

FUCKCANCER™

# FUCK CANCER 2024 IMPACT REPORT



# LETTER FROM THE CEO

For the past 15 years, Fuck Cancer has worked tirelessly to help people prevent and find cancer early, while simultaneously supporting our community in their most difficult moments.

We pride ourselves on our programs that truly change lives and in 2024, we made significant strides to reduce health disparities in cancer care. We expanded life-saving prevention and early detection programs in community clinics, ensuring more people received vital screenings and preventive vaccines. We continued our direct support to patients this year, including delivering meals, providing transportation to treatment, and offering free patient navigation. And through Personal Ink, we empowered even more survivors to reclaim their bodies with transformative tattoo artwork, turning their recovery into a celebration of resilience and strength.

This year, we worked closely with our community partners to expand our impact and amplify our message. With the support of creative agencies, we launched award-winning educational campaigns focused on cancer prevention and early detection. These campaigns not only earned recognition, but also inspired our community and beyond to take action over their own health.

Cancer affects us all, no matter who we are or where we come from. While we might be living in a time of division, it's more important than ever to come together and prioritize the health of ourselves and our loved ones. You may not necessarily want to be part of the Fuck Cancer community, but we hope we can make your experience a little lighter and provide you with valuable resources to live your healthiest life.

From all of us to all of you, thank you for your ongoing support. We wish you a peaceful and healthy new year.



**Heather Kun, MS PhD**  
Fuck Cancer CEO







# 2024 IN REVIEW

12,746

CANCER SCREENINGS PROVIDED

7,164

MEALS DELIVERED TO HOMEBOUND PATIENTS

4.3 MILLION

PEOPLE REACHED WITH DIGITAL EDUCATION

2,133



rides provided to treatment

70



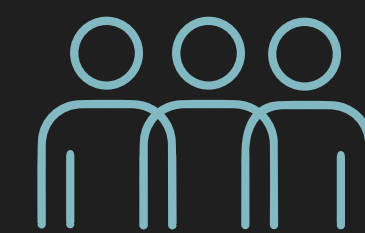
patients & caregivers matched with cancer navigators

7,665



HPV vaccines given

32



support group members served

77



women tattooed

3,300



people attended events

\*Due to the nature of our work, this data only represents part of 2024. Full metrics will be reported on our website in 2025.



# AWARD WINNING WORK



We're thrilled to announce that our education campaigns on cancer prevention and early detection didn't just save lives – they also snagged a few trophies.



# HPV FUCKS EVERYBODY

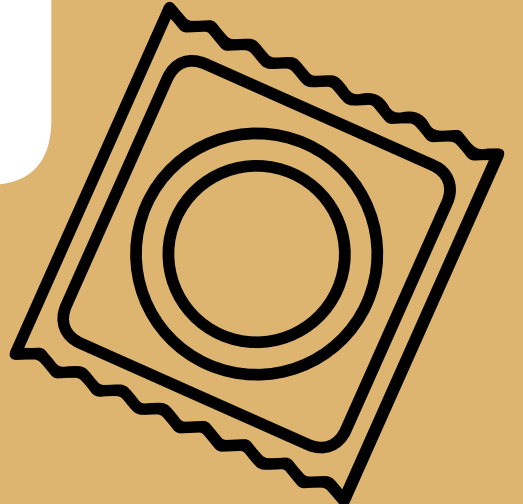
HPV doesn't discriminate. Whether you have 1 partner or 5, are single, dating, or just exploring, everybody can get fucked by contracting HPV. That's why we worked with Publicis Health Media to create HPV Fucks Everybody, a campaign designed to encourage people to get vaccinated and protect themselves against cancer.

After launching HPV Fucks Everybody as a digital campaign in 2023, we took it to the next level in 2024 by hitting the streets – literally. We teamed up with fraternities, sororities, and student groups on college campuses nationwide to boost awareness about HPV and the HPV vaccine. We even lit up Times Square with a bold billboard and handed out HPV Fucks Everybody condoms to passersby in New York City, making sure the message was impossible to ignore.

