

ADVOCACY IN ACTION: HARNESSING THE POWER OF UNITY



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A MESSAGE FROM THE CEO



Dear DDF Supporters,

This year was remarkable for Debbie's Dream Foundation: Curing Stomach Cancer (DDF), marked by significant achievements and unwavering dedication to our mission. As we reflect on the past year, it's evident that every effort, every contribution, and every voice raised in advocacy has played a pivotal role in strengthening the foundation of hope against stomach cancer.

In the spirit of our late founder, Debbie Zelman, whose determination fueled the inception of DDF in 2009, we continued to champion the cause of stomach cancer research.

I'm proud to announce that in 2023, DDF collaborated with Memorial Sloan Kettering Cancer Center to commit nearly \$600,000 to the Debbie's Dream Foundation Gastric Cancer Investigator Fellowship. This initiative focuses on patient care, research, and education specifically for esophageal and gastric cancers because we recognize that innovation and exploration are paramount to improving mortality rates and advancing toward a cure. Additionally, our partnership with the American Association for Cancer Research remains steadfast. This year, we funded three innovative research grants led by Drs. Eunyoung Choi, Brent Allen Hanks, and Ryan H. Moy. These researchers are dedicated to identifying novel targets and biomarkers relevant to gastric cancer, aiming to contribute to groundbreaking advancements in the field.

DDF also made significant strides in 2023 as we continued to advocate for stomach cancer's inclusion in the Department of Defense's Peer Reviewed Cancer Research Program (PRCRP). Through our annual Stomach Cancer Capitol Hill Advocacy Day, we amplified the voices of almost 150 patient and caregiver advocates, holding over 180 meetings with lawmakers. Our efforts have led to more than \$30.7 million allocated to stomach cancer research funding through the PRCRP since FY 2015.

Furthermore, this year, DDF aimed to address healthcare inequalities faced by minority populations disproportionately affected by stomach cancer, offering education, resources, and support to underserved communities. These included impactful in-person workshops and engaging community-based events with valuable partners like the YMCA of South Florida and the United Way of Broward County.

To round off 2023, DDF proudly celebrated the monumental success of the Power of Periwinkle campaign, a collaborative effort in partnership with My Gut Feeling Stomach Cancer Foundation of Canada (MGF). In the inaugural year of our participation, the campaign illuminated close to 180 global monuments in honor of Gastric Cancer Awareness Day on November 30, 2023. Notable global landmarks such as the One World Trade Center in New York, the Leaning Tower of Pisa in Italy, and the Kyoto Tower in Japan joined the initiative, shining a periwinkle light to raise awareness about stomach cancer. DDF hosted The Power of Periwinkle Illumination Celebration & Dinner at The Guitar Hotel in Hollywood, Florida, to commemorate this remarkable feat and celebrate all who helped contribute to its success.

None of these achievements would be possible without the steadfast support of our donors, industry partners, Board of Directors, staff, volunteers, and the resilience of the stomach cancer community. Together, we are rewriting the narrative of this disease, fostering hope, and paving the way for a brighter future.

