

2022 Progress Report

WITH **Hope** FOR  
Tomorrow

DEAR FRIENDS,

More than 62,000 Americans will be diagnosed with pancreatic cancer this year. For the vast majority, the disease strikes without warning. Treatment options are limited, and the survival rate remains very low, despite recent advances. To navigate this disease, patients need as much up-to-date information as possible.

Our friend and co-founder Anne Glauber created Let's Win to provide pancreatic cancer patients the tools for this journey. Since its inception in 2016, the Let's Win online platform has become a nimble and trusted source for guidance on cutting-edge treatments and developments in research. This platform has grown into a thriving community of patients, doctors, researchers, caregivers, and donors who are united around a single goal: increasing access to information about promising treatments and providing hope to the thousands of people each year facing a diagnosis of pancreatic cancer.

As we look forward to the next phase of our organization, Let's Win continues to innovate new ways to reach a wider audience. We have updated and reorganized our website to better reflect the needs of patients and caregivers. The new design retains all the robust features on which patients rely, but makes it easier for website visitors to access the information they need.

Let's Win remains laser-focused on making sure that everyone has access to information about pancreatic cancer. We recognize the urgent need to focus our outreach on medically underserved populations. For example, Black Americans have the highest rates of pancreatic cancer. Latinx patients and those from other historically marginalized communities undergo genetic testing at lower rates and face numerous barriers to quality care. To improve outcomes, it is critical that patients from all communities can obtain accurate information about pancreatic cancer.

In the coming year, we will continue to build on our established relationships. We are widening our reach by actively seeking new partnerships with trusted organizations to ensure that more patients recognize the symptoms of pancreatic cancer and can access better treatment options. Our hope for tomorrow is to educate and empower all patients, regardless of race, demographics, socioeconomic status, or language.

As always, your generous support enables our work to continue. Together, we are changing the narrative around pancreatic cancer.

We couldn't do it without you!

With Deepest Gratitude,



A stylized, handwritten signature of Willa Shalit in black ink.

**Willa Shalit**  
CHAIR AND CO-FOUNDER



A handwritten signature of Cindy Price Gavin in black ink.

**Cindy Price Gavin**  
FOUNDING EXECUTIVE DIRECTOR

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Our Board of Directors, Scientific Advisory Board, and core staff facilitate this educational community and cast a vision for the organization's future.

A LOOK AHEAD

# From Informational Outlet to Educational Community

*Let's Win's growth as an organization is defined by a sharp, sophisticated new logo and robust new website features.*

Let's Win has a fresh look, from a new logo and updated colors to a more streamlined website, coming this fall. With these changes, visiting the Let's Win platform will be a richer and more meaningful experience for all users.

Let's Win is more than a communications outlet for pancreatic cancer patients and doctors. It is an educational tool, providing information and inspiration for patients everywhere. In just six years we have established our role in the pancreatic cancer world. Now we are enhancing our platform and branding to reflect the needs and priorities of our community. We are raising a banner of hope to all for years to come.

## A Fresh Logo and Colors

The raised flag of the original logo captures our mission to lead the way for patients by sharing cutting-edge research and treatments.

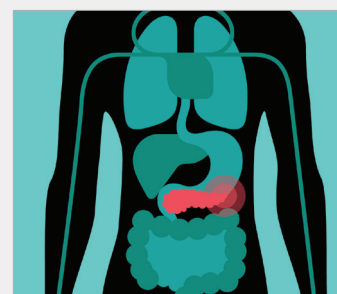
The new logo represents our mission to lead the way for patients by sharing cutting-edge research and treatments. It transforms the flag into a triangular pennant for a sharper, more sophisticated look, while maintaining the signature purple for pancreatic cancer. The wordmark of our name echoes the angle of the pennant to tell a story of forward motion and progress.

Let's win the fight against pancreatic cancer together.

## Updated Logo:



## Illustrations:





## An Evolving Website



Born out of Anne Glauber's urgent search for new science-driven approaches that went beyond the typical treatment for pancreatic cancer, Let's Win launched in 2016 with a handful of articles about the latest research, clinical trials, and stories of patients trying new treatments.



Six years since our founding, the current website hosts over 600 articles, from the latest information on scientific advances, to survivor stories, to guidance on managing pancreatic cancer.



With saved searches, easier navigation, and more cross-linking to relevant resources, the forthcoming design makes it easier to explore the wealth of information on the website.



