



2020

Annual Report

Introduction

The American Cancer Society is proud to be entering a new era, one in which our goals have gained a new level of clarity. Saving lives has and always will be at the heart of our mission, but we realize we must do much more than that to win the fight against cancer. We have doubled down on our commitment to improve the lives of cancer patients and their families.

The COVID-19 pandemic affected countless lives and created numerous healthcare challenges in 2020, especially in the fight against cancer. However, thanks to the relentless effort and selfless work of everyone at the American Cancer Society – from the front lines to the floors of Congress – we were not only able to navigate through this pandemic but rise out of it stronger and more focused than ever.

After reflecting upon the last 108 years of work and research, one thing became clear: Our mission at the American Cancer Society is not only to save lives but also to holistically improve the lives of cancer patients and their families. We're doing this by investing in a variety of initiatives, from research to patient programs, that build upon the critical successes of the American Cancer Society and many others who are engaged in the fight against cancer.

- Since 1991, cancer mortality rates have declined 31% and approximately 3.2 million lives have been saved.
- The overall cancer survival rate is higher than ever before at 67%.
- We have invested more than \$5 billion into cancer research since 1946, resulting in 49 Nobel Prize winners from ACS grants.
- Our numerous cancer programs and services have assisted more than 1.7 million patients since 2014.

With the four mission pillars of **advocacy, discovery, patient support, and development** as our organization's compass, the American Cancer Society and its partners are poised to continue these achievements and create unprecedented change in the fight against cancer for years to come.

We can't wait for you to join us.

Who We Are

For more than 100 years, the American Cancer Society has been the preeminent cancer-fighting organization in the United States. When our organization first convened in 1913, a cancer diagnosis came with little to no hope of survival. But now – after decades of research, advocacy, and patient support – the odds against cancer have never been better.

Each year, we grow one step closer toward curing cancer once and for all. Cancer survivorship rates in the United States have steadily increased over the last 26 years, and continued advancements in research, policy reform, and treatment accessibility – along with the efforts of thousands of volunteers nationwide – are driving this trend well into the future.

By funding and conducting research, sharing expert information, supporting cancer patients and their caregivers, spreading the word about prevention, and advocating for public policy change, we are leading the fight against cancer and improving the lives of cancer patients and their families.

2020 Senior Leadership Team

Gary Reedy, Chief Executive Officer

William Cance, MD, FACS, Chief Medical and Scientific Officer

Maria Guyette, Interim Senior Vice President, Talent Strategy

Kris Kim, Chief Operating Officer

Lisa Lacasse, President, American Cancer Society Cancer Action Network

Tim Phillips, Chief Legal and Risk Officer

Kael Reicin, Chief Financial Officer

2020 Board of Directors

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Our Four Pillars:

The Foundation for Change

The American Cancer Society is improving the lives of cancer patients and their families by organizing its efforts around four main pillars: advocacy, discovery, patient support, and development.

These pillars not only encapsulate what we have been doing but also what we will continue doing to improve the lives of cancer patients and their families going forward. They are our foundation for meaningful change.



Advocacy

Creating change at every level of government and society



Discovery

Investing in meaningful, results-driven cancer research



Patient Support

Providing direct support to cancer patients and their families



Development

Growing our impact and funding the future



Advocacy

The American Cancer Society's nonprofit and nonpartisan advocacy affiliate, the American Cancer Society Cancer Action NetworkSM, is the only cancer patient advocacy organization with a presence in all 50 states and every level of government. We advocate for evidence-based policy and legislative solutions that further the fight against cancer and improve the lives of cancer patients and their families. This work includes:

- Cancer research funding
- Patient quality of life laws
- Healthcare access and equity
- Tobacco control laws
- Cancer preventions programs
- Medicaid insurance coverage

Thanks to our nationwide grassroots network, deep campaign expertise, impactful programs, and widespread influence, the American Cancer Society's advocacy efforts have led to a number of achievements. Highlights include:

- **Prevention:** Successfully advocated for veto of Hawaii bill that would have eliminated funding stream for state tobacco control program.
- **DEI & Health Equity:** ACS CAN established the Black Volunteer Caucus and held its first meeting.
- **Access to Care:** Won the battle with the Missouri Supreme Court over the implementation of the Missouri Medicaid expansion program.
- **Accelerating Cures:** Secured \$49 billion for the National Institute of Health (NIH), \$7 billion for the National Cancer Institute (NCI), and \$3 billion for the Advanced Research Project Agency for Health (ARPA-H) in a 2022 spending bill.



