



# 2021 ANNUAL REPORT

b-present Foundation



# From the CEO



On February 17, 2017, nearly one year after Kirsten lost her battle with cancer, Bri, Jordann, Kelly and I announced our plan to establish b-present Foundation and improve the experience for young adults with cancer. Kirsten had shared a vision for change during her cancer experience...but her life ended before that journey could begin. We founded b-present to carry her vision forward and change the story for the hundreds of thousands of Adolescents and Young Adults (AYAs) that follow.

Since 2017, b-present has grown our community, programs, team, and partners. We have had the honor of meeting new patients, survivors, supporters, health professionals and advocates within this inspiring and passionate AYA cancer community, and our work and solutions are focused on their collective experience. I am so proud of everything we have accomplished and am so excited for what the future holds for b-present and for our community.

One of our core values is **Stronger Together**, and it rings true on so many levels within the AYA community. We must work together to realize the changes needed. We would not be where we are today without our kindhearted and generous extended family and community of support. We are so grateful to have you, our Support Squad, by our side. We simply couldn't do this without you.

In this edition of our 2021 impact, I wanted to share a look back and a look forward on this incredible unfolding journey. I am looking forward to sharing another exciting year with all of you and making 2022 the best year yet!

Abby Westerman  
Co-Founder and CEO of b-present



**"One of our core values is *Stronger Together*, and it rings true on so many levels within the AYA Community."**

# About b-present



## THE NEED

Nearly 90,000 adolescents and young adults (AYA) aged 15-39 are diagnosed with cancer in the US each year. When young adults do not receive adequate social support, it can adversely impact their mental health, quality of life, and health outcomes. This problem is amplified because young adults called on to support don't have the life experience or the access to information and tools to help them be a good supporter.

## OUR MISSION + VISION

The mission of b-present Foundation is to improve the quality of life and health outcomes of young adults with cancer through programs that promote and strengthen connections between young adults and their communities of support. Our mission is accomplished through two key programs: b-aware and b-connected.

Our vision is for every young adult diagnosed with cancer feels connected and supported during treatment and beyond.



Because no young adult with cancer should have to face it alone.

# our values



## **BOLD AF**

Unconstrained by the way things have always been, we're dedicated to shifting the paradigm of what it means to show up and be present. We're unfiltered, innovative, and colorful as we boldly challenge the status quo.



## **MISSION-DRIVEN**

Our dream that every young adult with cancer feels connected and supported is at the heart of everything we do, day in and day out, as we put in the hard work to create lasting change.



## **WE GET IT(ISH)**

As supporters, we've been there, but that doesn't mean we have all the answers. We lean into the discomfort of vulnerability and the truth that we can do hard things; we know you can, too.



## **STRONGER TOGETHER**

We celebrate and value diversity and inclusiveness, maintaining a judgment-free zone for all. We are committed to ensuring our team and community are supported regardless of race, gender identity, sexual orientation, religion, ability, or experience.



## **B-YOURSELF**

We show up as ourselves and hold space for others to do the same. There is no "right" way to break through the uncomfortable and awkward barriers caused by a cancer diagnosis. All we can do is show up - no matter what - to b-there.

## PROGRAM HIGHLIGHTS

# b-aware

b-aware proactively provides young adults the education and experiences before a friend is diagnosed so they feel empowered to be strong supporters when the need arises.



### 01. Year of Growth

We focused on growth in 2021 to reach current patients and supporters who could benefit from our tools and resources. Our digital audience grew by nearly 700%, meaning we are reaching more people seeking help with support. We also welcomed seven new podcast guests to The Support Report with b-present podcast and launched our bi-weekly Thursday Roundup email series to provide fresh, informative content to our #SupportSquad.

Digital wasn't the only thing growing. We also expanded our team by two volunteers! Paige Imburgia is our new Tech Marketing Intern, and Metastatic Breast Cancer Survivor Chiara Riga joined our team to provide us with an essential survivor perspective.



### 02. New Collaborations

We worked with some old friends and welcomed some new ones. In collaboration with Elephants & Tea, b-present was featured at Perkatory, a digital event for survivors and supporters nationwide. In addition, we hosted two panels at CancerCON, as part of the AYA Cancer Collaborative we joined 40 AYA nonprofits raise awareness during #AYAAWARE week, and through our collaboration with ThyTabono shed light on their community's unique support needs.

Our CEO lead a discussion on diagnosis, support, and the importance of communication and connection at a virtual survivor mental health council workshop with GRYT Health. We launched the West Coast AYA Collaboration with hospitals across California, and hosted our first virtual West Coast AYA Cancer Survivor Meet & Eat with survivors, and supporters.

## The Importance of *Presence*

"I couldn't have gotten to this place of acceptance of my new life without an incredible group of people around me. b-present's mission is something I see the true need for. It would have gotten rid of so much conflict, which would have been huge. When you're dealing with a cancer diagnosis, you're like a fish out of water, speaking a foreign language, and dealing with your own mortality. To have b-present before diagnosis would have given me one constant that I could have leaned on with my support network."

