

2019

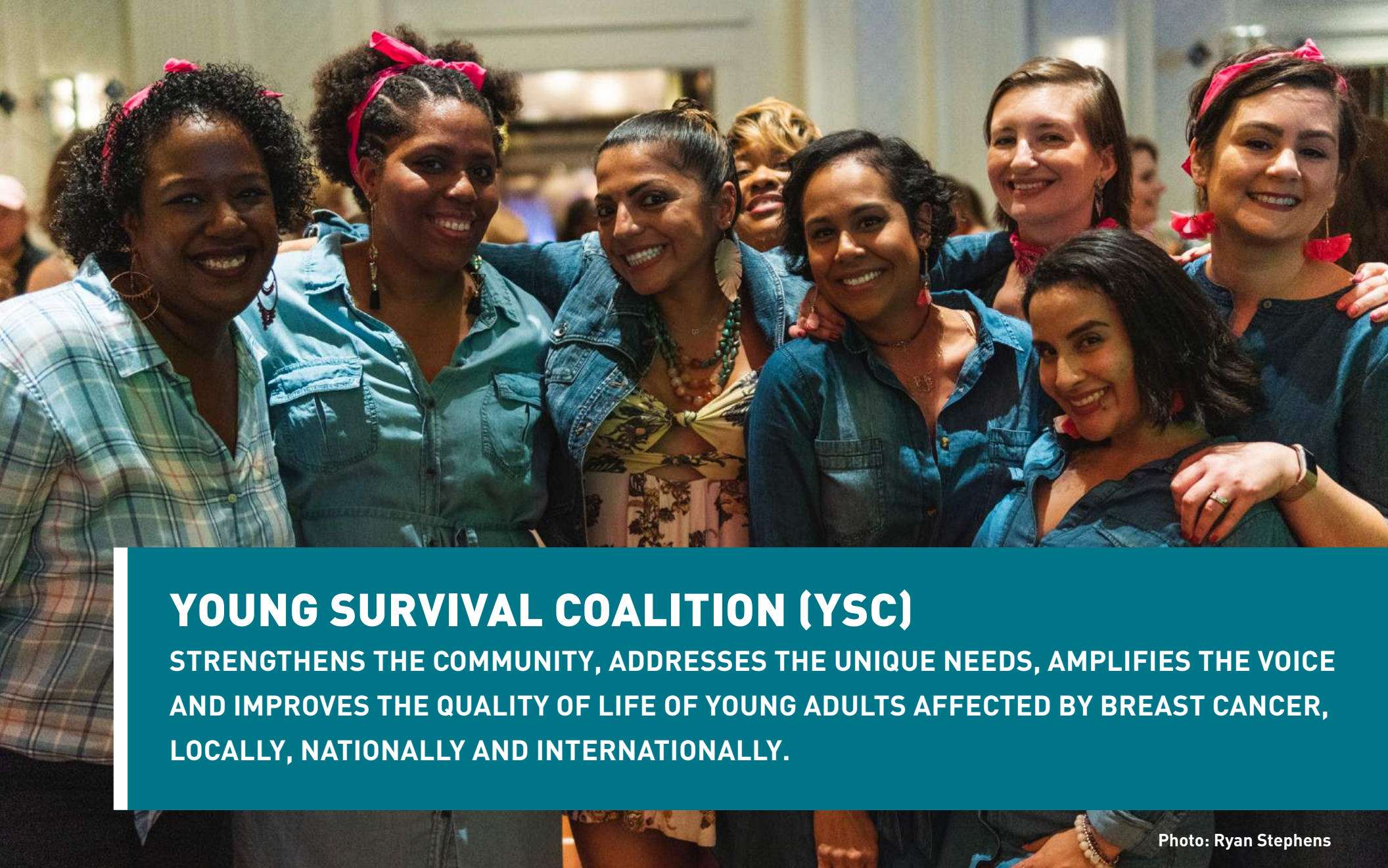
YSC ANNUAL REPORT

FACING BREAST CANCER IN YOUNG ADULTS TOGETHER

Photo: Ryan Stephens

FISCAL YEAR 2019
(JULY 1, 2018 - JUNE 30, 2019)





YOUNG SURVIVAL COALITION (YSC)

STRENGTHENS THE COMMUNITY, ADDRESSES THE UNIQUE NEEDS, AMPLIFIES THE VOICE AND IMPROVES THE QUALITY OF LIFE OF YOUNG ADULTS AFFECTED BY BREAST CANCER, LOCALLY, NATIONALLY AND INTERNATIONALLY.

Photo: Ryan Stephens



Jennifer Merschorf, CEO

Photo: Ryan Stephens

IN 2019 YSC rolled out our new 5-year strategic plan. Two key components from this new strategy are reflected now in our new mission statement.

The first is our decision to use young adults in place of women. It is necessary that YSC reflects the incredible diversity that already exists in our community. With this change, YSC is publicly declaring a commitment to gender inclusion. The second component is related to

our international work. YSC has long engaged in the global breast cancer community. Adding internationally to our mission statement formally declares our commitment to all young adults with breast cancer, no matter where they live.

