

WITH
Hope
ON
THE
Horizon
2023
Progress Report

DEAR FRIENDS,

Each year, an estimated 64,000 Americans hear the devastating words, “You have pancreatic cancer.” Pancreatic cancer has few early warning signs, so by the time most patients are diagnosed, the disease is advanced and treatment options are limited. Patients need reliable information at their fingertips from the moment of diagnosis so they can access the best care to fight this insidious disease.

Our late friend and co-founder, Anne Glauber, envisioned Let’s Win as a beacon of hope for these patients. She wanted to create a resource where pancreatic cancer patients could learn about the latest treatment options, connect with doctors and scientists, and draw inspiration from survivors who have successfully battled the disease.

Today, her vision has become a reality. Let’s Win fosters a thriving community of patients, caregivers, doctors, researchers, and donors working together to change the trajectory of pancreatic cancer.

Since its inception in 2016, Let’s Win has been committed to reaching as many patients as possible. Last year, we comprehensively updated our website, which is available in both English and Spanish, to make it even easier to use. Our goal is to educate and empower all patients and caregivers, regardless of race, demographics, socioeconomic status, or language.

Each year Let’s Win strives to reach more people and ensure that anyone can recognize early symptoms of pancreatic cancer and receive the highest quality care. We have deepened existing relationships with trusted organizations, such as the National Alliance for Hispanic Health and the Bassett Center for BRCA. We have also formed new partnerships to expand our reach to providers, through groups including the Association of Community Cancer Centers (ACCC). With new methods of early detection on the horizon, we feel both hope for the future and more urgency than ever to raise awareness about pancreatic cancer.

As we look to the year ahead, Let’s Win remains committed to ensuring that everyone has access to the best information about pancreatic cancer so they can effectively advocate for their own health and experience better health outcomes.

Your generous support makes this work possible. Together, we are changing the landscape around pancreatic cancer.

All this would not be possible without YOU.

With deep gratitude for your support,



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

Willa Shalit
CHAIR AND CO-FOUNDER



A stylized, handwritten signature of Cindy Price Gavin in black ink.

Cindy Price Gavin
FOUNDING EXECUTIVE DIRECTOR

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A LOOK AHEAD

Meeting Patients **Where They Are**

In 2024 and beyond, Let's Win will pursue a range of strategies to reach underrepresented patients.



From the very beginning, Let's Win's mission has been to provide accurate and actionable information to patients from all socioeconomic backgrounds and across cultures and ethnicities.

In 2024 and beyond, our goal is to keep expanding access to life-saving information. For these resources to reach underrepresented communities, we will take a multifaceted approach, combining digital and face-to-face strategies.

In the Cloud

As an online platform, it is vital for people to be able to find Let's Win on the internet, and to see Let's Win as a credible source of information about pancreatic cancer.

We help patients find us in a variety of ways:

- We invest in search engine optimization (SEO) to appear more prominently on Google and other search engines.
- We maintain a dynamic social media presence, with growing communities on all major social networks. Our followers include patients, caregivers, doctors, researchers, and advocates around the world.
- We host the preeminent pancreatic cancer online forum, PancChat, on X (formerly known as Twitter).
- We advertise on Facebook and Google in English and Spanish, targeting people searching for information about pancreatic cancer.
- We provide Spanish language versions of all website content so that language is not a barrier to access. Let's Win is the only pancreatic cancer program with resources fully translated into Spanish.

On the Ground

Let's Win's outreach is not limited to the digital space. We take a multipronged approach to providing information, resources, and support.

Some communities are easier to reach offline. Patients who don't have internet access or who aren't comfortable navigating a website may prefer to get information from local community groups, primary care providers, or other trusted sources.

To meet this need, we created print materials to share with provider organizations, such as the Association of Community Cancer Centers and the Community Oncology Alliance. By creating deeper partnerships with the community oncologists who are most likely to treat pancreatic cancer patients, we aim to reach more patients.

