



**MAKING THE
IMPOSSIBLE
POSSIBLE**

**PANCREATIC
CANCER
ACTION
NETWORK**

®



PANCREATIC
CANCER
ACT



This deadly disease steals moments from our lives. To me, the goal of doubling the five-year survival rate means doubling the amount of moments everyone gets to experience. That would mean thousands more moments for a father or mother with their son or daughter; thousands more moments for a grandparent and grandchild. Thousands more moments between partners.

Whether you're a researcher, clinician, donor or volunteer that gives so much to supporting this cause, we should all be very, very proud. Because what we're doing is increasing the number of moments between loved ones.

One of my favorite quotes comes from Christopher Reeve, who said: "A hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles."

We will win against this disease and prove that nothing is impossible.

**My name is Dennis Cronin, and
I am a pancreatic cancer survivor
and advocate.**

Make the impossible possible.

**That's what we
do every day.**

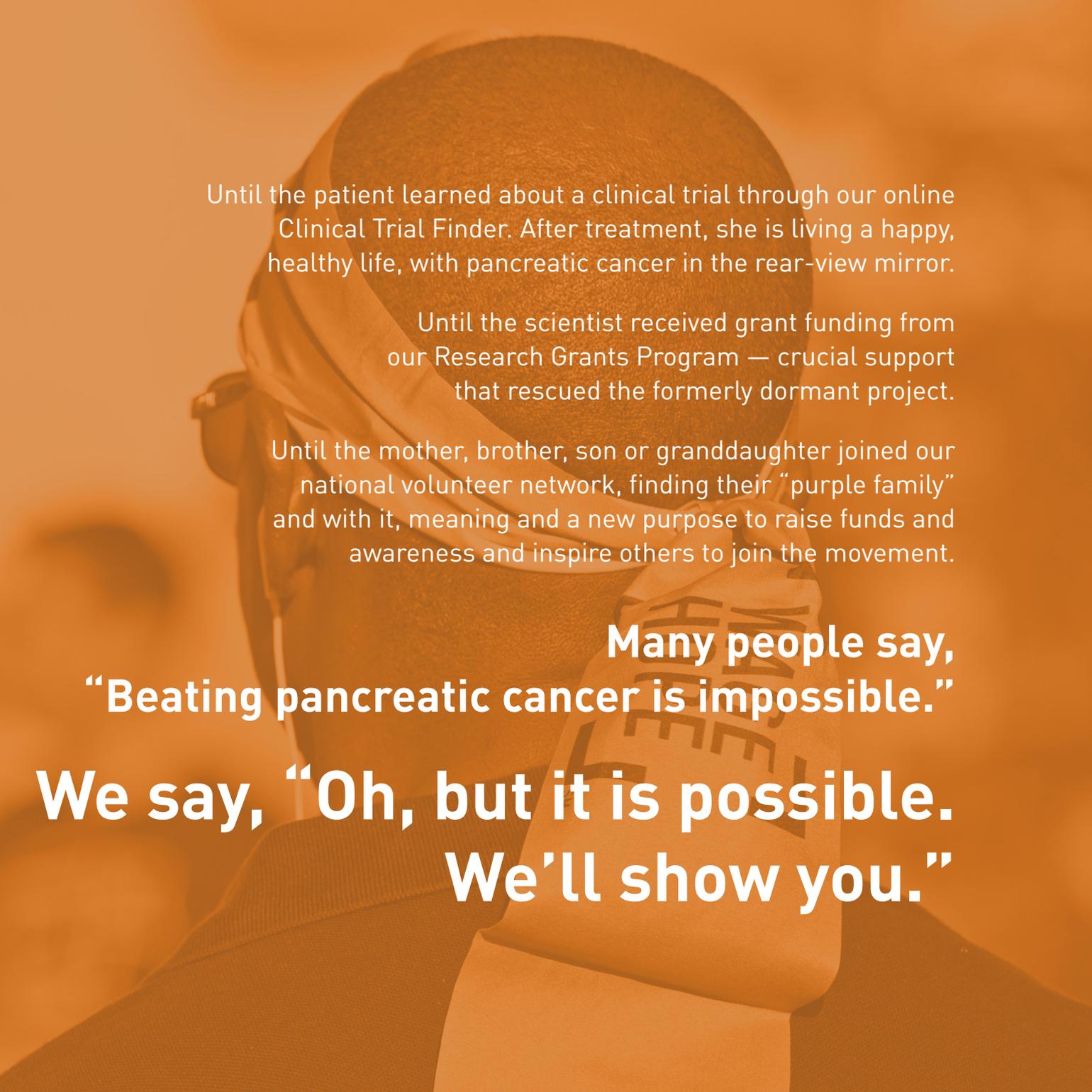
For the just-diagnosed, frightened patient who heard the doctor say, "Go home and get your affairs in order."

