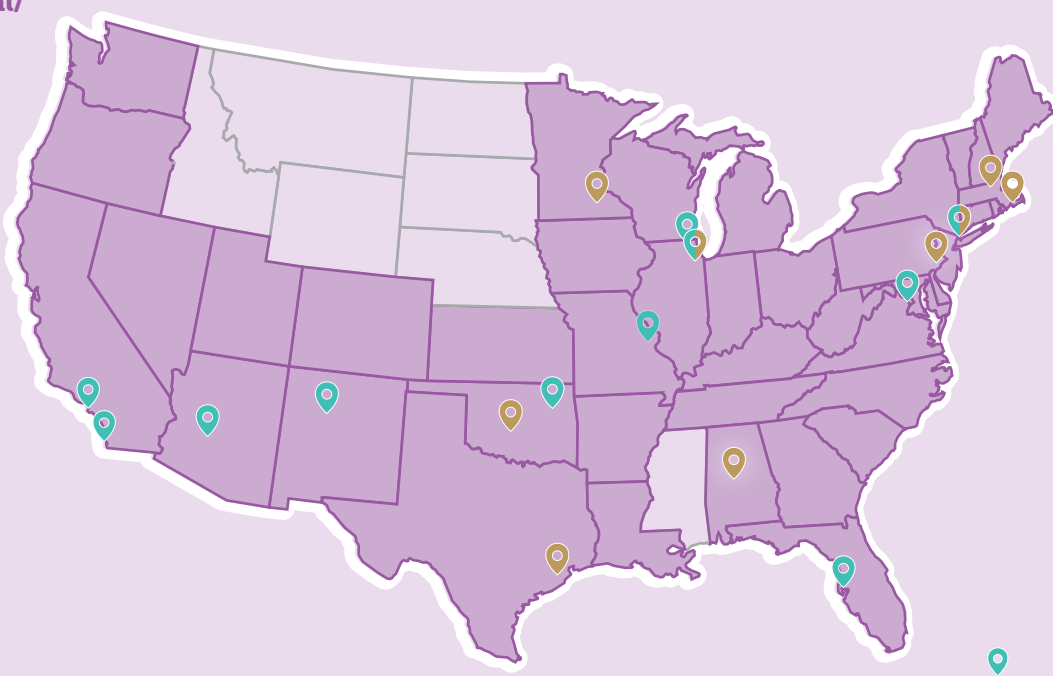


# Foundation for Women's Cancer: 2023 In Review

## In-Person Educational/ Outreach Events:

- Chicago
- Evanston
- Los Angeles
- Los Lunas
- New York City
- Phoenix
- St. Louis
- San Diego
- San Juan
- Tampa
- Tulsa
- Washington, DC
- Whistler, BC, Canada



## FWC-Funded Researchers:

- University of Illinois (Chicago, IL)
- University of Pennsylvania (Philadelphia, PA)
- University of Alabama (Birmingham, AL)
- MD Anderson Cancer Center (Houston, TX)
- University of Chicago (Chicago, IL)
- Oklahoma University Health Sciences Center (Oklahoma City, OK)
- Mayo Clinic (Rochester, MN)
- Brigham and Women's Hospital (Boston, MA)
- Massachusetts General Brigham (Boston, MA)
- Memorial Sloan Kettering (New York, NY)

**Note:** States in dark purple denote donations and registrations received for Move4Her. Participants also joined from Canada, Germany, Lebanon, the Netherlands, and Switzerland.

### Awareness



**New FWC website launched**  
in May 2023



**1 minute, 1 second**  
average time spent on  
FWC's website



**20,980**  
resource downloads



**29,000**  
unique web visits



**57,000 views**  
top pages: homepage,  
vulvar cancer, ovarian cancer,  
primary peritoneal, donate,  
uterine cancer, educational materials

### Social Media Stats



**1.5 million post impressions**  
140% growth YOY



**749K in post reach**  
91% growth YOY



**19,808 followers**  
5% growth YOY



**4.98% engagement**  
17% growth YOY



**1,298 link clicks**

### Email & Media Coverage



**19,000**  
subscribed constituents



**47% open rate**  
(above industry average)



**Provided critical coverage** to 37 news entities regarding the chemotherapy drug shortage



**20 million people** reached from 11 Move4Her media placements

### Education



**16 educational/outreach events**  
provided in person



**14,550 people**  
through in-person outreach  
and educational events



**43,000 educational materials distributed**  
including brochures and  
QR code cards

### Courses & Resources



**Educational survey**  
released to ensure educational  
course enrollees and efficacy  
could be measured



**New patient resources**  
2023 FWC Patient &  
Advocate Education Forum;  
Compassionate Caregivers series;  
chemotherapy drug shortage  
patient webinar



**479 participants**  
in FWC signature  
educational programming

### Partnerships



**9 new & returning partnerships**

**New:** Black Cancer Collaborative  
Community Health Worker Training  
Program; Heart & Soul magazine;  
National Rural Health Association;  
Hispanic Health Coalition - Vive tu Vida;  
Center for Black Health & Equity;  
Haitian Community Organization  
**Returning:** WNBA/Chicago Sky;  
Tulsa Juneteenth; Fiesta in Florissant

### Research



**Research grants and awards**  
given and received



**10**  
research grants given



**2**  
research awards given

### Research Grants



**10**  
research grants received



**1**  
research award received

### Total Distributed



**\$628,500**  
total dollar amount of  
research grants and awards given

of which  
**\$50,000**  
given through the 2023  
Move4Her research grant to  
Dimitrios Nasioudis, MD,  
University of Pennsylvania

### Move4Her



**FWC's signature fundraising campaign**



**\$577,517**  
raised through  
Move4Her to  
power FWC research,  
education, and awareness



**Award-winning campaign**  
PRNews Impact Award

### Campaign Participants



**1,124**  
donors



**63 teams**  
supported Move4Her



**46 states**  
and 5 countries



**14**  
sponsorships

### Influencer Partnerships



**3 influencer partnerships** activated:  
The Period Doctor;  
Dr. Shieva Ghofrany;  
and Holly Bentley



**375K potential reach**  
**2K engagement**  
across posts