

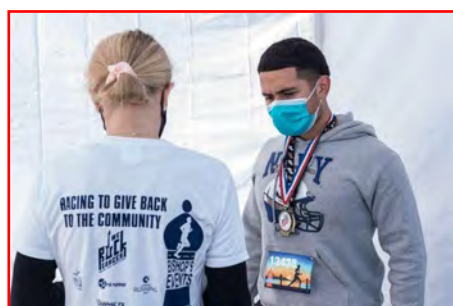


Who We Are

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, and we provide artists with the opportunity to perform for new audiences at new venues.



Our Artist Partners Rocking Cancer



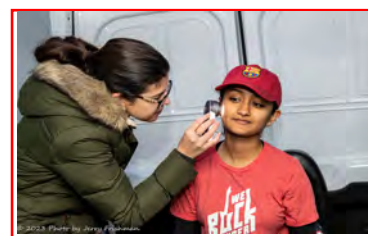
Dr. Toerge Screens a Navy Veteran

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. Our goal is to hold 10 screening and prevention events in 2025. We expect to identify more than 1,250 people with a skin issue that requires attention, including 126 actinic keratoses (lesions from sun damage) and up to 20 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 prevent skin cancer, find it early when it does occur and greatly increase survivability.



*Dr. Camacho in our
Mobile Screening Unit*



*Dr. Gotsiridze conducts an
early detection screening*

"You made skin cancer screenings cool!"

- William Guerra, MD

- For every 250 screenings
- 155 people identified for essential follow-up care
- 18 actinic keratoses lesions identified
- 2 cases of melanoma detected

95% of every dollar goes to direct mission support