

2020

ANNUAL REPORT





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:

Every young adult diagnosed with cancer feels connected and supported during treatment and beyond.



The Need

Over 80,000 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 to help them be a good supporter.



b-aware program

The b-aware program is proactive and focuses on educating the general young adult community about the importance of being present for others and igniting a movement amongst this age group to be present when their friends need them most.

Highlights from 2020:

Awareness is primarily achieved through our digital platforms, and this year we have over 1,700 followers and saw more than 220,000 impressions and 10,000 engagements with our online content.

Our podcast, The Support Report with b-present, launched in July. It shares the unique experiences and advice of supporters and survivors. It is available to stream on Spotify, iTunes, and YouTube, with new stories added monthly.

We partnered with Elephants & Tea and Stanford AYA Advisory Council to conduct a survivor/supporter writing workshop to reflect on the challenges of sharing a diagnosis and communicating the support needs during and after treatment.

In partnership with Fleece and Thank You, two Wrapped in Presence blanket making events resulted in 45 blankets for AYA patients currently in the hospital undergoing treatment.

Stronger Together

b-connected program

The b-connected program addresses the post-diagnosis young adult social support needs and provides tools and resources to strengthen connection and support throughout treatment and beyond.

Highlights from 2020:

With isolation at an all-time high due to COVID-19, we started the year doing the critical work needed to get our digital survivor/ supporter connection tool, b-there, online and accessible via our website. It is now ready for patients and supporters to register and connect.

With so many questions following the news of a friend diagnosed with cancer, we launched our b-connected library in July to support the supporters and help them navigate this difficult time as they strive to be the best supporter possible.

The holidays were particularly isolating this year. Through our You Are Not Alone Holiday Care Packages campaign, our community helped us raise over \$2,800, enabling 37 care packages to be delivered to cancer patients currently in treatment across 13 states and Guam.

2020 emphasized the importance of collaboration to address the needs of the AYA cancer community. We are so grateful for our partners this year, including AYA support teams at Stanford, Children's Hospital Orange County, and Rady Children's, as well as great support organizations like Fleece and Thank You, Elephants and Tea, and Love Her Hug Her.

Opportunities to share our story in the community and across the country included Astellas Oncology HQ in Chicago, TEDMED 2020 in Boston, and the AYA Oncology Conference in Texas. Additionally,

b-present was featured on TV, online, and in print, including Health Professional Radio, Oncology Tube, Thrive Global, KUSI News, and Elephants and Tea's December issue.

We had to get creative this year for our community events, and our fundraisers were no exception. We hosted a Virtual Piano Bar in May, and a first-of-its-kind Drive-Up Dueling Pianos event in September. Between these two events, we raised nearly \$10,000 and brought a smile to over 200 guests.

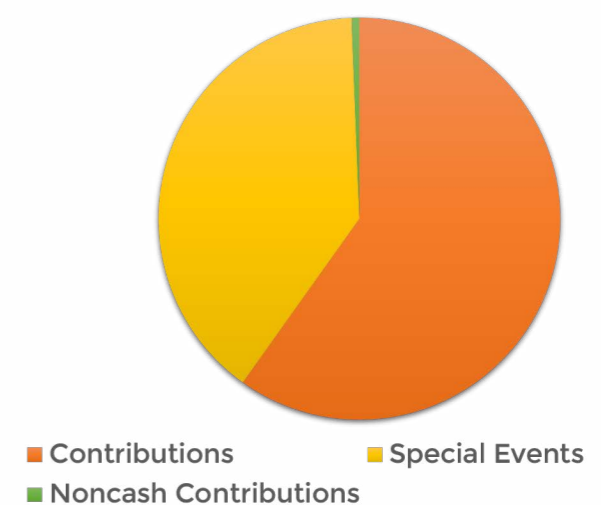
2020 Financials

Our 2020 resources came from three areas: individual contributions (60%), special events (39%), and noncash contributions (1%). Expenses were allocated as follows: general admin (10%), fundraising (4%), and programs (86%).

What's Next:

2020 hindsight taught us a lot! We plan to take those lessons, continue to collaborate, diversify and grow our reach and impact, making 2021 a year of presence and ensuring that every young adult with cancer feels connected and supported during treatment and beyond. Let's do this!

Revenue: \$23965



Expenses: \$30951

