Progress Report Today's Commitment, Tomorrow's Promise



DEAR FRIENDS,



early 10 years ago, Anne Glauber created Let's Win with a bold vision in mind: To make sure every pancreatic cancer patient has access to the most promising treatment options. That vision drives everything we do—and our role in this community has never been more essential.

We are living in a time when cancer research is advancing rapidly, but funding is increasingly unpredictable. Conversations with researchers and funders reveal a common thread: Their work is pushing ahead, but the ground beneath them is shifting. The stop-and-start nature of funding—cancer research cut one day, restored the next—creates uncertainty for projects that hold enormous promise, such as mRNA vaccine research.

What we do know is that patients can't wait. Let's Win continues to ensure that everyone has access to the best possible information, people, and treatments, regardless of the landscape. By partnering directly with those at the forefront of breakthroughs—researchers, clinicians, and advocates—we play a critical role in advancing the science to create actionable guidance for patients at every step of the journey.

Our mission is to simplify the complex and make a challenging diagnosis less overwhelming. Let's Win is the go-to resource, whether we are translating promising research into plain language, connecting patients to innovative clinical trials, or helping patients find the right doctor. Over the past year, we've deepened that commitment—expanding partnerships, launching new initiatives, and strengthening programs that connect people with the right information, providers, and treatments at the right time.

Your generous support makes our work possible. With our partners, supporters, and the patients who inspire us every day, we are building a future where no one faces this disease without knowledge, options, and hope. Together, we are changing the landscape around pancreatic cancer.

All this would not be possible without YOU.

With deep gratitude for your support,



Cindy Price Gavin
CEO AND CO-FOUNDER



Mike Greenstein
CHAIR

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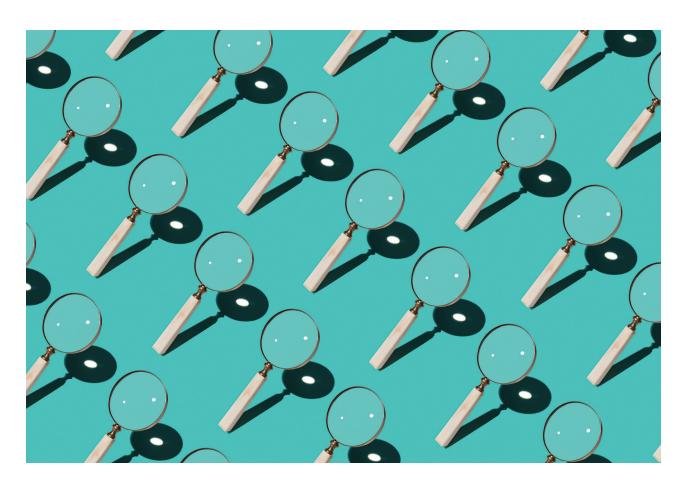
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Breaking Down Barriers, Building New Pathways

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



or nearly a decade, Let's Win has been the go-to resource for the pancreatic cancer community— amplifying research, empowering patients, and supporting caregivers with clear, actionable information. We continue to refine our platforms so patients and physicians alike can quickly access resources that lead to better outcomes.

This past year we added new ways to make it easier to take action.

Accelerating Access to Research

Research is the key to making pancreatic cancer more treatable—and timely access to research findings and clinical trials can change the course of a patient's journey. But breakthroughs can only make an impact if they reach the people who need them most.

Yet, access is fragmented and inefficient. Patients may miss opportunities to join trials or see top specialists simply because the information isn't easy to find, current, or actionable.

Let's Win is changing this paradigm. Through our medically vetted research stories, we communicate the latest results in language patients can understand, while also highlighting ongoing clinical trials. These stories don't just inform, they inspire—empowering patients to take an active role in their care and to ask their doctors about new treatment options.

Connecting Patients to the Right Trials

We also connect patients to potential breakthrough therapies through our new Trial Finder, launched in November 2024. This bilingual, user-friendly tool offers three search options: independent exploration, guided recommendations, or one-on-one assistance from a Trial Navigator.

After launching our initial Trial Finder tool, we discovered gaps with publicly available clinical trial data—much of it was outdated or inactive. To address these challenges, we are exploring new ways to support healthcare providers with more accurate and timely information about active clinical trials relevant to their patients.

