

FUCKCANCER™

2025

# FUCK CANCER

IMPACT REPORT





# LETTER FROM THE CEO

In 2025, Fuck Cancer reached more people than ever through screenings, vaccinations, and education, especially in communities that are too often overlooked. We continued our mission to advance health equity through early detection and prevention initiatives, while providing programs and resources to support those affected by cancer.

In a time marked by division and misinformation, our work has never been more important. As funding for essential health services continues to decline, Fuck Cancer remains committed to filling the gap, bringing free and empowering support directly to the people in our community who need it most.

We're proud to stand alongside incredible partners like FIGS, Little Words Project, and The Berlanti Family Foundation, and to welcome new supporters like Penelope Bourbon and many others. Their belief in our mission ensures that our programs remain strong and impactful, even in uncertain times.

No one chooses to be part of the cancer community, but if you've found yourself here, please know this: we're honored to be standing with you. You remind us why it's so important to provide high-quality programs and educational resources, supporting those navigating cancer today and helping reduce risk for tomorrow.

From my heart, and on behalf of everyone at Fuck Cancer, thank you for your continued support. Here's to a new year filled with compassion, resilience, and hope.



**Heather Kun, MS PhD**  
**Fuck Cancer CEO**





# 2025 IN REVIEW

15,562

CANCER SCREENINGS  
PROVIDED

6,691

MEALS DELIVERED TO  
HOMEBOUND PATIENTS

130 MILLION

PEOPLE REACHED WITH  
DIGITAL EDUCATION

2,133



rides provided  
to treatment

56



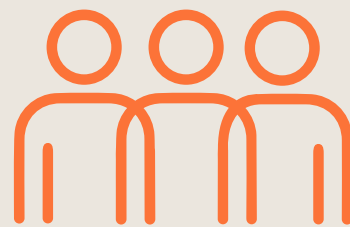
patients & caregivers  
matched with cancer  
navigators

8,033



HPV vaccines given

30



support group  
members served

110



cancer survivors  
tattooed

1,500+



people attended  
events

\* This data is YTD as of December 1, 2025. Final year-end data will be updated on our website.



# WHAT'S NEW?

FEATURED

This year, we expanded both our digital education campaigns and our on-the-ground programs to spread early detection awareness and support for those impacted by cancer even further.

## PICK UP YOUR POOP

Your dog wants you to pick up your poop.

Colon cancer is on the rise in Americans under 50, but if you find it early, it can be easier to treat. Besides – you’re already comfortable with your dog’s poop, so why not your own? As part of the Pick Up Your Poop campaign, we built an AI tool to create personalized videos urging your loved ones to get screened for colorectal cancer — starring their favorite four-legged friends. The campaign was recognized globally, winning Bronze in the Pharma category at Cannes Lions 2025.



## SKIN CANCER EARLY DETECTION

Motorsports + Beauty Salons = Early Detection Champions

This year, we teamed up with Team Truck Melanoma and The Closer Look Project to bring skin cancer early detection to even more communities. Through our work with Team Truck Melanoma, we’re providing education and skin screenings at motorsports events. With The Closer Look Project, we’re helping to train beauty and personal care professionals how to spot suspicious moles on their clients and connect them with follow-up healthcare.



## MARK OF LIFE

Redefining marks of survival into symbols of inspiration.

It’s common for cancer patients to receive a tattoo during radiation therapy to more precisely aim treatments. These markers are part of potentially life-saving measures, but they can also be a painful reminder of cancer. The Mark of Life campaign helped connect survivors with talented tattoo artists to turn their radiation markers into a symbol of hope and optimism.



## P.INK ANGEL FUND

Reclaiming your body after breast cancer.

Expanding our incredibly successful Personal Ink program, we launched the P.ink Angel Fund this year to fill the gap for breast cancer survivors who are ineligible for P.ink Days, but are looking for closure through art. By connecting individual recipients with trusted artists to get a free tattoo to cover lumpectomy scars, port scars, or male mastectomy scars, the Angel Fund aims to provide healing to all breast cancer survivors.





# PREVENTING CANCER

IS POSSIBLE!

Almost 40,000 people are diagnosed with HPV-associated cancers every year in the U.S.

The HPV vaccine is one of only vaccines available to prevent cancer, and it's capable of preventing more than 90% of cancers that are associated with HPV. Unfortunately, many people haven't heard of the vaccine or haven't gotten it, and are therefore unprotected. We offer programs in California and Oklahoma to increase HPV vaccination rates among 9-25 year olds. Together, we are lowering cancer risk among these populations.