### Highlights of the website include:

- A new FAQ section that features the most-searched information on our site
- Special pages for newly diagnosed patients and those at risk of developing the disease
- Eye-catching banners that bring readers to foundational articles about pancreatic cancer
- Links within each story to related content that expands on the information within the current article
- Saved searches so readers can easily find stories on the topics that are important to them

# By the Numbers

*From social media followers to Times Square billboards, Let's Win is growing and reaching more people than ever before.*





## Website Stories

600 articles on new treatments, clinical trials, unique protocols, and patients

170 doctors, researchers, and medical professionals participating

80 institutions featured

15 partner organizations

200 patient stories

50 survivor videos

3 business days between new science content posts

## Website Engagement

740k website visitors

2M pageviews

13k average monthly site visitors

31k monthly pageviews

100% of original content is translated into Spanish with parallel activity in Spanish



## Social Media Facebook

42k followers

1M impressions each quarter

12M plus impressions since launch

730k engagements with content

100k link click-throughs

## Social Media Twitter

12M plus impressions since launch

230k followers

44k impressions each quarter

7k impressions since launch

## Social Media YouTube

100k lifetime video views

760 channel subscribers



## Signs of Growth

6 core team members

20 professional consultants – writers, editors, web/design manager, filmmaker, reviewers, translators

4 annual benefits since our founding

2 bell ringings at the New York Stock Exchange

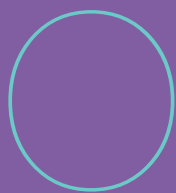
4 Times Square billboards

5 webinars

6k email subscribers

# Harnessing the Power of Social Media

*PancChat's success reflects the growing role of social media as a source of health-related information.*



One way to reach a large community with needed information is through social media. Nothing exemplifies that better than the PancChat.

Since 2016, Let's Win has co-hosted PancChat, a monthly Twitter conversation between healthcare providers, patients, and caregivers. Through 75 live Twitter chats, PancChat has become a dynamic community, connecting hundreds of participants who are active in the pancreatic cancer space.

As the chat has grown — reaching up to 4.5 million impressions each month — so has the breadth of topics. From discussions about immunology and tumor boards to summer safety and pain management, these conversations advance Let's Win's mission of providing resources to a wide audience.

PancChat's success reflects the growing role of social media as a source of health-related information. Creation Healthcare, a digital insights consultant, partnered with Let's Win to examine PancChat and pancreatic cancer-related Twitter conversations. The collaborative study found high rates of engagement among patients, advocates, and caregivers in the pancreatic cancer space and an audience eager to connect around topics of treatment, research, and survivorship. This data confirms what we have observed firsthand: Social media can be a critical tool in driving awareness.

Thanks to Let's Win's efforts to engage medically underserved populations, the PancChat audience has also grown more diverse. As a result, the PancChat series has emerged as an important part of our strategy to reach a broader audience.

75 **PancChat  
Twitter  
conversations**

2.5 **million average  
monthly  
impressions**

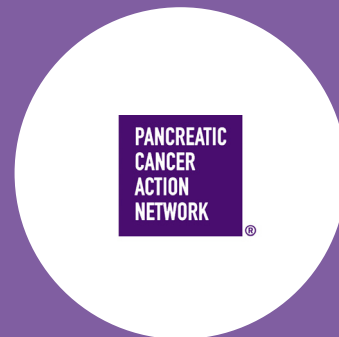
235 **million  
impressions  
since launch**

May's PancChat on "Medical Equity and Reaching All Patients" was the first one to focus exclusively on issues relating to health disparities and pancreatic cancer. Special guests for this chat included the members of the National Minority Quality Forum; Dwana Calhoun, M.S., director of SelfMade Health Network, a CDC National Network committed to health equity; and Jose Trevino, M.D., a surgeon who has studied equity in clinical trials. The chat was very well received by the pancreatic cancer community, doubling our monthly impressions.

As Let's Win establishes its place as a leader in health equity initiatives for pancreatic cancer patients, PancChat will remain an important tool for spreading awareness and for bringing a broader coalition of patients, advocates, and community members into the dialogue. ▼

#### Read

**PancChat** was featured in the August 2021 edition of the *Bulletin of the American College of Surgeons*.



A team of physicians and organizations regularly lend their expertise to co-hosting monthly PancChat Twitter conversations. Physicians pictured, clockwise from upper left: Allyson J. Ocean, M.D.; Anirban Maitra, M.B.B.S.; M. Shaalan Beg, M.D.; Niraj Gusani, M.D.

# Igniting a Sense of the Possible

*Survivor videos provide  
proof that there is life  
after diagnosis.*



Every cancer patient needs an active community to support them. Let's Win's Survivor Video Series, now in its fifth year, provides a critical piece of that community. The video series spotlights real pancreatic cancer survivors and providers to give patients and their loved ones reassurance from day one that there is life after diagnosis. The videos also provide information about scientific breakthroughs, clinical trials, and the latest treatment options.