The goal is to eliminate information barriers between institutions and improve data quality, which should help doctors connect patients with appropriate trials more efficiently. This would benefit everyone involved—providers get better information, patients gain faster access to potentially life-saving treatments, and trial sponsors see improved enrollment rates. The new program will also feed updated information back to the original patient-facing finder, creating a more accurate and streamlined system overall.

Helping Patients Find the Right Doctors

After a pancreatic cancer diagnosis, one of the first questions patients ask is: Who should I

see? To help answer that question, Let's Win launched the Doctor Finder, the first tool of its kind to identify specialists based on the number of patients they treat. Using a location-based search, it connects patients to highly experienced doctors—no matter where they live. We are expanding this feature to include the top hospitals for pancreatic cancer, giving patients and caregivers more tools to make informed choices about treatment and second opinions.

Whether through a compelling research story, a tool that connects someone to a life-saving trial, or a search feature that leads a patient to the right doctor, our focus is the same—turning research into action, and hope into possibility.

Taking Action

The next step is to make information, articles, and content even easier to find and use. As part of our mission to guide patients, we are making sure that we highlight actionable information so that patients and caregivers can easily find what they need to know and make decisions that improve their outcomes.

By partnering with those at the forefront of medical advances, building trust with the community, and creating tools that make complex systems easier to navigate, we are ensuring patients have the knowledge—and connections—they need to make the most of every available option.

Whether through a compelling research story, a tool that connects someone to a life-saving trial, or a search feature that leads a patient to the right doctor, our focus is the same—turning research into action, and hope into possibility.



Lighting the Path to Hope

With heart and hard-won wisdom, survivors share their stories to inspire strength, encourage action, and show that even in the darkest moments, hope endures. Let's Win's Survivor Video Series offers a roadmap for navigating pancreatic cancer, and a reminder that survival is possible.

ancreatic cancer redefines your life. For people newly diagnosed with the disease, the road ahead can feel uncertain and overwhelming. In the sea of grim statistics and grueling treatments, the Let's Win Survivor Video Series lights a path forward.

Now in its eighth year, the series features the deeply personal stories of 90 survivors across

the country—from first symptoms to life after treatment. Each video captures the grit, resilience, and unshakable spirit it takes to face a devastating diagnosis with courage and conviction.

These powerful narratives are not just stories of survival. They're stories of action, seeking second opinions, assembling top-notch medical teams, and never giving up hope.

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John Sanders,

Focusing on Resilience

When doctors diagnosed John Sanders with stage III pancreatic cancer, he feared his dreams of retiring and traveling the world would never come true. "I knew I had to fight if I wanted to live," he says.

John traveled more than four hours from his home to get a second opinion and treatment from Duke Cancer Center. With support from his family and doctors, John endured one challenge at a time.

John shares his journey to inspire others. "Endurance, resilience, and tenacity—that's what it takes," he says. "This disease doesn't go down easy. But if you keep moving, one step at a time, eventually you'll cross the finish line."

Martin Hynes,

From Researcher to Patient

Martin Hynes spent decades studying cancer drugs, including Gemzar, commonly used to treat pancreatic cancer. But he never imagined he would face the disease.

"I knew the statistics and I knew I was in for the fight of my life," Martin says.

His cancer was operable, and doctors set his treatment plan in motion: six rounds of neoadjuvant chemotherapy, a Whipple procedure, and post-surgical chemotherapy.

Martin is now a proud advocate for increased research and funding for pancreatic cancer.

"This disease helps you focus on what's important in life family and friends," he says. "There's still so much work to do, but there is hope—and we're making progress."

Jennifer Lambert,

Finding My New Self

Jennifer Lambert was on vacation with her husband, Doug, when she started feeling poorly. At first, she blamed her symptoms on travel, but she developed jaundice. At a hospital in Madrid, doctors discovered a tumor on her pancreas.

Back in Cincinnati, doctors diagnosed Jennifer with stage II pancreatic cancer.

After Whipple surgery, Jennifer endured grueling chemotherapy with Doug by her side. After serving for decades as a minister alongside her husband, and raising two children, Jennifer faced an identity crisis.

"I had to learn to give myself permission to enjoy each day as it came," she says. "And eventually, I returned to one of my passions: making quilts." "Who am I now?" she says. "Grateful."