For the scientist, shelving a promising research project because there are no more funds.

For the left-behind family member, struggling to find purpose and meaning after loss.

Each person will tell you that hope — and a brighter future — seemed impossible.

That is...



Until the patient learned about a clinical trial through our online Clinical Trial Finder. After treatment, she is living a happy, healthy life, with pancreatic cancer in the rear-view mirror.

Until the scientist received grant funding from our Research Grants Program — crucial support that rescued the formerly dormant project.

Until the mother, brother, son or granddaughter joined our national volunteer network, finding their “purple family” and with it, meaning and a new purpose to raise funds and awareness and inspire others to join the movement.

**Many people say,
“Beating pancreatic cancer is impossible.”
We say, “Oh, but it is possible.
We’ll show you.”**

Make the Impossible Possible

We never saw my mother slow down — until she battled pancreatic cancer and passed away in less than seven months. We learned about the Pancreatic Cancer Action Network and the research they were funding. I was impressed by what they had already accomplished and by what was on the horizon.

I was equally moved by the **heart and passion** that guided the organization. It was clear they had a game plan — and it was working. The more we learned, the more our family wanted to help.

*Andrew Fredman,
Fredman Family Foundation; funder of three
Pancreatic Cancer Action Network research grants*

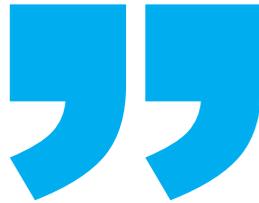


The organization I recommend to people in search of information is the Pancreatic Cancer Action Network. They were a great **source of information** and were very helpful on numerous occasions in searching for clinical trials for me to consider. It helped immensely to know I had options.

Donna Robinson, pancreatic cancer survivor

I have been given the **opportunity to collaborate** with one of the most advanced centers for RAS biology with leading experts who have different expertise in the field. Through this collaboration and future meetings I will attend with the Pancreatic Cancer Action Network, I will have the opportunity to expand my knowledge and network in the cancer biology field.

*Marco Biancucci, PhD
2016 Samuel Stroum – NCI Frederick National Laboratory for
Cancer Research KRAS Fellowship Award*



My dad was ravenous when it came to medical research. I knew that the **best way to honor him** was to fund a research grant in his name. I particularly wanted to fund young investigator awards because my dad always felt that we should give free rein to young people. He'd say, 'You never know who's going to unlock the mystery.'

*Cynthia Stroum,
funder of Samuel Stroum Fellowship Awards*

Since our founding, donors and volunteers have joined us in proving time and again that all things are possible at the Pancreatic Cancer Action Network.