Discovery

The American Cancer Society is the largest nongovernmental, nonprofit funder of cancer discovery and the nation's most trusted source for cancer-related education. We invest in a number of meaningful discovery initiatives to improve the lives of cancer patients and their families. Our key programs include:

- Research grants
- Internal research programs
- Peer-reviewed journals
- Scientific partnerships
- Pilot programs
- Cancer screening guidelines

Through these initiatives, our discovery efforts have led to a number of impactful outcomes, some of which are highlighted here:

- **Funding Quality Research:** 843 cancer research and training grants with total award amounts of \$461.6 million received funding in 2020.
- **Preventing & Detecting Cancer:** ACS studies on young-onset colorectal cancer influenced the United States Preventive Services Task Force (USPSTF) to change the recommended age for initial screening from 50 years to 45 years.
- **Equitable Cancer Care:** \$12 million invested into the four HBCU medical schools, which is expected to launch and sustain 104 cancer research careers by 2025.
- **Innovation for Patient Outcomes:** The impact factor of our flagship journal, *CA: A Cancer Journal for Clinicians*, climbed from 292.3 to 508.7 in just one year.



Patient Support

Saving lives through advocacy and discovery is crucial to our mission at American Cancer Society. However, measurably improving the lives of cancer patients and their families is equally important.

In response, we created a number of programs and services aimed at removing the obstacles surrounding cancer treatment. In 2020 alone, we assisted more than 135,000 patients with our various patient support programs:

- Education
- Screening
- Health Equity
- Navigation
- Transportation
- Lodging

While 2020 presented many challenges for our patient support programs, we were still able to make an impact on patients and their families.

- **Essential Support:** Served more than 135,000 patients and their families with support and cancer information to help them throughout their cancer experience.
- **Education:** Provided online cancer information, with more than 122 million visitors to cancer.org. Developed an app for peer-to-peer support and created a new ECHO series for Biomarker Testing in lung cancer.
- **Screening:** Collaborated with the ACOS on a return-to-screening project with 749 unique facilities.
- **Health Equity:** Engaged 51 federally qualified health centers and safety-net clinics across eight states to increase screening accessibility.
- **Health System Partnerships:** Partnered with 1,165 health systems across the nation to provide essential support to their patients.
- **Navigation:** Formed the Patient Support Advisory Council (PSAC) to develop effective mechanisms for supporting navigation experience.
- **Transportation:** Created a new Uber-like technology solution for ride matching in Road to Recovery®.
- **Lodging:** Renovated and expanded ten Hope Lodges and created three new lodges in Houston, St. Louis, and Dallas.



Development

We have made profound progress in the fight against cancer over the last 108 years, but we will never be content. Each year, the American Cancer Society seeks new ways to save and improve lives while simultaneously building off existing strategies.

- **Planned Giving:** Received 265 new planned gifts valued at \$31.5 million.
- **Philanthropy:** Closed \$5,039,891 in gifts and commitments in a 90-day span.
- **Corporate & Sports:** 9.2% year-over-year growth in corporate alliance revenue.
- **Direct Mail:** Donor file health at a five-year high for new donor files, retention rates, and gift sizes.
- **Digital:** Raised \$400,000 via cryptocurrency, and new donation page design anticipated to drive \$800,000 in incremental annual revenue.
- **Events:** Refined and focused KPIs to drive fundraising outcomes for our most impactful metrics.



Where Your Money Goes

The American Cancer Society is not publicly traded, but we consider ourselves publicly held. We believe our donors deserve full transparency on how their money is allocated in the fight against cancer, so we adopt many of the governance practices used by publicly traded, for-profit companies.