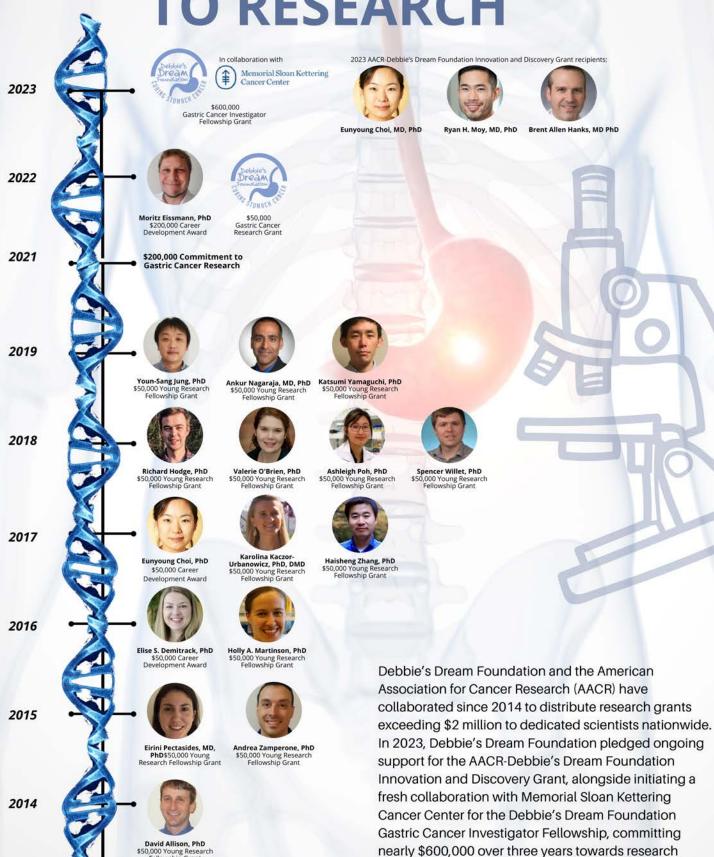
With the sincerest appreciation,

Andrea Eidelman, Esq.

CHIEF EXECUTIVE OFFICER

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OUR COMMITMENT TO RESEARCH



DEBBIE'S DREAM FOUNDATION | 2023 ANNUAL REPORT

\$50,000 Young Research Fellowship Grant

efforts focusing on patient care, research, and education

specifically for esophageal and gastric cancers.

PROGRAMS OVERVIEW

DDF's Patient Resource Education Program provides a comprehensive suite of complimentary support services for individuals diagnosed with stomach cancer and their families and caregivers. Patients, their loved ones, and caregivers can connect with a peer mentor upon diagnosis. Our specialized mentor-matching platform empowers them to understand their diagnosis better, explore treatment pathways, navigate clinical trials, manage side effects, and handle the intricacies of living with the disease. Peer mentors offer invaluable insights, sharing their personal experiences, practical tips, and empathetic support to ensure no one feels alone.

Additionally, DDF offers a range of online educational initiatives, including monthly support groups, informative webinars, and comprehensive symposia that span the entire spectrum of cancer care. These resources are designed to be accessible to patients, their families, caregivers, the broader community, and healthcare professionals at no cost. For added convenience and ongoing learning, these educational sessions are recorded and made available in the Lecture Library on the DDF website and our YouTube channel, ensuring critical information is always within reach.





PATIENT RESOURCE EDUCTATION PROGRAM



MONTHLY STOMACH CANCER SUPPORT GROUPS

We partnered with Memorial Cancer Institute (MCI) to bring patients and caregivers virtual monthly stomach cancer support groups. The support groups are open to patients, their families, and caregivers, and topics vary by month and group. In 2023, support groups were held via Zoom on the first Thursday of every month. MCI's Dr. Jessica Ketterer, Ph.D., led each monthly group, helping patients and caregivers find solutions and feel supported throughout their journey.

CANCERCARE HELPLINE FOR STOMACH CANCER PATIENTS

We continued our partnership with CancerCare to provide a helpline staff of skilled oncology social workers with specific expertise on issues affecting stomach cancer patients and their families. The helpline aims to alleviate distress and help patients obtain the best possible outcomes from their treatment.



MENTOR MATCHING PROGRAM

Our Patient Resource Education Program offers peer-to-peer mentorship for patients, caregivers, and families to help them navigate their journey. Our state-of-the-art digital platform uses smart-matching algorithms to pair patients and families with moral support and help build community. This program continues to thrive as a highly sought-after resource for those who want to give back and those who need support.



MENTAL HEALTH MATTERS

2023 MIND, BODY, SPIRIT FACEBOOK LIVE SERIES

DDF's Mind, Body, Spirit Facebook LIVE Series aims to address the mental and emotional impact of cancer on the stomach cancer community. We partner with psychologists and practitioners of alternative therapies to educate the stomach cancer community on various options as they navigate their journeys.