Leanne Pierce,

Becoming the Outlier

The night before her 45th birthday, Leanne Pierce received the shock of her life: a stage IV pancreatic cancer diagnosis.

"The doctors found lesions on my pancreas and liver," Leanne says.

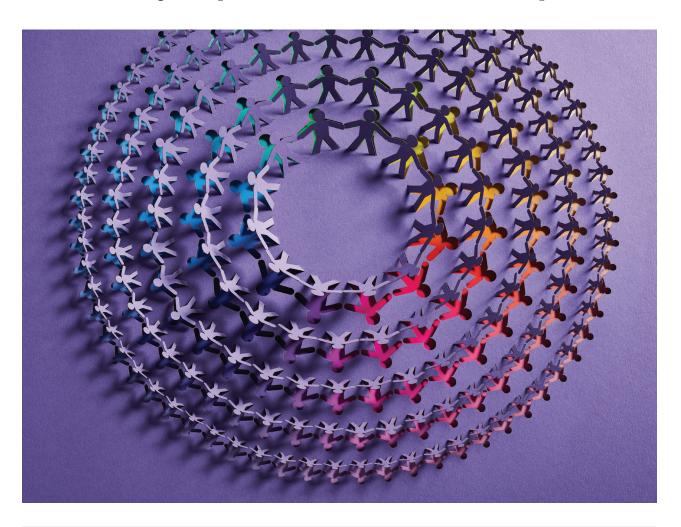
Determined to fight, Leanne vowed to become an outlier. She visualized her tumors shrinking during intensive treatment; 18 months later, there was no evidence of disease.

"When I was first diagnosed, I was fearful and shocked. Then I was angry," Leanne says. But that gave way to gratitude as loved ones rallied around her young family.

Now she tries to focus on living in the moment. "Things can change in an instant," she says. "But there's always hope that you can be that outlier."

Improving Outcomes Through Partnerships

From community clinics to national coalitions, Let's Win's partnerships are reaching more patients with trusted information and equitable care.



We are proud to maintain a strong partnership with the Lustgarten Foundation, the world's largest private funder of pancreatic cancer research. And we remain a key member of the Worldwide Pancreatic Cancer Coalition, collaborating with global thought leaders to improve outcomes and raise awareness.

ince Let's Win's inception in 2016, collaboration has been a cornerstone of our mission. We believe that progress happens faster—and reaches farther—when we work together. By joining forces with physicians, researchers, advocacy organizations, and people with lived experience, we amplify groundbreaking research and ensure patients and caregivers have resources at every stage of the pancreatic cancer journey.

Reaching Local Providers Across the Country

For the second consecutive year, Let's Win partnered with the Association of Community Cancer Centers (ACCC), a national organization representing more than 34,000 cancer care professionals and 1,700 programs across the U.S.

In 2024, we contributed to ACCC's widely read *ACCCBuzz Blog*, helping engage oncology professionals and patients on topics from early detection to clinical trials. We also participated in the ACCC National Oncology Conference in October, where we shared educational materials and connected with attendees.

With 60% of pancreatic cancer patients receiving care in community settings, this partnership is essential. Together, we are equipping local providers with tools that promote early diagnosis, informed decision-making, and more equitable access to care.

Bringing Trusted Information to Every Community

Expanding access to the highest-quality care—and reaching medically underserved communities—remains central to Let's Win's mission. By partnering with trusted voices across the country and around the world, we are better equipped to support patients and caregivers navigating the complex landscape of pancreatic cancer.

A key collaboration with the National Alliance for Hispanic Health continues to grow in reach and impact. In 2024, we expanded our efforts in Spanish-speaking communities with our first-ever

Spanish-language webinar, which attracted 200 viewers and laid the groundwork for continued bilingual programming.

We also co-hosted an English-language webinar on genetic testing and familial risk with experts, including the **Basser Center for BRCA**. These webinars serve as a critical touchpoint for communities often left out of traditional outreach, offering actionable education and encouragement to ask the right questions and seek timely care.