We also work to position Let's Win as a go-to source for the latest pancreatic cancer information through participation in conferences with health advocacy groups and professional organizations including the National Alliance for Hispanic Health, National Minority Quality Forum, Diversity in Diabetes, and the Association of Black Gastroenterologists and Hepatologists. These organizations have become trusted partners as we reach deeper into underrepresented communities.

Our vision is clear: to ensure that *everyone* who is diagnosed with pancreatic cancer has access to accurate and timely information about the best possible treatment options. ▼

By the Numbers

Every year, Let's Win helps more and more pancreatic cancer patients access life-saving information.



Website Stories

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

200 doctors, researchers, and medical professionals participating

100 institutions featured

20 partner organizations

210 patient stories

66 survivor videos

3 business days between new science content posts

Website Engagement

960k website visitors

2.5M pageviews

16k average monthly site visitors

35k monthly pageviews

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

Social Media Facebook

48k total followers

2M impressions per quarter

23M impressions since launch

930k engagements with content

130k link click-throughs

Social Media X (formerly Twitter)

13M+ impressions since launch

475k impressions per quarter

8k followers

87 PancChats

Social Media Instagram

400k+ impressions

32k engagements

2k followers

Social Media YouTube

160k lifetime video views

1k channel subscribers

Signs of Growth

6 core team members

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

5 annual benefits since our founding

2 prestigious awards

2 bell ringings at the New York Stock Exchange

4 Times Square billboards

3 videos in New York taxis

1 New York taxi top video

1 ad in the Super Bowl LVII print and digital program

7 webinars

8k email subscribers

Pairing **Credibility** with Connection

Through monthly conversations about pancreatic cancer on X (formerly Twitter), PancChat enables patients and caregivers to interact directly with pancreatic cancer experts and gain reliable information about their care.

Let's Win's growing community of patients, caregivers, doctors, and researchers are finding hope in an unlikely place: social media. Since 2016, Let's Win has co-hosted PancChat, a monthly X conversation, in collaboration with the Lustgarten Foundation and Pancreatic Cancer Action Network (PanCAN) and individual physician experts.

Even as X's platform has faced challenges to stability and functionality, the PancChat audience has continued to grow. This points to the vital role of social media as a source of health information. During each month's live conversation, healthcare providers and researchers interact with patients and caregivers in an informal but credible chat about the topics that matter most to pancreatic cancer patients. With so much misinformation available online, it is invaluable for patients to connect with credentialed experts.

In the past year, PancChat has hosted conversations on foundational topics including early detection, genetic testing, the BRCA/ pancreatic cancer connection, and pain management. It has also branched into more niche areas that impact life during treatment, such as summer safety and managing holiday expectations. The chat that received the highest number of impressions — over 4 million — discussed potential vaccines, a topic in the news after positive results from a clinical trial. Next year, these monthly discussions will continue to expand to address caregivers, integrative oncology, and issues related to nutrition.

Through 87 (and counting) live X chats, PancChat enables patients and caregivers to interact directly with pancreatic cancer experts.

As we continue to champion health equity initiatives, the PancChat series remains an important part of our mission to reach a broader and more diverse audience. ▼

By the **Numbers**

87 **PancChat
conversations**

3.2 **million average
monthly
impressions**

270 **million
impressions
since launch**



Learning from Patients

Let's Win seeks out patient input to help us broaden access to information and provide targeted resources.

No one is better at identifying pancreatic cancer patients' needs and values than the patients themselves. In 2022, we added a seat on the organization's Board of Directors for a patient or caregiver. We recognize that with a patient board member at the table, Let's Win will be better able to devise new programs and initiatives that are novel, viable, and valuable to patients and caregivers.

Having the formal structure of a Patient Advisory Board allows Let's Win to proactively engage with and listen to patients.

Our first patient board member was business consultant Roger Peterson, who was diagnosed with stage IV pancreatic cancer in 2021. Roger believed in the importance of the patient voice. Along with board member Dave Price, who was a caregiver for his brother during his illness, Roger created the outline for our new Patient Advisory Board.