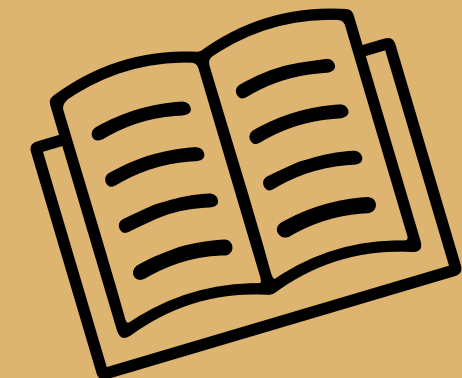
HPV Fucks Everybody won Gold at the 2024 Healthcare Management Impact Awards in the Purpose-Led Campaign of the Year – Advocacy category.

10,000

CONDOMS  
DISTRIBUTED



27



COLLEGE CAMPUSES  
ACTIVATED



# AWARD WINNING WORK



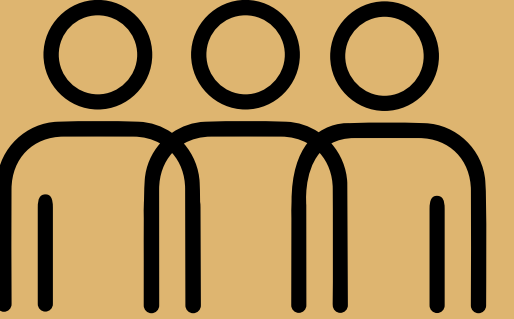
# SERIOUS FOREPLAY

Serious Foreplay won the 2024 OMMA Award for Online Marketing Excellence – Activism/Public Service: Non-Profit and won the 9th Annual Shorty Impact Award for Awareness Campaign.



Studies show that checking your skin with a partner can help find more melanomas than checking your skin alone. But partner skin scans aren't just about looking for cancer. They're more about getting to know your partner's body really well so that if anything changes, you notice sooner rather than later.

Serious Foreplay, a digital campaign launched in 2024 with The Variable, was created to make saving lives a whole lot sexier. Having a partner that has your backside can help you find and track moles in hard-to-reach places. This campaign encouraged people to make a plan with their partner to incorporate some Serious Foreplay and do a skin scan before they do it each month.

1.8   
MILLION  
PEOPLE REACHED

1,000   
KAMOLE  
SUTRA DECKS  
DISTRIBUTED



# PREVENTING CANCER

IS POSSIBLE!


Over 90% of cancers and precancers caused by HPV can be prevented.

The HPV vaccine is one of the only vaccines available to prevent cancer. Unfortunately, many people haven't heard of the vaccine or haven't gotten it, and are therefore unprotected. We work with community health clinics and high schools to increase HPV vaccination rates and lower cancer risk.


## OUR PARTNERS:



7,665  
HPV VACCINES  
GIVEN



17,045  
TEENS & PARENTS  
REACHED WITH  
EDUCATION ON CANCER  
PREVENTION



151  
STUDENTS TRAINED  
AS PEER HEALTH  
ADVOCATES



# EARLY DETECTION

**SAVES LIVES**

Most cancers are curable when found early.

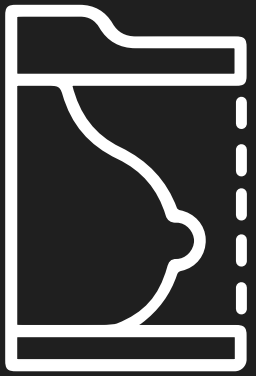
We work with health clinics in high-risk communities to provide free and low-cost cancer screenings and increase awareness of the importance of early detection. Our programs help employ a community health worker to assist patients with accessing routine screenings and follow-up care after an abnormal result.


