

# 2023 ANNUAL REPORT

b-present Foundation



# From the CEO



As the Co-Founder and CEO of b-present Foundation, I keep my daughter Kirsten's story and vision for change top of mind and in my heart every day. I continue to be moved by stories from young adults with cancer who are facing similar challenges, feeling isolated and losing hope. I learned this past year that two of every three young adult cancer patients reported experiencing nonsupport and recalled someone in their life they expected would provide support but never did. This has to change, and the power exists within each of us to improve future stories of support and connection.

At b-present, we are taking these challenges head-on. We teamed with researchers in a recently published study to understand the barriers to social support for young adults with cancer and learned the range of reasons for nonsupport. These study insights will serve as a blueprint for how we develop future resources to improve the support experience for young adults with cancer. I am proud to lead an organization that educates and equips young people with the skills and resources that help them stay connected and be present when they are needed most.

We are so grateful to have you—our kind-hearted and generous extended family and Support Squad—by our side as we experience this unfolding journey together. We can't wait to see where 2024 takes us, and with your help, I know we can make it the best year yet for our AYA Community.

**Abby Westerman**  
Co-Founder and CEO of b-present

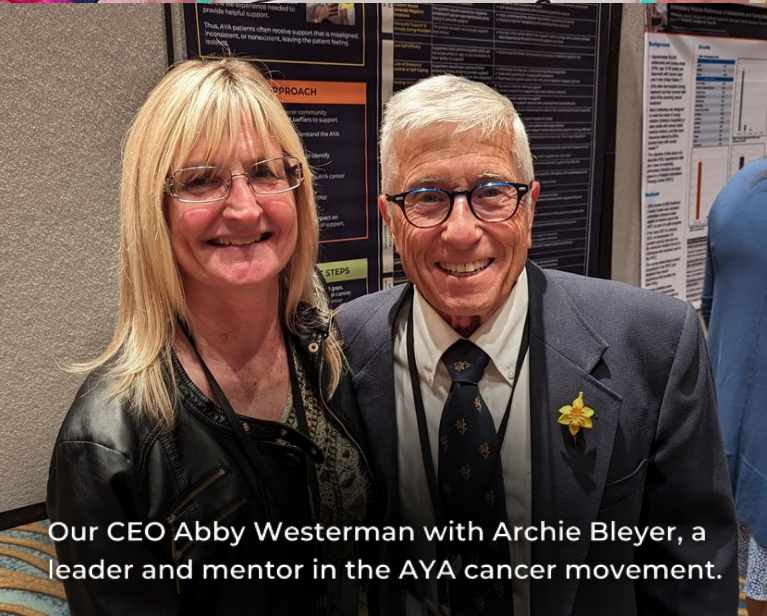


**Two of every three young adult cancer patients reported experiencing non-support and recalled someone in their life they expected would provide support, *but never did.***

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# About b-present



Our CEO Abby Westerman with Archie Bleyer, a leader and mentor in the AYA cancer movement.

## 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 to feel 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. Educate: Local - National - Global

Through our digital channels and in-person events, we reached over 435,000 users in 2023. Some of the highlights:

- Our CEO hit the road to present our work, share our resources, and meet and learn from survivors and supporters within the community. Stops included San Antonio for the Texas AYA Oncology Conference, Portland, Oregon for the American Psychosocial Oncology Society Symposium, Long Beach for the AYA Cancer Coalition kickoff meeting, and the internationally attended Global AYA Cancer Congress.
- During AYA Cancer Awareness Week, we hosted a virtual and in-person event where community members could gather, learn, connect, and walk a mile while listening to AYA survivor and supporter stories. At the event, our partner, Live Well San Diego, presented a proclamation declaring April 2, 2023, b-present Day in San Diego.
- In honor of Cancer Awareness Night, we had an audience of over 15,000 fans watch b-present's awareness video on the Jumbotron at the San Diego Wave Women's soccer game.
- Our CEO joined partner Omar's Dream at their annual run to share b-present's story and emphasize the importance of connection and support with the 1,000+ attendees, including survivors, supporters, health professionals, and local and state government leaders.



## 02. Ignite: Stronger Together

Collaboration within the AYA community continues to be a key component in our efforts to spread awareness, learn the latest challenges and gaps within the community, and solve problems with greater impact. We are so grateful to work with passionate and thoughtful community partners like our good friends at Elephants & Tea, I'm Not Done Yet, Omar's Dream, Young Adult Survivors United, Cactus Cancer Society, and We Got This.