Having the formal structure of a Patient Advisory Board allows Let's Win to proactively engage with and listen to patients. This not only helps Let's Win clarify patients' needs and values, but it also provides a roadmap for how to broaden our reach and provide patients and their loved ones with the best resources.

Roger sadly passed away from pancreatic cancer in spring 2023, but the Let's Win Patient Advisory Board is his legacy.

Recognizing What Patients Need

The Patient Advisory Board advances our goal of serving patients by giving us insight into which tools and resources patients value most, what their information needs are, and how we can best meet those needs.

To develop the board, we reached out to all current patients who shared their stories with Let's Win and invited them to join the Patient Advisory Board. A group of 14 patients, representing a variety of interests and backgrounds, have formed the core of the group. Already, they have contributed story ideas and possible program directions for Let's Win. As we continue to listen to patient voices, we look forward to gaining additional insights. ▶



Empowering Patients, One Video at a Time

Survivor videos inspire hope and spark courage to face a daunting diagnosis.

For newly diagnosed pancreatic cancer patients, it is essential to meet others who have walked in their shoes. The Let's Win Survivor Video Series helps new patients navigate a difficult treatment path while kindling much-needed hope. Now in its sixth year, the series includes more than 50 survivors (and counting) who offer firsthand insights, explain their treatment path, and

show that there is life after pancreatic cancer.

For many survivors, facing pancreatic cancer has required them to steer their own care, whether to further investigate a confusing finding, scour the internet to find pancreatic cancer experts, or create a team to meet all their physical and mental health needs. Meet some of the survivors who took ownership of their health and changed the narrative around their disease.



Randi Ervin

7-YEAR SURVIVOR

Randi was still in her 30s when her doctor noticed something concerning about her blood work. Randi assumed it was diabetes, but her doctor ordered advanced imaging, which revealed a tumor in Randi's pancreas. After Whipple surgery, Randi learned that she had a pancreatic neuroendocrine tumor, and that the cancer had spread beyond her pancreas to other locations, including her liver. Randi's response was to put together a healthcare team to address both her physical and her mental health needs. She receives monthly octreotide injections to keep the disease at bay. Although her disease is stable, she has had to come to terms with the fact that her condition will always require maintenance and regular surveillance. "It gives you a different perspective on life," she says. "You have to fight."



Eric Borden

6-YEAR SURVIVOR

If Eric had not taken an active role in his care, he might not be here to tell his story. In June 2017, his doctor ordered a CT scan after routine blood work results showed elevated liver enzymes. The scan uncovered a small lesion on his pancreas, and his doctor suggested a "watch and wait" approach. Eric was not satisfied. He consulted a gastroenterologist, who arranged for an endoscopy with ultrasound and needle biopsy — a decision that saved his life. Eric had early-stage pancreatic cancer. He then did more research and traveled from his home in Florida to get Whipple surgery at The Johns Hopkins Hospital in Baltimore. This was followed by six months of chemotherapy back home. Because Borden was his own advocate, today he is healthy and thriving. "Pancreatic cancer is no longer a death sentence," he says. "The key is keeping that hope alive."



Jay Bozick

6-YEAR SURVIVOR
**2022 Anne Friedman
Glauber Award recipient**

In 2017, Jay's worst fears materialized. The pain in his esophagus turned out to be a symptom of pancreatic cancer, the same disease that had rapidly claimed his mother 25 years earlier. Jay thought he was doomed to the same fate, but genetic testing and the discovery that he carries a BRCA mutation changed everything. Jay, in partnership with his doctors, created a new roadmap to battle the disease. He first received a distal pancreatectomy to remove the tumor. Then, he underwent six months of grueling chemotherapy with gemcitabine and cisplatin. Thanks to Allyson J. Ocean, M.D., his forward-thinking oncologist, he spent two years on a PARP inhibitor, a drug that has shown particular success in the treatment of BRCA-related cancers. Jay is grateful for the incredible care from his medical team, and he reminds patients that "You don't have to die from this disease. You can make it." ▼

Going Further, Together

Forging relationships with influential partners allows Let's Win to increase awareness and reach underrepresented populations.