On the next page, we have included our audited and certified financial information to show how we raised and stewarded donor dollars in 2020 to improve the lives of cancer patients and their families.

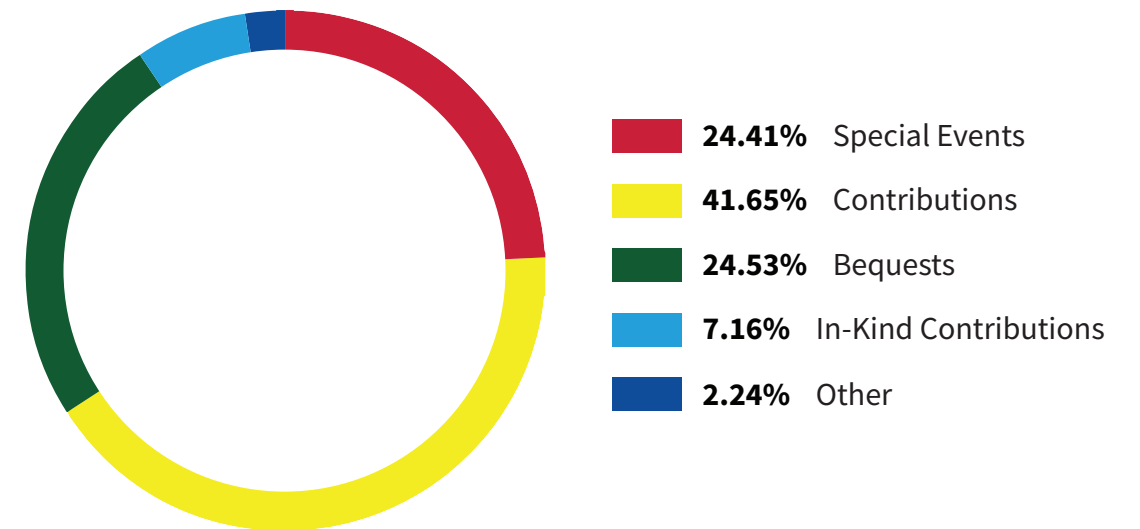


Revenue

Total revenue, gains, and other support for the year ended December 31, 2020, were as follows (in thousands):

	2020
Special Events	136,664
Contributions	233,156
Bequests	137,334
Contributed services, merchandise and other in-kind contributions	40,096
Other	12,545
Total support from the public	\$ 559,796

Public Support

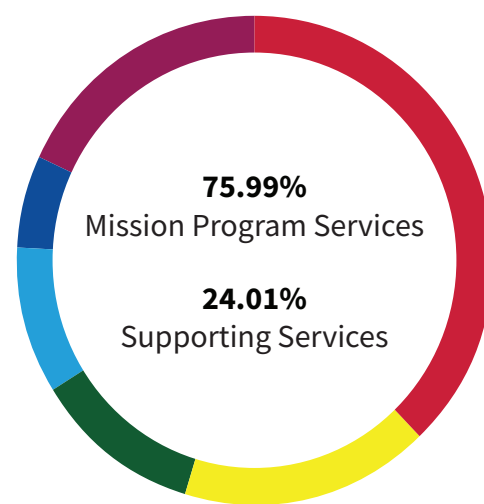


Expense Allocation

Total mission program and support services expenses for the year ended December 31, 2020, were as follows (in thousands):

	2020
Patient Support	221,219
Research	97,713
Prevention	67,396
Detection/treatment	56,171
Total mission program services	\$ 442,499
Management and general	35,551
Fundraising	104,198
Total mission support services	\$ 139,749
Total mission program and support services expenses	\$ 582,248

Your Impact



37.99% Patient Support	■
16.78% Research	■
11.57% Prevention	■
9.64% Detection/treatment	■
6.10% Management and general	■
17.89% Fundraising	■



How to Join the Fight

Our progress in the fight against cancer would not be possible without the help of millions of volunteers nationwide. More than 1.5 million people volunteer with the American Cancer Society, and over 81,000 people volunteer with the American Cancer Society Cancer Action NetworkSM (ACS CAN). We depend on each and every one of these volunteers to realize our mission of improving the lives of cancer patients and their families.

