

2024
Progress
Report

Inspiring
action,
embracing
hope

Dear Friends,

Every year brings new hope in the fight against pancreatic cancer. Survival rates are improving but we know it's not enough. Patients need immediate access to potentially life-changing information about cutting-edge treatments, promising clinical trials, and practical strategies for navigating their cancer journey. This is where Let's Win makes a crucial difference.

Let's Win is more than a resource—we're your partner in hope and action. As we enter our eighth year, our vibrant community continues to grow, connecting patients and caregivers with the vital information they need to make informed decisions about their care. Now, we're poised to begin an exciting new chapter in our organization's history.

With a clear vision, steady optimism, and an unwavering commitment to our cause, Let's Win is taking decisive steps toward a more impactful future.

Our mission remains paramount: To guide patients and caregivers with vital information for better outcomes. Anne Glauber's original vision—for all patients to have access to the best treatment options—remains our cornerstone as we chart our future. In just eight years, Let's Win has become the go-to resource for people facing a pancreatic cancer diagnosis, thanks to the easy-to-understand, medically vetted, and actionable information we provide. With Let's Win by your side, no one will have to face pancreatic cancer alone.

WHAT LIES AHEAD

To enhance our effectiveness, we are using data and insights from patients and caregivers to develop new tools. Armed with this knowledge, we're revamping our website and adding new features to better fulfill our mission and serve our community.

We are also excited to introduce our new board chair, Mike Greenstein, a retired PwC partner with over 35 years of business experience. Mike's connection to Let's Win is personal—he lost his sister to pancreatic cancer in 2020 and is a committed cancer advocate and caregiver.

We are profoundly grateful to Willa Shalit, our founding board chair, for her transformative leadership. Now our Chair Emeritus, Willa remains an active board member.

With Mike's leadership, we will advance our mission and move closer to our vision of a world where all patients have access to the best possible treatment options.

With deep gratitude for your support,



Mike

Mike Greenstein
CHAIR



Cindy

Cindy Price Gavin
CEO AND CO-FOUNDER

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Making Vital Information More Accessible

In 2025 and beyond, Let's Win will continue to provide critical resources for pancreatic cancer patients and their caregivers.

A pancreatic cancer diagnosis demands immediate action. Since our inception, Let's Win has been the go-to resource for providing patients with vital information for better outcomes. Our content offers a clear path forward and empowers patients and caregivers with knowledge that can make a tangible difference in their treatment journey and quality of life. We are laser-focused on helping patients and caregivers navigate this complex diagnosis at every stage of their journey.

This spring we conducted an extensive survey of patients and caregivers to better understand their needs. We learned that our content is very effective; however, the survey identified opportunities for new tools and support. As a result, we are updating the Let's Win platform to provide a more intuitive, user-friendly experience, ensuring no patient feels lost or overwhelmed by their diagnosis.

New Paths for Patients and Caregivers

No matter where they are on their treatment journey, patients need simple, clear navigation paths. Whether they are newly diagnosed, in treatment, or recovering, finding relevant information quickly is crucial to educating and empowering both patients and caregivers. When people are armed with the tools needed for informed decision-making, they can take proactive steps towards managing their health.

What You Can Look Forward To

Our new user interface provides crystal-clear paths, focused on each part of the patient journey.

- For those concerned about developing pancreatic cancer, **Risks & Symptoms** provides comprehensive information about pancreatic cancer symptoms and major risk factors like diabetes, pancreatitis, and certain genetic mutations.
- Next, patients who are **just recently diagnosed** will find extensive information about pancreatic cancer, treatment options including clinical trials, and an introduction to the new language of pancreatic cancer treatment. We also provide important guidance on assembling a care team and preparing for consultations with healthcare providers.
- **Patients In Treatment** need help navigating the complex landscape of life in treatment—the different treatment options, the latest research and clinical trials, and managing the physical and emotional effects of cancer treatment.
- For patients who have **completed treatment** or are in long-term maintenance treatment, **Living With** pancreatic cancer offers practical advice on nutrition, the physical and emotional challenges of living following treatment, and includes inspiring survivor stories, offering hope and real-world insights.

All resources are available in English and Spanish, to ensure this critical health information reaches a diverse audience.

New Tools to Help Patients Thrive

Let's Win is centered around the needs of patients and caregivers. We understand that facing pancreatic cancer is one of the most challenging experiences a person and their loved ones can endure. We believe that everyone should have access to the resources they need and hope for the journey ahead, and our new tools will connect even more patients with the care they need.

