



Highlights from 2019

Strategic

- ◆ Implementation of our **10 Year Strategic Plan**
- ◆ Increased focus on **partnerships** exponentially increasing our patient reach
- ◆ Focusing on doing what we do best, educating patients. Our content reached over 1,000,000 patients

Programmatic

- ◆ **New Program Director**, Maria Walen, joined us in August, creating a stronger GRACE team with greater capacity to grow and add even more content
- ◆ New programs were added to **expand content** and reach, such as GRACEcasts: A Podcast Program (launched 1/2020), Patient Education Ambassadors, Supportive Care and Bladder Cancers
- ◆ **Core programs** such as Lung Cancer Video Library and Case Based Panel Discussions continue to grow in popularity
- ◆ We saw encouraging **growth in programs** such as Blood Cancer, Spanish, Mandarin and roundtable discussions
- ◆ We held two **live programs**: OncTalk (Seattle) and Targeted Therapies Forum (Philadelphia), engaging patients in person, on a livestream, and through our published videos
- ◆ The GRACE **Online Forum** continues to be one of the most popular and unique aspects of our website.

Financial

- ◆ As an organization delivering education primarily online, GRACE remains to have a heavy technology focus; however, we are proud to report that technology only accounts for about 15% of our program expenses as we have learned to work efficiently while achieving the greatest reach
- ◆ We are committed to our financial model with a strong focus on program support and growth and organizational stability in the long term.

The Next Decade of GRACE

In 2018, we celebrated our 10th anniversary; a Decade of GRACE. Now, we are ready for the next decade!

Engagement, reach, impact, metrics, stability...those were some of the key elements from our Strategic Plan implemented in 2019 which have become part of our infrastructure and program strategies. The educational content we produce is world-class and has helped cancer patients make the most informed decisions when the stakes are so high. Now, we have developed better tools to truly measure the effect of GRACE, with focused tracking of each program's reach and impact, thereby identifying our successes and challenges in our mission to reach as many cancer patients as possible to truly empower them to become partners in their cancer care.

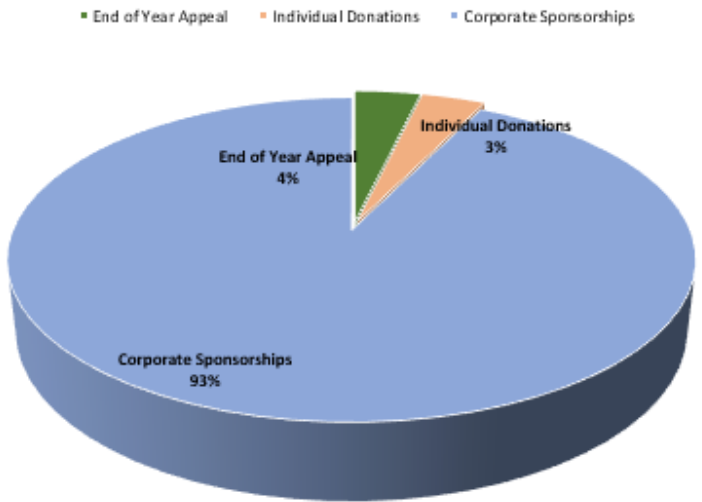
Our continued growth and impact is a direct result of our amazingly talented staff, board, faculty, volunteers and support from our sponsors and the community of patients. We are ready for the next decade of GRACE!

~Amy Bickleman, Executive Director

2019 ACHIEVEMENTS

13	Programs Completed
3	New Programs Added
1470	Online Forum Contributors
759	New GRACE Members
3,701	Topic Threads on Online Forum
6,585	Facebook Followers
1,915	Twitter Followers
1,000,000+	Website Visits
11	Partnerships
20	Volunteers Engaged
2	Live Events
95,000+	Chinese patients engaged
1,000+	Latino patients engaged

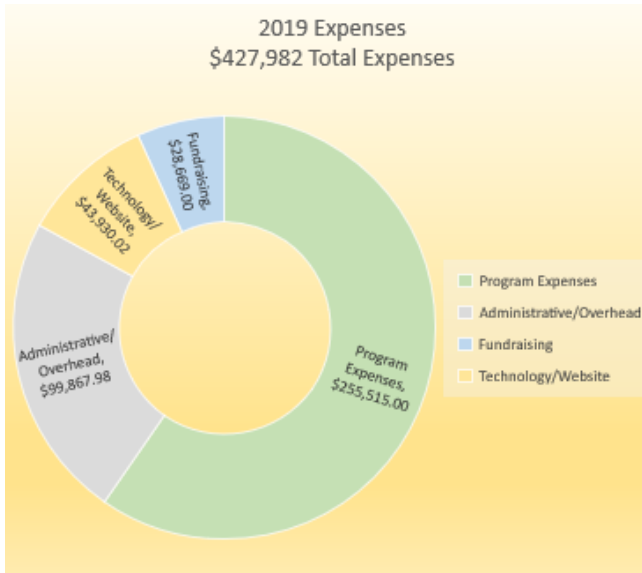
2019 REVENUE TOTAL REVENUE \$406,033.10



Looking Ahead GRACE's 2020 vision

- ⇒ Explore more methods of reaching patients through technology
- ⇒ Continue to expand our faculty as we add content in more cancer types
- ⇒ Grassroots fundraising, both online and live
- ⇒ Use our program analytics to identify content distribution challenges
- ⇒ Expand reach beyond the USA borders

2019 Expenses \$427,982 Total Expenses



Staff

Amy Bickleman, Executive Director
 Denise Brock, Operations Director
 Jim Celebucki, Forum Moderator
 Janine Thompson, Forum Moderator
 Maria Walen, Program Director

Board of Directors

Dr. Howard (Jack) West, President
 Dr. David Gray
 Dr. Jared Weiss, Vice President
 Dr. Ben Levy
 Mathew LePley, Treasurer
 Dr. Luis Raez
 James Bao
 Dr. Nancy Sladicka
 Laya Dogmetchi
 Matthew Tan
 Tim Godfrey

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