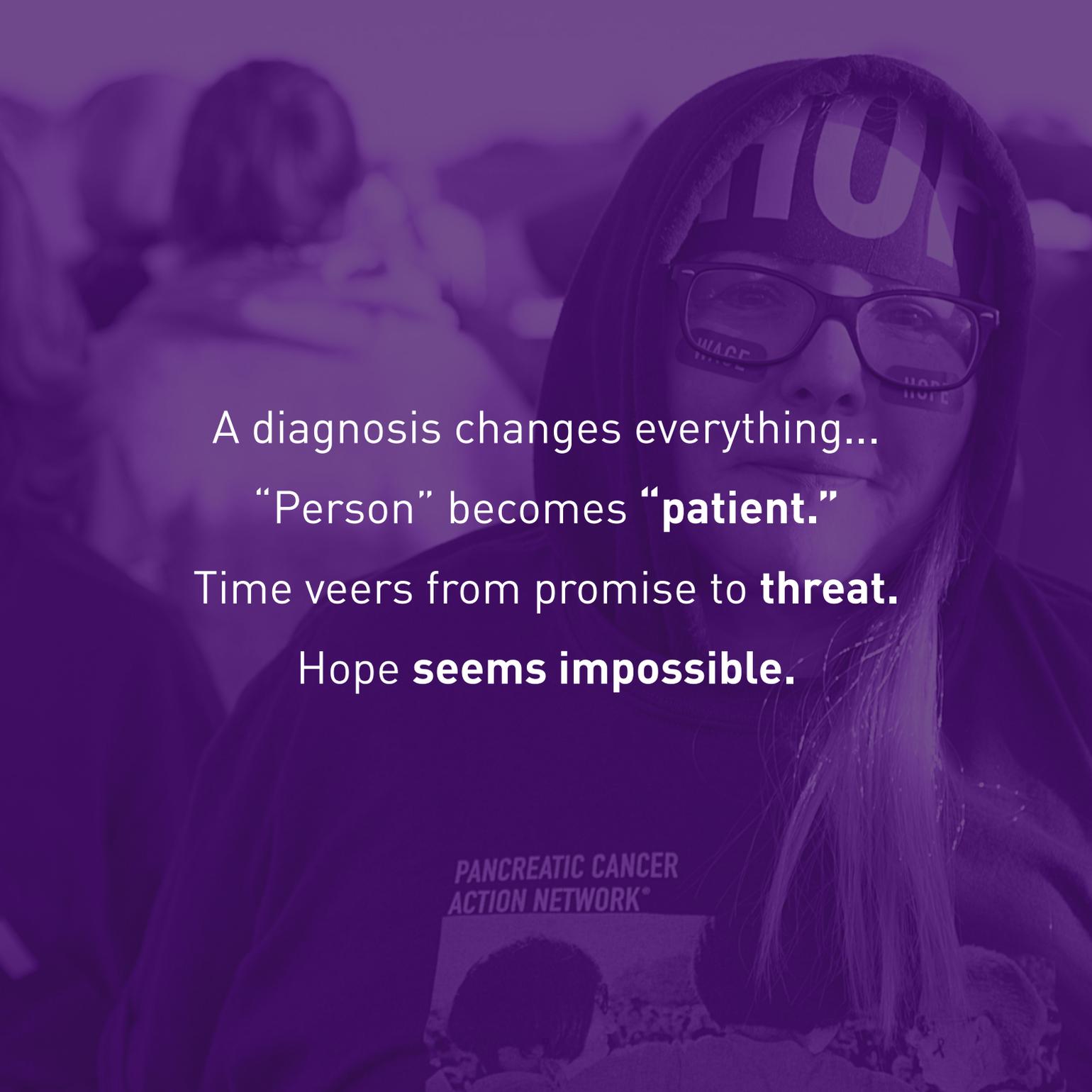
We must rewrite the story of pancreatic cancer.

People in America are living longer than ever.

Unless they are diagnosed with pancreatic cancer.

One of the nation's deadliest cancers, it has surpassed breast cancer to become the third leading cause of cancer-related death in the United States and is on-track to become the second leading cause around 2020. Of 100 people diagnosed with the disease today, only nine will be alive in five years.

For those who receive a life-changing, life-shattering diagnosis, survival is most often measured in months — sometimes even weeks or days.



A diagnosis changes everything...

“Person” becomes “**patient.**”

Time veers from promise to **threat.**

Hope **seems impossible.**

PANCREATIC CANCER
ACTION NETWORK®

You may know the anguish of a pancreatic cancer diagnosis first-hand. We do — many of us at the Pancreatic Cancer Action Network have experienced the profound loss of someone we care about to this disease.