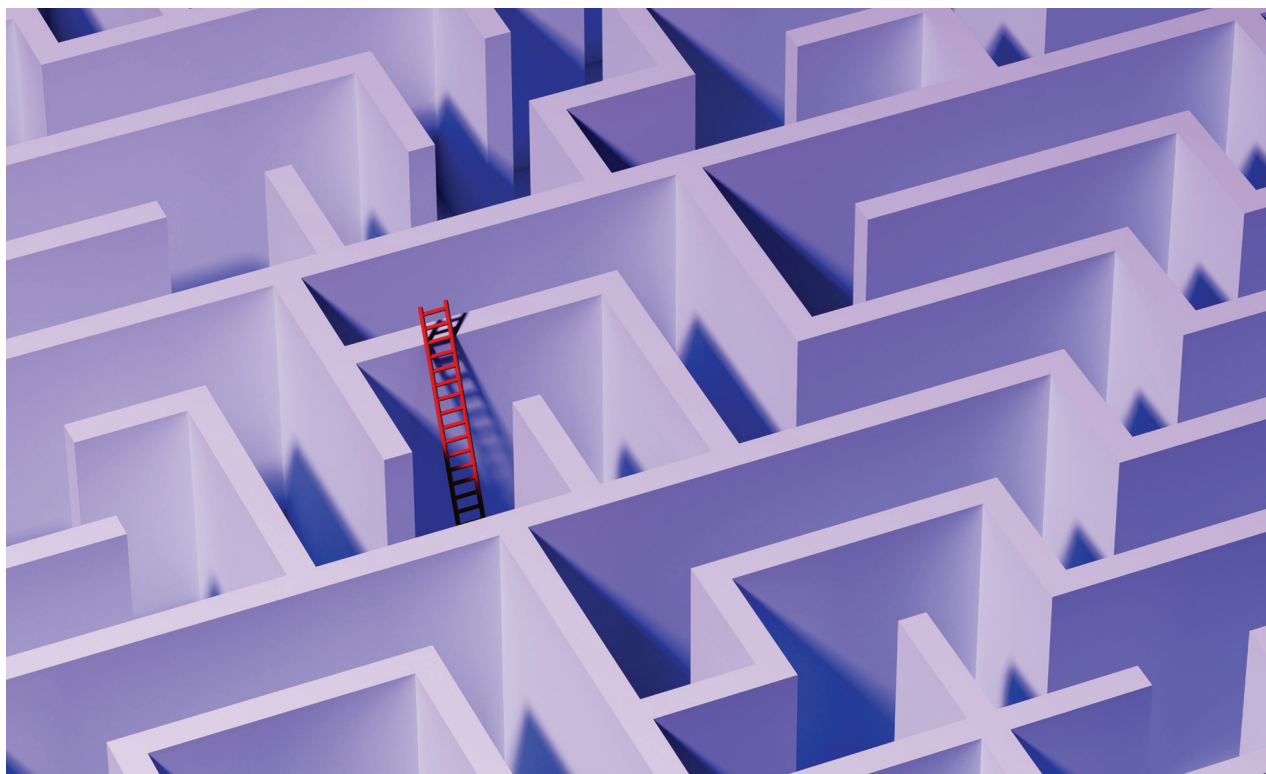
- Each week we hear from newly diagnosed patients and their loved ones who are scared and desperately seeking help. Their first question is typically how to find the right doctor. To meet this need we are introducing a data-driven **Doctor Finder**. This tool connects patients with experienced pancreatic cancer specialists based on the number of patients they treat, with a location-based search.

We want to ensure that every patient has access to expert care, regardless of their geographic location.

- Clinical trials are at the forefront of advancing the science of cancer treatment, especially for pancreatic cancer. But many patients find it difficult to identify trials and navigate the requirements. Our new **Clinical Trial Finder** demystifies this process by explaining what a trial is and how to find one. The Finder helps patients identify relevant trials based on their specific diagnosis, treatment history, and location. And for those who want extra help, trial navigators can provide personalized assistance in finding and applying for suitable trials. This hands-on approach aims to increase clinical trial participation.