Breast cancer doesn't care who you vote for, it doesn't care if you go to church, it doesn't care what language you speak, and it doesn't care if you live in the U.S. or not. It doesn't care... and neither do we.

These changes permeate every aspect of this organization. From this day forward, ALL young adults facing breast cancer can say with confidence... "This is my YSC."

Smiles,

Jennifer Merschorf, CEO
Diagnosed at 36

YSC IMPACT

IN FISCAL YEAR
2019, WE:



Photo: Ryan Stephens

INCREASED

- + **18%** in attendance to the YSC Summit, the world's largest breast cancer conference just for young adults.
- + **11%** in local Face 2 Face support networks
- + **14%** increase in State Leader participation in more states
- + Usage of educational resources
- + Resources just for co-survivors and number participating in co-survivor programming
- + Online meeting spaces and groups for greater accessibility to constituents in need

ESTABLISHED

- + A global partnership to conduct the first-ever worldwide assessment intended to identify the needs of young adults impacted by breast cancer

ASSESSED

- + All YSC programming and initiatives through an independent framework to improve our ability to serve YSC's community

84K **+2%**

members in our
online communities

577K **+47%**

visits to educational content on
YSC websites

OUR WORK: CONFERENCES

Each year, more than 600 young adults gather at the YSC Summit, the largest international breast cancer conference just for young adults affected by breast cancer and their co-survivors. This 3-day conference features inspirational speakers, workshops addressing their unique phases and interactive wellness activities. All with a community of other young survivors, thrivers and co-survivors from across the world.

"Cancer is devastating, especially to people under 40. Some of us are just getting out of college, finding work, getting married or having children. A cancer diagnosis disrupts this normal process. When we get together at these conferences, it is a chance to see we are not alone. There is hope, laughter, tears and joy with every conversation. This is what travel grants help us to receive and give back to others. It is a gift that keeps giving."

Sonnetta J., diagnosed at 38

Recipient of 2019 Travel Grant to the YSC Summit



YSC SUMMIT 2019 IN AUSTIN, TX

3 DAYS.
31 EDUCATIONAL,
INTERACTIVE AND
INSPIRATIONAL SESSIONS.

716 ^{+18%}

Attendees

76 ^{+12%}

Metastatic Attendees

86 ^{+91%}

Co-Survivors Attendees

138

Travel grants awarded
to help with costs of
attending the Summit

310

Attendees received some
form of financial assistance

OUR WORK: SUPPORT

"In roughly one year, our Face 2 Face group grew from 4 members to over 50 simply by word of mouth and the special way the group members welcome and embrace new members. This group strays far, far away from the clinical support group feel and embarks on fun, new group adventures together."

Sooz S.
Diagnosed at age 32



6476 **+28%**

Face 2 Face (F2F) Members

YSC F2F peer-led support networks bring together young adults affected by breast cancer in their local community.

114 **+14%**

State Leaders

YSC State Leaders serve a critical role in YSC's outreach efforts to young adults and healthcare providers.

4162 **+8%**

YSC Private Facebook Members

YSC's Private Facebook group just for survivors provides a private space for peer feedback with 188,833 engagements in FY19.

114 **+1%**

Co-Survivors

in YSC's private Facebook group just for them.

44 **+18%**

States

Where YSC State Leaders work to expand access to local resources.

YSC Virtual Hangouts meet monthly and have expanded to include metastatic, survivor providers and male co-survivors, with more groups coming in 2020.

OUR WORK: EDUCATION

When young adults face a breast cancer diagnosis, they need resources designed just for them. YSC offers the most comprehensive resources for and about young adults affected by breast cancer, including information on treatment, medical research and updates on clinical trials.

NAVIGATOR SERIES

2K

RECEIVED NAVIGATORS

comprehensive guidebooks that provide useful information about every phase of treatment.

30+

EDUCATIONAL WEBINARS

inspired and educated by blogs and articles written by survivors, co-survivors and medical and research professionals.

24K

READERS

inspired and educated by blogs and articles written by survivors, co-survivors and medical and research professionals.

144

PAGE METASTATIC NAVIGATOR

completely revised in collaboration with the medical and research communities for the most current information on treatment and care.

SPANISH LANGUAGE HUB

Launched to include our most popular resources fully translated.



Metastatic Navigator

**A YOUNG ADULT'S
GUIDE TO LIVING WITH
METASTATIC BREAST CANCER**

OUR WORK: YSC TOUR DE PINK

Approximately 30% of riders in Tour de Pink are breast cancer survivors while 50% are co-survivors riding in honor or in memory of a loved one. For them, Tour de Pink is more than just a bike ride, it's an empowering experience for survivors to reconnect with their bodies after cancer treatment and for the whole community to support each other.

