been viewed more than 550,000 times. Featured survivors share them through their own channels as well. Our filmmaker was able to continue working even during the COVID-19 pandemic, capturing inspirational videos from survivors all over the country using remote technology.



Survivors Tell Their Stories *(continued)*

Meet some of our survivors.



Scott Nelson, 17-Year Survivor

Steve Nelson, 4-Year Survivor

After their mother was diagnosed with breast cancer related to a BRCA2 mutation, Scott (left) and Steve Nelson learned they carried the same mutation. But they didn't know that BRCA2 increased their risk of developing pancreatic cancer.

When Scott was diagnosed with the disease, surgery was not an immediate option because of the tumor's location. His doctor thought a clinical trial might shrink the tumor enough to make surgery possible. The trial worked and Scott had a Whipple procedure.

After Scott's diagnosis, three of his siblings joined the Cancer of the Pancreas Screening Study (CAPS) program. Oldest brother Steve's initial testing revealed a pancreatic neuroendocrine tumor and a cyst on the head of his pancreas, both initially noncancerous. Closer screening at regular intervals caught changes in the cells that indicated cancer was developing. Steve had surgery and was back to normal in two months.



G. Paris Johnson, 17-Year Survivor

After suffering from excruciating abdominal pain, G. Paris Johnson received a devastating diagnosis: pancreatic cancer. She never faltered, focusing instead on laughing through her pain. Paris believes her mission in life is to remind people that being diagnosed with pancreatic cancer is not a death sentence. "My scars are somebody else's healing," she says. "I need to let people know that I'm here. I survived." Paris wants to make sure that what she calls her "dash"—the time between her birth and her eventual passing—has meaning.



Rachel Moreno, 6-Year Survivor

Rachel Moreno learned she had pancreatic cancer after a car accident landed her in the hospital. Unfortunately, her local doctors offered Rachel no hope, prescribing standard treatment. Rachel pushed back, seeking a second opinion at the University of Michigan, closer to where her son lived. There she learned about a clinical trial that included a new investigational drug. The treatment shrunk her tumor enough for it to be surgically removed. "Living is what interested me," Rachel says. "I learned to speak up. You can win this fight. It's not the death sentence it used to be."



Celebrating Accomplishments

In just five years we've reached innumerable people around the world who have been impacted by pancreatic cancer.



Let's Win's unique mission as a platform that enables doctors, scientists, and patients to share fast-breaking information on potentially life-saving pancreatic cancer treatments and clinical trials has garnered support from thought leaders

throughout the country, including President Joe Biden, former President Jimmy Carter, and an army of doctors and scientists. Our growing community is challenging the pancreatic cancer narrative, raising awareness of clinical trials, and reaching out to underserved populations around the world.

THROUGHOUT LET'S WIN'S HISTORY, DOCTORS, SCIENTISTS, THOUGHT LEADERS, AND OTHERS AROUND THE COUNTRY HAVE HELPED US RAISE AWARENESS AND BUILD A PANCREATIC CANCER COMMUNITY.



Celebrating Accomplishments *(continued)*

“Our message is simple: Everyone who is diagnosed with pancreatic cancer should have easy access to information about the best treatment options available.”

— ALLYSON OCEAN, M.D.

Let's Win's notable accomplishments include:

- **A Robust Platform:** Since May 2016, we have published more than 450 original articles about the latest research into new treatments, clinical trials, and patients pursuing different protocols. Our website also houses an inspirational Survivor Video Series, which features stories from a diverse group of almost 40 pancreatic cancer survivors.
- **A Growing Community:** Our subscriber list has grown to over 2,600 individuals, with about 13,000 unique users visiting our website each month. Social media efforts continue to attract patients and caregivers, and Let's Win's monthly collaborative Twitter chat, PancChat, has generated nearly 200 million total impressions.
- **Unique Honors:** Let's Win received the first Biden Cancer Initiative FIERCE Award for Leadership through Exemplary and Awesome Purpose (LEAP) for our transformative impact on the lives of cancer patients. The organization continues to receive grants from a number of sources, including awards to present at key industry conferences. We were also inducted into the *PR News* Platinum Hall of Fame in 2017.
- **Nonprofit Status:** In August 2018, Let's Win was granted nonprofit status. The organization proudly remains an affiliate of the Lustgarten Foundation, the leading pancreatic cancer nonprofit dedicated to advancing scientific and medical research.
- **Remarkable Outreach:** A key challenge in the pancreatic cancer space is engaging underserved populations. In 2018, Let's Win launched a Spanish-language version of the website, featuring all of our original content. We also have initiated efforts to reach the Black and Latinx communities by partnering with trusted organizations that serve these populations.
- **Community Leadership:** Let's Win has developed strategic alliances with key players in the pancreatic cancer space and is an active member of the World Pancreatic Cancer Coalition (WPCC). In fact, Founding Executive Director Cindy Gavin has chaired the WPCC annual meeting for three consecutive years.