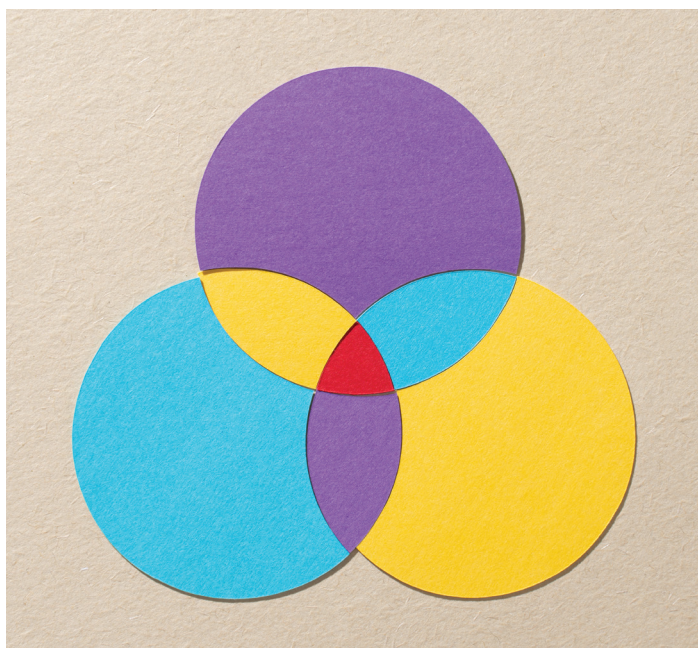
Join the Fight

Let's Win stands as a beacon of support and information in the pancreatic cancer community, providing clear, actionable information that can make a real difference in the lives of those affected by this formidable disease. Visit letswinpc.org to learn more about how to get involved. ▶



By the Numbers

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



Unique stories

880
articles on new treatments, clinical trials, new protocols, and patients

220
doctors, researchers, and medical professionals participating

110
medical institutions featured

20
partner organizations

235
patient stories

77
long-term survivor videos

Social Media

1M
Facebook engagements with content

54k
total Facebook followers

2k
Instagram followers

35k+
Instagram engagements

1.4k
YouTube channel subscribers

220k
YouTube lifetime video views

22k
TikTok views

150
TikTok followers

8k
LinkedIn engagements

700
LinkedIn followers

8k
X followers

58k
X post link clicks

97
PancChats

Engagement

1.3M

platform visitors

3.5M

pageviews

22k

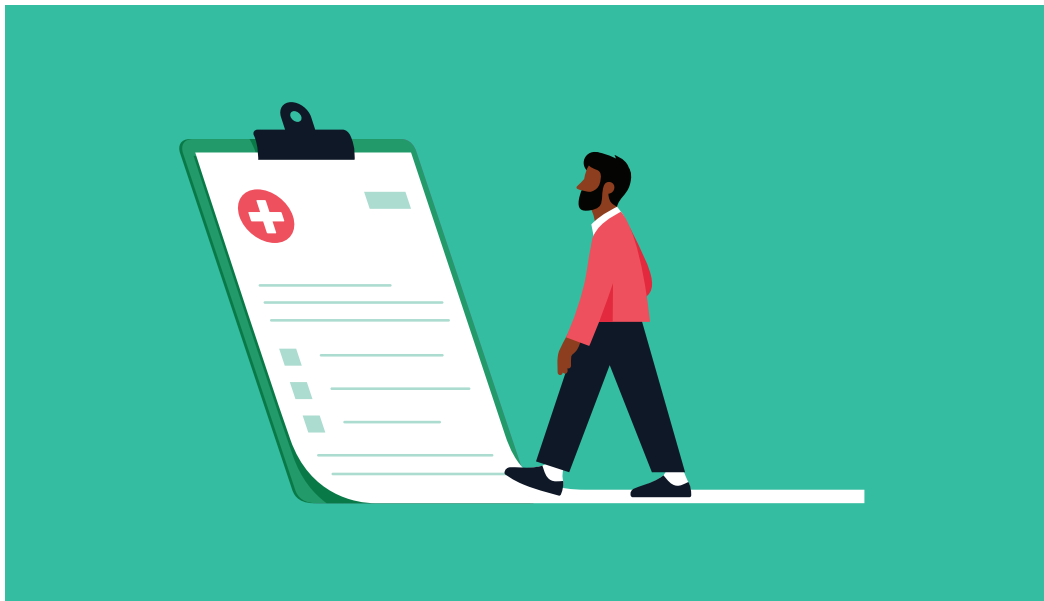
avg monthly site visitors

100%

of original content translated into Spanish



Signs of Growth



6

core team members

24

professional consultants (writers, editors, reviewers, web/design manager, and filmmaker)

6

annual benefits since our founding

2

prestigious awards

15k

email subscribers

13

webinars

1x

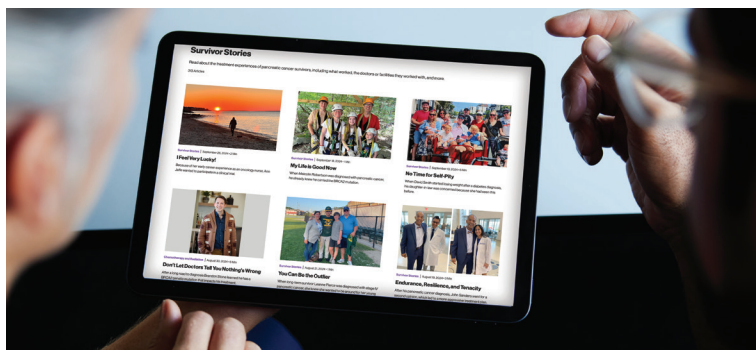
monthly guest with the Living Hope podcast

2x

monthly Spanish update

Finding Strength in Survivors' Stories

Let's Win's Survivor Video Series serves as a guiding light for patients and caregivers, inspiring hope in the wake of a challenging diagnosis.



