



Foundation  
for Women's Cancer

RESEARCH • AWARENESS • OUTREACH • EDUCATION

# 2020 ANNUAL REPORT

[Foundationforwomenscancer.org](https://www.foundationforwomenscancer.org)



# FOUNDATION FOR WOMEN'S CANCER 2020 ANNUAL REPORT



When I began my tenure as 2019-20 chairman of the Foundation for Women's Cancer, I embraced the challenges of leadership with enthusiasm and preparation, alongside exceptional colleagues across the Foundation and the Society of Gynecologic Oncology. But as we all have experienced, 2020 was exceptionally challenging.

As COVID-19 evolved from international-news headline in late 2019 to full-fledged pandemic in spring of 2020, we dealt with the global pandemic as professionals—our patient community adapting with us. COVID challenged every system, every norm and, for FWC, every plan we had.

Cancer doesn't stop for a pandemic, so neither did we. Instead:

- **We educated** 500+ patients through our gynecologic cancer courses; this number includes the 200 reached exclusively through webinars.
- **We published** articles, videos and webinars to support patients as quickly as possible on topics that had immediate application.
- **We transformed** our in-person "Survivor" series into an updated virtual library for patients that is stocked with self-study, live and recorded content.
- **We launched** the SGO Leadership Institute, a robust curriculum of courses, tools, experiences and information that will impact every SGO member.

This adaptability and tenacity resonated far beyond our patient and professional communities. We rebranded our signature event, the National Race to End Women's Cancer, as Move4Her. This virtual live event brought together a participant community of 799 across 47 states, four countries and it exceeded our fundraising goals by more than \$100,000. Our September 2020 social media campaign for Gynecologic Cancer Awareness Month educated 248,000+ followers.

I will remain forever inspired by the immediacy with which FWC adapted our operations and communications to support our communities during a time of unprecedented complexity. Thank for you joining me in this work and supporting my chairmanship. We look forward, now, to the leadership of incoming FWC Chairwoman Ginger J. Gardner, MD. Though the pandemic persists we know that the Foundation's future is in excellent hands and that our mission is unshakeable. Welcome, Dr. Gardner.

Sincerely,

David G. Mutch, MD  
Foundation for Women's Cancer  
Immediate Past Chairman

# 2020-2021 FWC BOARD OF DIRECTORS

The [Foundation for Women's Cancer](#) (FWC) supports research, education and public awareness of gynecologic cancers. FWC is the official foundation of the [Society of Gynecologic Oncology](#) (SGO)—the premier medical specialty society for health care professionals trained in the comprehensive management of gynecologic cancers.

**Chairman**  
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**Communications Chair**  
Joshua Kesterson, MD

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**SGO President**  
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**Secretary-Treasurer**  
Wendy R. Brewster, MD, PhD

**Chairman Elect**  
Ginger J. Gardner, MD

**Research Chair**  
Anil K. Sood, MD

**Member-At-Large**  
Monica B. Jones, MD, MSC

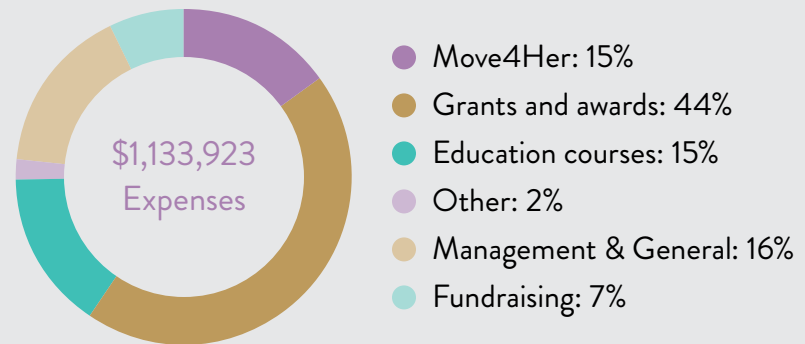
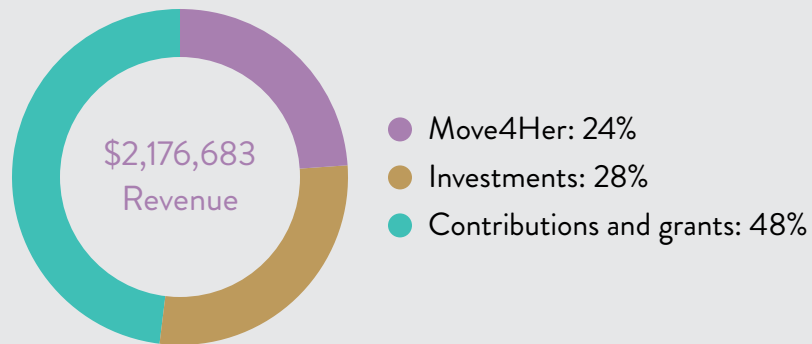
**SGO President Elect I**  
S. Diane Yamada, MD

