



WEROCKCANCER.ORG



2020 Annual Report



Skin cancer is the most common form of cancer in America. Over 1 million new cases are expected worldwide this year. It is also the most curable - with early detection. Together with our musical artist partners we raise awareness for early detection of cancer, and provide free screenings for at-risk and marginalized individuals and under-served communities.





DEAR WE ROCK CANCER FAMILY,

Wow! What a year! When we launched We Rock Cancer in a McLean, Virginia Starbucks parking lot in July 2019, we declared our mission to reduce the incidence and increase the survivability of skin cancer. We knew this mission would require the support of a dedicated team fostering education, supporting prevention, and enabling early detection. We also had a clear vision of our path, partnering with dermatologists and musical artists to harness the power of music in tandem with our delivery of free skin cancer screenings. We knew we could help those most at risk and those whose limited accessibility to health care makes them most vulnerable.

In looking back on our activities this year, I am pleased to report the successful deployment of our event strategies; the expansion of our volunteer cadre and leadership team; navigation of an incredibly complex COVID landscape; and the establishment of new partnerships with public and private organizations. I am also incredibly proud that our team has completed successful launches of our live event strategies and is hard at work on four new major programs.

This quarter, we will launch our new Mobile Screening Unit, which will include not only education, prevention, and early detection capabilities, but also follow-on care options for those with no access to treatment. Our fully equipped Mobile Screening Unit will enable us to launch four new initiatives 1) screenings for under-insured workers in outdoor work locations, 2) screenings for under-served communities with limited access to health care, 3) sharing sun awareness, education and

prevention information with school age students through our Youth Ambassador "Rock Star" Program, and 4) launching outreach partnership programs with DC area embassies. Our events in the past year demonstrated our ability to spread awareness of skin cancer's prevalence and the importance of early detection, provide information and resources to event attendees to prevent its development, and deliver free skin cancer screenings that enabled the individuals screened to identify concerns and take action. Thanks to our artist partners, we accomplished our mission objectives while our attendees relaxed and enjoyed amazing music. As one of our first dermatologist partners observed, "You guys have found a way to make skin cancer screenings cool!" As we continue our preparations to expand our mission, I am confident that we will build upon the powerful foundation we have established. Our goal is to earn your trust through our demonstrated mission accomplishments, and to earn your support to continue our mission engagement. Thank you for taking the time to learn more about our work and impact on skin cancer. With your help, we will find it, and beat it.

Together, We Rock Cancer!

Tim Reed
TIMOTHY S. REED

Founder & Chairman

LEADERSHIP TEAM



Lido Ramadan, M.B.A.
Vice Chairman



Timothy S. Reed, Ph. D.
Founder & Chairman



John Fallon, Ph. D.
Chief Financial Officer



James Girardi, M.B.A.
Chief Technology Officer



Christine Gorman, B.A.
Director, Volunteer Services



Laura A. Griffin, M.B.A.
Director, Health Care
Mission Programs



Kim Kempf
Director



Tiffany Bennett-Cuartero, B.A.
Partnership Advisor



Natalie Gipson, B.A.
Resource Advisor

INTRODUCING

CHIEF MEDICAL OFFICER



Todd Perkins, M.D. serves as our Chief Medical Officer. Dr. Perkins is Managing Partner at Metroderm DC and Foxhall Dermatology, both in Washington D.C., and the past president of the Washington D.C. Dermatological Society. He has served as an Attending Physician in the Residency Training Program at Washington Hospital Center where he shared his knowledge and experience with future dermatologists. As a Board Certified Dermatologist, he has daily reminders of the importance of early detection of skin cancer. Dr. Perkins brings both a distinguished medical service record as well as experience in the concert promotion business to the We Rock Cancer family. Prior to medical school, Dr. Perkins co-founded and operated the Washington Harbour Music Festival, a blues and jazz festival at the Georgetown Waterfront. This unique combination of expertise and experience positions him perfectly to provide oversight for our medical education and screening mission and to advocate for the powerful role that music plays in personal health and wellbeing.