In 2023, we started our series in January with a presentation on Integrative Medicine and Medicinal Cannabis with Dr. Michael Cusnir. Next, we hosted Exploring the Benefits of Tai Chi in March with Sufi Andrew Chung. Then, in May, we partnered with Gilda's Club South Florida to host Yoga Therapy for Cancer patients featuring their Program Coordinator, Karen Beal. Lastly, we rounded off the series in July with a Sound Healing session with practitioners Jayden Graham and Kelia Velasquez.

This year's series was a huge success thanks to the support of our partners: Silver Sponsors Amgen and Daiichi Sankyo, Bronze Sponsor Merck, and Copper Sponsors Bristol Myers Squibb and Lilly Oncology.









COMMUNITY OUTREATCH

HEALTH EQUITY PROGRAM

In 2023, DDF worked with community partners to help bring critical information and resources to Black, Indigenous, and People of Color communities who are disproportionately affected by gastric cancer. With the help of our generous Health Equity sponsors and the fantastic team at the United Way of Broward County's Mission United, DDF collaborated to help feed and educate 65 military families on stomach cancer risks that affect those who serve our nation just in time for Thanksgiving!

We joined forces with Deerfield Beach Community Cares in Florida to help educate and provide meals for their annual Thanksgiving Community Meal. In addition, we partnered with the YMCA of South Florida just before Christmas for their 9th Annual Holiday in Sistrunk in Fort Lauderdale, Florida. The event featured a toy giveaway, music, food, health screenings, and entertainment. We shared important information and resources on stomach cancer facts, statistics, and early screening with the local community.

Finally, we hosted our *Understanding Barriers to*Health Webinar in August featuring DEI experts Elkin

Alfred, DDF's Health Equity Chair, and Aisha T. McDonald, Certified Trauma Expert with United Way of Broward County. The webinar aimed to help educate our community on how to best advocate for themselves.



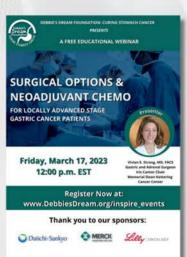


EDUCATIONAL RESOURCES

STOMACH CANCER EDUCATIONAL WEBINARS

Each year, we invite experts in GI oncology to host webinars to help educate the stomach cancer community on the latest research topics! In 2023, DDF hosted five webinars as part of our Stomach Cancer Educational Series beginning in February with Radiation Therapy for Gastric Cancer Patients featuring Dr. Theodore (Ted) Yanagihara of the University of North Carolina at Chapel Hill. We hosted Surgical Options and Neoadjuvant Chemo in March for Locally Advanced-Stage Patients with Dr. Vivian Strong of Memorial Sloan Kettering Cancer Center (MSK). Dr. Samuel Klempner of Massachusetts General Hospital Cancer Center and Harvard Medical School shared a presentation on the latest updates from the American Society of Clinical Oncology (ASCO) 2023 conference in July. Rounding off the series, Medical Oncologist Dr. David Ilson of MSK hosted a webinar on Clinical Trials Updates, followed by MSK Medical Oncologist Dr. Samuel Cyntryn's presentation on Biomarkers in October.











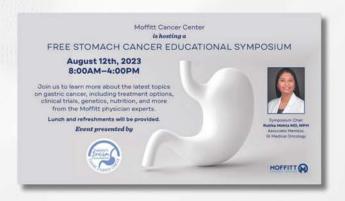
STOMACH CANCER EDUCATIONAL SYMPOSIA

In 2023, we continued our collaborations with leading organizations and specialists domestically and internationally to present our stomach cancer educational symposia series. These events, offered in a hybrid format of in-person and virtual sessions, provided comprehensive insights into critical issues surrounding stomach cancer care, treatment, and research. Designed to empower patients and their families with knowledge, our symposia featured detailed presentations, panel discussions, and interactive Q&A sessions, ensuring attendees could engage directly with experts and obtain valuable information tailored to their needs.



