





2021 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 and health-care 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! Again! When I wrote to you in the summer of 2020, we were working hard on expanding our capability to go anywhere with a road to provide free skin cancer screenings. In order to make this aspirational goal a reality, we acquired, outfitted, and deployed our mobile screening unit in August of 2020. While our team was ready to go, COVID was not. We had to quickly pivot and turn our annual event into a virtual concert. Our amazing team was able to work hard and create an online event from scratch. I was and am still amazed at what this 100% volunteer team can make happen.

We finally resumed screenings in March 2021 with our race partner Bishop's Events. The "We Rock Creek Park" 10K was a tremendous success, and we were particularly gratified that the running community welcomed us so warmly, took advantage of the screenings and expressed their gratitude to our team. We then resumed screenings at rock events with partner artist Pat McGee at Tally Ho Theater. As you can imagine, that first time back with live music was quite emotional for the band, the fans, and for us.

In the coming months we will 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 13-25 year old students through our "Peer Influencer Program" and

4) providing screenings for artists and those working in the arts community.

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



Todd Perkins, M.D.
Chief Medical Officer



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



Adrienne Smith
Partnrship Advisor



Manik Rath
Director



Tiffany Bennett-Cuartero, B.A.
Advisor

DERMATOLOGY ROCK STARS

We can't rock cancer without our awesome dermatology partners. Our Chief Medical Officer, Todd Perkins provides us with expert guidance for our early detection mission. Thanks to Dr. Perkins and the team at Metroderm DC for your support!

Our friends at the Washington DC Dermatological Society, led by Saurabh Singh are amazing partners in the fight against skin cancer. Dr. Singh has led the way in spreading the word in the dermatology community about our mission, and in identifying dermatology professionals like Dr. Nasir Aziz to support WRC events.

Our friends Dr. Samantha Toerge and Suzanne Adler from Chevy Chase Dermatology Center supported multiple events this year. . . and made a great screening program even better!

Stephanie Daniel and Blake Zelickson from Clear Dermatology in Ashburn are two of the most incredible dermatologists we have worked with - we look forward to doing more great things with them in the coming year!

No dermatologist supported more WRC screening events in the past year than Margaret "Peggy" Kopelman from City Dermatology in Falls Church. Thank you to Peggy - and all the awesome dermatology professionals that support us - you Rock!



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



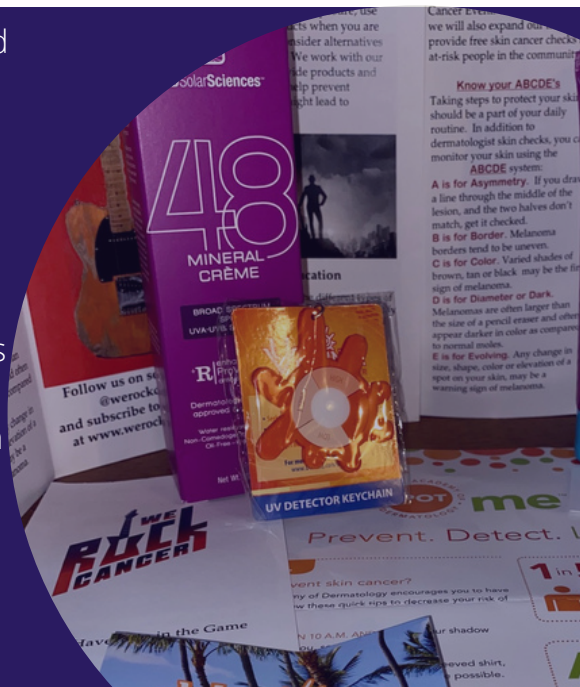
EARLY DETECTION

- Website- www.werockcancer.org
- Peer Influencer Program "Rock Stars"
- 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 FY22, 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 June, 2021

Revenue

Fundraising Events	\$11,204
Non-individual Donations	\$ 200
Government Grants	\$25,000
In-Kind Contributions	\$262,201
Individual Donations	\$18,161
Total Revenue	\$316,766

Expenditures

Fundraising Expense	\$ 5,762
Mgmt and Admin Exp	\$ 30,553
Program Expense	\$278,822
Total Expenses	\$ 315,137

VOLUNTEER CLOSEUP DANA HAROLD

From: Canton, Ohio

Current Home: Herndon Virginia



What is your connection to the cause?