A New Era for PancChat

In our ongoing partnership with PanCAN, 2024 marked an evolution for our monthly online conversation series. After wrapping up our final live chat on X (formerly Twitter) in December, we reimagined PancChat as a podcast, ushering in a more accessible, modern format for sharing trusted information. With PanCAN as our partner in the new podcast, we are maximizing outreach and visibility, tapping into their robust network to bring valuable content to more listeners.

Fostering Deeper Connections

Let's Win continues to work closely with the Elvin Howard, Sr. Pancreatic Cancer Advocacy Foundation, a Louisiana-based organization committed to raising awareness in Black communities and other underserved populations. In 2024, we shared tailored educational content and collaborated on outreach efforts to promote early detection, support, and access to care.

Power in Numbers

At Let's Win, our partnerships represent more than shared logos and co-branded initiatives. They reflect a core value: That collaboration drives meaningful change. We are grateful for the continued support of our allies in the pancreatic cancer space, and we look forward to deepening these relationships—and forging new partnerships—in the year ahead.

With every partnership, we bring pancreatic cancer patients and their loved ones closer to the care, knowledge, and hope they deserve.



Same Trusted Voices, New Format:

Introducing the **PancChat Podcast**

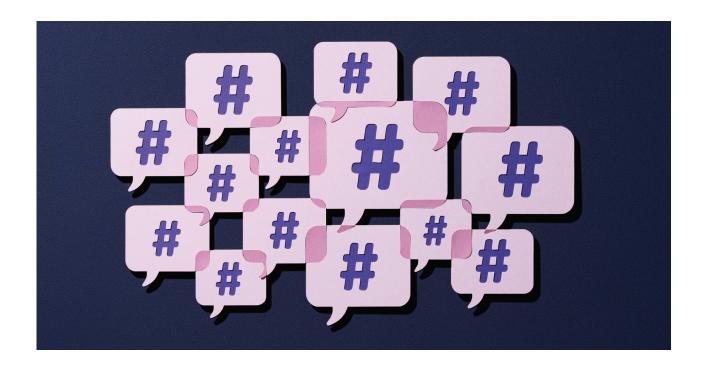
PancChat's reinvention ensures that it continues to connect patients and caregivers with expert insights on pancreatic cancer. ince its launch in 2016, PancChat has been an active and informative conversation hub for the pancreatic cancer community. Originally conceived as a monthly Twitter chat hosted by Let's Win in partnership with PanCAN, the Lustgarten Foundation, and Celgene, PancChat offered patients, caregivers, and advocates direct access to experts through informal, real-time discussions. Its success led to multiple conference presentations and peer-reviewed publications, highlighting PancChat as an innovative model for advancing patient education and engagement.

But as the social media landscape shifted and audiences moved away from X (formerly Twitter), PancChat wrapped up its final live chat in December 2024, totaling over 100 chats and over 400 million impressions with more than 1,000 unique users. Rather than retire the initiative, Let's Win and PanCAN reinvented it—pivoting from a social media chat to a podcast.

A New Home / A New Platform

Launched in June 2025, the PancChat Podcast is hosted by journalist Alisyn Camerota, who lost her husband to pancreatic cancer in 2024. Her personal connection to the disease brings authenticity and empathy to each episode. Released twice a month, the 30-minute episodes feature Alisyn in conversation with leading experts on treatment advances, risk factors, nutrition, survivorship, and the latest in pancreatic cancer research. This new format provides a more personal look into how leading experts think about pancreatic cancer and ways to help patients. The podcast is available on all major podcast platforms, including YouTube.

This format ensures PancChat remains a trusted, accessible resource for patients, survivors, caregivers, and researchers alike. By embracing the popularity of podcasting, PancChat continues to expand its reach—delivering credible, compassionate, and current information to the pancreatic cancer community when and where they need it most.





By the **Numbers**

Let's Win is the go-to resource for pancreatic cancer patients and their families. Today we are reaching more patients than ever before.