Fast-Tracking Information

To raise awareness about the disease, Let's Win is committed to building partnerships — both within the pancreatic cancer space and in the broader cancer community. The end goal: to provide resources, tools, and actionable information to pancreatic cancer patients and those at greatest risk for the disease.

Within the pancreatic cancer space, our partnerships start with the individual scientists working to move the needle for patients. With scientific advisory board members across the country and around the world, and an easy-to-use platform to share fast-breaking information, Let's Win is uniquely positioned to amplify national and international research efforts that are underway. Over the past year, Let's Win featured the research of more than 40 doctors and researchers at 35 institutions.

- Our affiliation with the **Lustgarten Foundation**, the largest private funder of pancreatic cancer research in the world, remains strong, and we continue to serve as a key communication vehicle for sharing the research it supports.
- We also play a leadership role in the **Worldwide Pancreatic Cancer Coalition**, a global community of organizations focused on raising awareness about pancreatic cancer and advancing research.

Partnering with the Broader Cancer Community

Collaborating with partners around the globe helps us better serve patients and caregivers as they navigate the labyrinth of pancreatic cancer diagnosis and treatment. We are grateful for the steadfast support of organizations that have been on the frontlines fighting pancreatic cancer, as well as those in the wider cancer space.

- We continue to partner with the **Basser Center for BCRA** to communicate the role of BRCA mutations in both the diagnosis and treatment of BRCA-related cancers including pancreatic cancer. The Basser Center for BRCA is the first comprehensive center for the research, treatment, and prevention of BRCA-related cancers.
- In June, we initiated a partnership with the **Association of Community Cancer Centers (ACCC)**, an organization that brings together a powerful community of more than 34,000 multidisciplinary practitioners and 1,700 cancer programs and practices across the nation. We launched a blog series for its members with important information about pancreatic cancer.
- We first teamed up with the **National Alliance for Hispanic Health** in 2019 to share information about pancreatic cancer with its constituents through live events and mailings. The partnership has thrived, and in 2022 we produced a series of successful webinars that focused on pancreatic cancer symptoms, risk factors, and treatments, which emphasize the importance of clinical trials. During Hispanic Heritage Month and Pancreatic Cancer Awareness Month, we will co-host three more webinars through this partnership. The first of these is a joint effort with the Basser Center for BRCA to raise awareness of BRCA in the Latino community.
- Our ongoing partnership with the Louisiana-based **Elvin Howard Sr. Pancreatic Cancer Advocacy Foundation** remains strong. We share content and amplify each other's work, and Elvin Howard, Jr., is a member of our Board of Directors.
- We continue to take a leadership role on the scientific advisory board of the **National Minority Quality Forum's** Cancer Working Group and its Cancer Stage Shifting Initiative. ▶

Reducing Disparities in Treatment Access

As part of our mission, we are determined to reach medically underrepresented communities and reduce disparities in access to treatment. Partnering with trusted voices puts us in front of new audiences.

SPOTLIGHT ON: THE ASSOCIATION OF COMMUNITY CANCER CENTERS

We share a common aim with our new partner, the Association of Community Cancer Centers (ACCC): to achieve more equitable cancer care delivery. ACCC works hard to provide community oncologists with access to the tools, information, and technology necessary to deliver the highest level of care at the community level. For Let's Win, reaching

community oncologists is essential to reaching patients, because 60% to 80% of patients are diagnosed by and receive their care from their local oncologists.

As a leader in education and advocacy, ACCC develops initiatives, programs, and resources to ensure community oncologists are equipped to provide patients with the care they deserve while remaining close

to home. The organization provides members with clinical practice updates, training, and resources to help uncover hard-to-treat cancers like pancreatic cancer at earlier stages, when the disease is more responsive to treatment. And like Let's Win, ACCC makes diversity, equity, and inclusion a top priority as it pushes for quality comprehensive cancer care for all.



Siblings Jay and Grace Bozick.

Banding Together to Benefit Pancreatic Cancer Patients

The Let's Win community gathered at the fifth annual benefit to honor pancreatic cancer patients, raising nearly \$800,000 to help patients access the most advanced treatments.