Additionally, we fund the Fuck Cancer Young Investigator Award in Memory of Barbara Berlanti to support young researchers in finding new approaches to lung cancer prevention and early detection. By focusing on this, our researchers are making a difference for those most at risk for lung cancer.


**OUR PARTNERS:**



**Cancer screenings provided:**

**4,135**  **BREAST**

**8,389**  **COLORECTAL**

**157**  **CERVICAL**

**65**  **SKIN**

**25,091**  
**PATIENTS REACHED WITH EDUCATION ON EARLY DETECTION**

**“This award has allowed me to pursue a career [that will] bring new opportunities to patients for screening and prevention of this deadly disease.”**

-Dr. Jaclyn LoPiccolo, Young Investigator Award Recipient

# LIFE WITH CANCER



Whether you're a patient or caregiver, dealing with cancer can be incredibly challenging.

Our programs are created to provide people diagnosed with cancer, their families, and support networks with the tools and resources they need to make life a little easier.

## OUR PARTNERS:



## FOOD SECURITY

We battle food insecurity among people with cancer by providing healthy meals to homebound Spanish-speaking patients.

**7,164**  
MEALS DELIVERED

**22**  
PATIENTS SERVED

## CARELINE

When you or someone you love is diagnosed with cancer, it's hard to know where to start. We provide cancer navigators to quarterback care for people with cancer and their caregivers.

**70** PATIENTS & CAREGIVERS HELPED

**106** ISSUES RESOLVED

## TRANSPORTATION ASSISTANCE

After a cancer diagnosis, finding a ride to treatment should be the easy part. Unfortunately, it can often be expensive or unreliable. That's why we provide free rides to and from cancer treatment.

**2,133**  
RIDES PROVIDED

**195**  
PATIENTS SERVED

## SUPPORT GROUPS

We offer virtual support groups to help our community. In 2024, we provided a LGBTQIA+ patient group and a Young Adult caregiver group.

**32** SUPPORT GROUP MEMBERS

**52** MEETINGS HELD



# PERSONAL *ink*

Our Personal Ink (P.ink) program is dedicated to empowering women to reclaim their bodies after mastectomies.

Through education and connection with experienced tattoo artists who can help, we are committed to ensuring that breast cancer never has to leave the last mark.



Thanks to our dedicated volunteers and generous artists, P.ink experienced new growth this year and was able to reach impressive milestones.