INTERNATIONAL GASTRIC CANCER CONGRESS (IGCC) PARTICIPATION IN JAPAN

In a significant stride towards international collaboration and patient advocacy, DDF marked 2023 with its active participation in the 15th Annual International Gastric Cancer Congress (IGCC) held in Yokohama, Japan. This global platform allowed DDF's patient advocates to stand at the forefront of gastric cancer discussions, representing the voices and concerns of patients worldwide. The session underscored the vital role of patient advocacy in healthcare, emphasizing cross-border efforts to improve outcomes for those affected by gastric cancer. Generously supported by Title Sponsor Bristol Myers Squibb and Silver Sponsor Amgen, DDF's involvement in the IGCC highlights its commitment to fostering international dialogue and advancing the cause of stomach cancer awareness and research on a global scale.



MOFFITT CANCER CENTER FREE STOMACH CANCER EDUCATION SYMPOSIUM

In 2023, Debbie's Dream Foundation continued its commitment to educating and supporting the stomach cancer community by partnering with the renowned Moffitt Cancer Center (MCC) in Tampa, Florida. This pivotal event offered a comprehensive dive into the latest advancements in stomach cancer treatment, care, and research. Thanks to the collaborative effort between DDF and Moffitt Cancer Center, attendees were provided with invaluable insights through engaging presentations and interactive panel discussions with the experts at MCC. Dr. Rutika Mehta, an Associate Member of Gi Oncology at MCC and a DDF Scientific Medical Advisory Board member, served as the symposium chair.



ASK THE EXPERTS SYMPOSIUM IN AVENTURA

Our Ask the Experts Stomach Cancer Symposium brought together leading professionals, advocates, and survivors in Aventura, Florida, on December 2, 2023. From insightful presentations by experts like Dr. Jessica Ketterer, Dr. Mike Cusnir, Darin K. Spurlock, Collene Cumberbatch, and Dr. Omar Llaguna to empowering Q&A sessions moderated by dedicated patient advocates Jennifer Higgins-Spiers, Amy Jacobs, and Melani Vincelli, the symposium provided a platform for learning, sharing, and fostering hope in the fight against stomach cancer.

2023 NUTRITION PROGRAM

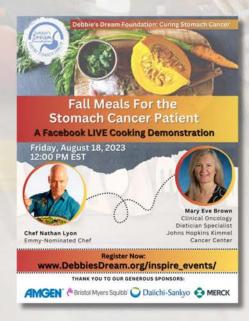
Patients and their loved ones frequently turn to DDF seeking guidance on navigating nutritional challenges throughout their cancer journey, particularly during festive seasons. In response, we've collaborated with culinary and nutrition specialists to curate a series of cooking videos and recipes tailored for those affected by gastric cancer. Explore our engaging cooking tutorials, specially modified recipes, and additional nutritional resources at www.DebbiesDream.org/resources/nutrition/.



LIVE COOKING DEMONSTRATIONS & RECIPES FOR STOMACH CANCER PATIENTS

In 2023, our Facebook LIVE cooking demonstration series, showcasing Seasonal Meals for Stomach Cancer Patients, remained a highlight, once again featuring the talents of Emmy-nominated Chef Nathan Lyon. Joined by Clinical Oncology Dietitian Mary-Eve Brown from Johns Hopkins, the series offered a fresh array of delectably adapted recipes, providing comfort and culinary variety to stomach cancer patients year-round. Chef Nathan and Mary-Eve Brown tackled frequently asked dietary questions, blending expertise and empathy to support the community's nutritional needs.









DDF's 11th Annual Stomach Cancer Capitol Hill Advocacy Day was a resounding success. One hundred forty-nine dedicated advocates representing 31 states converged virtually to amplify the voices of stomach cancer patients across the nation. Through 180 meetings with lawmakers, these impassioned advocates shared personal stories and compelling statistics, urging continued support for stomach cancer research funding.

The event also featured an inaugural Advocate Retreat, where experts from the National Institutes of Health provided invaluable insights on genetics, nutrition, and mental health for stomach cancer patients.

