



2022 ANNUAL REPORT



Foundation
for Women's Cancer

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MISSION & VISION

Mission

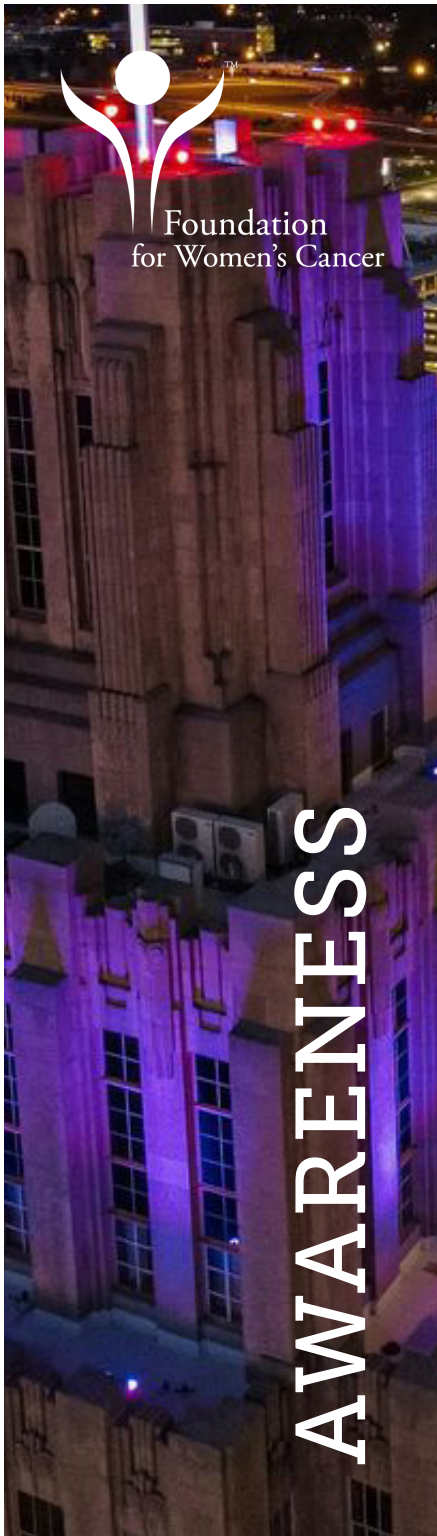
To bring together all communities of advocates, patients, caregivers, partners, and the healthcare team to eradicate or lessen the impact of gynecologic cancer. We will achieve this through research, education, and public awareness.

Vision

A world where everyone has the power to impact, prevent or overcome a diagnosis of gynecologic cancer.

Core Values

- **Awareness:** Promote public awareness of gynecologic cancer prevention, early diagnosis, and optimal treatment.
- **Diversity and Inclusion:** Commit to cultural humility and diversity of thought and engagement.
- **Education:** Provide innovative education and continuous learning.
- **Leadership:** Set an example of integrity, quality, and excellence to eradicate gynecologic cancer.
- **Partnership:** Support efforts of the Society of Gynecologic Oncology (SGO) to eradicate gynecologic cancers.
- **Research:** Advance innovation and discovery to eradicate gynecologic cancer.