OUR PARTNERS:

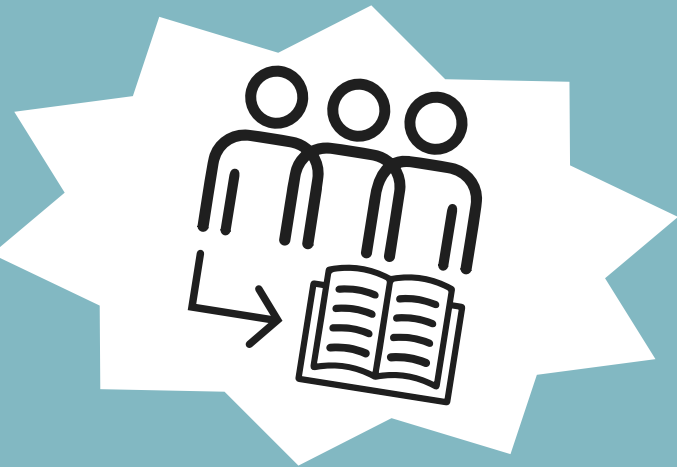


8,033

HPV VACCINES  
GIVEN



19,024



TEENS & PARENTS  
REACHED WITH EDUCATION  
ON CANCER PREVENTION



48



STUDENTS TRAINED AS  
PEER HEALTH ADVOCATES

# EARLY DETECTION

SAVES LIVES

Most cancers are curable when caught in Stage I.

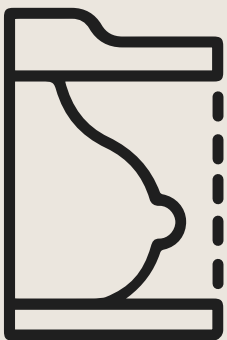
We work with non-profits and health clinics in high-risk communities to provide free and low-cost cancer screenings and increase awareness of the importance of early detection.

With our non-profit partners, we're taking skin cancer screenings and education to meet people where they already are. Whether you're at a motor sports race or in a beauty salon, our programs make sure everyone is learning about the importance of early detection.

OUR PARTNERS:



Cancer screenings provided:

2,972  BREAST

67  CERVICAL

12,453  COLORECTAL

70  SKIN

63,611 PATIENTS REACHED WITH  
EDUCATION ON EARLY DETECTION





# LIFE WITH CANCER



Whether you're a patient or caregiver, dealing with cancer can be incredibly challenging.

Our programs provide people diagnosed with cancer, their families, and support networks with the tools and resources they need to make life a little easier.

## THE FC CARELINE

When you or someone you love is diagnosed with cancer, it's hard to know where to start. We provide personalized cancer navigators to quarterback care for people with cancer and their caregivers.

56

PATIENTS AND  
CAREGIVERS HELPED



## FOOD SECURITY

We battle food insecurity among people with cancer by providing healthy meals to those who need them most. In Los Angeles, we're delivering medically appropriate meals to homebound Spanish-speaking patients.

6,691



MEALS DELIVERED

## SUPPORT GROUPS

We offer virtual support groups to help our community when they're going through it. Whether you have cancer or you're a caregiver, we have a support network for you. This year, we offered a LGBTQIA+ patient group and a Young Adult caregiver group.