There are a number of ways you can join our fight, from community events to corporate partnerships, and all of them make a lasting difference.

Community Events

Relay For Life[®]

Relay For Life events bring communities together to honor cancer survivors, remember loved ones lost, and fight back against a disease that has already taken too much. Relay teams camp out overnight and take turns walking or running around a track or path to raise funds for the fight against cancer. In 2020, approximately 500,000 people participated in the virtual edition of Relay For Life, raising \$66.7 million in the United States.

Making Strides Against Breast Cancer[®]

During these walks, participants celebrate and honor breast cancer survivors and caregivers, educate the public about prevention and detection to reduce the risk of the disease, and raise funds to help end breast cancer once and for all. In 2020, over 210 Making Strides events were held, equating to over \$26 million in fundraising.

Real Men Wear Pink

Real Men Wear Pink brings together distinguished groups of community leaders to raise awareness and money for breast cancer treatment and prevention. In 2020, more than 3,000 candidates in 135 communities nationwide raised over \$9 million.

Galas and Golf

These events provide communities with an opportunity to raise vital funds in a way that meets their needs and interests. In 2020, 297 galas and golf events were held, leading to more than \$37.8 million raised for the fight against cancer.

Leadership Investments

Leadership Gifts

Make a meaningful difference in the fight against cancer through leadership giving. We need leaders and supporters to help us boldly fund strategies that enable us to develop innovative new programs and expand existing ones that have proven to save lives.

Planned Giving

With a planned gift to the American Cancer Society, you can combine your desire to give to charity with your overall financial, tax, and estate planning goals. Planned giving gives you a special connection with the American Cancer Society's mission, empowering you to help those affected by cancer now and for years to come.

Sports Initiatives

Crucial Catch

This partnership with the National Football League raises awareness and money to help prevent and detect multiple cancers in underserved communities.

Coaches vs. Cancer

This partnership with the National Association of Basketball Coaches unites coaches and fans nationwide in fundraising and education aimed at saving more lives from cancer.

DetermiNation

This program enables athletes across the country to dedicate their participation in a marathon, triathlon, cycling race, or other endurance event to raise funds for the fight against cancer.

Additional Sports Partnerships

In addition to the above partnerships, we also join arms with organizations such as the National Hockey League, Minor League Baseball, and USA Track & Field to raise awareness and funds for cancer prevention, detection, and treatment.

Organization Partnerships

Nonprofit Organizations

Nonprofits are natural partners for the American Cancer Society. They range from cancer organizations like the Melanoma Research Alliance and St. Baldrick's Foundation to long-time tobacco control advocacy partners like the American Heart Association, the American Lung Association, the Campaign for Tobacco-Free Kids, Truth Initiative, and others.

Diverse Organizations

We partner with diverse organizations to address the cancer burden in specific communities. Some of the partnerships we are proud to be part of include the African Methodist Episcopal Church; National Baptist Convention; CEO Action for Diversity and Inclusion; Delta Sigma Theta Sorority; The Links, Incorporated; Phi Beta Sigma Fraternity; and Zeta Phi Beta Sorority.

Granting Entities

Granting entities give us the resources we need to tackle specific challenges in the fight against cancer. Past grants have worked to raise awareness about health equity and find solutions for addressing it.

Corporate Partnerships

CEOs Against Cancer brings together more than 300 CEOs from top companies in 15 chapters nationwide to change the course of cancer by leveraging their collective knowledge, influence, and resources with our own.

Partners Against Cancer engages corporations in mutually beneficial, customized partnerships to lead the fight for a world without cancer.

We are grateful to the following corporations that donated more than \$1 million to our mission in 2020:

Abbott Laboratories
Amgen
Avon Products
Bristol Myers Squibb
CVS Health Corporation
Extended Stay America
Genentech
Kemper Corporation
Kohl's Department Stores
Merck & Co.
The National Football League Foundation
Pfizer
The Proctor & Gamble Company
Walmart
World Wide Technology



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