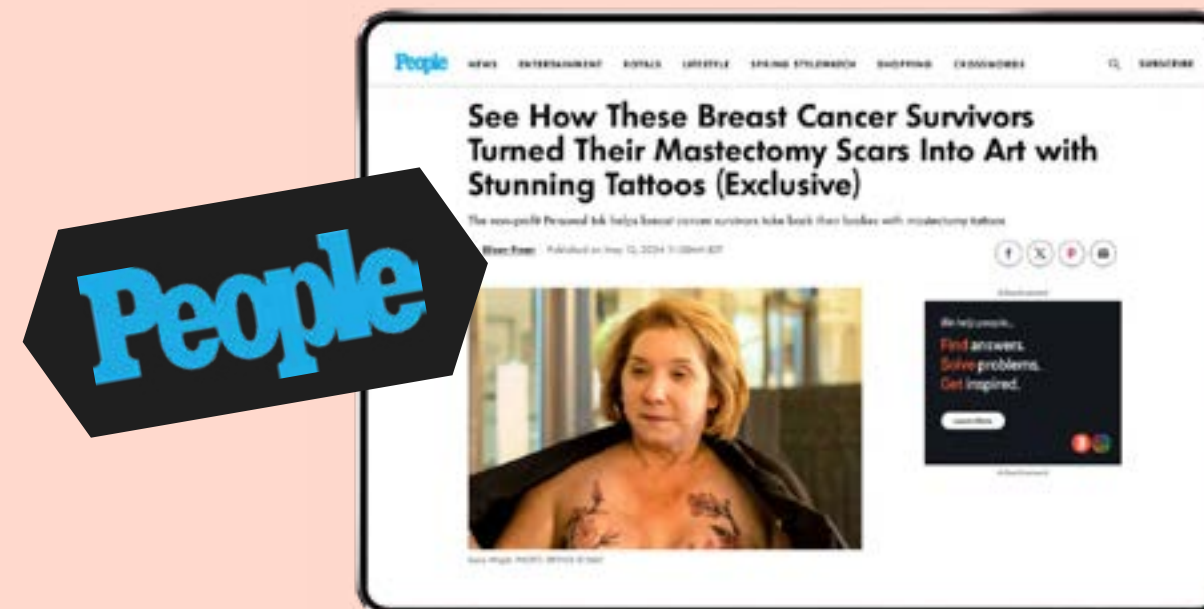
Tattooed **77** women at

# 18 *P.ink* DAYS

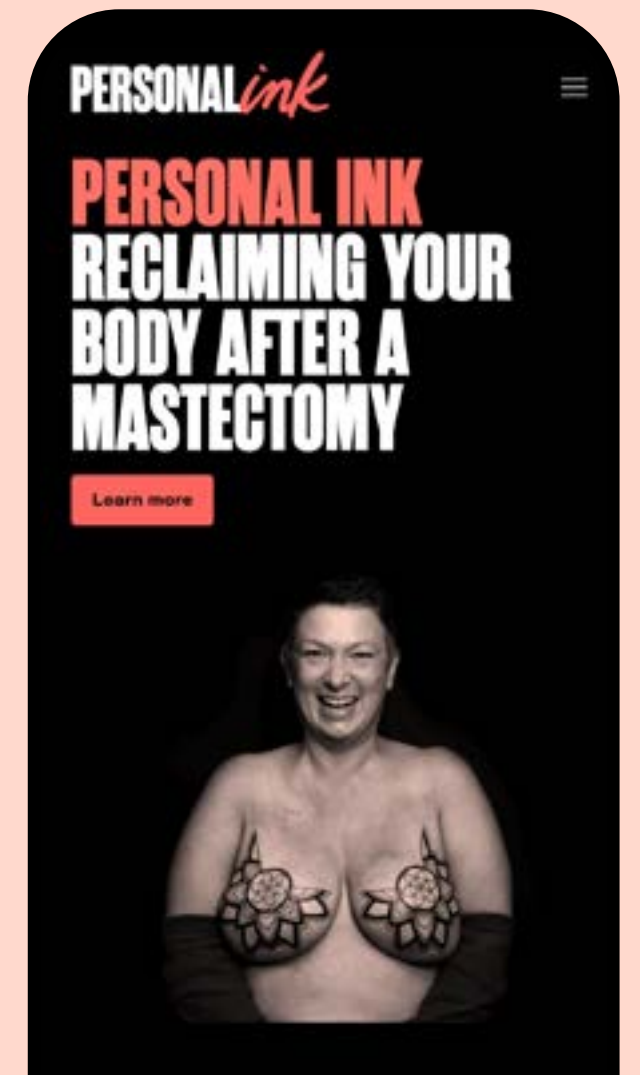
Grew our community of

# 28,000+

Featured in *People* magazine and other publications



Launched a new website to help more people heal





# DIGITAL EDUCATION

KNOWLEDGE IS POWER

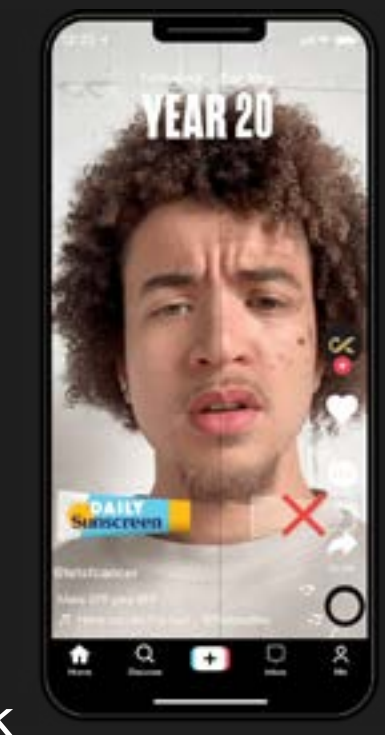
We created new and exciting digital resources this year to help raise awareness.