Left: Allison Kriz and Juan Pellerano-Rendon. Right: Staci Grodin, Elizabeth Hale, M.D., Allyson Ocean, M.D., Morgen Schick, and Veronica Beard.

On November 17, 2022, World Pancreatic Cancer Day, Let's Win hosted its fifth annual benefit, Let's Win Together — With Hope For Tomorrow.

There was a sea of purple in the room as Let's Win's Executive Director Cindy Gavin took the stage and thanked the audience for humoring her request that attire include a "touch of purple."

More than 300 supporters attended the gala at Guastavino's, with more joining virtually. Juan Pellerano-Rendon honored the incredible life of his mother, the late Marta Rendon, M.D., a world-renowned dermatologist and philanthropist, as well as mentor and glass ceiling breaker.

"Let's Win played a pivotal role in her fight," Pellerano-Rendon said. "She won against all odds in her four-year fight against pancreatic cancer. I am now continuing, in her honor, to support patients, doctors, and caregivers alike to win." Pellerano-Rendon has joined the Let's Win Board of Directors to continue his mother's legacy.

The event also honored Jay Bozick with the Anne Friedman Glauber Award for Courage. "Anyone who knows Jay knows how deserving he is of this honor," Gavin explained. Allyson J. Ocean, M.D., his oncologist, called Jay a partner in his care every step of the way. "He did everything he could to get better, and he did get better," she added. With his sister Grace by his side, Bozick tenaciously fought pancreatic cancer, inspiring hope in everyone around him. Even amid his battle, he generously supported fellow patients. "Find a medical team that will support you and be willing to take risks," Bozick said. "You don't have to die from this disease. You can make it."

The event also celebrated the launch of Let's Win's new logo and revamped platform that makes it easier for people to find the information they're seeking. "The signature flag on our new streamlined logo represents our vision to lead the way forward with hope for tomorrow, and our website is now a true editorial platform with many enhanced features," Gavin noted.

“What keeps us here, what unites us, and what moves us forward is hope, progress, love, community, and results.” – DAVE PRICE

This year marked year six of the Let's Win Survivor Video Series. The vision of Juliette Gimon, the Let's Win Survivor Video Series features pancreatic cancer survivors sharing their stories in their own words, including one 14-year, two-time pancreatic cancer survivor. Each of these videos, filmed by Becca Roth, offers hope to newly-diagnosed patients and their caregivers.

Let's Win Together — With Hope For Tomorrow brought together patients, families, physicians, and researchers. Moving into the organization's seventh year, the annual benefit allows Let's Win to

broaden its reach and increase awareness of pancreatic cancer in high-risk communities through partnerships with diverse providers.

“What keeps us here, what unites us, and what moves us forward is hope, progress, love, community, and results,” said board member Dave Price, who was a caregiver for his brother. “We're seeing marked progress in pancreatic cancer treatment — changes are coming not in years and decades, but in days and weeks and months. So as we mourn our loved ones, we're going to ensure that in their memory, and in their honor, we succeed.” ▼



Clockwise from top left: Dana Zucker, Jill Seigerman, Mindy Gray, and Lili Rundback; Emily Storm, Lili Glauber, and Dave Glauber; Cindy Gavin and Allyson Ocean, M.D.

Fundraising Gets **Personal**

Pancreatic cancer advocacy offers a meaningful avenue to honor loved ones.

If you love someone with pancreatic cancer, it's difficult to sit back and wait for education or treatments to improve on their own. For many families and friends, caring for their loved one motivates them to participate in pancreatic cancer advocacy.

Let's Win simplifies the process of raising funds for this cause. Supporters can create personalized fundraising campaigns to share why this mission matters to them and invite others to donate. Inspired supporters have run races, participated in challenges, hosted events, and celebrated special milestones — all to improve access to life-saving information.