**Chief Executive Officer**  
Pierre M. Désy, MPH, CAE

**Member-At-Large**  
Jamie N. Bakkum-Gamez, MD

**SGO President Elect II**  
Stephanie V. Blank, MD

## 2020 AUDITED FINANCIALS



# A LOT CHANGED IN 2020



What began as a **COVID-19 rapid response to patient needs** became a mandate for new programs and solutions. Here's what we did.

## **Pandemic Patients: Supported.**

FWC's COVID-19 rapid response in 2020 involved full collaboration with SGO and other advocacy groups. The Foundation generated a series of articles, videos and webinars to support patients as quickly as possible. These patient resources included:

- FAQs
- Mental health resources
- Avoiding misinformation
- Food safety tips
- Activity and exercise
- Cancer treatment during a pandemic
- Tweetchat on gynecologic oncology concerns

## **Education: Enhanced.**

Responding to the COVID-19 pandemic, the Foundation transformed the in-person “Survivor” Courses into an enhanced, fully-virtual [FWC Cancer Education Series](#). Courses Included:

- Understanding the Basics: What is Cancer?
- Uniquely You: Your Genetics, Your Story
- Uniquely You: Exploring the Possibility of a Clinical Trial
- Uniquely You: Making Sense of Treatment Options (Part 1&2)
- Uniquely You: Embracing Sex & Intimacy After Cancer
- Uniquely You: Eating Well, Living Well

# SGO MEMBER NEEDS: *HEARD.*



The Foundation developed a sustained curriculum for leadership training for SGO members to connect and inspire past, current and future SGO leaders and create a stronger case for giving for existing and future donors.

## COMMUNITY: *ENGAGED.*

With the National Race to End Women's Cancer canceled due to the COVID-19 pandemic, FWC developed its first-ever virtual event: [Move4Her](#), which had incredible sponsor engagement.

- Fundraising goal: \$250,000
- Raised: \$305,000+, \$55,000 over goal
- 799 registrants, 47 states, 4 countries



## RESEARCH: *SUSTAINED.*

COVID-19 severely impacted our research and advocacy partners' ability to host events whose proceeds funded [FWC Young Investigator Grants and awards](#). Thanks to creative partnering of organizations as well as additional grant funds secured:

- FWC distributed \$528,500 in 2020
- FWC distributed \$548,500 in 2021





# GYNECOLOGIC CANCER AWARENESS MONTH (GCAM) 2020 SOCIAL MEDIA ANALYTICS



## Facebook:

- 27 posts
- 1,251 pageviews
- +76 page likes  
(total of 8,785 as of Oct. 28)
- 73.5K reach
- 2,617 post engagements  
(likes, comments, etc.)

Top Facebook post reached 5,895 people, 147 likes, and 84 shares.

## Twitter:

- 29 tweets
- 54.2K impressions (reach)
- 684 profile visits
- 109 mentions
- 42 new followers  
(total of 4,537 as of Oct. 28)

Top media tweet earned 2,500 impressions, 16 retweets, and 24 likes.

## Instagram:

- 14 posts
- +244 new followers since May  
(total of 2,521 as of Oct. 28)

Top Instagram post earned 101 likes.

**We believe in a world where everyone has the power to impact, prevent or overcome a diagnosis of gynecologic cancer.**

Thank you to our community of patients, families, SGO members, donors and friends for helping sustain our mission and expand our impact.

