

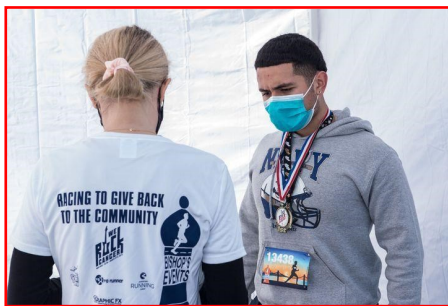


Who We Are

We Rock Cancer (WRC) is a veteran-founded 501(c)(3) organization that harnesses the power of music and health care partnerships to advocate for early detection of skin cancer. Early detection substantially increases the survivability of skin cancer. According to the American Cancer Society, metastasized melanoma has a survivability rate of 27%, but when diagnosed early, 99% of people recover. We bring free professional skin cancer screenings to concerts and music festivals, and other outdoor events like community fun runs and races.



Our Artist Partners Rocking Cancer



Dr. Toerge Screens a Navy Veteran

Our Mission

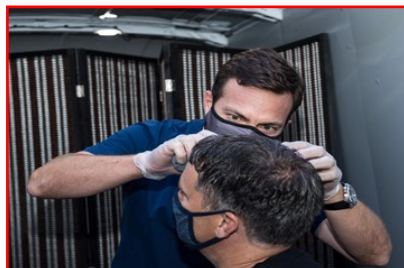
Our mission is to raise awareness of skin cancer and to increase survivability through early detection. We Rock Cancer has created an entirely new approach to finding skin cancer early and beating it by providing professional screenings at concerts and other events where at-risk people can be found. By offering free cancer screening services by medical professionals in social settings, WRC creates an approachable environment where people are comfortable asking questions and learning about prevention.

Our Impact

To date, 62% of individuals screened at WRC events have had one or more issues identified that required follow-up with their healthcare providers. We have more than 40 planned events through 2022. We expect to identify more than 2,500 people with a skin issue that requires attention, including 252 actinic keratoses (lesions from sun damage) and 36 instances of melanoma, the most serious type of skin cancer. This life-saving early intervention is only possible with the generous support of our donor partners. Your gift helps us find skin cancer early and your support will greatly increase survivability.



Dr. Kopelman & Our Mobile Screening Unit



Our Chief Medical Officer Screens a Patient in Our MSU

The Value of a Dollar

\$2,500 enables us to accomplish two screening events:

- 250+ screenings
- 125+ people identified for essential follow-up care
- 18+ actinic keratoses lesions identified
- 2+ cases of melanoma detected

88% of every dollar goes to supporting our mission

Organizational Sponsorships



Rock Star at \$2,500: Your logo will be displayed at a screening event where your organization's volunteers will be invited to participate, your logo will appear on our website and in the Annual Gala program, and you will receive four tickets to the Annual Gala.



Superstar at \$5,000: Your logo will be displayed on the screening vehicle for one year, one free screening event for your staff at your organization or business, your logo will appear on our website and in the Annual Gala program, and you will receive six tickets to the Annual Gala.



Legend at \$10,000: Your large "presented by" logo will be displayed on the screening vehicle for one year, two free screening events for your staff and their families at your organization or business, your logo will appear on our website and in the Annual Gala program, and you will receive twelve VIP tickets to the Annual Gala.

Our Leadership Team



Tim Reed, PhD
CEO, BOSS



Todd Perkins, MD
Chief Medical Officer



Laura Griffin
TSA/Director



Manik Rath
CEO, Daybreak



Lido Ramadan
CEO, Aminad



Natalie Gipson
Goodyear



Tiffany Cuartero
Attain



John Fallon, PhD
COO, Vysnova

Certification

We Rock Cancer values financial transparency, completing an annual independent audit of all financial records in compliance with GAAP guidelines. WRC has been reviewed and approved by the following organizations:



Contact Information

📍 McLean, Virginia | 📞 (703) 203-8456 | ✉️ give@werockcancer.org

📷 @werockcancer | 🐦 @werockcancer | 📘 We Rock Cancer | 🌐 We Rock Cancer