Led by our late founder Debbie Zelman's visionary spirit, these efforts have resulted in significant strides in securing federal funding for stomach cancer research. Over \$30.7 million has been allocated through the Department of Defense's Peer-Reviewed Cancer Research Program since 2015. These achievements underscore the enduring impact of DDF's advocacy initiatives and Debbie's indomitable legacy.



DDF's 2023 Inaugural Stomach Cancer Advocate Retreat speakers (I to r): Dr. Jeremy Davis, Dr. Amanda Rhodes, Dr. Rachael Lopez of the National Institutes of Health, and art therapist Emily Lipson.



SCHOLARSHIPS

2023 DDF YOUTH ART CONTEST

In 2023, DDF proudly continued its tradition of empowering young artists with the annual DDF Youth Art Contest. Open to individuals aged 18 and under nationwide, the contest invited participants with personal or indirect connections to cancer to express their visions of a cancer-free world through original artwork or photography. Among the standout winners were Abigail Daman, 18, from Crystal Lake, Illinois; Amani Morrison, 15, from Virginia Beach, Virginia; Maya Williams, 17, from Gwen Oak, Maryland; Kaiya Dixon, 17, from Wetumpka, Alabama; and Natalia Mar Moralez, 18, from Savannah, Georgia. Each recipient not only earned the honor of having their artwork featured on DDF greeting cards, fostering hope within the stomach cancer community, but also received a \$100 scholarship for their exceptional contributions. Additionally, Andrea Clarke, 16, from Arlington, Texas, received an honorable mention for her impactful piece, which will be repurposed in the Foundation's future advocacy efforts. These talented individuals exemplify the power of art to inspire change and unite communities in the fight against cancer."



CONGRATULATIONSI

Photos: The Reid Family (pictured above) hosts an annual Golf Tournament benefitting the Susan Haines Reid Scholarship Fund in honor of Susan Reid, who passed away from stomach cancer in 2015. The 2023 scholarship recipient Madison Guard (pictured to the right), was awarded a \$1,000 scholarship. DEBBIE'S DREAM FOUNDATION | 2023 ANNUAL REPORT

SUSAN HAINES REID SCHOLARSHIP FUND

In 2023, the Susan Haines Reid Scholarship Fund (SHRSF), in proud partnership with Debbie's Dream Foundation, hosted its 4th Annual Golf Tournament at King's Grant Golf & Country Club in Fayetteville, NC, on a bright and spirited Friday, May 19th. This heartening event, dedicated to the memory of Susan Reid—a devoted wife, mother, and fervent advocate for stomach cancer awareness who sadly passed in 2015—successfully continued its mission of support and remembrance. This year, the Reid family, alongside DDF, was thrilled to award a \$1,000 scholarship to Madison Guard, an aspiring Pine Forest High School student who commenced her studies at Greensboro College in the fall of 2023. The gathering celebrated Madison's academic and personal achievements and underscored the ongoing commitment to fostering education and supporting those impacted by stomach cancer in Susan's honor.