UNIQUE STORIES

900+

articles on new treatments, clinical trials, unique protocols, and patients 230

featured doctors

120

featured medical institutions

20

partner organizations

250+

patient stories

90

survivor videos

ENGAGEMENT

2.5M

website visitors

60K

average monthly site visitors in English and Spanish

25K

email subscribers in English and Spanish 100%

of original content translated into Spanish

SOCIAL MEDIA FOLLOWERS

62_K

Facebook

2K+

Instagram

350+

TikTok

1.6K

YouTube

950+

LinkedIn

8K

X (formerly Twitter)

SIGNS OF GROWTH

Launched the PancChat Podcast in partnership with PanCAN Website visitors from all 50 U.S. states and 212 countries around the world



Grounded in Experience, Guided by Patients

Patients play a crucial role in advancing Let's Win's work.

t Let's Win, patients and caregivers do more than share their stories they help shape our strategy. Since its launch in 2022, our Patient Advisory Board (PAB) has played a critical role in deepening our understanding of what matters most to the communities we serve, and how we can meet those needs with clarity, compassion, and purpose.

Patient Advisory Board Offers Crucial Insights

This year marked a major milestone for the PAB with its first in-person meeting. Held in November 2024, the gathering brought members together from across the country and offered a powerful opportunity to reflect, connect, and think boldly about how Let's Win can better serve all patients. The discussions generated new ideas for outreach, content, and engagement.

Since that meeting, the members have remained actively involved, offering valuable perspectives through both the patient and caregiver lens, and from their professional experiences. The PAB members include teachers, medical researchers,

pharmaceutical executives, and marketers. Their insights help us expand the reach of our resources and develop initiatives that reflect the real-life experiences of people navigating pancreatic cancer.

New Clinical Advisory Board Brings Expert Perspective

In 2025, we're building on PAB's success with the launch of a Clinical Advisory Board. This new initiative will bring together nurse navigators, community health workers, social workers, dietitians, and other frontline providers to offer a complete picture of the patient experience—from diagnosis through survivorship. Together, the Patient and Clinical Advisory Boards will help ensure our work remains rooted in the real-world experiences of the pancreatic cancer community.

At Let's Win, listening to patients isn't just a box to check off. It's our North Star. Their stories, insight, and lived expertise fuel our mission and remind us of what's at stake. We are deeply grateful to our advisors, past and present, for the trust they place in us—and for helping us build a future shaped by the people who know this disease best.



From left: Staci Grodin, Sloane Barrie, Michele Feirman, Cindy Gavin, Veronica Beard.

Raising Funds, Fueling Hope

From a standout partnership with fashion brand Veronica Beard to marathon milestones and a bold new Next Generation initiative, Let's Win supporters made an impact this past year.

he power of community and the impact of shared purpose join to raise funds for Let's Win. From fashion brands to running enthusiasts to the next generation of changemakers, our supporters turn momentum into meaningful change. Because when we join forces to advance our mission, hope becomes progress.

A Powerful Collaboration

In 2024, Let's Win expanded its fundraising efforts with purpose, passion, and powerful new partnerships—including an impactful collaboration with Veronica Beard through their #VBGIVESBACK initiative.

Naming Let's Win as its Q4 charity partner, the popular fashion brand launched a multipronged campaign that combined in-store events with a dynamic social media and e-commerce push. The campaign raised nearly \$350,000 and was Let's Win's most successful individual fundraising initiative.

The partnership kicked off in October with a video from Allyson J. Ocean, M.D., and continued through the fall, with survivor stories, expert interviews, and educational content. In-store events, from New York to Connecticut and Florida, brought communities together and raised awareness about pancreatic cancer and Let's Win's life-changing work.

Running for Change

Team Let's Win continues to run for a cause near and dear to its heart, honoring those they lost to this dreadful disease. In November, our TCS New York City Marathon team of six raised more than \$50,000. In March



Mary Ellen Guercio

another six runners participated in the United Airlines New York City Half Marathon.

Bringing in the Next Generation of Supporters

Led by board member Juan Pellerano-Rendón, who lost his mother to pancreatic cancer in 2020, Let's Win created a Next Generation board, to bring together the next generation of leaders who have a deep connection to our mission. In April, we held our kickoff event, Purple Reign, at the Georgia Room in New York City, with more than 100 enthusiastic supporters.



Top, Left (from left): Lindsay Vaz, Lauren Waxman, Joan Solotar, Fallon Waxman, Missy Montag, Danielle Waxman; **Right:** Howard Price, Dave Price, Evan Seigerman. **Middle, Left:** Carrie Goldberg, Mindy Gray, Jill Seigerman; **Middle:** Gulam Manji, M.D., Jeff Waxman, John Chabot, M.D.; **Right:** Allyson Ocean, M.D. Bottom, Left: Marc and Ivy Duneier, Cindy Gavin; Right: Cindy Gavin.