ROCKSTAR DERMATOLOGY PRACTICE PARTNERS



We can't rock cancer without our dermatologist partners. The Rock Stars at Braun Dermatology and Skin Cancer Center have supported every WRC screening event during the past year. Dr. Marisa Braun, Dr. Martin Braun, and Dr. Matthew Livingood were the featured headliners at these events. They overwhelmed us with their professionalism and service to those at risk. Thank you, Braun Dermatology!

OUR STRATEGY

EARLY DETECTION



EDUCATION



PREVENTION



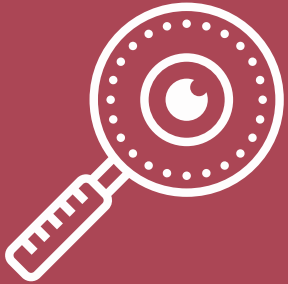
SURVIVABILITY



OF CASES

Our **Board-Certified Dermatologists** provide **free screenings** at:

- WRC Produced Events
- Partner Produced Events
- Mobile Screening Unit Events for musicians, crew, and venue staff
- Mobile Screening Unit Events for underserved outdoor workers and their families
- Mobile Screening Unit Events for corporations and embassy cultural days



EARLY DETECTION

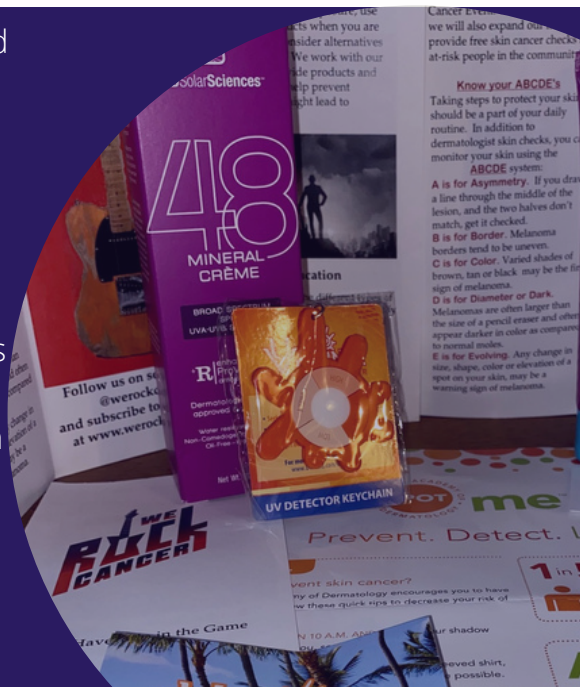


- Website- www.werockcancer.org
- Youth Ambassador "Rock Stars" Program
- Social Media Messaging- Presence on Facebook, Instagram, Twitter, and LinkedIn
- WRC Tri-fold Brochure
- AAD SPOT me® Informational Flyers for Event Attendees
- Establishment of Key TV, Radio, and Print Media Partnerships
- Planned Surge Media Campaign for Skin Cancer and UV Awareness Months



EDUCATION

- Survivor testimonials and expert guidance provided by partner dermatologists at our live events
- Partnerships with public and private skin cancer-related organizations to obtain prevention resources
- Partnerships with embassies to obtain prevention resources and assist with health care accessibility for at-risk and vulnerable, underserved populations
- Videos and/or live demos of self-exam ABCDEs
- Partnerships with manufacturers of sunscreen, sun protection apparel, and ultraviolet (UV) detection accessories for free or reduced-price provision of preventive products



PREVENTION

WE MAKE A DIFFERENCE

During our 36 planned screenings in FY21, we project that we will identify 2,232 people with a skin issue that requires attention; and that we will detect 252 actinic keratoses and 36 melanomas. We can only make early detection and early intervention happen with the generous support of our dermatologist and donor partners.

