

2023: LOOKING AHEAD

Expanded Patient Education, Empowering Patients Globally



3 Live Webinar Events

1,000,000+ Website Visits

52 Weekly Podcasts

15,000+ Social Media followers

3,777 Topic Threads in Online Forum

1,511 Online Forum Contributors

10,000+ Latino patients engaged

50+ Faculty contributions to content

200+ New videos added to content library

100K+ Chinese patients engaged

18 Programs Completed

634 New forum members

200+ Countries in our patient community

8,000+ hours of podcast content downloaded

5,000+ Hours of videos viewed

11 Partnerships



ANNUAL REPORT 2022

Education is Medicine

A WARM WELCOME FOR 2023

Hello Friends! I find myself once again focused on the GOOD that has come out of the past few years, such as rejoicing at the attention put on more access to healthcare and health education for patients in underserved communities and a heightened overall awareness about public health and what we, as individuals, can do for the well being of society.

2022 brought some terrific expansions for us internally as GRACE added a new Programs and Partnerships Manager and an Outreach Manager. Focused on what we do best, educating patients with cancer about treatment options, these two new positions have catapulted our ability to reach tens of thousands more patients each year with their innovative approaches. That, coupled with the tireless dedication of our staff, board of directors and faculty that have continued to serve the patient community again so well this past year allows us to continue bringing you the most current and emerging cancer treatment education in a variety of platforms including videos, podcasts, articles and live webinars.

Tens of thousands of hours of GRACE educational content was viewed in 2022, empowering patients and caregivers to partner with their health care providers. We were thrilled to produce more live webinars this year, including our Targeted Therapies Forum and OncTalk focused on lung cancer treatment education along with our 2nd live virtual foreign language event reaching thousands of patients and caregivers in several countries and engaging faculty from 4 different countries, the Spanish Targeted Therapies Forum and our new Blood Cancers OncTalk coming up in February of 2023. We continue to grow and expand our cancer education content, faculty and reach exponentially every year, and we are so grateful for your support of our organization.

We here at GRACE always take some time at the end of the year to celebrate the lives of those who've we lost and focus on hope and gratitude for the future, and I encourage you to do the same. We walk the paths of those who've come before us, and hope to always do better.

From me and the incredibly talented GRACE staff, board, faculty, and volunteers, we wish you all the happiest of holiday seasons and a wonderful 2023. We are here for YOU; we appreciate your continued support of GRACE and are dedicated to bringing you the most current and emerging treatment information. With an eye on always finding the rainbows, let's all move into 2023 with hope and joy!

Amy Bickelman, Executive Director

GRACE CONTINUES TO INNOVATE AND EXPAND

Program Languages are expanding - Hundreds of educational videos will be added to our program library in 2023 in English, Spanish and East Asian languages such as Taiwanese, Japanese, Korean, Mandarin and Cantonese, with all being transcribed so patients may bring this information to their physician appointments.



Program Content is expanding - We'll be adding more international and diversified faculty and continuing our live webinars for Targeted Therapies as well as adding new live webinar programs such as our Blood Cancer OncTalk along with more articles, podcasts and short educational videos. New program content will be published in 2023 such as information about tumor treating fields as well.

The future for patient with cancer reimagined - Our vision is simple - Every patient gets the best treatment available for their cancer - GRACE depends on our dedicated supporters to foster transformational change for patients with cancer seeking the most current and emerging treatment information.



Support + Program Innovations = Impact
We are so grateful for our supporters and donors!

FOCUS

- Continued expansion of our **Global Reach** through educational content produced in English, Spanish and 5 East Asian languages
- Expanded support and resources provided through our **Online Forum**



STATS

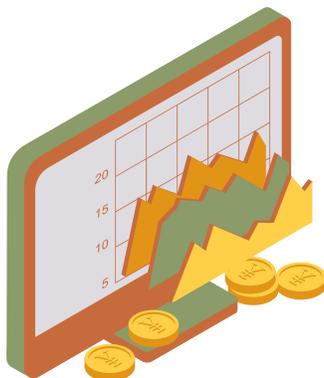


- 18 Programs Completed
- 1 New Program Added
- 52 Podcasts Published
- 200+ New Videos
- 50+ Faculty Contributions
- 1,511 Online Forum Contributors
- 3,777 Topic Threads on Online Forum
- 15,000+ Social Media Followers (Facebook, Twitter, LinkedIn, Instagram, Tiktok, YouTube)
- 1,000,000+ Website Visits
- 634 New GRACE Members
- 11 Partnerships
- 3 Live Webinar Events
- 5,000+ Hours of Video Viewed
- 200+ Countries
- 8000+ Hours of podcast content downloaded
- 100,000+ Chinese Patients Engaged
- 10,000+ Latino Patients Engaged

FINANCE

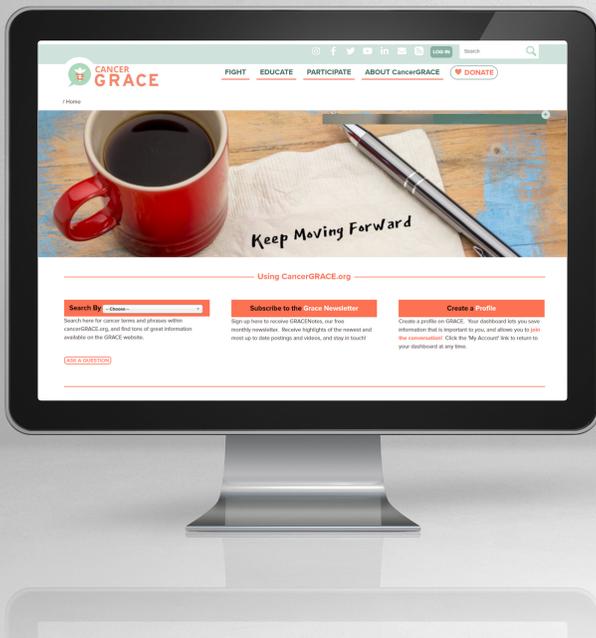
2022 Revenue **\$524,271**

- End of Year Appeal 4%
- Individual Donations 2%
- Corporate Sponsorships 94%



2022 Expenses **\$466,481**

- Program Expenses 62%
- Operations/Technology 32%
- Fundraising 6%



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DEDICATION

STAFF

Amy Bickleman, Executive Director
Denise Brock, Operations Director
Jim Celebucki, Forum Moderator
Maria Christian, Programs and Partnerships Manager
Alexandra Guandique-Beneke, Outreach Manager
Janine Thompson, Forum Moderator

BOARD of DIRECTORS

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Dr. Nancy Sladicka
Dr. Jared Weiss

The Global Resource for Advancing Cancer Education (GRACE) provides expert-mediated information on current and emerging cancer management options in order to empower patients, caregivers, and health professionals to become direct partners in cancer care.



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