



2024 Annual Report



Research, Support,
Real Impact

Celebrating 15
Years in '25

Fueling Hope,
Funding Progress

2024 Grants



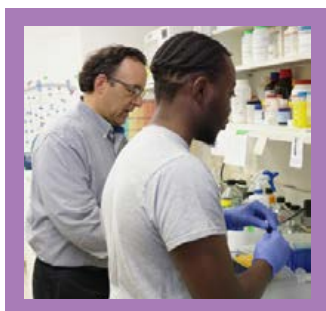
* HARTFORD HEALTHCARE

Project Purple has awarded a \$750,000 grant to Hartford HealthCare to establish Connecticut’s largest high-risk pancreatic cancer screening program. This initiative aims to improve early detection, increase accessibility, and enhance patient outcomes, with the goal of creating a model that can be expanded nationwide.



* DUKE UNIVERSITY

Project Purple awarded \$250,000 to Duke University researchers, including \$150,000 to Dr. Peter Allen for studying IPMN sub-types and \$100,000 to Dr. Elishama Kanu for genomic profiling of high-risk biomarkers. An additional \$100,000 was granted to complete Duke’s Prevention of Progression to Pancreatic Cancer Trial.



* UNIVERSITY OF ILLINOIS CANCER CENTER

Project Purple awarded a \$75,000 grant to Dr. Paul Grippo of the University of Illinois Cancer Center to support research on using CRF technology with endoscopic ultrasound for early pancreatic cancer detection. This funding, in collaboration with the Team Carone Foundation, aims to improve early diagnosis and treatment.

Over \$3,500,000 Funded

CENTERS WE PARTNERED WITH



Patient Aid Programs



\$315,000+
PAID OUT

315+
FAMILIES HELPED

700+
BLANKETS OF HOPE
SENT

\$1,300,000+
AWARDED TO
PATIENTS & FAMILIES
SINCE INCEPTION

Kesha's Journey with Pancreatic Cancer

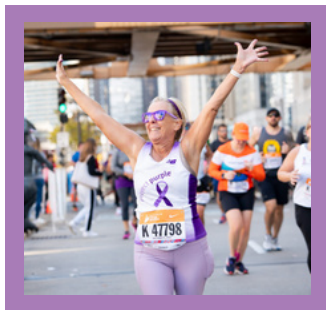
After more than 12 years as a medical assistant, Kesha Troublefield's keen eye for symptoms led to an early pancreatic cancer diagnosis. Noticing an unusual change in her urine, she advocated for additional testing, which ultimately revealed cancerous markers.

Through a challenging journey of surgeries and chemotherapy, Kesha remained resilient, crediting her positive mindset and support system for helping her through. With the assistance of Project Purple's Patient Financial Aid Program, she was able to manage financial burdens during treatment.

Kesha now encourages others to be proactive in their care, seek available resources, and never face the battle alone.



2024 Events



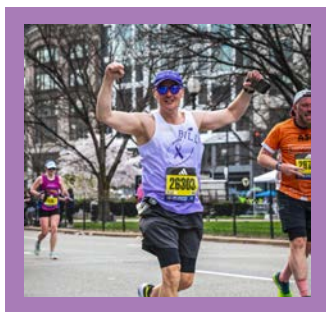
* BIGGEST RACES

In 2024, Project Purple achieved impressive fundraising totals through its race events, raising \$617,551 in NYC, \$470,229 in Chicago, and \$142,223 in London.



* ANNUAL CHARITY GOLF CLASSIC

On June 3rd at the pristine Shorehaven Golf Club, we had our Charity Golf Classic presented by Hartford Healthcare. This amazing event raised over \$130,000 and counting all for a world without pancreatic cancer!



* ENDURANCE TEAMS

A remarkable \$1,700,000 was raised through the efforts of our community, helping to fund vital programs and support those in need. This incredible achievement wouldn't have been possible without the dedication of over 500 runners who took part in these events.

Record Breaking \$2,700,000+ Raised

**Official Charity
Partner to all 7
World Major
Marathons**



Our Reach

The Project Purple Podcast, with 100,000 audio plays and counting, is the largest pancreatic cancer-focused podcast in the world, and we have a following on every major social media platform. We also recently launched Project Purple Sports to empower student-athletes to make a difference.

4,000,000+

Accounts Reached via Social Media

35,000+

Social Media Followers

100,000+

Podcast Audio Plays

155,000+

YouTube Views

16,000+

YouTube Hours Watched



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15 YEARS OF IMPACT



**WE WANT TO
MAKE 2025 OUR
BIGGEST YEAR
EVER! YOU CAN
MAKE IT HAPPEN!**

Join us in our mission to fight pancreatic cancer.

Here's how you can help:

Donate Now:

Every dollar makes
a difference!

Sign Up for an Event:

Participate in one of
our events!

VISIT PROJECTPURPLE.ORG

