



2025 Annual Report

**Research, Support,
Real Impact**

**Fueling Hope,
Funding Progress**

► Patient Aid Programs



\$350,000+

Paid Out To
Patients &
Families

395

Patients &
Families
Supported

600+

Blankets Of
Hope Sent
To Patients

\$1,500,000+

Awarded To
Patients Since
Inception

► John's Journey

Facing pancreatic cancer can shift the center of a person's life in an instant. For John Sangerman, that moment came suddenly. One day, routines felt familiar and steady; the next, he faced the uncertainty of a pancreatic cancer diagnosis. Suddenly, every part of his life, from work and family to daily tasks, required new adjustments, strength, and resolve.

Amid the fear and the unknown, John found support in unexpected places. A simple search for help led him to **Project Purple's Patient Financial Aid Program**, a resource that provided not just financial relief, but guidance, reassurance, and the knowledge that he didn't have to face this journey alone.



► Research Committee

To further our mission, Project Purple is proud to announce the formation of our **Multidisciplinary Research Committee**. This esteemed group of experts will select future grant recipients, ensuring your generous donations fund the most promising and transformative pancreatic cancer research.

Composed of leaders across oncology and clinical research, the committee evaluates proposals from every angle to maximize the reach of every dollar. By bridging diverse fields, this team identifies synergistic breakthroughs that lead to more objective, cutting-edge funding decisions.

► Meet The Committee



Dr. Bret Schipper, M.D., FACS, PE - Chief of Surgical Oncology, Hartford Hospital



Dr. Peter J. Allen, M.D. – Chief of Surgical Oncology, Duke University



Dr. Eugene Koay, M.D., Ph.D. – Scientific Director of the Pancreas Center, MD Anderson



Dr. Despina Siolas, M.D., Ph.D. – Assistant Professor of Medicine, Weill Cornell Medicine



Dr. Jonathan Brody, Ph.D. – Professor and Vice Chair of Research, OHSU



Dino Verrelli – Founder & CEO, Project Purple

► Endurance Teams



\$2,750,000+

Raised Across
All Of Our
2025 Teams

640+

Runners On
One Of 2025
Run Teams

20+

Official Race
Partnerships
Worldwide

500,000+

Miles Ran By
Our 2025 Run
Teams

Our endurance program set records in 2025 for both participation and funds raised! Project Purple is one of the few charities that are official charity partners of all **7 Abbott World Marathon Majors**.

We also have many other official charity race partnerships, along with a Pioneer Program that allows you to run with us at any race where we aren't an official partner yet. In 2025, our endurance program saw impressive results, raising **\$800,825** at the Chicago Marathon, **\$738,842** at the NYC Marathon, **\$261,870** at the London Marathon, and **\$197,801** at the Boston Marathon.



RUN WITH US IN 2026:

WWW.PROJECTPURPLE.ORG/EVENTS

► Community Initiatives



At Project Purple, we know the power of community. In 2025, our community initiatives raised over **\$350,000!** From local fundraisers to awareness gatherings, these events—big and small—were hosted by community members looking to make a meaningful impact in the fight against pancreatic cancer.

**HOST YOUR OWN EVENT:
WWW.PROJECTPURPLE.ORG
/COMMUNITY**

► Virtual/Run Walks

Our Virtual Events Series and Steps For A Cure Run/Walk Program expanded our reach, offering more ways for supporters nationwide to join our mission of a world without pancreatic cancer. In 2025, these programs saw incredible success, engaging over **3,200** participants and raising more than **\$360,000!**

**GET INVOLVED HERE:
WWW.PROJECTPURPLE.ORG
/EVENTS**



► Project Purple Sports



2025 was a record-breaking year for Project Purple Sports! We raised nearly **\$30,000** and reached over **20** schools nationwide. By leveraging the power of sports, we empower student-athletes to make a difference through awareness games, building Blankets of Hope, and more.

GET INVOLVED HERE:
WWW.PROJECTPURPLE.ORG
/SPORTS

► Ambassador Program

Our Ambassador Program is on the front lines every day for Project Purple, raising awareness and funds! In 2025, **more than 30** Ambassadors nationwide brought our mission to their communities and beyond. Because of their dedication, we continue to set records and increase our impact year after year!



► Our Reach

We have ambassadors and in-person events in several states and countries every year, as well as virtual events with a worldwide audience. The Project Purple Podcast, with 300,000 plays and counting, is the largest pancreatic cancer-focused podcast in the world, and we have a following on every major social media platform. This allows your sponsorship to reach a broad audience, in addition to website and in-person advertisement presence at our events.



10,000,000+
Accounts Reached via Social Media

40,000+
Social Media Followers

150,000+
Podcast Audio Plays

225,000+
YouTube Views

28,000+
YouTube Hours Watched