For patients who are newly diagnosed with pancreatic cancer, hearing stories from people who have survived the disease can be a lifeline. Let's Win's Survivor Video Series acts as a beacon of hope, guiding new patients through the complexities of treatment with stories of resilience and survival. Now in its seventh year, the series features more than 75 survivors, each sharing their journey, treatment decisions, and a powerful message: There is hope after a pancreatic cancer diagnosis.

Many of these survivors have partnered with their healthcare providers, transforming a daunting diagnosis into an empowering journey. Whether seeking second opinions, identifying leading pancreatic cancer specialists, or assembling a comprehensive care team, these survivors have rewritten the narrative of their disease.



Rich Grodin, 5-year survivor

In 2018, Rich Grodin's life changed overnight. One week, he was skiing eight hours a day. The next, he was navigating stage IV pancreatic cancer. Fortunately for Rich, his wife Staci was a veteran in the advocacy world as a founder of the Global Lyme Alliance. That medical advocacy background helped Rich secure the best care, even when surgery wasn't an option. Under the guidance of Allyson J. Ocean, M.D., he began treatment with FOLFIRINOX, and within six weeks, his blood markers were in the normal range.

Rich attributes his healing not only to effective treatments but also to his renewed commitment to reducing stress and finding joy in his daily life—whether playing basketball or spending time with friends and family. “Rich is like Superman,” Staci says. “Seeing him through this process has been extraordinary.”



Errol Toulon, Jr.
20+ year survivor

When Errol Toulon, Jr. was diagnosed with Hodgkin's lymphoma at 34 years old, he thought he might not live to see his sons graduate from elementary school. Six years later, Errol faced another devastating blow when doctors discovered a mass on his pancreas during a routine follow-up scan. Errol had pancreatic cancer. As he was wheeled into the operating room before a Whipple procedure, Errol fixated on the possibility that it could be the last time he saw his family.

Errol survived the surgery and a grueling recovery with a new sense of purpose. Determined to rebuild his life, Errol went back to school, earned his bachelor's, then a master's, and ultimately a doctorate in educational administration. His resilience and drive paved the way for him to become the first African-American sheriff in Suffolk County, New York, in 2017. Errol believes facing life-threatening health experiences instilled in him a passion for helping others and serving as a conduit to give patients and their families advice, strength, and most importantly, a reason to be hopeful.



Anthony Del Russo,
11-year survivor

In early 2013, Anthony Del Russo started having stomach problems and back pain after a procedure to clear his arteries. His primary care doctor ordered an ultrasound, which uncovered a suspicious lesion. Days later, Anthony was diagnosed with stage II pancreatic cancer. "My doctors didn't give me any statistics . . . but I knew I was up for a challenge," Anthony says.

After six months of chemotherapy, Anthony's tumor had shrunk enough to qualify him for surgery. Following the procedure, Anthony underwent another six months of chemotherapy. Unfortunately, when the cancer recurred five years later, surgeons had to remove the rest of his pancreas. The surgery left Anthony with diabetes, but it didn't diminish his spirit.

"Pancreatic cancer is not a death sentence like it might have been five, 10, or 15 years ago," he says. His advice to anyone facing a devastating diagnosis: "Don't think about what you can't do; think about what you can do. Embrace the love and support from anyone who's willing to give it to you—that makes you stronger, too."



Abby Pezzulo,
5-year survivor

It wasn't until Abby Pezzulo ended up face down and unconscious in the snow while her two small children waited nearby for her to wake up that she and her medical team got to the bottom of her ongoing gastrointestinal and low-iron issues. A pancreatic neuroendocrine tumor (PNET) that was nearly four inches long had been growing inside her pancreas. Abby's diagnosis may have materialized out of nowhere, but she wasted no time fighting back.

Abby went through chemotherapy, a Whipple surgery, and more chemotherapy before being declared cancer-free. She credits her family and friends (whom she lovingly calls "family") for keeping her spirits up and helping her focus on the positive. Her goal from the get-go was to come out of this better than ever. Five years later Abby is still cancer-free and feeling great. ▶

Maximizing Impact Through Partnerships

By building relationships with influential partners, Let's Win accelerates progress in the fight against pancreatic cancer.

We believe strength comes from collaboration. By joining forces with leading physicians, scientists, advocacy groups, and communities, we create a powerful network dedicated to advancing awareness and scientific research. These partnerships enable us to pool our knowledge, resources, and passion, to maximize our impact and provide essential support to those impacted by pancreatic cancer. Together, we are not just advancing scientific breakthroughs, but also ensuring that every individual touched by this disease has access to the care, information, and hope they deserve.