Up to 40% of people at WRC events choose to have a FREE skin check

62% of those screened have one or more issues identified that require attention

20% of those screened are referred for significant treatment or biopsies

FAIRFAX COUNTY ROCKS!



We are proud recipients of a Fairfax County, Virginia Coronavirus Aid, Relief, and Economic Security (CARES) Act grant. This funding will enable us to continue our critical mission while providing additional safety and personal protective equipment (PPE) measures for our volunteer medical team and those we serve. Thank you Fairfax County for recognizing the importance of continuing our mission and for your incredible financial support!

WRC Annual Financials

Through July 20, 2020

Revenue

Fundraising Events	\$ 6,414
Corporate Donations	\$ 1,100
Government Grants	\$25,000
In-Kind Contributions	\$10,959
Individual Donations	<u>\$18,433</u>
Total Revenue	\$61,906

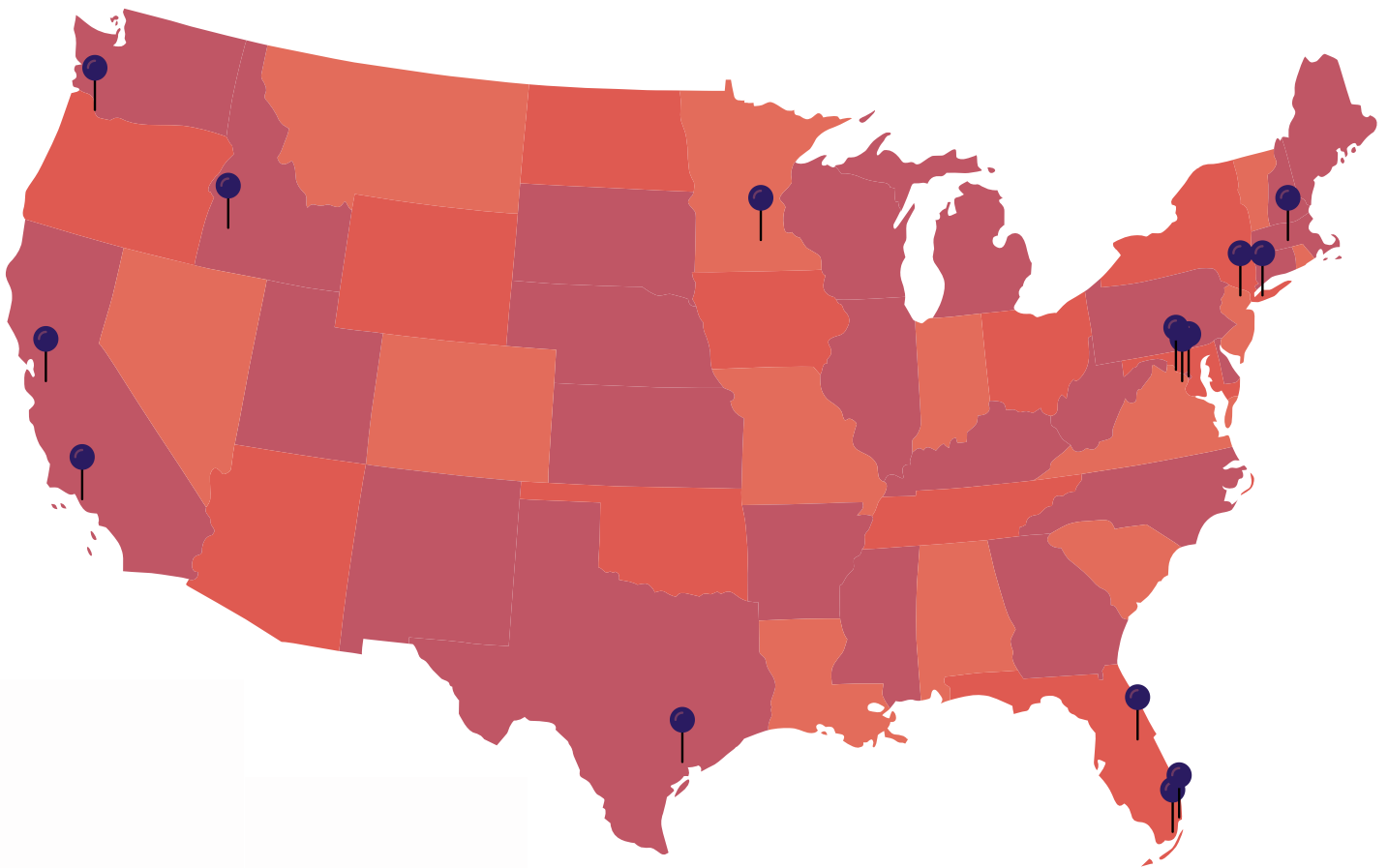
Expenditures

Fundraising Expense	\$ 1,333
Mgmt and Admin Exp	\$ 6,691
Program Expense	<u>\$30,095</u>
Total Expenses	<u>\$38,119</u>

Net Revenue **\$23,787**

VIRTUAL VOLUNTEERS

A silver lining of these troubled times has been the tremendous outpouring of support that we have received from volunteers across the country that have become a part of the WRC family. We could not Rock Cancer without them!



- *Santosh, CSR Data Research Analyst | CA
- *Becca, Health Care Mission Support | CA
- *Shannon, CSR & MSU Research | Washington, D.C.
- *Sanda, Health Care Mission Support | Washington, D.C.
- *Amy, Operations Team | Washington, D.C.
- *Thornett, Event Team | Washington, D.C.
- *Faith, Youth Ambassador Program | FL
- *James, Lead CSR Data Research Analyst | FL
- *Chris, Accountant | ID
- *Emily, Embassy Project & Health Care | MA
- *Lisa, Grant Team & Youth Ambassador Program | MD
- *Jerry, Event Photographer | MD

- *Tamica, Photography Assistant | MD