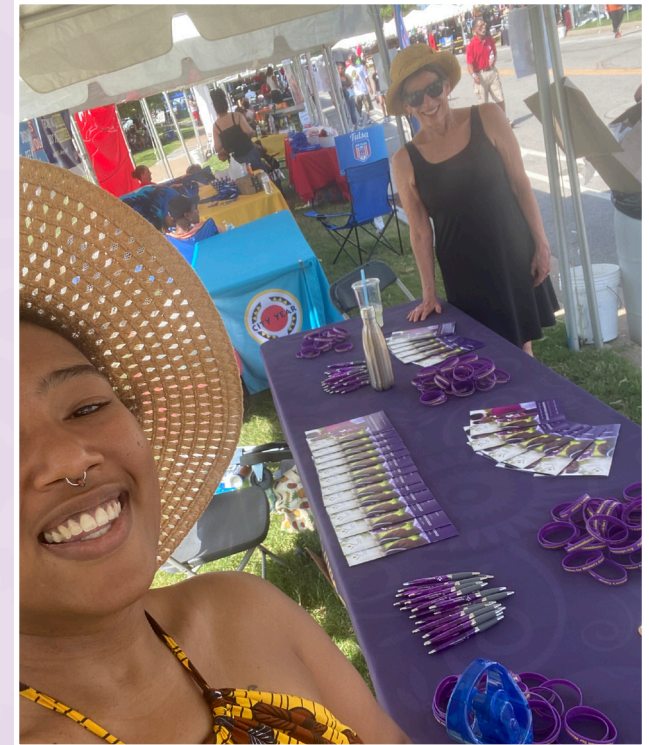


Objective

Promote public awareness of gynecologic cancer prevention, early diagnosis, and optimal treatment.

Awareness In Action

- Participated in five in-person events in key markets of Tulsa, St. Louis, New York City, Chicago, and Atlanta, distributing over 700 brochures and 800 swag items, and providing FWC resources to over 40,000 event attendees.
- Drove steady cadence of website traffic with average of 350 visitors/month and three minutes per visit. Social media content received more than 788,000 impressions and resulted in more than 21,000 clicks to the FWC website.
- Activated two influencer partnerships with The Period Doctor and The Latina Doc with a reach of 97,992 impressions and 1,852 engagements.
- Lit up the sky in North Carolina and Illinois for Gynecologic Cancer Awareness Month in September.



Objective

Generate funds from diverse sources to grow missional outreach, expand research grant offerings and funding, and maximize gynecologic cancer awareness.



Fundraising In Action

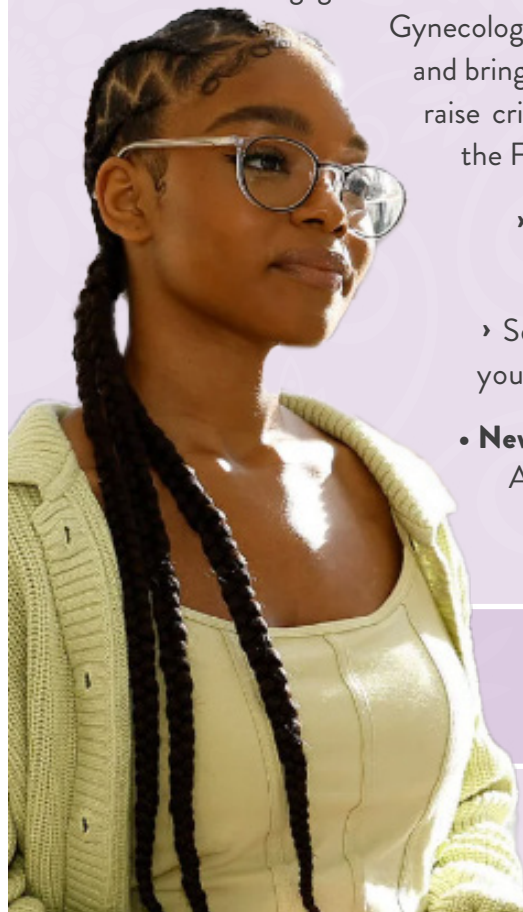
- **Move4Her** is the Foundation for Women's Cancer national signature engagement and fundraising event. The event is anchored in Gynecologic Cancer Awareness Month (September) and brings the gyn cancer community together to raise critical awareness and funds in support of the FWC mission.



› Fast facts: 846 individual donations; 682 participants from 44 states and eight countries; 10 sponsors; \$463,193 raised

› Secured second Move4Her Research Grant of \$50,000 to be given to a young investigator at the 2023 Annual Meeting on Women's Cancer

- **New grants** received included the Guy A. and N. Kaye Arboit Charitable Trust, Alkermes Foundation, Coleman Foundation, and Glassybaby



Left: Marsai Martin, celebrity Move4Her host, as featured in an article for [Healthline.com](https://www.healthline.com). Above: Move4Her participant Heather (far left) and her team members.

Objective

Provide innovative education and continuous learning.