In a just world, no one would die from pancreatic cancer simply because there are no early detection tests, or because they couldn't find the right clinical trial, or because the standard of care treatment just wasn't good enough.

And despite advancements in devastating diseases like breast cancer and HIV/AIDS, there are still few effective treatments and no early detection tools for pancreatic cancer. Clinical trials are not designed to meet patients' needs.

But there is good news.

The Pancreatic Cancer Action Network is changing the future of pancreatic cancer. Our Vision of Progress is to double pancreatic cancer survival by 2020. But to fuel this effort, we also must raise \$200 million by 2020. Because we need to give people more than just time. We want them to have access to more powerful and effective treatments. We want to offer ALL patients and their families hope and health.

You can help. Here's how.

The crucial next chapter in our quest to rewrite the future of pancreatic cancer — to make the impossible possible — depends on your support. We invite you to Wage Hope and join us in our goal to raise \$200 million by 2020.

We need partners with vision. And that's you. Our work would not be possible without you.

Thanks to the steadfast support of our friends and partners, together we have accomplished so much. While there is much more to do, we know that with your help, we can make even greater strides — changing the course of history for this disease for generations to come.

On the road to 2020, we have the roadmap.

And now, we need **you.**

Plans for Progress



**Welcome to the
Pancreatic Cancer
Action Network.**

Here, we don't simply imagine daring solutions. We invest in them and relentlessly work to realize them.

And we partner with forward-thinking friends who dare to change the world of medical science — for patients here and around the world.

We are the only organization with a comprehensive approach focused on attacking pancreatic cancer on all fronts: research and clinical initiatives, patient services, advocacy and community outreach.



Advocacy: Our Advocates Ask, and Congress Listens and Delivers

We drive legislative support for increased federal research funding — critical because 80 percent of all pancreatic cancer research funding comes from the federal government. We led the tireless fight to successfully pass the Recalcitrant Cancer Research Act in Congress, making pancreatic cancer a national priority, and the 21st Century Cures Act, which makes it possible for Congress to direct more funding to cancer research.

You can join the fight because when you speak, Congress listens.

MAKE THE IMPOSSIBLE POSSIBLE





Advocacy became my ‘in’ to feeling like I had something to contribute, and it made me **want to be more involved with this organization.**

Kaci Prunty, advocacy volunteer leader

Problem

In 1999, when our organization was founded, pancreatic cancer research was receiving dismally low funding from the National Cancer Institute (NCI) - \$17.3 million annually, or 2 percent of its budget. As a result, few researchers were studying the disease, and survival rates hadn't budged in years.

Solution

Along with our supporters, we created a grassroots movement — telling our stories to Congress in an effort to raise more awareness about pancreatic cancer, and in turn, the critical need for more research funding. As of 2017, NCI funding for pancreatic cancer research had increased to more than \$177 million.



I'm fortunate to have the financial, professional and personal support of the Pancreatic Cancer Action Network at this critical time in my career. Many of the past Pancreatic Cancer Action Network research grant recipients are now leaders in the field; it's humbling to be part of this group. **I feel like I'm part of a family.**

*Eugene Koay, MD, PhD
Skip Viragh Career Development Award*

Problem

There were scarcely a dozen scientists studying pancreatic cancer full-time in 1999, and as a result, the five-year survival rate was stagnant. Building a critical mass of scientists was the only way to change the statistics.

Solution

Science requires money, so we began charting a course to bring more dollars to pancreatic cancer research. Increased federal research funding, thanks to our grassroots efforts, combined with private research funding, thanks to generous donors, created an incentive for scientists to study the disease. The survival rate continues to steadily climb.



Research and Clinical Initiatives: Changing the Landscape of Research

We fund research that results in more powerful treatments and early detection methods. We administer a competitive grants program that awards the brightest researchers. And thanks to the investments of our donors, we have committed more than \$50 million to pancreatic cancer research.