NOVEMBER IS GASTRIC CANCER AWARENESS MONTH















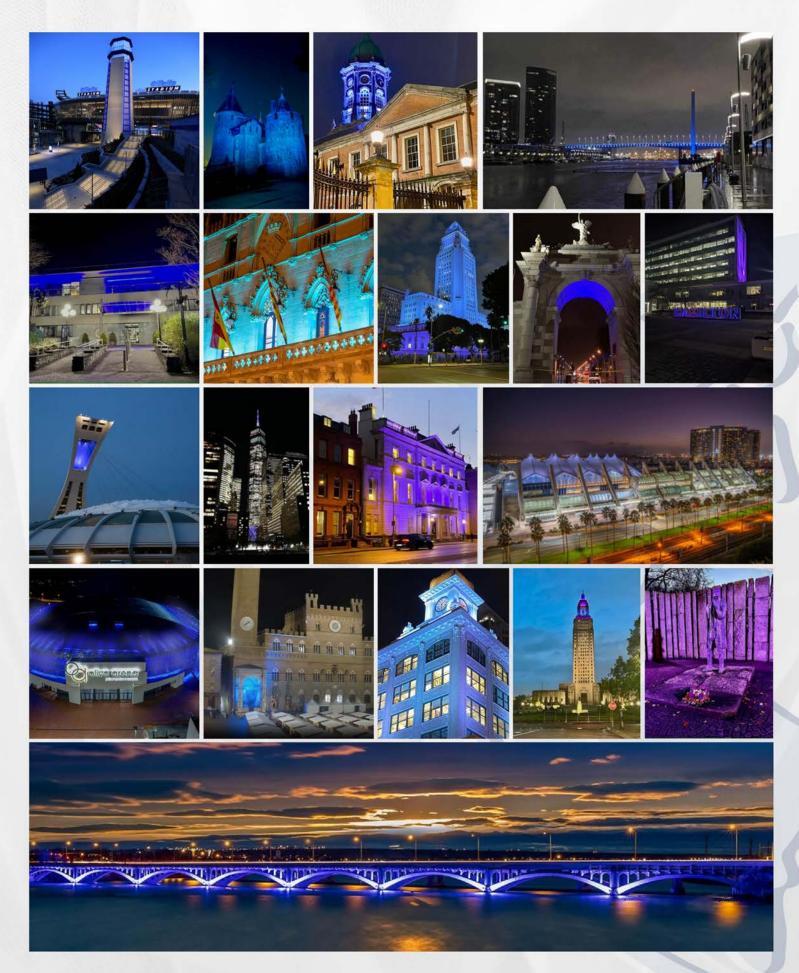






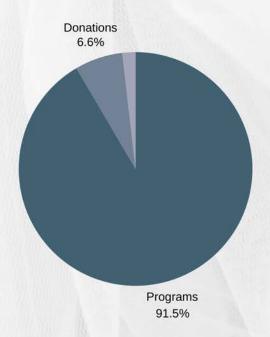
Our advocacy efforts extend beyond the nation's capital through active participation in groups such as One Voice Against Cancer, The Deadliest Cancers Coalition, Patient Equal Access Coalition, and State Patient Access Coalition. In 2023, we joined forces with the My Gut Feeling Stomach Cancer Foundation of Canada for their Power of Periwinkle campaign. Our collaborative efforts led to more than 175 monuments lit up worldwide in shades of periwinkle blue in honor of Stomach Cancer Awareness Day on November 30, 2023. To commemorate the occasion, DDF hosted The Power of Periwinkle Illumination Celebration and Dinner at the world-famous Guitar Hotel at Seminole Hard Rock in Hollywood, Florida, celebrating with leadership, patient advocates, and supporters.

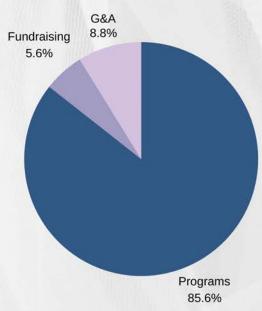




FINANCIALS







Total Revenue 2023 \$1,538,500

2%	Events
92%	Programs
6%	Donations

Total Expenses 2023 \$1,753,165

85%	Programs *
6%	Fundraising
9%	General & Admin

*2023 program expenses include \$714,000 awarded for research grant funding.



2023 CHAPTERS

DDF has chapters throughout the United States and Canada. Chapters are led by appointed DDF ambassadors who help raise awareness about our mission and resources and fundraise to support our cause.