—Chiara Riga  
Metastatic Breast Cancer Survivor



## PROGRAM HIGHLIGHTS

# b-there

b-there provides the resources and tools post-diagnosis to ensure young adults feel connected and supported throughout treatment and beyond, and that the supporters are supported every step of the way.



### 01. Digital Resources

In May, we launched our Support Squad Webinar Series where we invite survivors, supporters, and health professionals to share their experience and perspective on a different AYA cancer support topics every month. This series is designed to improve empathy and communication and learn tips and strategies to help supporters be present and stay connected for their loved ones throughout treatment and beyond.

We developed an expert-approved digital and print Supporter Roadmap magazine to provide an easy and accessible guide for anyone struggling to stay connected and provide support after news of a diagnosis. It helps supporters learn more about what is ahead, how their friend wants to be supported, and work together to provide meaningful, authentic and consistent support.



### 02. b-there Connection Tool

In August, we teamed up with the BYU Senior Capstone Program to expand the *b-there connection tool* from a web-based mobile friendly tool to a mobile app for Android and iOS mobile devices. Our goal is to be more accessible and grow our reach to more patients and supporters as they connect and provide support. Scheduled to be complete in late spring 2022, our next steps include conducting focus groups and workshops to assess impact on support and reduce barriers to access within the AYA community

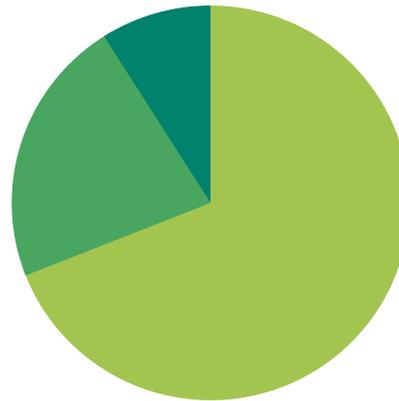
# 2021 Financials

Our 2021 resources came from three areas: cash contributions (69%), special events (22%), and non-cash contributions (9%). Expenses were allocated as follows: general admin (11%), fundraising (7%), and programs (82%).

**Revenue**  
**\$35,903**

**Non-cash Contributions**  
**9%**

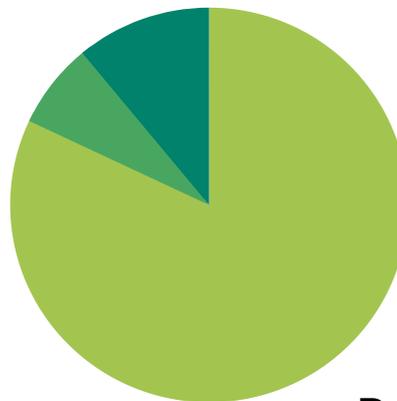
**Special Events**  
**22%**



**Cash Contributions**  
**69%**

**Admin**  
**11%**

**Fundraising**  
**7%**



**Programs**  
**82%**

**Expenses**  
**\$37,040**

# THANK YOU

Because every young adult with cancer  
should feel connected and supported

**FEB 2016**

Kirsten loses battle with cancer

**FEB 2017**

Launch Party announcing plan to establish b-present foundation

**MAY 2017**

b-present incorporated

**AUG 2017**

b-present receives 501c3 status

**SEPT 2018**

b-present.org and social media channels launch

**MAY 2020**

b-there tool and digital resources available via new website + Support Report Podcast Launches

**APRIL 2020**

Co-host a virtual workshop on improving how patients and supporters communicate

**NOV 2019**

Improving Social Support 2-day Workshop to define needs and gaps and a roadmap forward

**OCT 2019**

b-there tool wins Astellas C3Prize Emerging Ideas Award and is featured in live NYC event

**JAN 2019**

Abby retires to serve as full-time volunteer CEO of b-present Foundation

**DEC 2020**

b-present partners with Love Her Hug Her to deliver 37 holiday care packages to cancer patients nationwide

**FEB 2021**

b-present launches monthly West Coast AYA collaborative meetings with California hospitals

**MAY 2021**

Support Squad Webinar Series launches

**JULY 2021**

Supporter Roadmap print magazine begins distribution to individuals and hospitals across the country

**DEC 2021**

b-present partners with Topsy Elves, to deliver holiday care packages to 34 AYA hospital patients

# What's Next?



## 01. **b-there Mobile App**

We're working with capstone students at BYU to turn our *b-there* tool into a mobile phone app



## 02. **Expanding Distribution**

We're partnering with Elephants and Tea Magazine to make the Supporter Roadmap more widely available



## 03. **More Research**

We are partnering with researchers to study barriers to social support



## 04. **Using Tech to Connect**

We are exploring ways to improve connection and support through augmented and virtual reality immersive technology



## 05. **AYA Conference**

We are hosting the first-ever AYA Innovation Conference in the fall.