Each of these videos highlights the value of personal connection. The survivors telling their stories underscore how vital their communities have been as they navigated the cancer journey. Likewise, patients are encouraged to hear that they are not alone in experiencing the life-changing effects of pancreatic cancer. Filmmaker Becca Roth captures stories from survivors throughout the United States and Canada, driving home the message that pancreatic cancer survivors are everywhere.



### **Angella Dixon-Watson** | 5-YEAR SURVIVOR

Angella's story is a story of hope. Dumbfounded by her stage II diagnosis in 2016, Angella wanted to ignore the dire pancreatic cancer statistics she found on the internet. Then she learned that her cancer was aggressive and had spread to her lymph nodes. Discouraged, she was all but ready to decline treatment, but her oncologist suggested she give it a try. The two formulated a plan that felt right to Angella: If she wasn't happy with her doctors, she would find a new team. If she had to have a Whipple procedure, she would find an experienced surgeon.

Her treatment plan was successful, and Angella's mission now is to serve others using what she went through. She shares her journey within the pancreatic cancer community through public speaking and through her book, *Gift of Another Breath: You Have Pancreatic Cancer*.



### **Earl Groce** | 7-YEAR SURVIVOR

Earl was diagnosed with inoperable stage IV pancreatic cancer in 2015, just weeks after returning from the Nevada-based arts and music festival Burning Man. A road-trip lover, Earl thought he would never make the 6,000-mile journey again. But having a supportive spouse, a surgical oncologist for a daughter, and the luck to make it into a clinical trial proved otherwise. Earl was given the experimental drug CPI-613, a targeted therapy aimed at cancer cell metabolism, which he received along with FOLFIRINOX. Today his scans show no signs of active

cancer, and he has been off chemo entirely for several months. Earl isn't letting his diagnosis stop him anytime soon: He has made the expedition to Burning Man three times since 2016.



### **Elizabeth O'Connor** | 11-YEAR SURVIVOR

Elizabeth received the devastating news of stage IV pancreatic cancer at age 31, only two weeks after giving birth to her second child. Not only were surgery and radiation initially out of the question, but fighting the cancer would be all the more difficult because it was in her genes. The statistics were not on her side. Her only goal was to survive. With an excellent team of doctors and the strong support of her family, Elizabeth braved an extensive journey through ever-changing protocols, multiple surgeries, additional cancer diagnoses,

and unexpected side effects. Through it all, she found normalcy, friendship, purpose, and optimism. Eleven years later, she continues to share her story within our community so that others know they aren't alone.





# The Power of Our Partnerships

*To increase pancreatic cancer survival rates, Let's Win collaborates with other pancreatic cancer nonprofits, community partners, and major cancer organizations.*

Whether it is patients partnering with doctors, researchers collaborating across institutions, or organizations working together, the only way to move the needle for pancreatic cancer survival is through teamwork. That's why collaboration is at the heart of our strategy.

## **Finding Answers Faster**

When a pancreatic cancer patient is diagnosed, they look for information and guidance on treatment. Before Let's Win was founded in 2016, life-saving treatment information was scattered among many different organizations and websites.

With an unprecedented platform to share fast-breaking information, Let's Win

consolidates the extensive research being done by trusted organizations around the globe and amplifies those resources to the patients, doctors, scientists, and loved ones in our community. This past year, Let's Win featured the research and advocacy efforts of 20 organizations in our stories.

### Speaking Up for Patients Everywhere

As a communications vehicle for scientific breakthroughs, clinical trials, and the latest treatment options, Let's Win makes it a priority to reach all patients. We are determined to expand our outreach in medically underserved communities to decrease disparities in access to treatment.

Because we are committed to improving the lives of pancreatic cancer patients everywhere, Let's Win joins forces with the leading organizations in the cancer and pancreatic cancer space. We are a proud affiliate of the **Lustgarten Foundation**, the largest private funder of pancreatic cancer research in the world. We also play a leadership role in the **Worldwide Pancreatic Cancer Coalition**, which brings together a global community of organizations that advocate for pancreatic cancer patients and researchers. Alongside other major cancer organizations, such as **Stand Up To Cancer (SU2C)** and the **Pancreatic Cancer Action Network (PanCAN)**, we share a fundamental common goal to find better treatments for pancreatic cancer through increasing awareness and advancing research.