Charlotte's Race

Charlotte Dequeker saw a way to combine her love of ultra-long distance running with her desire to honor the memory of her beloved mother-in-law and her close friend's father. She raised funds by running the Ultra-Trail du Mont Blanc, a 100-mile race through France, Italy, and Switzerland.



Juan Pellerano-Rendon (center).

Juan's Purple Reign

Board Member Juan Pellerano-Rendon hosted a fundraising event in honor of his late mother, Marta Rendon, M.D. Nearly 100 younger donors mingled and danced at Ding-A-Ling Cocktail Lounge in Manhattan, with Juan serving as DJ.

June's Mitzvah Project

When June learned that a beloved father in her community had passed away due to pancreatic cancer, she wanted to find a way to honor him. As part of her bat mitzvah project, she chose to raise funds in his memory. ▼

CORPORATE PARTNERSHIPS

Personal projects are just one type of fundraiser. We also partner with organizations looking to give back to the community. Fashion company Veronica Beard, as part of their #VBGIVESBACK initiative, holds annual shopping events that donate a percentage of the proceeds to Let's Win.

Fundraising retailer Designs that Donate supports Let's Win among its charity options, promotes Let's Win on Giving Tuesday, and participates in our annual benefit.

JOINING THE NEW YORK CITY MARATHON

On November 5, 2023, Team Let's Win will join thousands of other runners in the TCS New York City Marathon as an official charity partner of the New York Road Runners Club. Our team of 10 runners is united by one mission: to help pancreatic cancer patients. Each runner has been directly impacted by pancreatic cancer. Some have loved ones in treatment, while others have lost a parent or grandparent to the disease. Others are running to honor close friends and relatives. In every case, their goal is to raise funds to help pancreatic cancer patients get the information they need to find the best treatments.



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 **\$50,000**

The Becker Family
Cindy and Brian Gavin
Gray Foundation
Ipsen
Juan Pellerano-Rendon

Donors from **\$25,000 - \$49,999**

AstraZeneca
MJS Foundation

Donors from **\$10,000-\$24,999**

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Donors from **\$5,000-\$9,999**

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Anson and Veronica Beard
Jay Bozick
Cancer Expert Now
Jennie Fortunoff and
Andrew Chonofsky
Citizens Bank
Wendy and Douglas Eisenberg
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Margot Zatterman
Zeta Beta Tau
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Joshua Zimm, M.D.

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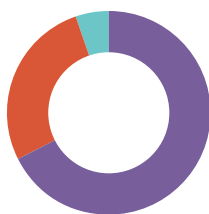
**Let's Win
Pancreatic Cancer**
422 East 72nd Street,
Suite 9F
New York, NY 10021



Financial Information

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

2022-2023 FINANCIAL OVERVIEW*

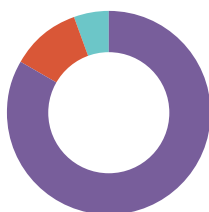


Sources of Revenue

1 Annual Benefit	\$791,002
2 Donations and Grants	\$319,720
3 In Kind Services	\$60,161

TOTAL RAISED IN SUPPORT OF LET'S WIN **\$1,170,883**

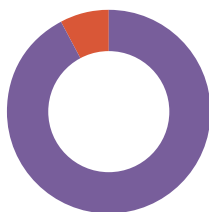
Development costs in 2022-2023 equaled just 9.6% of funds raised



Uses of Funds

1 Let's Win Editorial Platform and Patient and Provider Outreach	\$825,446
2 Development	\$112,078
3 Management and General	\$52,494

TOTAL EXPENSES **\$990,018**



Assets

1 Unrestricted	\$1,651,074
2 Temporarily Restricted	\$135,922

TOTAL NET ASSETS **\$1,786,996**

*UNAUDITED

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Jodi Perlman

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Program Director

Susan Gorky

Director of Community Outreach

Lisa Frame

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Michele Feirman

Event Manager

In addition to our core team, all this work would not be possible without a group of more than 20 professionals: writers, editors, reviewers, web/design manager, and filmmaker. These people provide significant help in keeping the Let's Win engine running.



Let's Win Pancreatic Cancer
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