Education In Action

- [Facebook Live educational session](#) led by Dineo Khabele, MD, and patient advocate Kimberly Richardson on how to be the very best self-advocate in engagement with health care providers.
- Produced and delivered a series of webinars:
 - › [“Your Unique Story: Addressing Financial Challenges While Living as a Gynecologic Cancer Survivor”](#) in April 2022
 - › [“Your Unique Story: All about Wellbeing, Balancing Your Mind, Body and Spirit”](#) in May 2022
 - › [“Your Unique Story: Demystifying Palliative Care”](#) in July 2022
- [Debrief](#) from SGO Members Debra Richardson, MD, and Colleen McCormick, MD, MPH, on key highlights from the research presented at ASCO 2022 for patients and their care network.
- [2022 Annual Meeting on Women's Cancer scientific debrief](#) provided by the FWC Patient Education Committee.
- SGO members Ginger J. Gardner, MD, and S. Diane Yamada, MD, delivered an in-person, educational session to teenagers from the Chicago nonprofit Polished Pebbles Girls Mentoring Program at the 2022 Chicago Sky Women's Cancer Awareness Night.





Objective

Support efforts of the Society of Gynecologic Oncology (SGO) to eradicate gynecologic cancer.

Approach

Leverage expertise and insights of SGO members and other organizations committed to gyn cancers to highlight key messages and to disseminate important, patient-centric education and resources.

Partnership In Action

- WNBA team Chicago Sky welcomed University of Chicago Medicine and FWC as a featured partner during an August game, with SGO member Diane Yamada, MD and patient advocate Kimberly Richardson providing a thoughtful halftime speech about gyn cancers. On site, in advance of the basketball game, Dr. Yamada and Kimberly joined Ginger Gardner, MD, and FWC staff to educate a large cohort of Chicago teenagers about female anatomy and gyn cancer risk mitigation strategies.
- Other notable partnerships include:
 - › Ebony Hoskins, MD, was featured in a [Medium magazine](#) article focused on the five things everyone needs to know about gynecologic cancer.
 - › Four featured videos in [Cure Speaking Out series](#)
 - › Participation in [World Orphan Drug Congress roundtable](#) regarding rare cancers

Objective

Advance innovation and discovery to eradicate gynecologic cancer.

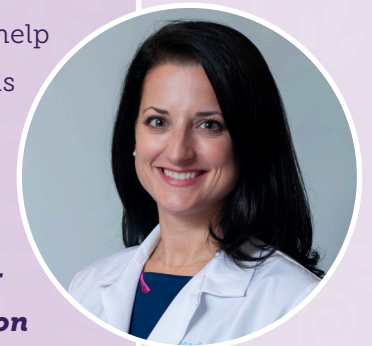
Research In Action

- [FWC Research and Grants Porfolio](#) distributed \$678,500 in research grants via competitive scientific review process.