Our work with fellow pancreatic cancer organizations and community partners enables us to fulfill our mission of sharing information with patients and caregivers, helping them better manage their diagnosis, and providing better and faster access to potentially life-saving treatments.

We are grateful for the steadfast efforts of the organizations that have been on the front lines of fighting pancreatic cancer, as well as those in the wider cancer community. ▼

### SPOTLIGHT ON: CANCER COMMONS

We share a common aim with our longstanding partner **Cancer Commons**: to eliminate barriers to care. For patients with advanced cancer, Cancer Commons facilitates one-on-one consultations with research scientists or clinicians who can analyze their case, facilitate molecular testing, and convene virtual tumor boards — all free of charge. Virtual tumor boards bring together top scientists and doctors from institutions across the country to provide patients with information on relevant clinical trials and individually tailored treatment options. Through our partnership, Let's Win has featured Cancer Commons on our website, provided content for their platform, and referred patients to their tumor boards.

### PARTNERSHIPS IN ACTION

- In January, we joined forces with the **Elvin Howard, Sr. Pancreatic Cancer Advocacy Foundation** for a webinar focusing on the relationship between diabetes and pancreatic cancer.
- Our Founding Executive Director sits on the Scientific Advisory Board of the **National Minority Quality Forum Cancer Stage Shifting Initiative**.
- We coordinated a presentation at the online **Diversity in Diabetes 2021** conference.
- This fall we are teaming up with the National Alliance for Hispanic Health, in collaboration with CDC-funded networks, to produce a series of webinars that focus on pancreatic cancer symptoms, risk factors, and treatments, and which emphasize the importance of clinical trials.

# Standing Together for Pancreatic Cancer Patients

*At our fourth annual benefit, the Let's Win community came together to honor pancreatic cancer patients, raising over \$750,000 to help patients access the best treatments.*

November 18, 2021, was a special night for Let's Win. Thanks to the availability of COVID-19 vaccines, pancreatic cancer patients, physicians, and advocates gathered in person for the organization's fourth annual benefit, Let's Win Together — Celebrating Five Years of Innovation and Community. “It feels good to be back in this room,” said Founding Executive Director Cindy Gavin (the gala was hosted virtually in 2020). “Through these challenging times, we have redefined what it means to be together.”

More than 250 supporters attended the gala at Guastavino's to celebrate the organization's fifth anniversary, with another 450 joining from home. We remembered the beautiful life of the late Juliette Gimon and honored Staci and Rich Grodin with the inaugural Anne Friedman Glauber Award for Courage. Together we raised over \$750,000 and increased awareness for our mission to help pancreatic cancer patients find and access the best treatments.





The event paid tribute to Juliette Gimon, the visionary behind the Let's Win Pancreatic Cancer Survivor Series. L-R: Juliette's mother Eleanor Hewlett Gimon, Allyson J. Ocean, M.D., and Juliette's sister Marianne Gimon d'Ansembourg.



**“Juliette really wanted to shift the narrative of how we view pancreatic cancer by profiling long-term survivors throughout the country. This was her idea and vision.” – BECCA ROTH**

Anne’s children, Lili and David Glauber, presented Staci and Rich Grodin with the Anne Friedman Glauber Award for Courage, a new award honoring the legacy of our late co-founder. “We are grateful to Staci and Rich for keeping alive the spirit of commitment and collaboration that our mom championed,” David Glauber said. The couple tenaciously fought Rich’s pancreatic diagnosis and inspired those around them with their generosity in supporting fellow patients.

The event also paid tribute to Juliette Gimon, the visionary behind the Let’s Win Pancreatic Cancer Survivor Video Series. The

monthly videos, launched in 2018, feature survivors telling their stories in their own words, offering a powerful message of hope to patients with pancreatic cancer.

“Juliette really wanted to shift the narrative of how we view pancreatic cancer by profiling long-term survivors throughout the country,” said Becca Roth, filmmaker for the ongoing video series. “This was her idea and vision.”

As in past years, the annual benefit brought together members of the pancreatic cancer community — patients, families, physicians, researchers, and others touched by this disease.

L-R: Felice Schnoll-Sussman, M.D., Cindy Price Gavin, Allyson J. Ocean, M.D., and Michele Feirman





At the 2021 benefit, Staci and Rich Grodin (pictured above with friends and family) received the inaugural Anne Friedman Glauber Award for Courage. L-R: Tony Zavaglia, Rich Grodin, Veronica Beard, Staci Grodin, Jessica Zavaglia.



Allyson J. Ocean, M.D., Willa Shalit, and Julie Kennedy



Dave Price

Through the generous support of more than 40 sponsors, including foundations, corporations, families, and friends, we were able to exceed our fundraising goals.