Partnerships for Progress

With a scientific advisory board that spans the country and the globe, and a user-friendly platform to share the latest breakthroughs, Let's Win is perfectly positioned to amplify research efforts happening worldwide. Our partnerships begin with the dedicated scientists striving to make a difference for patients. Since our founding in 2016, Let's Win has featured the research of more than 220 doctors and researchers at 110 institutions.

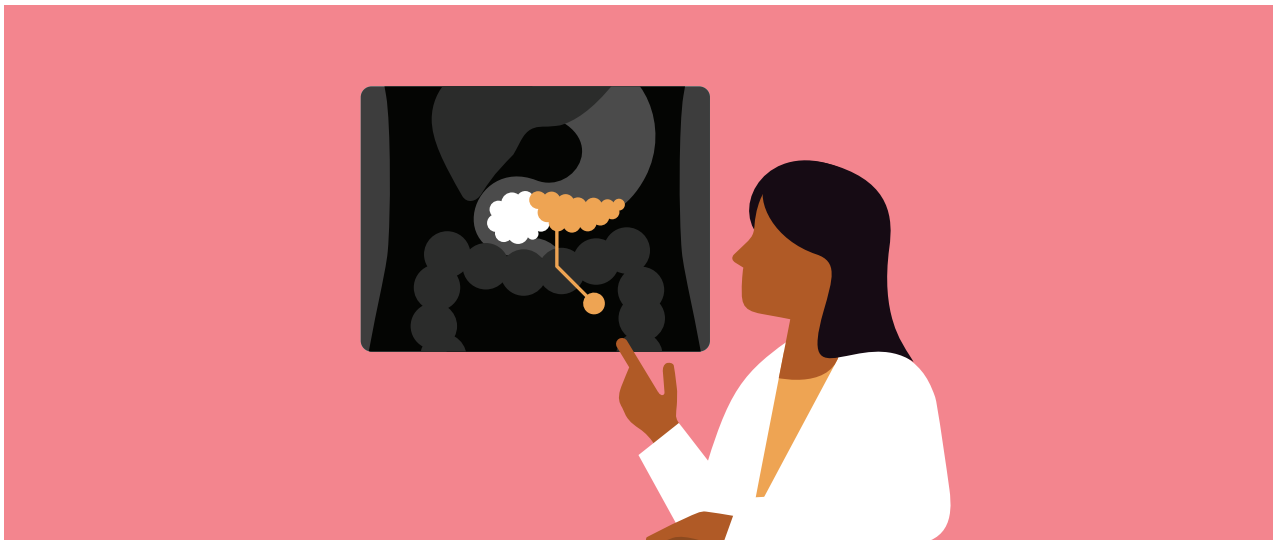
Our strong affiliation with the **Lustgarten Foundation**, the largest private funder of pancreatic cancer research in the world, positions Let's Win to play a crucial role in communicating groundbreaking science. We are also a key member of the **World Pancreatic Cancer Coalition**, a global community of organizations focused on raising awareness about this disease.

Meeting Patients Where They Are

In 2023, Let's Win joined forces with the **Association of Community Cancer Centers (ACCC)**, a powerful cadre of more than 34,000 multidisciplinary practitioners and 1,700 cancer programs across the country. A trailblazer in education and advocacy, ACCC creates programs and resources to help local oncologists deliver top-notch care right in their communities.

ACCC and Let's Win share a key primary objective: to achieve more equitable cancer care at the community level. This past year, we collaborated with ACCC on six engaging posts for their ACCCBuzz Blog, covering everything from an introduction to Let's Win and the importance of early diagnosis to the value of clinical trials and a guide for newly diagnosed patients, inspiring survivor stories, and November advocacy efforts. Within each blog post were links to the Let's Win platform, and readers made many visits to our platform directly from these posts.

We are pleased to continue this valuable partnership in 2024, with plans to collaborate on webinars and produce additional blog content on topics of particular interest to community oncologists. With a majority of patients receiving care in the community, this ongoing collaboration will further support our mission of reaching all patients with vital information and will help ensure patients receive the highest quality care close to home.



Creating More Equitable Pancreatic Cancer Care

Ensuring everyone has access to the highest quality care and reaching medically underrepresented communities is at the heart of Let's Win's mission. By teaming up with trusted voices and partners around the globe, we're better equipped to support patients and caregivers through pancreatic cancer diagnosis and treatment.

