

2022 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, I am excited to share a look back at some of our 2022 highlights and share a peek at what's to come in 2023. I am thrilled to be part of this incredible unfolding journey, and I look forward to sharing another amazing year with all of you as we make 2023 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

Growing our impact and expanding our programs continues to be a focus for b-present. Between our website, social media, and streaming channels, our digital reach exceeded 300,000 in 2022, which means more people seeking help with support are finding and utilizing our resources. We also welcomed three new interns in 2022. They helped us launch our b-there app, share the high school student perspective, and create resources to help us move forward with our b-aware and b-there program impact assessments.



02. Stronger Together - Collaborations

We worked with some old friends and welcomed some new ones in 2022. With the generous support of Elephants & Tea, we launched our Supporter Roadmap distribution with a bang as an insert in their print magazine, helping us reach thousands of patients and supporters nationwide. As part of the AYA Cancer Collaborative, we joined AYA nonprofits to raise awareness during #AYAAWARE week. We teamed with Digital Health Network, Cancer Rebellion, and I'm Not Done Yet Foundation to host an internationally attended Watch Party and online community conversation with the director Hernan Barangan and survivors from the film. We partnered with Escape to share the challenges of the LBGTQIA+ cancer community. and ThyTabono to shed light on Thyroid cancer support needs.

Our CEO led a research panel with LSU, UofM, and Dallas Children's Health at the American Psychosocial Oncology Society's annual conference to discuss barriers to Social Support for AYAs with cancer. This panel is also wrapping up a study with b-present that looks at why people struggle to ask for and offer support after cancer. We met monthly with AYA health professionals from California during our West Coast AYA Collaborative to discuss emergent challenges and how to share resources. We were sponsored by Servier, and partnered with Elephants and Tea, I'm Not Done Yet, and other local businesses to host our first annual Spark Tank Innovation Workshop. These meetings and workshops have led to important innovations and a new project under b-there starting this year. We also thank Schneider Electric Foundation and Northwestern Mutual for their generous support with corporate matching and hosting community events to increase awareness.

OUR IMPACT

25,600+

Number of new users visiting our website annually, and growing!

4,400+

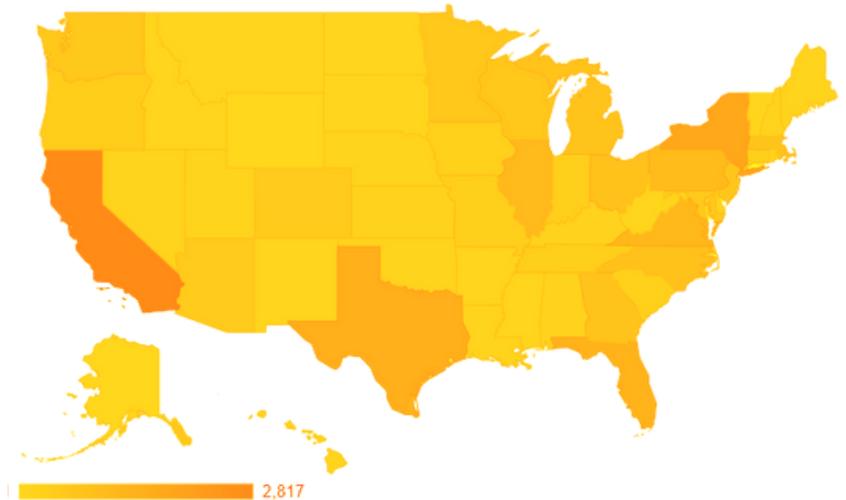
Number of people who received a digital or print version of The Supporter Roadmap

46

AYA patients received care packages during our "Thinking of You" holiday campaign.

Our digital content and programs reach AYA survivors and their support community in all 50 states.

The map below reflects the community that accesses the many resources from our website.



15-39

YEARS OF AGE

Age range of the Adolescent and Young Adult (AYA) community b-present serves

89K+

NEW DIAGNOSES

The number of AYAs diagnosed with cancer each year in the United States

1M+

SUPPORTERS

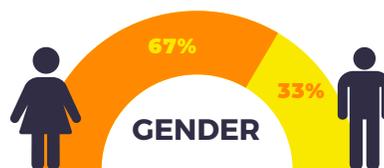
The estimated number of new AYA peers who could provide support and connection yearly

