



## Who We Are

We Rock Cancer (WRC) is a veteran-founded and IRS-recognized 501(c)(3) public charity that harnesses the power of music and health care partnerships to enable the 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. Your tax-deductible donation makes it possible for us to provide free professional skin cancer screenings to at-risk and underserved individuals “where they are” at concerts, music festivals, athletic events, and outdoor occupational settings.



*Our Artist Partners Rocking Cancer*



*Dr. Toerge Screens a Navy Veteran*

## Our Mission

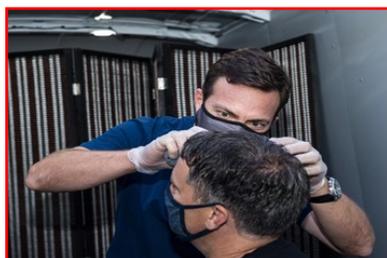
Our mission is to decrease the incidence and increase the survivability of skin cancer by providing early detection, education, and prevention services and support. Together with our Board-certified dermatologists, health care and musical artist partners, we provide free skin cancer screenings in a professional and convenient environment. Through initiatives like our Youth Ambassador Program and corporate Health and Wellness Events, we promote sun safety and the importance of conducting regular self examinations.

## Our Impact

To date, 62% of individuals screened at WRC events have had one or more issues identified that required follow-up with their health care 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 (potentially pre-cancerous lesions) 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 tax-deductible 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 detected
- 2+ cases of melanoma detected

**88% of every dollar goes to supporting our mission**

## Tax-Deductible 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 our 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 our 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.

*"You made skin cancer screenings cool!"*

William Guerra, MD

## Our Leadership Team



Tim Reed, PhD  
CEO, BOSS



Todd Perkins, MD  
Chief Medical Officer



Laura Griffin, MBA  
Federal Government



Manik Rath, JD  
CEO, Daybreak



Elizabeth Chang, ME  
MITRE



Lido Ramadan, MBA  
CEO, Aminad



Tiffany Cuartero, BA  
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

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