- Over the past five years, Let's Win has partnered with the **National Alliance for Hispanic Health** to raise awareness about pancreatic cancer through events and webinars. This collaboration grows stronger every year, focused on reducing disparities in Spanish-speaking communities. In 2023, we co-hosted three impactful webinars with the National Alliance, including one focused on the importance of genetic testing featuring the **Basser Center for BRCA**. Previous sessions covered pancreatic cancer symptoms, risk factors, and treatments, as well as the importance of participating in clinical trials.
- Our alliance deepened with the **Basser Center for BRCA**, the first comprehensive center for the research, prevention, and treatment of BRCA-related cancers. Genetics play a key role

in understanding and combating cancers of all types, ultimately leading to better outcomes for patients. By working together, we are raising awareness about the critical role BRCA mutations play in the earlier diagnosis and treatment of pancreatic cancer.

- Our partnership with the Louisiana-based **Elvin Howard, Sr. Pancreatic Cancer Advocacy Foundation**, continues, as we share content to support their mission to increase awareness, advocacy, and support for pancreatic cancer, particularly among people of color.
- Founding Executive Director Cindy Gavin plays a leading role on the scientific advisory board of the **National Minority Quality Forum's Cancer Working Group**. The Cancer Stage Shifting Initiative is pushing the boundaries of equitable care, working tirelessly to shift the stage at which cancer is diagnosed, and ensuring that minority groups receive timely and effective treatment.

We deeply appreciate the unwavering support of organizations on the frontlines of the fight against pancreatic cancer, as well as those in the broader cancer community. Together, we're making strides toward more equitable care for everyone. ▶



Partnering with Patients

The Let's Win Patient Advisory Board works to ensure patient needs remain front and center in everything we do.

At Let's Win, our mission is deeply rooted in the experiences and voices of those directly affected by pancreatic cancer. Since 2022, our Patient Advisory Board (PAB) has been instrumental in guiding our efforts, ensuring we help patients and caregivers navigate the complexities of a challenging diagnosis.

Establishing a PAB has not only deepened our understanding of patients' and caregivers' needs and values, but it has also provided perspective and direction for expanding our impact. Through this collaboration, we are better equipped to produce targeted online content that is both meaningful and far-reaching.

In 2023, the PAB played a pivotal role in developing a survey designed to learn more about what patients and caregivers need from Let's Win. The results of this survey are already providing valuable insights, helping us tailor our resources and programs to respond to the needs, concerns, and hopes of the pancreatic cancer community.

New Initiatives, Ambitious Goals

This year, in response to insight from the PAB, Let's Win focused on clarifying the messaging about our mission: to guide patients with vital information for better outcomes. This shift is more than just a change in language; it's a renewed commitment to ensuring that every patient, caregiver, and advocate has access to actionable information to help them navigate the complexities of pancreatic cancer.

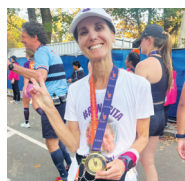
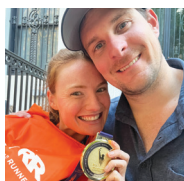
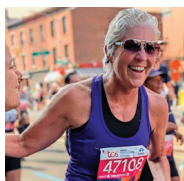
Creating the PAB has proven to be one of Let's Win's most impactful endeavors. It has brought us closer to our community and allowed us to shape our initiatives based on real-world experiences and needs. In June, the Board of Directors elected PAB member Helene Andrews-Polymenis, D.V.M., Ph.D., to the patient seat.

Helene brings a wealth of knowledge and a deeply personal connection to our cause. She is a pancreatic cancer survivor who lost her father to the disease while she was in treatment. She used her research skills to find information that was not readily available, and has since made meaningful contributions to our program.

Through the input of our PAB, Let's Win is not just responding to the needs of pancreatic cancer patients and caregivers—we're anticipating them. We are deeply grateful for the board's contributions and remain committed to ensuring patient and caregiver voices guide our decisions and inspire every step of our mission. ▾

Fundraising to the Finish Line

Let's Win raised an impressive \$170,000 as an official charity partner of the New York Road Runners.



Battling pancreatic cancer takes grit, determination, perseverance, and an endless amount of strength. Many of the same qualities are required to compete in the TCS New York City Marathon.

In 2023, Let's Win recruited its first-ever marathon team to raise funds and spread awareness of the disease. Our team of 10 runners came from all over the country, from California and Colorado to Georgia and North Carolina, and each marathoner ran in honor of someone dear to them—a mother, father, grandfather, best friend—who was impacted by pancreatic cancer. A special thank you to Marla Wasserman, our top fundraiser.

In It for the Long Haul

“There is no better way to honor our friends and family members, challenge yourself, and raise funds for an organization close to your heart,” said CEO and Co-founder Cindy Gavin, who completed her 12th marathon while leading Team Let's Win.

Team Let's Win continued its efforts in the spring, with eight runners from the greater New York region participating in the United Airlines New York City Half Marathon, resulting in more than \$21,000 raised for the organization.