- *Caitlin, Grant & Foundation Research Analyst | MN
- *Nina, Foundation & Health Care Data Research Analyst | NJ
- *Maddie, CSR Data Research Analyst | NY
- *Sareen, CSR & Mobile Screening Unit Research | NY
- *Chuchu, Foundation & Health Care Data Research Analyst | TX
- *Bianca, CSR & Activity Reports | Washington, D.C.
- *Natalie, Youth Ambassador Program | VA
- *Nancy, Grant Mentor | VA
- *Patti, Grant Mentor Assistant | VA
- *Delani, Grant Team | WA

VOLUNTEER CLOSEUP

SANDA PESUT

From: Glina, Croatia (former Yugoslavia)
Current Home: Washington, D.C.



What is your connection to the cause?

A friend of mine and Bruce Springsteen buddy is the founder of WRC. My involvement with WRC really started as supporting a longtime friend. I also have family members and other friends affected by cancer, as sadly most of us do. At my first volunteering event with WRC, I got a free skin cancer screening from a WRC partner dermatologist, which resulted in further follow-ups and tests. It all turned out okay on the other side, but living through the experience strengthened my support and connection to the WRC cause. WRC's combining of the fight against skin cancer with live music from great artists really resonates with me and I love it! Music is an inseparable part of my life and it has helped me through some pretty challenging times.

What is your most memorable moment from a WRC event?

I'm not sure about a particular moment. For me, it's more about being part of a team that is selflessly and tirelessly working to help fight skin cancer. Still, hearing Stephen Kellogg singing "High Hives, Low Lows" live just a few feet from me was definitely unforgettable.

What artist would you like to see at an upcoming WRC event?

Many, many, many of them! I have a soft spot for solo guys with a guitar and rock 'n roll soul. Brian Dunne, Pat McGee, Stephen Kellogg, Brian Fallon, The Boss...

What was your first concert?

