

2025-2026

IMPACT REPORT

A year of reaching more people, listening more closely, and building for what's next.

Cancer bag it

Be Informed. Be Empowered.
Manténgase informado y capacitado

Putting Support in the Hands of People Affected by Cancer



110,629

Bag It Bags distributed since 2003

Reaching People Across the Country

49 states, Washington, D.C., and Puerto Rico

A Growing Family of Resources

19 Bag It Bag options:

- 2 general
  - English + Spanish Bicultural Bags
- 17 cancer-specific
  - 11 English + 6 Spanish



Bag It Cancer-Specific Bags and Our Partners

CLL SOCIETY	Chronic Lymphocytic Leukemia
COLONTOWN	Colorectal Cancer
nbmtLINK	Graft-Versus-Host Disease
THANC guide	Head & Neck Cancers
GO2 FOR LUNG CANCER	Lung Cancer
BREASTCANCER.ORG	Metastatic Breast Cancer
HealthTree Foundation for Multiple Myeloma	Multiple Myeloma
ZERO PROSTATE CANCER	Early-Stage and Advanced Stage Prostate Cancers
HOPE FOR STOMACH CANCER	Stomach Cancer
SHARE CANCER SUPPORT	Uterine Cancer

Better Organized. Less Worried. More Confident.

93% Felt better organized

91% Felt better able to cope/worry less

93% Felt more confident speaking up

Based on 44 recipient feedback responses.

A cancer diagnosis can bring uncertainty, information overload and difficult decisions. Recipients tell us the Bag It Bag helps bring structure and reassurance during a time when there is a lot to manage.

"It was great to be able to show up at the hospital with my binder and say, 'Okay, these are the medications that I'm on, and these are the last time I took them.'"

– Nicole, Bag It Bag recipient

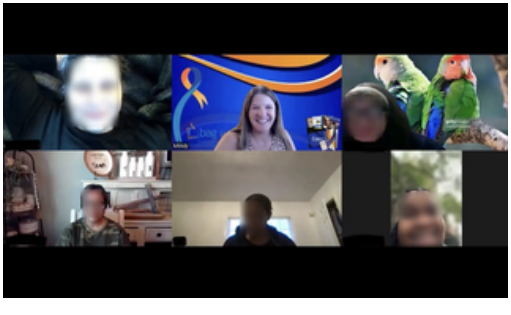
We Listened.

Bag It Cancer is evolving, and the people who use and deliver it are helping shape what's next. We asked people who experience Bag It from different perspectives to tell us what is working, what could be better, and what they need next.

- **22** Recipients participated in 2025–26 focus groups
- **10** Healthcare providers participated in the 2026 materials review
- **14** THRIVE Advocates participated in the 2026 materials review

What We Heard

- Keep it tangible. Patients strongly value the physical binder and having one place to keep everything.
- Get it there sooner. Recipients consistently said they wished they had received the Bag It Bag at diagnosis or earlier.
- Help with the practical stuff. Appointment preparation, symptom tracking, medications and questions remain important needs.
- Support the whole journey. Participants asked for more caregiver and survivorship resources.
- Add digital support, but don't replace the bag. QR codes and downloadable tools can complement the physical experience.



We Listened. We are Taking Action.

We're using this feedback to guide updates to the Bag It experience, with a refreshed Bag It Bag planned for launch in early 2027.

One Place. More Clarity. More Control.

The Bag It Bag brings trusted information, practical tools and personal organization together in one place, helping people feel more prepared to navigate their cancer experience.



A Resource Worth Passing Along

When Candi received her Bag It Bag after a second cancer diagnosis, she immediately appreciated how organized and easy to use it was. When a friend was newly diagnosed, Candi shared her Bag It Bag with her so she would have that support at the beginning of her journey.

"She was just diagnosed and I'm like, this is so good for you."
— Candi, Bag It Bag recipient

What the Bag It Bag Provides



- **Organization**
  One place to keep information, notes, contacts and important documents.
- **Trusted information**
  Vetted resources that help people know what to ask, understand and expect.
- **Practical tools**
  Questions, worksheets, planners and tools that help people prepare.
- **Emotional support**
  Resources that help people feel less overwhelmed and more confident.



The Bag It Bag won the 2025 Excellence in Cancer Patient Education Award. Presented by the American Association for Cancer Education

Strengthening the Work. Expanding the Impact.

2025-2026 was the first year of implementing our refreshed strategic plan, strengthening the foundation behind the mission while continuing to listen to the people we serve.

Building a Stronger Bag It

NEW
Donor CRM Implemented

20
Operating procedures created, updated, or reviewed

NEW
Strategic Plan and dashboard developed

REVIEW
Patients, HCPs and THRIVE Advocates helped review Bag It materials

What Healthcare Providers See

"The Bag It Bags are an invaluable resource in these moments. By providing patients with organized, accessible information about their disease, the bags empower them to feel more informed, prepared, and in control of their care."

Kelly Marre, LCSW, OSW-C
Central Peninsula Oncology, Alaska

Escape to THRIVE



Escape to THRIVE brings cancer advocates together for learning, connection and renewal - building knowledge and skills, strengthening leadership, and creating space for advocates to care for themselves while advancing cancer patient education and outreach.

THRIVE OVER TIME

220+ organizations represented
14 conferences over 15 years

THRIVE 2026

- 28 advocates
- 19 states + Canada
- 14 cancer types
- 96% rated the conference 8/10+

What's Next?
Our vision is simple.

Bag It is first in mind when a cancer diagnosis is given.

Over the past year, we listened, learned, and strengthened the foundation for the next phase of Bag It. As we enter the 2nd year of our strategic plan, we are focused on putting what we learned into action: reaching more people earlier, strengthening the Bag It experience, demonstrating our impact, and building the partnerships and resources needed to grow sustainably.

Priorities Ahead for Bag It Cancer

Reach more people

Expand awareness and access through healthcare providers, partners and advocates.

Strengthen the experience

Continue refining resources around what patients and caregivers tell us they need most.

Demonstrate impact

Build the evidence that shows how Bag It helps people navigate cancer with greater confidence.

Grow sustainably

Strengthen the people, partnerships, systems and funding that make our mission possible.



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