The positive response to this program has led to a return trip to the TCS New York City Marathon. ▶

REMARKABLE EFFORTS, MAJOR REWARDS

From personal projects to corporate initiatives, we are endlessly grateful to our many fundraising partners. Together, we will continue to make progress towards our shared finish line – the best treatment options for pancreatic cancer.

- In 2023, Let's Win was invited to partner with Golf Fights Cancer, a Boston-based nonprofit that raises funds for advocacy organizations through golf tournaments and the Boston Marathon. In memory of his beloved father, Brendon Giblin raised an unbelievable \$150,000 in support of Let's Win for his Boston Marathon run.

- Global investment firm BTIG once again named Let's Win as one of its 2023 Charity Day partners, where a day's net commissions are donated to selected charities. We deeply appreciate this opportunity to support our mission.

- As part of its #VBGIVESBACK initiative, fashion brand Veronica Beard recently named Let's Win as its 2024 4th Quarter charity partner. The company will donate proceeds from every online order, host in-store events, and help educate shoppers about pancreatic cancer and Let's Win. We are profoundly grateful to Veronica Beard for her generosity and continued support of our work.

Joining Together

to Benefit Pancreatic Cancer Patients

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



L to R, Steve Kohn, Allyson Ocean, M.D., Barbara Kohn, David Glauber, Elizabeth Jaffee, M.D., and Lili Glauber.



Cindy Price Gavin,
CEO and Co-founder.



“All of us here today have an important role in this fight: we are a team, and we will win.”

— ELIZABETH M. JAFFEE, M.D.



Top, Elizabeth Jaffee, M.D., and her family;
Middle, Mike Greenstein, David Glauber,
and Dean Xerras, M.D.; Bottom, Dave Price.

On November 16, 2023, World Pancreatic Cancer Day, Let's Win hosted its sixth annual benefit, Let's Win Together—With Hope on the Horizon. The room was aglow in purple light as Let's Win's Founding Executive Director Cindy Gavin welcomed the audience, highlighting the fact that World Pancreatic Cancer Day is precisely one week before Thanksgiving, a time for expressing gratitude—a very fitting season for an event designed to celebrate the generosity and dedication of the Let's Win community.

More than 300 supporters attended in person, with more joining virtually, to honor two visionaries in their respective fields. The late architect A. Eugene Kohn, who passed away from pancreatic cancer in 2023, was remembered for his kindness, charm, and good jokes, as well as his awe-inspiring building designs. Steve Kohn cited his father as a role model in the face of adversity, noting how he lived his final year to the fullest, continuing to mentor younger architects and design projects.



The Anne Friedman Glauber Visionary Award was given to Elizabeth M. Jaffee, M.D., an internationally recognized expert in cancer immunology and pancreatic cancer. A pioneer in the field of immunology, Jaffee is the Co-Director of the Pancreatic Cancer Center at Johns Hopkins Medical Center, Chief Medical Advisor to the Lustgarten Foundation, a member of the Let's Win Scientific Advisory Board, and Chair of President Joe Biden's Cancer Panel.

President Biden recognized Jaffee with a personal letter, citing how impactful her work has been to so many people.

"Jill and I were honored to welcome you as chair of the President's Cancer Panel," he wrote. "Your expertise in immunology and pancreatic cancer, as well as your longtime leadership of national cancer centers, boards, and committees, has helped move us closer to ending cancer as we know it."

In an emotional acceptance, Jaffee recognized the small group of researchers and pioneers that began the decades-long hunt for better testing and more effective treatment options, a hunt that continues to this day.

"We will not stop until we can offer all patients with pancreatic cancer the best medicines for their disease," Jaffee said. "All of us here today

have an important role in this fight: we are a team, and we will win."

A special presentation highlighted the lingering health effects caused by the September 11 attacks on New York City. Monsignor John Delendick, Chaplain of the Fire Department of New York and a pancreatic cancer patient, was recognized by his friends and colleagues as a person of remarkable courage. On behalf of Let's Win, Gavin expressed her gratitude to all September 11 first responders and promised to keep Monsignor Delendick in her prayers.

Let's Win Together—With Hope on the Horizon concluded with a celebratory video honoring long-term pancreatic cancer survivors. Each of the survivors spoke on the devastation of receiving their initial diagnosis, the determination needed to make it through treatment, and the elation they feel to still be here. Through the support from the annual benefit, Let's Win is able to provide vital information, resources, and a clear path for pancreatic cancer patients to follow for better outcomes.

The evening's emcee and board member Dave Price, who was a caregiver for his brother, tapped into the spirit of hope on the horizon when he said that the survivors featured in the video are not going to be "the exception to the rule. They are going to become the norm." ▾

Empowering Conversations, Expanding Reach

PancChat provides patients and caregivers with a unique opportunity to engage with pancreatic cancer experts in real-time chats on X.