Groundbreaking initiatives like our Know Your Tumor[®] precision medicine service, and Precision PromiseSM, an innovative clinical trial platform for patients with pancreatic cancer, play a pivotal role in changing outcomes for patients.

You can accelerate progress by supporting high-priority research and clinical programs.

MAKE THE IMPOSSIBLE POSSIBLE



Patient Services: A Beacon of Hope, a Wellspring of Information

We provide patients and families with personal assistance and vital information about the disease and treatment options, including clinical trial searches from our proprietary database — the largest, most up-to-date clinical trials database in the country. Our Patient Central staff — made up of expert, understanding, compassionate people — shares more resources and speaks with more pancreatic cancer patients than any other cancer organization in the world. Our Patient Registry, an active database of patient information, was developed to help advance research and improve care for patients battling pancreatic cancer.

You can help others more fully understand this complex disease and how to fight it.

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I consider the Patient Central staff among the best qualified and most important people, all exquisitely trained with a **wealth of experience**. Patient Central is one-stop shopping for anything a patient or their family might need.

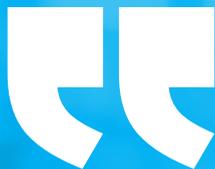
Vincent Picozzi, MD, Director, Pancreas Center of Excellence at the Virginia Mason Digestive Disease Institute, Scientific and Medical Advisory Board Member, Pancreatic Cancer Action Network

Problem

Before the Pancreatic Cancer Action Network was founded, pancreatic cancer patients and their families had nowhere to turn for information, resources or hope. "Go home and get your affairs in order," they were often told by their doctor.

Solution

We created a comprehensive service providing immediate and free information and education about pancreatic cancer, diagnosis, treatment options, clinical trials, diet and nutrition, specialists and support resources to help them make informed decisions with their healthcare team.



My mom's death was one of the worst things to happen to me. But volunteering has connected me with people who understand, and they've become lifelong friends. With their support, every anniversary of Mom's death is more bearable. And joining them to fight pancreatic cancer has **given me new purpose**. I'm happy to have such a warm, supportive and caring purple family.

Brenda Luper, volunteer

Problem

Despite a handful of notable celebrities who had passed away of pancreatic cancer, the disease had very little public awareness – patients were simply not living long enough to tell their stories.

Solution

Our grassroots movement started small in 1999 but continued to grow as we harnessed the passion, power and energy of dedicated volunteers – many of whom had lost loved ones to the disease and were committed to fighting back. They held numerous community walks and other events to raise awareness and funding for pancreatic cancer.



Community Engagement: Volunteers Make Strides Possible

With 58 affiliates and a volunteer corps of more than 8,000 people, we raise funds and national awareness of the disease through our PurpleStride run/walk events in communities nationwide. Our grassroots efforts have also resulted in a monumental global movement — we play a lead role in the World Pancreatic Cancer Coalition, composed of more than 65 pancreatic cancer patient groups from around the world. We also spearheaded the first World Pancreatic Cancer Day, now observed each November during Pancreatic Cancer Awareness month.

You can bring hope to the pancreatic cancer community and create more awareness in others.

MAKE THE IMPOSSIBLE POSSIBLE

From Our CEO

Thank you for taking time to learn more about the Pancreatic Cancer Action Network. The support of committed, compassionate people like you confirms what I know to be true: We are not alone in our mission to transform the lives of people battling pancreatic cancer.

You. Us. Together, we can make the impossible possible.

When the Pancreatic Cancer Action Network was founded, there were no pancreatic cancer organizations for patients and families to turn to for information. No resources. No hope. Scarcely a dozen researchers were studying the disease.

Our founder envisioned a team of passionate, committed volunteers, research scientists, healthcare professionals, grassroots advocates and donors working together to create awareness for this disease and offer hope for patients and their families. Because of her vision, more than 1 million people have rallied together to transform sadness and anger into action.

Today there is a tremendous amount of momentum in the pancreatic cancer research community. Each day, researchers make great discoveries. But we need more investigators. And investigators need more funding to fully realize promising research.