2019 RIDES
\$1,052,000 RAISED

357

Total Riders

114

Survivor Riders

183

Co-Survivor Riders

25

Bikes donated
to survivors

6

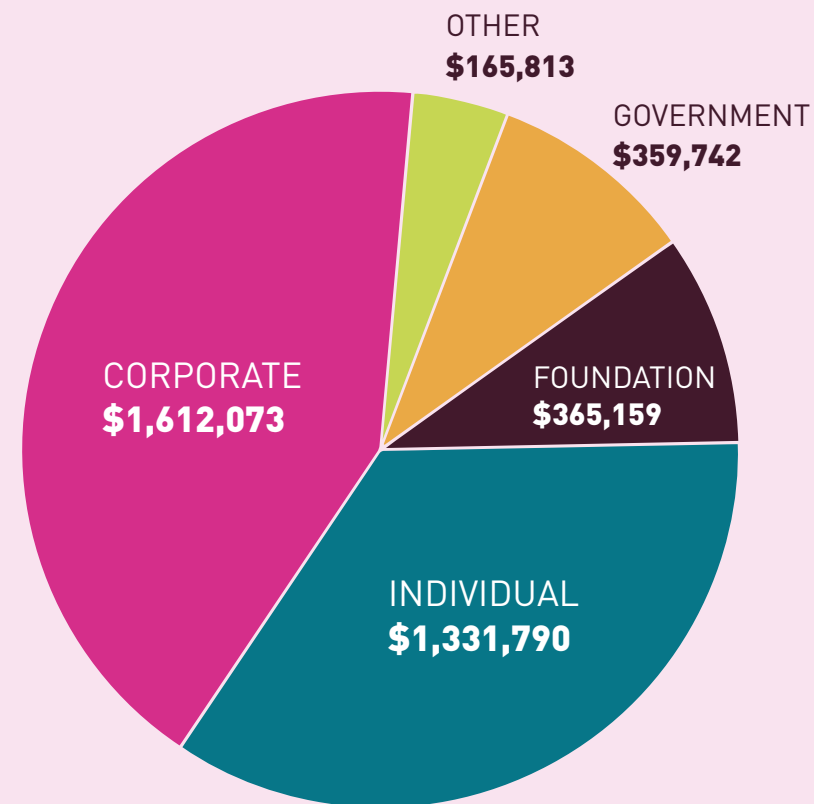
Survivor, Co-Survivor
and Healthcare Provider
community hangouts

"Being diagnosed with breast cancer shrank my world. Before cancer I was fiercely independent, but cancer meant I had to rely on others more than ever before...something that was incredibly difficult for me. Being given this bike means that I am out in the world exploring the trails in my city, meeting people I wouldn't have met otherwise, sharing my story and hopefully inspiring others. I feel like I am living again."

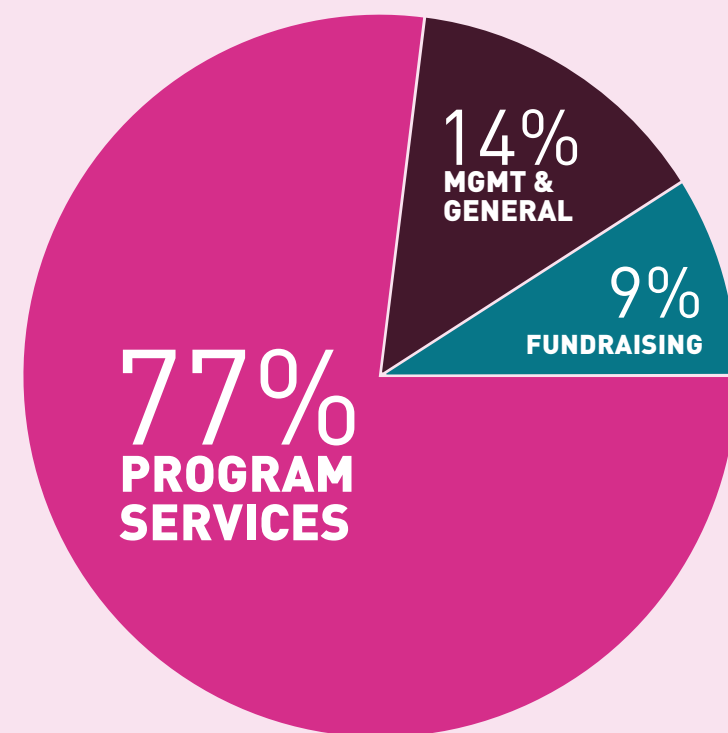
Abbie B, diagnosed age 38
Survivor Bike Recipient

WITH YOUR HELP, YSC RAISED **\$3,834,576** → IN FISCAL YEAR 2019

July 1, 2018 - June 30, 2019



REVENUE



EXPENSES

THANK YOU, WOMEN OF CONGRESS AND THE PRESS CORPS

The Congressional Women's Softball Game has become an example of what happens when people cross divides for the greater good. The press corps and congressional representatives, often portrayed as bitter rivals, work together so that no young adult faces breast cancer alone.

THANK YOU DONORS

\$100,000+



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American Breast Care

American Endowment Foundation

THANK YOU!

Thank you to everyone who helps Young Survival Coalition support young adults affected by breast cancer. You make the difference!

LEADERSHIP



Jennifer Merschdorf
Chief Executive Officer



Stacy Lewis
Deputy Chief Executive
& Chief Program Officer

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