AYA = Adolescent and Young Adult

DIGITAL REACH

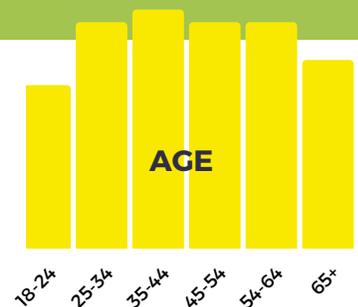
300K+

DIGITAL REACH ANNUALLY VIA WEBSITE AND SOCIAL MEDIA



3,000+

SOCIAL MEDIA FOLLOWERS AND GROWING



650+

NEWSLETTER SUBSCRIBERS AND GROWING

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

Our Supporter Roadmap is a digital and print resource we created with the help of cancer survivors and supporters that have been there. 2022 was a big year for getting this magazine out in the community. It is designed to inform and empower supporters, help them navigate this difficult time, be aware of the challenges ahead, and, most importantly, avoid the bumps in the road that can make it a rough ride for everyone. In addition to arriving in the 2022 spring edition of Elephants & Tea Magazine, print copies are distributed on demand and available for digital download via our website. To date, more than 4,400 copies have been distributed to patients and supporters in their homes, hospitals, and treatment centers nationwide. 100% of the feedback received said the roadmap was helpful. A new edition incorporating community feedback will be released in early 2023.



02. b-there Connection Tool

In May 2022, the BYU Senior Capstone team delivered an early version of the *b-there support and connection mobile app*. We worked tirelessly through the summer and fall to get it app store ready, and in November 2022, we successfully launched b-there for Android and iOS devices. Reaching this major milestone paves the way for the most important step of getting the app into the hands of supporters and patients undergoing treatment nationwide, helping them stay connected and feel supported. Starting in 2023, we will kick off our b-there pilot program, assessing the efficacy of the b-there app and measuring its impact on the quality and quantity of support and their quality of life during treatment.



03. Annual Holiday Campaign

During our *Thinking of You* Holiday Campaign, we provided 46 patients in the hospital with a gift and custom greeting cards from our support community. We have permanently established a website landing page dedicated to sending thoughtful cards to cancer patients, giving the community a chance to participate and show their support, in their own words, throughout the year.

2022 Financials

Our 2022 resources came from three areas: cash contributions (73%), special events (13%), and non-cash contributions (14%). Expenses were allocated as follows: general admin (5%), fundraising (8%), and programs (87%).

Revenue
\$50,998

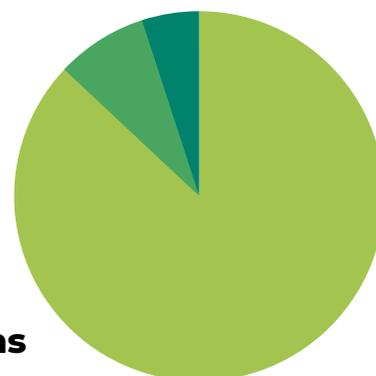
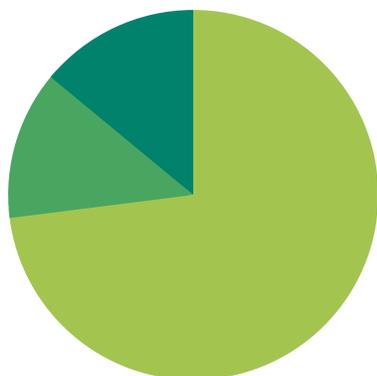
Expenses
\$65,380

Non-cash Contributions
14%

Fundraising
8%

Admin
5%

Special Events
13%



Cash Contributions
73%

Programs
87%

Thank You!

Thanks to your generous support, we continue to make an impact, helping adolescents and young adults with cancer feel connected and supported during treatment and beyond.

What's Next?



01. Measuring b-there App Impact

2023 kicks off our b-there app pilot project. We will be focused on providing the b-there app to AYAs undergoing treatment and their supporters and measuring how it impacts patient quality of life and health outcomes.



02. Expanding our Reach

We're continuing important partnerships and cultivating new ones to expand our reach, grow our impact and ensure more patients and supporters stay connected and feel supported from the point of diagnosis onward.



03. More Research

We have partnered with researchers to study barriers to social support and are excited to share what we learned. In addition, we will be kicking off new studies and applying what we learn to new innovations that reduce those barriers and improve support.



04. Support Starter Kits

We are tackling a key innovation that came out of our 2022 Spark Tank workshop discussions. New in 2020, the b-there for YA support starter kits will equip patients and supporters with key resources to kickstart connection and support from the point of diagnosis.



05. b-present in the Community

We'll be hosting more awareness and education events, sharing information about the importance of presence, and connecting with survivors, supporters, and health professionals.