Science is not moving quickly enough. Especially for the thousands of patients and families facing this disease — or for those who have already perished. We must do something to change this.

Right now.

You can play a vital role in changing the course of this disease.

You can transform pancreatic cancer research and treatment, rewriting the story of pancreatic cancer with us — one that promises improved survival instead of devastation and heartache.

With more visionaries like you joining the fight, we are one step closer to patients receiving hopeful news from their physicians.

Like you, we want to write a success story for every patient. We put the patient at the center of every decision we make, and we do it with a relentless positive spirit to ensure that people fighting this disease never lose hope, because we never give up.

The future of pancreatic cancer is in your hands.

Join us in making the impossible possible. Commit to a gift today.

A handwritten signature in black ink that reads "Julie Fleshman". The signature is fluid and cursive, with a large, looping initial "J".

Julie Fleshman, JD, MBA
President and CEO, Pancreatic Cancer Action Network

Our brother Skip was a risk-taker – entrepreneurial, driven, innovative and a bit contrarian. And he was committed to worthy causes.

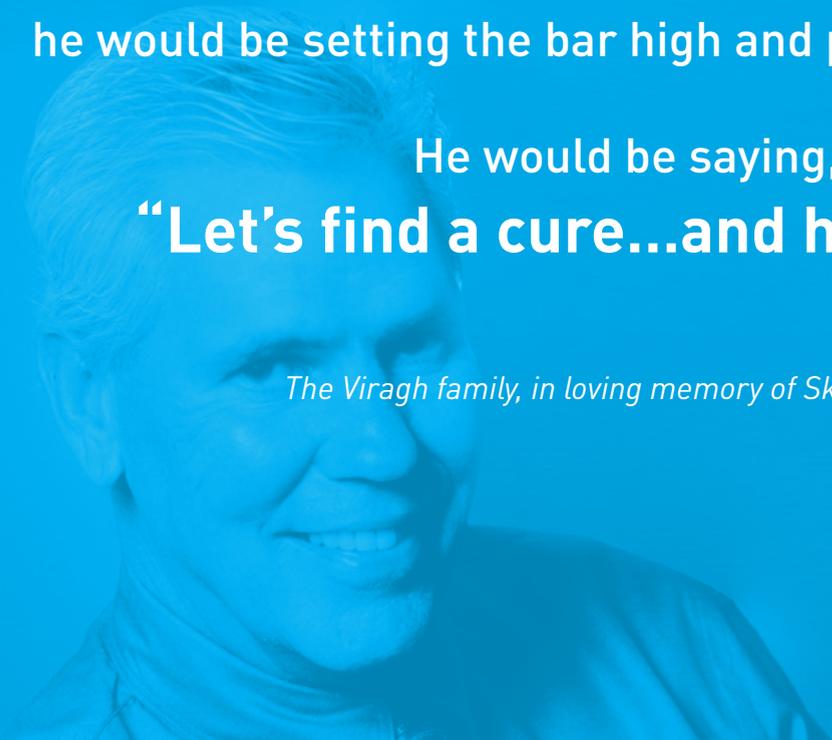
So it is fitting that now, more than a decade after his death to pancreatic cancer, that his commitment to innovation and worthy causes remains steadfast through gifts we have made to the Pancreatic Cancer Action Network.



He would be pleased that this organization – also driven, not risk-averse and pioneering change – is benefiting. But he would be setting the bar high and pushing for more.

He would be saying,
“Let’s find a cure...and hurry up!”

The Viragh family, in loving memory of Skip Viragh



Take a look at The History of the Pancreatic Cancer Action Network, a compelling new video that tells the story of the organization's founding and major accomplishments.

If you have any questions about PanCAN or would like to make a gift to support this lifesaving work, please contact us at 310-725-0025 or email development@pancan.org.



PANCREATIC CANCER ACTION NETWORK

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Our Mission

The Pancreatic Cancer Action Network is a nationwide network of people dedicated to working together to advance research, support patients and create hope for those affected by pancreatic cancer.