Since 2016, PancChat has been a vital platform for conversations about pancreatic cancer, providing patients and caregivers with direct access to expert insights through monthly discussions on X (formerly known as Twitter).

Hosted by Let's Win, with the Lustgarten Foundation, Pancreatic Cancer Action Network (PanCAN), and individual physicians as co-hosts, the PancChat has created a safe space for pancreatic cancer patients, caregivers, and advocates to receive reliable, up-to-date information through the accessibility of social media.

A Trusted Resource

Despite changes to the X platform, PancChat's audience remains steady, as people continue to rely on social media as a source of news and health information. During each month's live chat, physicians, researchers, and healthcare

professionals engage with patients and caregivers in an informal conversation about topics that matter to the pancreatic cancer community.

This past year, PancChat explored foundational topics like early detection and advanced treatment options, while also delving into more specialized areas such as nutrition, integrative oncology, and pain management. One of the most impactful chats, on BRCA mutations and pancreatic cancer, garnered more than 3.5 million impressions.

PancChat's monthly discussions focus on a mix of topics, from PNET to pancreatic enzyme replacement, immunotherapy to integrative oncology—ensuring patients, caregivers, and advocates have the information they need to navigate the labyrinth of information about pancreatic cancer. Through nearly 100 live chats, PancChat remains a cornerstone of Let's Win's commitment to fostering health equity and reaching a broader, more diverse audience. ▾



Donor Recognition

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

Donors over **\$50,000**

AstraZeneca
Cindy and Brian Gavin
Golf Fights Cancer
Gray Foundation

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

Ipsen
Kohn Pedersen Fox Associates PC
MJS Foundation
Laura and Robert Toussie

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

Catherine Callagy
Cerberus
Gretchen and Jay Clayton
Ivy and Marc Duneier

Liz Elting
FX de Mallmann Annual Giving Fund
Mindy and Jon Gray
Staci and Richard Grodin
Amy and Scott Jaffee
Patty and Bill Kleh
Wendy and Scott Kleinman
Steven Kohn
Seryl & Charles Kushner Family Foundation
Lustgarten Foundation
Lori and Michael Nash
NewYork-Presbyterian Hospital
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Idris Odutoye
Paramount Group
Allie and Juan Pellerano-Rendon
PwC
Susie and Rick Schnall
Lisa and David Shabsels

Starker Family Foundation
Verizon Communications
Weill Cornell Medicine
Department of Radiology

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

Basser Center for BRCA
and Abramson Cancer Center
Pipes and Shaw LLC
- Veronica Beard
Veronica and Anson Beard
Mary Lake Polan and Frank Bennack
Blue Edge
Jay Bozick
Jennie Fortunoff and Andy Chonofsky
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Elizabeth Jaffee, M.D.
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Panavance
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Joan Solotar
Jennifer and Owen Thomas
Isaac and Karrie Toussie
Gernine and Todd Tuckner
ViewRay
Wachtell, Lipton, Rosen & Katz

Donors from **\$2,500-\$4,999**

Lynn and Richard Bello
Nancy and Stephen Bigelsen, M.D.
Bosa Development US Corporation
Deutsch Family Fund
Jennifer Herman-Feldman
and David Feldman, M.D.
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Amy Cohen and Sidney Levinson
Oriella Iriani and Paul Mandabach
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Jacqueline Klinger and Dave Price
Renee and Howard Price
Kathleen Reichert
Margot Zaterman
Allyson Ocean, M.D.
and Joshua Zimm, M.D.

Donors from **\$1,000-\$2,499**

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Assured Guaranty
Glenn August
Liza Ball
Renee and Richard Barasch

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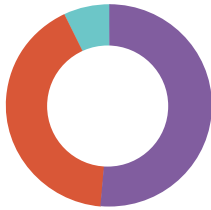
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2023-2024 FINANCIAL OVERVIEW*



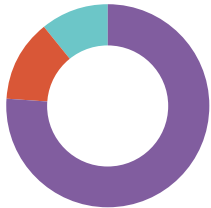
Sources of Revenue

1 Annual Benefit	\$789,828
2 Donations and Grants	\$656,006
3 In Kind Services	\$110,610

TOTAL RAISED IN SUPPORT OF LET'S WIN

\$1,556,444

Development costs in 2023-2024 equaled just 7.6% of funds raised

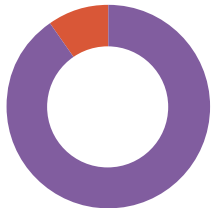


Uses of Funds

1 Let's Win Editorial Platform and Patient and Provider Outreach	\$779,005
2 Development	\$127,287
3 Management and General	\$85,682

TOTAL EXPENSES

\$991,974



Assets

1 Unrestricted	\$2,064,982
2 Temporarily Restricted	\$209,374

TOTAL NET ASSETS

\$2,274,356

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



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