As Let's Win continues to flourish, the proceeds raised at the benefit allow us to expand the organization's reach, raising awareness of pancreatic cancer in high-risk communities, strengthening partnerships with diverse providers, and reaching underserved patients.

"With your help, we can ensure that all patients have access to the best treatments to fight this challenging disease," said Cindy Gavin. "We are incredibly grateful for all your support." ▾

### Watch

Family and friends pay tribute to award winners  
**Staci and Rich Grodin.**







Some of the faces of our community fighting pancreatic cancer, including scientists, survivors, and advocates.

# Donor Recognition

*Thanks to your generous support, we are changing the narrative around pancreatic cancer.*

## Donors over **\$25,000**

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 Tamar Kaplan-Marans  
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 Daniel Och  
 Julie and Adam Paget  
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 Meredith Poster  
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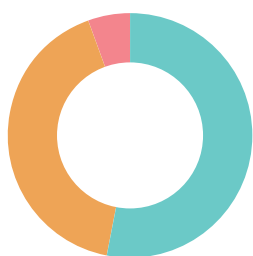
**Let's Win  
 Pancreatic Cancer**  
 422 East 72nd Street,  
 Suite 9F  
 New York, NY 10021



# Financial Information

*How your donations serve to educate and empower pancreatic cancer patients.*

## 2021-2022 FINANCIAL OVERVIEW



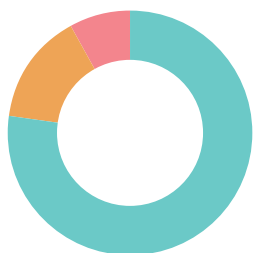
### Sources of Revenue

1 Annual Benefit	\$750,212
2 Donations and Grants	\$582,481
3 In Kind Services	\$75,083

TOTAL RAISED IN SUPPORT OF LET'S WIN

**\$1,407,776**

Development costs in 2021-2022 equaled just 8.4% of funds raised

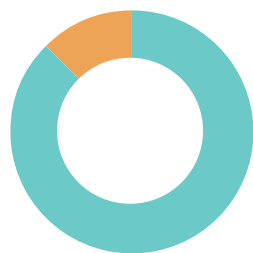


### Uses of Funds

1 Let's Win Editorial Platform and Patient and Provider Outreach	\$591,195
2 Development	\$113,301
3 Management and General	\$59,500

TOTAL EXPENSES

**\$763,996**



### Assets

1 Unrestricted	\$1,470,430
2 Temporarily Restricted	\$208,114

TOTAL NET ASSETS

**\$1,678,544**

# Meet the Team

## Board of Directors

**Willa Shalit**

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Co-Founder, Scientific  
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Children's Media Producer

**Mike Greenstein**

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**Elvin Howard, Jr.**

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Officer and President  
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Pancreatic Cancer Advocacy  
Foundation

**Kerri Kaplan**

Co-Founder, President of  
the Lustgarten Foundation

**Juan Pellerano-Rendon**

Account Director  
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**Roger Peterson**

Patient Advocate

**Dave Price**

Broadcast Journalist

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Memorial Sloan Kettering  
Cancer Center  
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Mayo Clinic  
Rochester, Minnesota

**Michael Pishvaian, M.D., Ph.D.**

Johns Hopkins Kimmel  
Cancer Center  
Sibley Memorial Hospital  
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**Felice Schnoll-Sussman, M.D.**

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New York, New York

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University of Arizona  
Cancer Center  
Tucson, Arizona

**Diane M. Simeone, M.D.**

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

**Jose G. Trevino, M.D.**

Massey Cancer Center  
VCU Health  
Richmond, Virginia

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

Cold Spring Harbor  
Laboratory  
Cold Spring Harbor, New York

**Bert Vogelstein, M.D.**

Sidney Kimmel Comprehensive  
Cancer Center at Johns Hopkins  
Baltimore, Maryland

**Robert H. Vonderheide, M.D.,  
D.Phil.**

Perelman School of Medicine,  
University of Pennsylvania  
Philadelphia, Pennsylvania

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

Dana-Farber Cancer Institute  
Boston, Massachusetts

## Team

**Cindy Price Gavin**

Founding Executive Director

**Lisa Frame**

Social Media Manager

**Susan Randel**

Program Director

**Susan Gorky**

Director of Community Outreach

**Jodi Perlman**

Director of Patient Outreach

**Michele Feirman**

Event Manager

Beyond this core team, we're grateful to all the professionals who keep Let's Win running: writers, editors, reviewers, web designers, and filmmakers.



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