In 2023, we joined forces with other like-minded nonprofits to spread the word about the unique challenges in the community through digital campaigns, including:

- Chemo Divas to raise awareness about the racial biases and disparities experienced by people of color with cancer.
- Escape to raise awareness about the gender biases and challenges within the LBGTQIA+ AYA cancer community.
- The AYA Cancer Collaborative to highlight challenges and educate the community on the key findings from the 2023 US Surgeon General Advisory on Isolation and Loneliness during AYA Cancer Awareness Week.

# OUR IMPACT

**29,790+**

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

**1,350+**

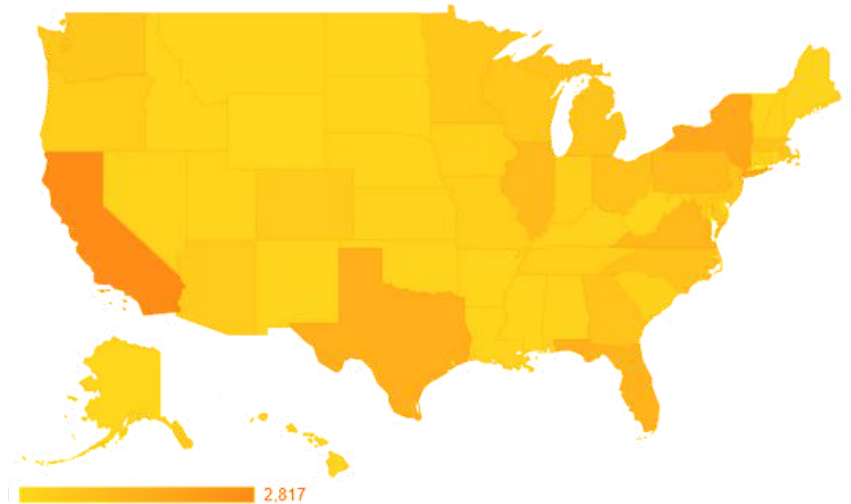
Number of people who received a digital or print Supporter Roadmap at 39 locations in 16 states.

**234**

AYA patients received cards at 4 hospitals during our Send a Patient a Card during Valentines and Holiday campaigns.

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

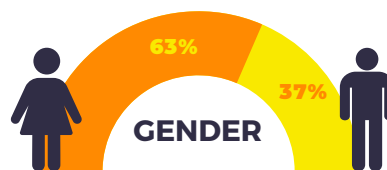
The estimated number of new AYA peers who could provide support and connection yearly

*AYA = Adolescent and Young Adult*

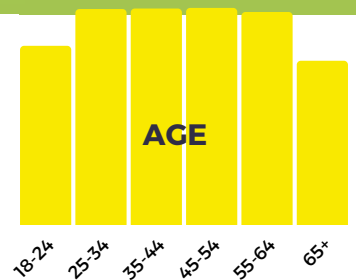
## DIGITAL REACH

**409K+**

DIGITAL REACH ANNUALLY VIA WEBSITE AND SOCIAL MEDIA



**3,330+**  
SOCIAL MEDIA FOLLOWERS AND GROWING



**570+**  
EMAIL SUBSCRIBERS AND GROWING





We were thrilled to have Kara Noskoff, AYA Program Coordinator at Children's Hospital Orange County, speak at our 2023 Walk a Mile in Their Shoes event in San Diego. Kara has been a dedicated AYA patient advocate and partner to b-present since we met in 2019. Here's what she had to say about her experience.

"I started working with the adolescent and young adult population in 2014, where it was very important to me to sit at the bedside and just listen. There was nothing I could say or do that was going to fix the situation, and I needed to absorb all that I could to understand what the experience was. I sat, and I listened, and I watched. I listened as these teens and young adults shared about the loss of independence, the loss of their freedom of privacy, watching their friends and families move on.

I had countless patients who moved away for the first time to school, only to be met with a cancer diagnosis, having to move back home, their parents or their siblings sleeping in their hospital room, and losing their identity. Their body image was changing their freedom. That taste of freedom was so quickly taken away from them. It became my mission to support them, to meet them in that moment, and to help them find hope for their future and to see beyond cancer and what was going to be next for them.

## KARA NOSKOFF

AYA PROGRAM COORDINATOR AT  
CHILDREN'S HOSPITAL ORANGE COUNTY

They endured countless chemotherapy treatments, radiation, surgery, but **the isolation is what they speak up about the most.** You've lost your sense of self. You don't look the same, you don't feel the same. It's similar to someone who's just gone to war. And how do you rehabilitate afterward? How do you get back into school, back into work, dating, and getting back into this new normal when you just endured trauma and a life-changing event?