Our Partners

We are immensely grateful to the many organizations who have been steadfast supporters of our work.



Let's Win began as an initiative supported by the **Lustgarten Foundation**, the largest private funder of pancreatic cancer research in the world. With a mission to cure pancreatic cancer through advancing research and raising awareness, Lustgarten embraced the vision of Let's Win as a key communications vehicle for information sharing.

A disease like pancreatic cancer requires a battalion of thought leaders and forward thinkers to move the ball forward. That's why Let's Win is committed to fostering partnerships — both within the pancreatic cancer space and beyond it — to present a unified front that instills hope in pancreatic cancer patients and their loved ones.

Worldwide Collaboration

Our partners start with the experts.

"Our Scientific Advisory Board has more than 20 of the world's most recognized pancreatic cancer experts," says Cindy Gavin. "These physicians and scientists gave us credibility when we launched and a connection to the pancreatic cancer research community."

With Scientific Advisory Board members across the country and around the world, even as far away as Israel, Let's Win is uniquely positioned to amplify the great work underway across the globe.

In just five years, Let's Win has highlighted the work of over 250 physicians and scientists as they try to move the needle for pancreatic cancer patients. We feature research funded by



Our Partners *(continued)*

the Lustgarten Foundation and the **Pancreatic Cancer Collective** partners **Stand Up to Cancer (SU2C)** and **Pancreatic Cancer Canada**, as well as the work funded by **Pancreatic Cancer Action Network (PanCAN)** and many more. Let's Win also partners with organizations like **The Basser Center for BRCA** to communicate the role of BRCA mutations in both the diagnosis and treatment of pancreatic cancer.

BASSER
CENTER
FOR BRCA



“We don’t want to duplicate efforts or reinvent the wheel, but to help patients access the best treatments and the best outcomes.” — CINDY GAVIN, FOUNDED EXECUTIVE DIRECTOR



Collaboration is another key aspect of partnership. In 2016, Let's Win joined the launch of the **World Pancreatic Cancer Coalition (WPCC)**, which brings together more than 95 advocacy organizations representing 35 countries to raise awareness and advance research. Gavin co-chaired the 2018, 2019, and 2020 meetings, conferring a leadership role on Let's Win in the WPCC.



Building Community

Partnership goes beyond treatment. Let's Win has joined with organizations that are proactively engaging underserved populations. We share stories on social media with the **Elvin Howard, Sr. Pancreatic Cancer Advocacy Foundation**. In 2019, the organizations joined forces to release a public service announcement (PSA) to raise awareness of pancreatic cancer in people of color.

“Our goal is not to duplicate efforts or reinvent the wheel,” Gavin says. “We join with others who do what we don’t, to help patients access the best treatments and the best outcomes.”



WORLD PANCREATIC
CANCER COALITION



PancChat

A monthly Twitter chat has created a global pancreatic cancer conversation.

On the third Tuesday of each month, healthcare providers, patients, and caregivers from around the world meet on Twitter for PancChat. This live, hour-long monthly Twitter conversation harnesses the power of social media to allow patients, family members, and healthcare providers to converse in real time with the top pancreatic cancer doctors and scientists.

Each month's PancChat focuses on a different topic, ranging from clinical trials to early detection. The doors open at 8 p.m. Eastern Time in a question-and-answer format. Examples include:

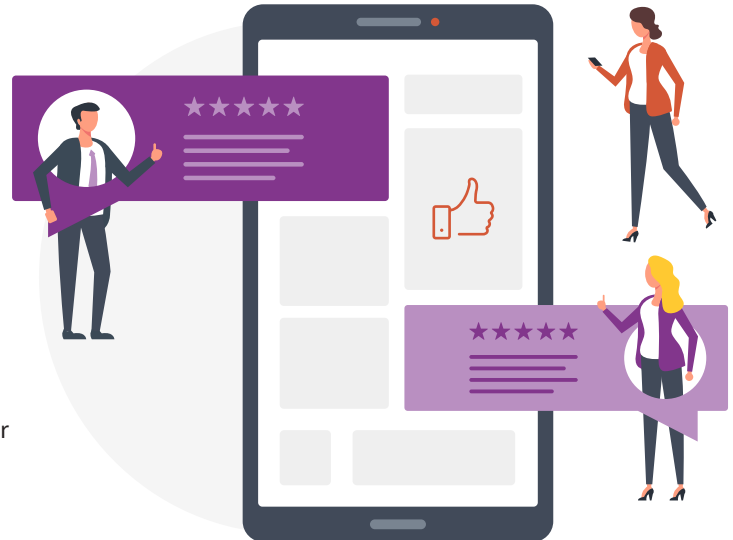
- How do clinical trials work?
- What is the connection between BRCA and pancreatic cancer?