I was maybe 12 or 13 when I attended my first live music event. It was a ballet (maybe hard to believe for those who might have expected my first live event to be a rock concert!) performance of Romeo and Juliet at the Croatian National Theatre in Zagreb, Croatia where I was born. My first live concert after moving to the U.S. was Metallica at the Capital One Arena in D.C.

Who is your favorite musical artist?

Bruce Springsteen - no competition here!

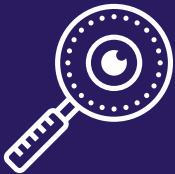
Which WRC volunteer team did you join and why?

I've primarily worked with the Health Care Mission Support Team facilitating screenings during live music engagements, and expanding reporting and analytical capabilities. I really look forward to future volunteer activities with WRC to support process automation and engagements with key health care partners. Most importantly - I'm really happy to have joined the great WRC family and do everything I can to keep fulfilling our vital mission!

**WRC
PRODUCED
EVENTS**



Live Music



Free Screenings



Education



Fundraising

**LAUNCH EVENT
WITH
PAT MCGEE,
BRIAN DUNNE,
& GRIEFCAT**

October 12, 2019

McLean, VA



PARTNER PRODUCED EVENTS



Live Music



Free Screenings



Education



Fundraising

STEPHEN KELLOGG AT CITY WINERY

December 29, 2019
Washington, DC



ARTIST PARTNER SPOTLIGHT

PAT MCGEE



Our longtime friend Pat McGee headlined our first concert event and provided us with a ton of magic memories. For over 20 years Pat and his awesome band have inspired us with kindness, friendship, and artistic ability. He has introduced us to incredible musicians all over the country. Seeing these amazing artists perform in so many places with so many collaborators sparked our idea of using the power of music not just for pleasure, but also for good. Pat's annual events (definitely check out Down the Hatch and Ocean State of Mind) are perfect examples of the work he does to bring amazing musicians together with amazing fans for experiences that last a lifetime. Pat has personally experienced the horrible impact of cancer with his family and with his fans, so he is an advocate of early detection and awareness. When planning our inaugural benefit event, there was only one choice for us to cap a fantastic lineup. We'll be joining forces with Pat again in May at his 12th Annual Down the Hatch festival where we'll be providing free skin cancer screenings for event attendees as part of our May Skin Cancer Awareness Month surge campaign. Pat recently released Sugar Packet, the first full length album featuring all original members of the Pat McGee Band in 20 years.

Listen to and buy Pat's music at www.patmcgee.net and on social media platforms @patmcgee and @patmcgeeband

WE ROCKSTOCK

OCT/3/2020

VIRTUALLY
IRRESISTIBLE



**Brian Dunne returns to Rock Cancer Oct 3!
Our annual gala is going virtual - and it is going to rock!
Get more information and tickets at
secure.qgiv.com/event/werockstock/**

THANK YOU

to Vysnova Partners for being our fantastic founding sponsor. They created a volunteer day to support our launch event, and provided in-kind and monetary support.



We have been verified by and received donor support from:



Give to 49184



FannieMae

We have received generous support from the following corporate sponsors:



WHAT'S NEXT

This quarter, we are deploying our first WRC Mobile Screening Unit that will allow us to expand our screenings in our target populations of at-risk and underserved individuals. In addition to providing free screenings by a Board-Certified Dermatologist, we will provide a convenient, comfortable, private screening environment onsite at a variety of locations. Whether you are a worker in a high sun environment, a resident of an under-served community, a musician with limited access to health care, or a student ready for information regarding sun safety and prevention ideas, we believe our Mobile Screening initiative has the greatest early detection potential for decreasing incidence and increasing survivability of skin cancer in vulnerable populations.

Please SUBSCRIBE to our newsletter at
www.werockcancer.org

for mission program updates and

LIKE, FOLLOW, and SHARE **@WeRockCancer** our educational and event-specific information to help us fulfill our vital mission!