I have an aunt that has had skin cancer, I've had several friends affected by it and I felt We Rock Cancer was a great organization to donate my time to .

What is your most memorable moment from a WRC event?

My most memorable moment was the first event I attended which was the Launch Concert in 2019. Besides an amazing night of fun and music, I was highly impressed by the dedication of the volunteers there That is when I decided to join the cause.

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

Eric Church would be an experience I can only dream about I love the artists that we have supporting us already Pat McGee and his band, Brian Dunne, and Stephen Kellogg.. I'm very excited Laura Tsaggaris is going to be at the October 2021 WRC event I'm a new fan introduced to her music through one of my friends but have become a big fan!

What was your first concert?

Alabama- 1983 back home in Ohio It was an outdoor venue where you camped overnight. So much fun. I remember falling asleep to the group next to us playing guitar and singing for hours. Still one of my favorite concert memories. I got the concert bug right then & there.

Who is your favorite musical artist?

I have several that I listen to and try to see live any chance I can. I like to say they are in my top 10 (+1) favorites in life- Pat McGee Band, Stephen Kellogg, Brian Dunne, Eric Church, Kip Moore, Sister Hazel, Will Hoge, Todd Wright, Counting Crows, Sean McConnell, and Van Morrison.

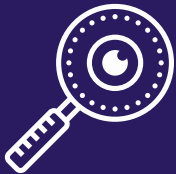
Which WRC volunteer team did you join and why?

I've primarily worked with the Health Care Mission Support Team facilitating screenings during live music engagements, I'm also supporting the Auction Team for the annual event. I also spread awareness about WRC to my friends, many of who are also now active volunteers, I just help wherever it's needed. It's important to me. What a wonderful group of people. I enjoy myself each time.