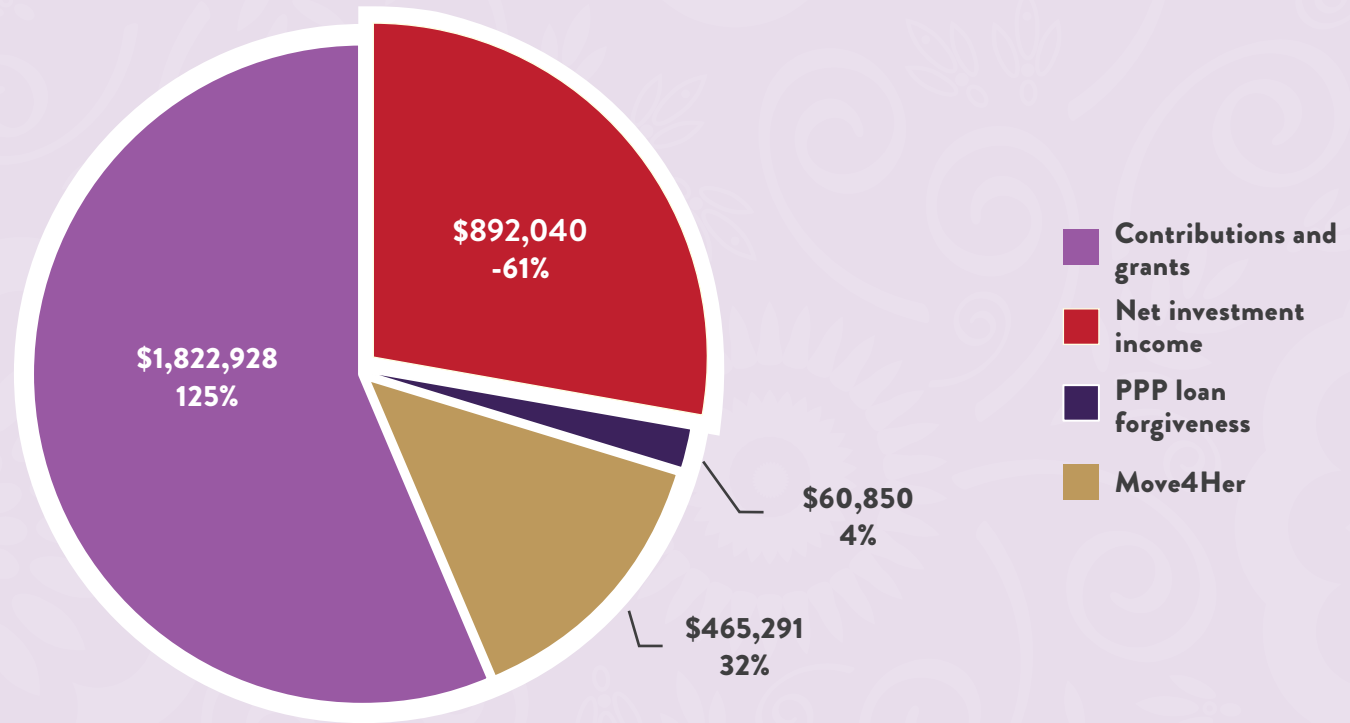


"I was inspired to do this study because I'm really passionate about health equity and access to high-quality cancer care for all. In particular, this study focused on finding ways to connect people and families that may not be connected to care right now. The research was designed to address really important barriers to early detection of cancers. Thank you to the FWC for the generous grant to fund this research!" — **Kirsten Jorgensen, MD, The University of Texas – MD Anderson Cancer Center, 2021-2022 FWC Move4Her Grant recipient**

"I'm primarily a surgeon. The reason this grant has been so valuable to me is that it has allowed me to protect some of my time, while caring for patients, to help push this important research forward. I feel strongly that research like this is critical - when you collaborate between brilliant scientists and clinicians - in order to elucidate the most valuable and useful results. I am deeply grateful for the support from the Foundation for Women's Cancer." — **Amy Bregar, MD, Massachusetts General Hospital/Harvard Medical School, 2021-2022 Laura Crandall Brown Foundation Ovarian Cancer Early Detection Research Grant recipient**



2022 FWC REVENUE



Type	Amount	Percentage of Revenue
Contributions and grants	\$1,822,928.00	125%
Net investment income	\$892,040.00	-61%
PPP loan forgiveness	\$60,850.00	4%
Move4Her	\$465,291.00	32%
Total Revenue	\$1,457,029.00	100%

FWC BOARD OF DIRECTORS



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Ginger J. Gardner, MD
Memorial Sloan Kettering
Cancer Center



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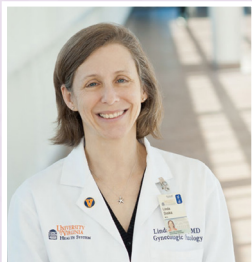
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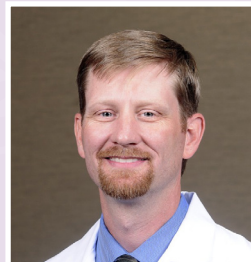
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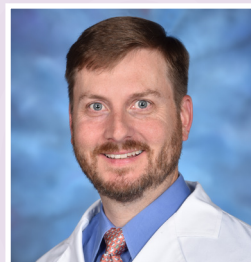
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