PancChat has been under the purview of Let's Win! almost since its inception in April 2016. Partners include:

- The Lustgarten Foundation
- Pancreatic Cancer Action Network
- Oncologists and pancreatic cancer researchers across the globe

Participants not only include patients and caregivers, but also professional cancer research societies and advocacy organizations. Together, participants discuss some of the most important topics in pancreatic cancer research and treatment.

The hashtag #PancChat is showing up across the internet as a way to advance awareness of pancreatic cancer.



Sample Tweets:

"My father passed in Feb, what specific info/details should I request from his doctors that can be helpful for my siblings and I?"

"My husband Steve participated in 2 clinical trials @hopkinskimmel. Insurance coverage was one of our concerns going in — turned out to be unfounded."

"Why isn't full pancreas removal done more frequently when cancer is present? What are the downsides of not having Islet cells? #PancChat"

By the Numbers:

2M-4.5M

PancChat averages **2 million to 4.5 million** impressions each month

20-100

Each chat includes anywhere from **20 to 100 participants**

72%

The average engagement rate is **72%**



In Their Own Words

*Pancreatic cancer researchers, advocates, and survivors
share their experiences with Let's Win.*



Dr. Anirban Maitra, pancreatic cancer researcher

Let's Win has had an indelible impact on the scientists, patients, and caregivers whose lives have been touched by pancreatic cancer. From the monthly PancChats (which have garnered millions of impressions on Twitter) to serving as a hub for the latest vetted research on pancreatic cancer to being a support network for clinical trials access, Let's Win has emerged as an indispensable tool in the armamentarium for patients and caregivers alike. It is an honor for me to be associated with this effort and to contribute to Let's Win's patient-focused, patient-centric vision.

Kerri Kaplan, President, Lustgarten Foundation

When Let's Win founder Anne Glauber was diagnosed with pancreatic cancer, she relentlessly researched cutting-edge treatment options. She accessed Lustgarten-funded science and joined the Foundation's Board of Directors. She found doctors willing to take risks to develop a personalized treatment plan, which allowed her to live a longer, fuller life. When Anne wanted to make these same resources available to all pancreatic cancer patients, Lustgarten helped her create Let's Win. Today, Let's Win is a thriving online community committed to helping patients become their own advocates during the treatment process. The Lustgarten Foundation is honored to be an affiliate of Let's Win.



In Their Own Words *(continued)*

“Let’s Win is an enduring resource for pancreatic cancer patients along their cancer journey, providing information and support that significantly increases the quality and quantity of life.”

— MARISA HARRIS, LONG-TERM SURVIVOR

**Elvin Howard, Jr., President,
Elvin Howard, Sr. Pancreatic Cancer
Advocacy Foundation**

It has been a privilege for us to partner with Let’s Win to tackle our shared goal of eradicating pancreatic cancer. Together we have networked and collaborated with like-minded foundations, nonprofits, and research organizations to advocate throughout the world and to share ideas. Let’s Win’s online platform has been a valuable asset to the communities we serve.

Marisa Harris, long-term survivor

Let’s Win is an enduring resource for pancreatic cancer patients along their cancer journey, providing information and support that significantly increases the quality and quantity of life. As a long-term survivor and cancer coach, I know that the single worst thing when diagnosed with this disease is the feeling of disempowerment and helplessness. Anne Glauber co-founded Let’s Win so that everyone with pancreatic cancer could find practical advice on treatments that defy the belief that “Nothing can be done!” Juliette Gimon, another pancreatic cancer patient, more than anything else wanted people to be able to watch videos of survivors anytime they needed a boost of positivity. Let’s Win made this happen.

William Ramshaw, long-term survivor

Having survived pancreatic cancer now for seven years, Let’s Win and its many free resources, not to mention your informative weekly email newsletters, are integral to my continued fight to stay alive. My only regret is that back in 2013 your wonderful organization had yet to be founded. When I was diagnosed, I was desperate to understand what I was up against, and I turned the web upside down. Most cancer sites offered only general and often contradictory information about pancreatic cancer. Now, thanks to Let’s Win and the arsenal of tools you have given me, should I have a recurrence of this horrific disease, I am so much better equipped to fight and win.

**Helene Avraham-Katz,
patient/survivor**

I found my treatment from a story on Let’s Win! I wrote a book about my pancreatic cancer journey and your website is mentioned on the first page. I love your website — it was the first site that truly gave me hope!

**Debbie McGarity, Senior Director,
Ipsen Biopharmaceuticals**

We are proud to sponsor Let’s Win to help support pancreatic cancer patients and the greater pancreatic cancer community. Whether through information outreach or videos of inspiring survivors, Let’s Win makes a difference for patients everywhere.