WRC PRODUCED EVENTS



Live Music



Free Screenings

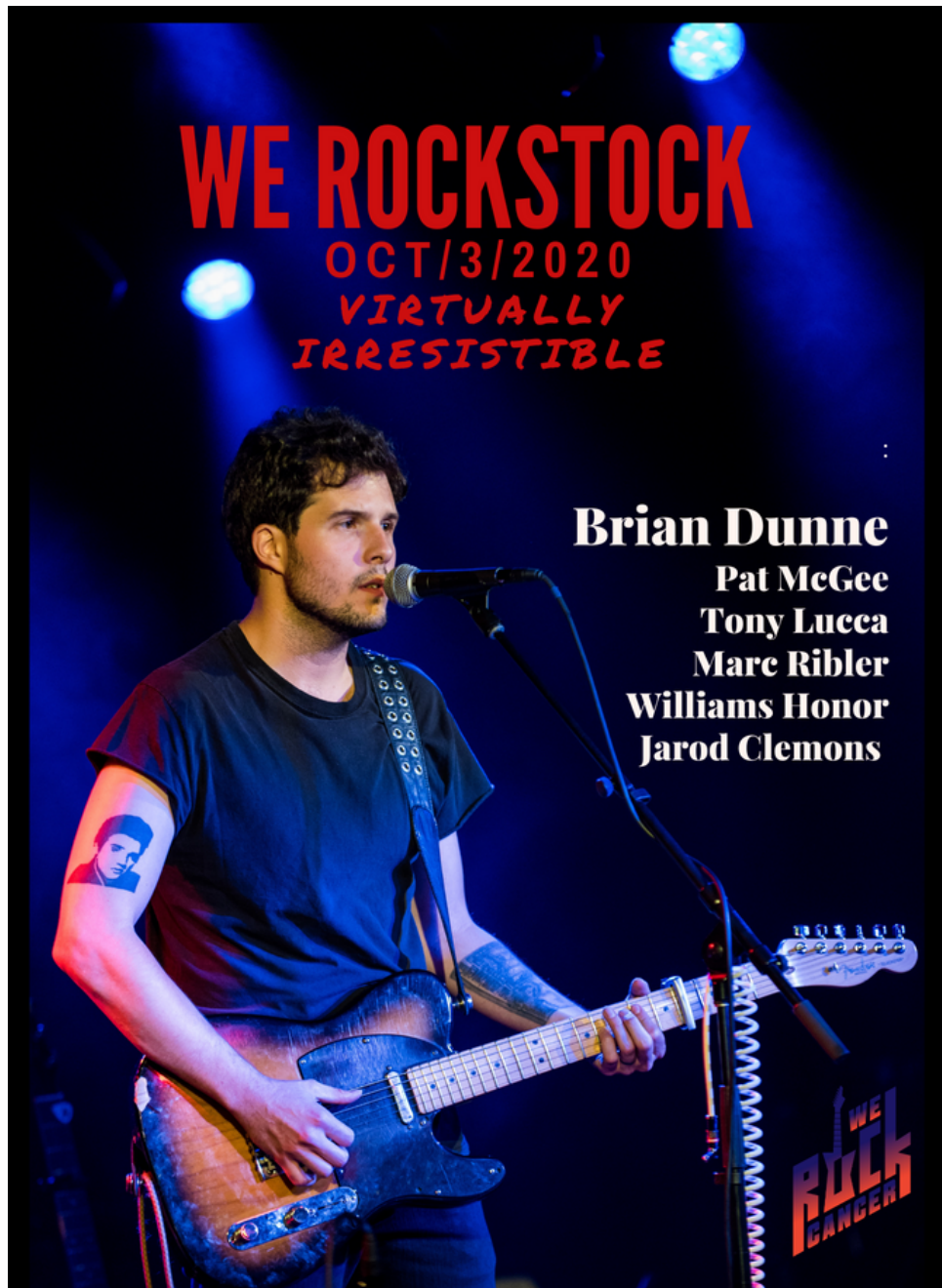


Education



Fundraising

VIRTUAL GALA WITH BRIAN DUNNE



PARTNER PRODUCED EVENTS



Music/Athletics



Free Screenings



Education



Fundraising

We Rock Creek Park 10K

March 2021
Washington, DC



Pat McGee Band

June 2021
Tally Ho, Leesburg VA



ARTIST PARTNER SPOTLIGHT

BRIAN DUNNE



We first met Brian Dunne at Pat McGee's "Down the hatch" festival.

We were about to step out of the concert venue to take a call and someone stopped us and said, "don't leave, Brian Dunne is next...and you are going to want to see this." That advice changed our lives and brought a tremendously talented artist partner to We Rock Cancer.

Since then, Brian is the only artist that has played every We Rock Cancer live event. He will keep his streak intact by playing Oct 2, 2021 at We Rock 21.

Brian's finely crafted lyrics and music are showcased on his most recent release "Selling Things" available on vinyl through his website and on all streaming platforms.

Listen to and buy Brian's music at www.briandunnemusic.net and on social media platforms @briandunnemusic

THANK YOU

to Aminad Consulting for being our fantastic mission event sponsor. Through volunteer days and financial support they are the foundation of on-going early detection mission.



We have been verified by and received donor support from:



FannieMae

We have received generous support from the following corporate sponsors:



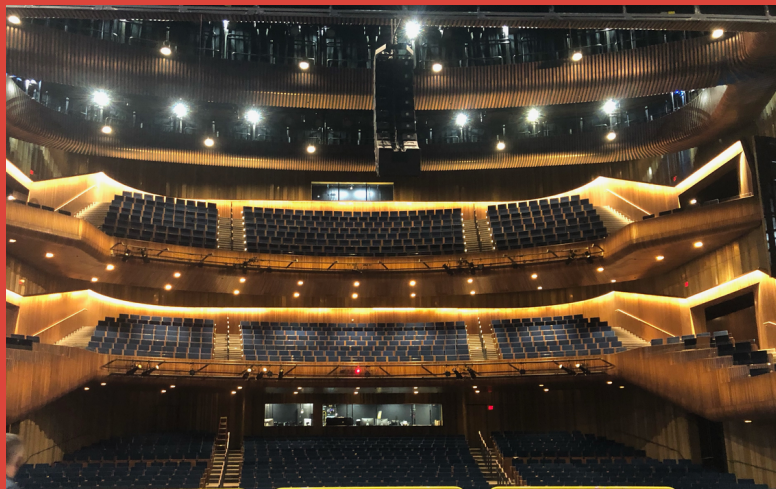
WHAT 'S NEXT

This year we will continue to increase the tempo of our screening and education events. We will continue to deploy our Peer Influencer program, dedicated to impacting behaviors in youth and young adults in order to instill sun safe habits. We will also increase the use of our mobile screening capability. In addition to providing free screenings by Board-Certified Dermatologists, 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!



On September 16, 2022, we will see you at
Capital One Hall in Tysons VA!



**WE
ROCK
CANCER**



MOBILE SCREENING UNIT
werockcancer.org

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