Inspiring Action

At the 2024 annual benefit, Inspiring Action, Embracing Hope, Let's Win raised over \$930,000 to ensure every patient who is diagnosed with pancreatic cancer has access to lifesaving information about the disease.

n November 21, 2024, World
Pancreatic Cancer Day, the Let's
Win community once again
gathered in a sea of purple for Let's
Win Together—Inspiring Action,
Embracing Hope. Together, we raised significant
funds to ensure that everyone diagnosed with

funds to ensure that everyone diagnosed with pancreatic cancer has access to the information they need to get the best treatments.

The evening marked a pivotal moment for the organization, as newly inaugurated Board Chair Mike Greenstein welcomed supporters with a powerful reminder of why Let's Win exists: "I read that hope is about having will and finding the way," he said. "That's what Let's Win does—it has the will, and it's finding the way."

For Greenstein, like many Let's Win advocates, the organization's mission is personal. He lost his sister, Jaclyn Hope Greenstein, to pancreatic cancer in 2020. Her middle name—Hope—serves as a guiding light for the organization's work.

Honoring Legacy, Celebrating Courage

More than 400 supporters attended the event. The benefit honored the life and legacy of Rolan Schnayder, who lost his battle with pancreatic cancer at just 45. "He was the true embodiment of the American dream," his son said. "The way he dealt with a terminal illness was truly aligned with who he was as a person. He didn't act like he was dying. He continued to adopt a bold 'yes' approach to life."

The event also recognized Jeff Waxman with the Anne Friedman Glauber Award for Courage. A stage IV pancreatic cancer survivor, Waxman called Let's Win "the calm in the storm," guiding him to doctors and resources, and getting him answers.

"Jeff is used to running the show as a (movie) producer, and when he landed in our world, he jumped in with both feet," said John A. Chabot, M.D., founder and co-director of The Columbia Pancreas Center. "He was always hopeful, and you have to be. I've been working in pancreatic

"There would be no Let's Win without Willa. She took Let's Win from the seed of an idea to an organization that's making a real impact in people's lives globally."—DAVID GLAUBER







Top (from left): Irene, Isabel, and Sammy Shnayder, Allyson Ocean, M.D. Bottom: Jesse, Jeff, Danielle, and Lauren Waxman.

cancer for a long time now, and I've never been more hopeful."

Transforming Vision into Action

CEO and Co-Founder Cindy Gavin honored longtime friend and founding force Willa Shalit, celebrating her role in transforming Let's Win from a bold idea into a global platform for change. "There would be no Let's Win without Willa. She took Let's Win from the seed of an idea to an organization that's making a real impact in people's lives globally," said David Glauber, Anne Glauber's son.

Expanding Access, Empowering Communities

Proceeds from the benefit will continue to expand access, particularly in high-risk and underserved communities. Through partnerships across sectors, Let's Win raises awareness to ensure that no one faces this disease alone.

In a world where too many still hear the words "pancreatic cancer" without knowing where to turn, Let's Win is lighting a path forward—one patient, one story, one breakthrough at a time. Together, Let's Win is building a world with better outcomes.





Left: Rich Grodin, Allyson Ocean, M.D. Right: Bill and Patty Kleh.

Donor Recognition

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

Donors over **\$50,000**

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Cindy and Brian Gavin
Gray Foundation
Pipes and Shaw LLC
- Veronica Beard
Joan Solotar

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

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2024-2025 FINANCIAL OVERVIEW*

Sources of Revenue

1 Annual Benefit \$939.119 2 Donations and Grants \$800,608 3 In-Kind Services \$83,651

TOTAL RAISED IN SUPPORT OF LET'S WIN

\$1,823,378

Development costs in 2023-2024 equaled just 7.4% of funds raised



Uses of Funds

 Let's Win Editorial Platform \$916,886 and Patient and Provider Outreach 2 Development \$275,573

3 Management and General \$64,308

\$1,256,767 TOTAL EXPENSES



Assets

 Unrestricted \$2,722,168 2 Temporarily Restricted \$118,799

TOTAL NET ASSETS

\$2,840,967

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