DDF Chapters

Arkansas Chapter Bill Crismon

California San Diego Chapter Kathleen Clarke-Zumpone

California Temecula Chapter Cyndi Howard

Florida Jacksonville Chapter Marie Milton

Florida Tampa/Clearwater Chapter Kristi Sabbides

Illinois Chapter Norman Dinkel

Kansas Chapter Rebecca Caliendo

Kentucky Chapter Kirk Judy

Long Island Chapter Amy Jacobs

Louisiana Chapter Wesley Blake Vanderlaan, MD

Maine Chapter Anna Stoessinger

Maryland Baltimore Chapter Lisa Lorden

Massachusetts East Chapter Jennifer Higgins-Spiers

Massachusetts West Chapter Nicky LaValley

Michigan East James Hillard

Minnesota Central Chapter Colt Blunt Minnesota South Gabrielle Bouska

New Jersey North Chapter Nicole Woodward

New Jersey South Chapter Melani Vincelli

New York Albany Chapter Kim Hans

New York City Chapter Robert Mandel

North Carolina East Chapter Christy Leonard In Memory of Tony Leonard

North Carolina West Chapter Laura Lewin

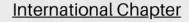
Ohio Chapter Paul & Angela Bosela and Sheila Gambaccini

Tennessee Chapter Heather Hewitt

Texas Chapter Pamela Pierce

Utah Chapter Rebecca Royer

Wisconsin Chapter Traci Parrott



Canada Chapter - British Columbia Millie McConnell



WAYS TO GET INVOLVED

PARTICIPATE

- Fundraisers and Events Turn your passion into action by hosting or attending a fundraising event.
- Chapters Start or join a chapter in your state or area. Host an information booth sharing information about DDF resources
- Patient Resource Mentor Become a PREP Mentor and help people like you who need a little inspiration to keep fighting.
- Share Your Story Share your story or the story of someone you know to inspire others, whether as a patient, family member, friend, loved one, or caregiver!
- Spread Awareness Help us spread the word by emailing and/or posting information about Debbie's Dream Foundation on Facebook, Instagram, Twitter, and more!

DONATE

- DDF is able to fund research, promote awareness, and provide education and support services to stomach cancer patients and their families because of generous donations.
- DDF is a 501(c)(3) charity, so all donations are tax-deductible.
- DDF encourages our supporters to design their own individual Facebook fundraising pages.
 This is a wonderful way to honor a loved one or support fundraising for an event.

ADVOCATE

- Have November declared as Curing Stomach Cancer Month in your state. Contact your elected officials to submit a proclamation request.
- Join DDF advocates and supporters from across the nation in Washington, DC, for our Annual DDF Stomach Cancer Capitol Hill Advocacy Day.
- Ask Congress to invest more federal resources in gastric cancer research and to again include stomach cancer as one of the cancers under the PRCRP.





LEADERSHIP

In Memoriam

Debbie L. Zelman, Esq. - Founder

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Robert Mandel, Esq. - VP
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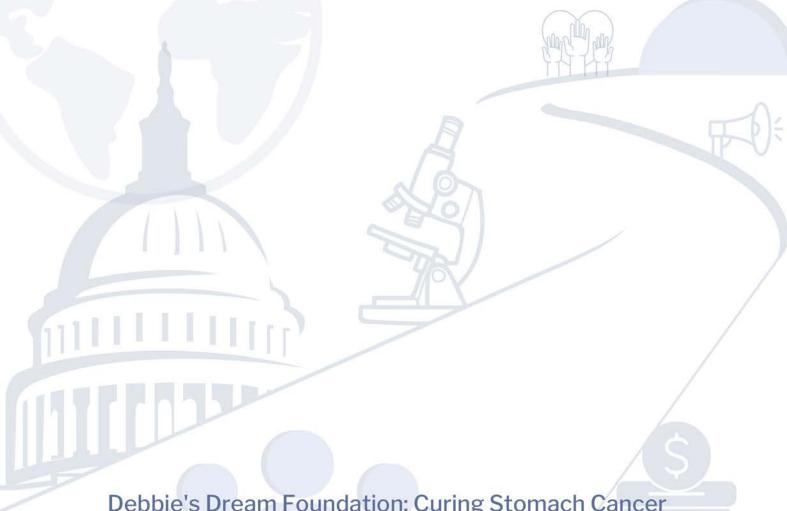
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Raising Awareness. Funding Research. Supporting Patients.

Achieving the DREAM!



Debbie's Dream Foundation: Curing Stomach Cancer

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