Donor Recognition

A tribute to all the people who have made Let's Win possible.



In September of 2016, **Juliette Gimon**, a brilliant visionary, was diagnosed with pancreatic cancer. With characteristic determination and resolve, Juliette tried to help those facing a similar diagnosis. She saw that patients needed hope in the face of a difficult disease and inspired Let's Win's Survivor Video Series.

Made possible through generous support from the Flora Family Foundation, Let's Win's survivor videos act as a lifeline for people who are newly diagnosed with pancreatic cancer.

\$500,000+

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WE WOULD LIKE
TO THANK **ALL** OF OUR
DONORS WHO GENEROUSLY
SUPPORT THE WORK WE
DO TO REACH ALL PATIENTS
WITH PANCREATIC CANCER.



Our Milestones

May 2016

Let's Win launched as an affiliate of the **Lustgarten Foundation**, with 15 stories and a mandate to connect pancreatic cancer patients and doctors to the best treatment options and clinical trials.



Since Let's Win was founded in 2016, there have been many seminal moments in our fight against pancreatic cancer. Here are some of them.

December 2016

Our leadership team traveled to Georgia to invite former **President Jimmy Carter**, who lost his sisters and brother to pancreatic cancer, to be honorary chair of our Advisory Committee. The visit culminated in a PSA, which was filmed in February 2017.

September 2017

We were inducted into the **PR News Platinum Hall of Fame** for inspiring communications to better serve pancreatic cancer patients, their families, and all those touched by the disease.

November 2017

We added enhancements to the Let's Win website, including the new **Managing Pancreatic Cancer** section for information about the disease and how to manage life during treatment.

January 2018

The inspirational **Survivor Video Series** launched. As of mid-2021, we have featured 33 survivors and three research centers, and have shown four montages.

August 2018

Let's Win's **501c3 status was approved**, making us an official 501(c)(3) nonprofit foundation.

September 2018

We were the recipient of the first **Biden Cancer Initiative FIERCE Award** for "Leadership through Exemplary and Awesome Purpose (LEAP)."

November 2018

To mark World Pancreatic Cancer Day, we launched a **Spanish version of Let's Win**, with monthly updated content. The Let's Win board, along with some patients and supporters, rang the closing bell at NASDAQ.

November 2019

Let's Win's website surpassed **1 million pageviews**.

May 2020

The PancChat reached nearly **2 million impressions**.

November 2020

On the birthday of our late co-founder **Anne Glauber**, we held our Virtual Benefit remembering **Jaclyn Hope Greenstein** and honoring **Steve Price**, with over 750 attendees.

December 2020

We reached **500,000 users** on the Let's Win website.

April 2021

We marked the **5th anniversary** of our PancChat Twitter chat.



Meet the Team

Board of Directors

Willa Shalit

Chair, Co-Founder,
Digital Director

Allyson J. Ocean, M.D.

Co-Founder, Chair,
Scientific Advisory Board

Cindy Price Gavin

Founding Executive Director

David Glauber

Children's Media Producer

Mike Greenstein

U.S. Alternative Asset
Management Leader,
PwC

Elvin Howard, Jr.

Baton Rouge Police Officer
and President, Elvin Howard Sr.,
Pancreatic Cancer
Advocacy Foundation

Kerri Kaplan

Co-Founder, President
of the Lustgarten Foundation

Dave Price

Broadcast Journalist

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Manuel Hidalgo, M.D., Ph.D.

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Memorial Sloan Kettering
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New York

William Isacoff, M.D.

UCLA School of Medicine,
Los Angeles, California

Elizabeth Jaffee, M.D.

Sidney Kimmel Comprehensive
Cancer Center at Johns
Hopkins, Baltimore, Maryland

Anirban Maitra, M.B.B.S.

University of Texas MD Anderson
Cancer Center, Houston, Texas

Eileen M. O'Reilly, M.D.

Memorial Sloan Kettering
Cancer Center, New York,
New York

Gloria M. Petersen, Ph.D.

Mayo Clinic, Rochester, Minnesota

Kim A. Reiss, M.D.

Abramson Cancer Center,
University of Pennsylvania,
Philadelphia, Pennsylvania

Felice Schnoll-Sussman, M.D.

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Pancreatic Cancer Center,
Perlmutter Cancer Center,
NYU Langone Medical Center,
New York, New York

David Tuveson, M.D., Ph.D.

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Philadelphia, Pennsylvania

Brian M. Wolpin, M.D., M.P.H.

Dana-Farber Cancer Institute,
Boston, Massachusetts

Team

Cindy Price Gavin

Founding Executive Director

Michele Feirman

Event Manager

Susan Randel

Program Director

Lisa Frame

Social Media Manager

Jodi Perlman

Director of Outreach



Let'sWin!
Pancreatic Cancer

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