**GET EDUCATED** →



## SKIN CANCER FILTER

Skin cancer prevention isn't just a one-time gig; it's a 24/7, 365 mission! We partnered with the Melanoma Research Foundation to create an Instagram and TikTok filter to show what happens when you don't include SPF in your morning routine.



1.8 MILLION PEOPLE REACHED

## GUIDE TO CANCER & PARENTING

Parents are multitasking superheroes! But adding a cancer diagnosis can feel like all those spinning plates are going to come crashing down. This year, we partnered with Bright Spot Network to create a helpful guide for parents with cancer.



## BE BALLSY

14,000 PEOPLE REACHED

Testicular cancer isn't a game. It's the most common cancer in males age 15-44 and is not something to play around with. Be Ballsy is a digital campaign to raise awareness of the importance of testicular cancer self-exams by encouraging teenagers to take their health into their own hands (literally).





# EVENTS AROUND THE WORLD



We bring the Fuck Cancer community together for good times that do good. With influencers and DJs joining the fun, every event fuels our programs to support those impacted by cancer – because partying with a purpose is the best kind of party.



## GAMING TAKEOVERS

On the last weekend of every month, we gather our favorite video gamers on Twitch for a weekend of streaming, community building, and fundraising.

# 250,000+

PEOPLE VIEWED THE TAKEOVERS

# 120



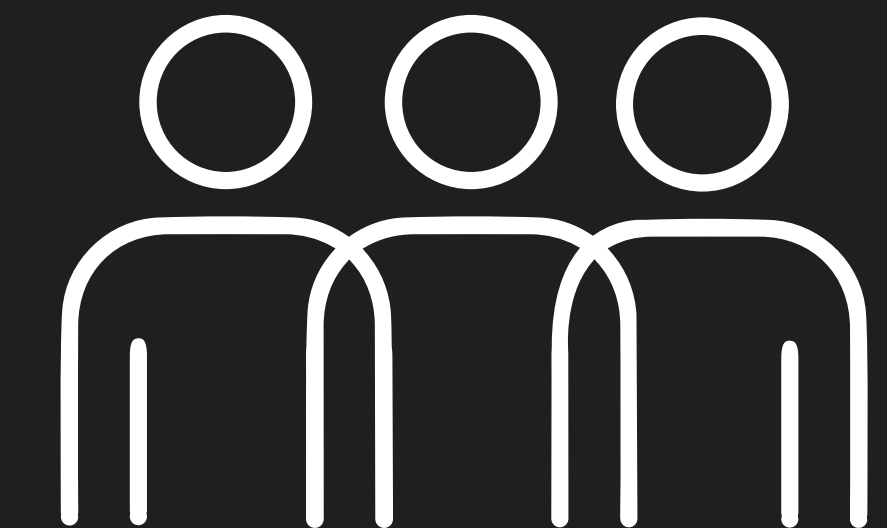
STREAMERS HOSTED 13 TAKEOVER MARATHONS

## PARTIES & EVENTS

The Fuck Cancer community knows how to have a good time while supporting a great cause. All of our events directly fund our programs to help people impacted by cancer.

# 3,300

PEOPLE ATTENDED IN-PERSON EVENTS





# THANK YOU!



On behalf of the entire Fuck Cancer community, thank you! We are excited to continue our work to improve outcomes for people affected by cancer.

You can continue to support our work at [letsfcancer.com/donate](https://letsfcancer.com/donate)

**DONATE NOW**

