

# 2020 RUNDOWN



project  purple®  
— A WORLD WITHOUT PANCREATIC CANCER —

# THANK YOU!

Project Purple is an impact-driven organization with a vision of a world without pancreatic cancer. Our mission is to find a cure for pancreatic cancer and to improve the lives of patients through support, hope, and compassion.

2020 was challenging and unprecedented. We dealt with the COVID-19 pandemic shutting down the world and crippling the global economy. All of our original methods of fundraising were gone and we had to quickly brainstorm alternatives to our signature races, walks, and all fundraising efforts that involved social gatherings. Thankfully, the Project Purple community rallied together and created strong virtual alternatives, so that we could seamlessly continue our mission of

beating pancreatic cancer. Since the beginning of the pandemic (March 2020), we have had 33 virtual events with over 2,700 participants all across the globe-reaching people afflicted by this disease that we otherwise would not.

Despite the impact 2020 has had on all of us, we are thankful beyond words for the continuous support and dedication from the Project Purple community. The virtual effort, led by our supporters, has allowed us to continue striving towards our mission. Our fundraising efforts in 2020 allowed our Patient Financial Aid program to help 132 patients and families. In addition, we were able to fund our major research initiative, The PRECEDE Consortium. The PRECEDE Consortium was also able to launch the first of its kind wearable technology for pancreatic cancer high-risk patients, in an effort to create early detection screening.





# 2020 PATIENT FINANCIAL AID

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# \$45,964.96

PAID TO PATIENTS AND FAMILIES

# 4000+

MASKS SENT TO  
THOSE IN NEED



# 332

BLANKETS SENT  
TO PATIENTS

# 464

PATIENTS HELPED



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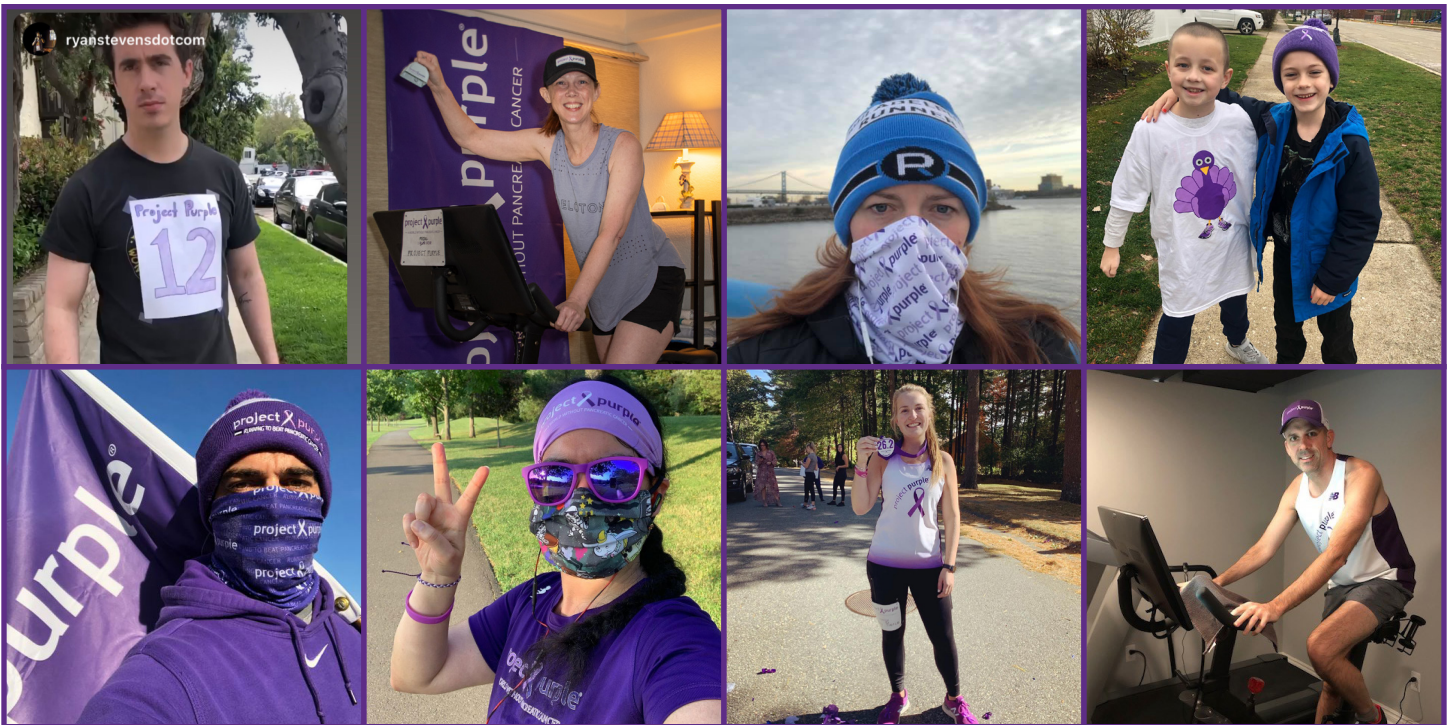
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# 2020 VIRTUAL EVENTS