And then we think about the supporters. What do you say? What do you do? How do you continue to be there as your life is continuing to move on? And that's where incredible organizations like b-present come in. I cannot do my job. I cannot care for my patients and their families without incredible organizations like b-present. We rely on our community because a hospital can only provide so much support. We're so focused on the clinical side, curing the cancer and getting these patients back into that new normal. And that's where we have to rely on our community partners."

## 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. Understand: Research and Workshops

b-present teamed with researchers to study the barriers to social support after a diagnosis, and we are excited to share that the study, *Exploring the Barriers to Social Support Interactions: A Qualitative Study of Young Adult Cancer Patients and Young Adult Supporters*, was published in the December 2023 Journal of Health Communications. We shared and discussed the study findings at AYA oncology conferences and during virtual community workshops, listened to our community feedback, and will reflect these insights in our 2024 programs.



### 02. Empower: Digital and Print Resources

Our *Supporter Roadmap* and *b-there Connection and Support* app continue to be vital digital and print resources for the community. The b-there app was officially launched in March with over 100 downloads on iOS and Android devices. After a successful first run of our Supporter Roadmap, we gathered feedback from the community, and a second version of the magazine was released in February 2023. We have distributed over 1,400 print and digital copies of the latest version nationwide, including 39 locations in 16 states.



### 03. Support: Cards For Cancer Patients

b-present hosted two *Send a Patient a Card* digital campaigns in 2023. The campaigns empowered the support community to write personal messages of support. These uplifting cards of hope and light were delivered to 230 patients in four partner hospitals on Valentine's Day and during the holiday season. Messages were submitted from around the world, including the United States, France, Italy, England, New Zealand and Canada.



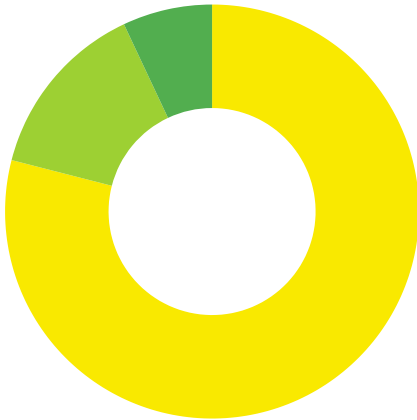
# 2023 Financials

Our 2023 resources came from three areas: cash contributions (79%), special events (14%), and non-cash contributions (7%). Expenses were allocated as follows: general admin (5%), fundraising (7%), and programs (88%).

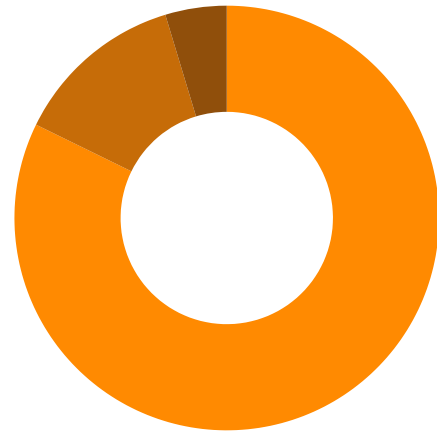
**Revenue**  
**\$45,778**

**Expenses**  
**\$38,482**

■ Cash      ■ Events  
■ In Kind



■ Programs  
■ Fundraising  
■ Admin



## *Thank You!*

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

# What's Next?



## 01. Turn Study Findings into Action

We are excited to continue the important work with our research team as we operationalize our study findings with a new training and mentoring pilot program in 2024. We will be working with partner hospitals to implement and study the impact of these resources on improving the social support experience for the care team, the AYAs with cancer, and their support network.



## 02. Kickstart Support with Starter Kits

Survivors, supporters, and researchers weighed in on what should be included in our Support Starter Kits. Our pilot program launches in 2024, and we are excited to see how this resource kickstarts connection and support after a diagnosis.



## 03. Measure Social Support Impact

We are always looking for feedback on our resources and how we can improve to better serve our community. In 2024, we plan to step up our efforts to measure how our b-there resources contribute to improving the experience for both patients and supporters, and identifying areas where we can innovate and adjust our approach.



## 04. Expand our Reach

As we roll out new resources in 2024, we recognize we can't do it alone. In addition to cultivating our valued partnerships within the community, we recognize the need to foster 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. Interested? Let's chat!



## 05. Engage with the Community

We remain dedicated to nurturing a culture of presence within our community through awareness and educational events. By sharing information about the importance of presence, and fostering connections among survivors, supporters, and healthcare professionals, we cultivate a shared empathy that unites and makes us stronger together.







AWARENESS + SUPPORT + PRESENCE = STRENGTH