# 2,700+

# VIRTUAL PARTICIPANTS IN

# 33 SEPARATE VIRTUAL EVENTS



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# SCIENTIFIC RESEARCH GRANTS

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<b>2012</b>	<ul style="list-style-type: none"><li>- \$5,000: Griffin Hospital</li><li>- \$10,000: St. Vincent's Hospital</li></ul>
<b>2013</b>	<ul style="list-style-type: none"><li>- \$35,000: Tufts Medical Center</li><li>- \$35,000: Beth Israel Deaconess Medical Center</li></ul>
<b>2014</b>	<ul style="list-style-type: none"><li>- \$150,000: University of Nebraska Medical Center</li><li>- \$10,000: University of Pittsburgh Medical Center</li></ul>
<b>2015</b>	<ul style="list-style-type: none"><li>- \$52,000: Jane Snyder Fellowship Grant</li><li>- \$250,000: Columbia University and New York University collaborative research</li></ul>
<b>2016</b>	<ul style="list-style-type: none"><li>- \$140,000: University of Nebraska Medical Center</li><li>- \$150,000: MD Anderson</li><li>- \$10,000: University of California, Los Angeles</li></ul>
<b>2017</b>	<ul style="list-style-type: none"><li>- \$52,000: University of Nebraska Medical Center</li></ul>
<b>2018</b>	<ul style="list-style-type: none"><li>- \$37,500: University of Chicago</li><li>- \$1,250,000: Arbor Research Collaborative for Health</li></ul>
<b>2019</b>	<ul style="list-style-type: none"><li>- \$37,500: University of Chicago</li></ul>
<b>2020</b>	<ul style="list-style-type: none"><li>- \$30,000: University of Nebraska Medical Center</li><li>- \$10,000: Sheba Medical Center Tel Aviv Israel</li></ul>

**Total given: \$2,264,000**

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# DECADE IN REVIEW

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- 2010** - Project Purple was established, officially starting our mission to find a cure for pancreatic cancer and to improve the lives of patients through support, hope, and compassion.
- 2011** - Project Purple began to center fundraising around running, and the Blankets of Hope care package program was launched.
- 2012** - The Patient Financial Aid, Research, and Scholarship programs were launched, expanding the impact of Project Purple.
- 2013** - Project Purple launched our marathon program and had its first marathon team, which raised \$42,000 at the NYC Full Marathon.
- 2014** - Project Purple became an official charity partner for 3 of the 6 worldwide marathons: Boston, Chicago & NYC.
- 2015** - The Push Pull for Pancreatic Cancer program was launched. This expanded our fundraising to more fitness methods.
- 2016** - Project Purple launched the Steps for a Cure program. This allowed people of all fitness levels to participate in fundraising.
- 2017** - The Project Purple Podcast was launched, with an aim to spread awareness of Pancreatic Cancer through stories of survivors, researchers, doctors, family members, Project Purple staff, and more.
- 2018** - NYC Marathon team set fundraising record with over \$487,000 raised.  
- Project Purple gave a \$1.25 million grant to NYU to establish the first center focused on the early detection and treatment of pancreatic cancer.
- 2019** - Chicago Marathon team sets fundraising record with over \$235,000 raised.  
- The Precede Consortium, the largest early detection consortium in the world, was established – funded by Project Purple.
- 2020** - Project Purple pushes through the COVID-19 pandemic, distributing over 4,000 masks and hosting 33 virtual events.
- 2021** - Project Purple will become an official charity partner of 4 of the 6 major world marathons: Berlin, London, NYC & Chicago.



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# HELP US CONTINUE THE FIGHT IN 2021!

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**Donate:** A donation to Project Purple helps us fund our mission of finding a cure for pancreatic cancer and improves the lives of patients fighting.



**Volunteer:** We are always looking for volunteers to join us at the various races and events we participate at throughout the year.



**Walk:** Participate in our charity walks, or walk from home via our virtual series, to help Project Purple fund research and patient assistance.



**Run:** Join our running teams at races around the world, or run from home via our virtual series, to raise funds and awareness for Project Purple.



**Work Out:** Put your muscles to work for pancreatic cancer! Register your gym or join a participating one to work towards finding a cure.



[projectpurple.org](https://projectpurple.org)



203.714.6052



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