30



SUPPORT GROUP  
MEMBERS SERVED

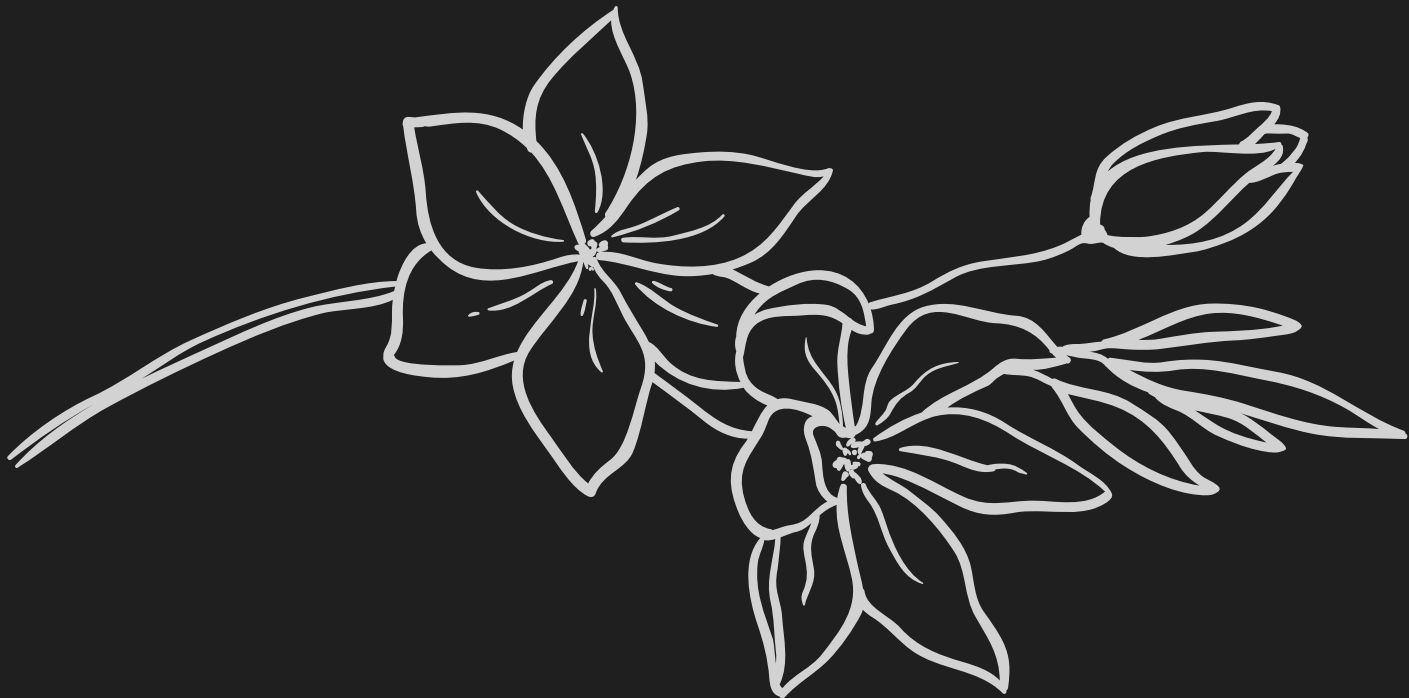


# PERSONAL *ink*

Personal Ink (P.ink) is dedicated to empowering people to reclaim their bodies after breast cancer treatment. Through education and connection with experienced tattoo artists, we are committed to ensuring that breast cancer never has to leave the last mark.



This year, we grew P.ink by creating the P.ink Angel Fund. This has expanded our support to include breast cancer survivors who have lumpectomy scars, port scars, or male mastectomy.



Hosted  
**19** *P.ink* **DAYS**

**110** Breast cancer survivors tattooed





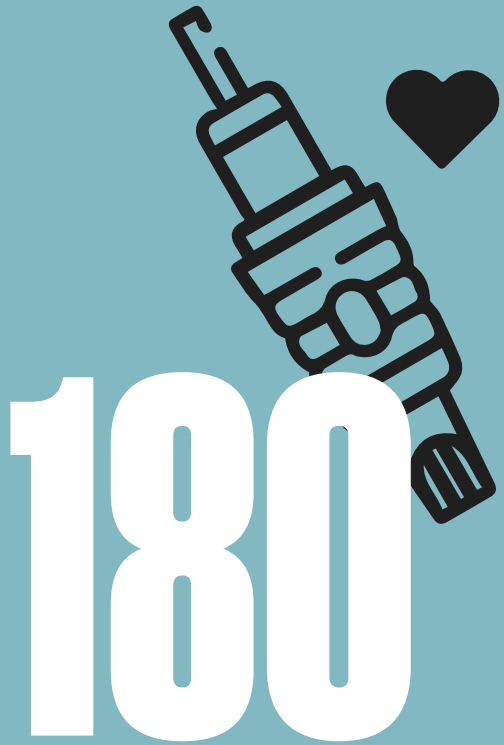
# DIGITAL EDUCATION

We create digital education campaigns with a purpose. This year, we homed in on colorectal cancer, skin cancer, and supporting those who have undergone radiation therapy.



## MARK OF LIFE

The Mark of Life campaign built on our work with Personal Ink to ensure that cancer never gets to leave the last mark. By connecting cancer survivors with talented tattoo artists, we helped people with radiation therapy markers take back their bodies.



**TATTOO ARTISTS  
PARTICIPATED**

## PICK UP YOUR POOP

Pick Up Your Poop leaned into our love for our furry friends to encourage people to use a stool-based test to screen for colorectal cancer. At the end of the day, we're really just wondering, "If you're already comfortable with your dog's poop, why not your own?"

**144,607,102** PEOPLE  
REACHED





# EVENTS FOR A CAUSE

We bring the Fuck Cancer community together for good times that also do good. With influencers and DJs joining the fun, every event fuels our programs to support those impacted by cancer.



## TAKEOVER MARATHONS

Every month, we gather our favorite streamers on Twitch for a weekend of community building and fundraising.

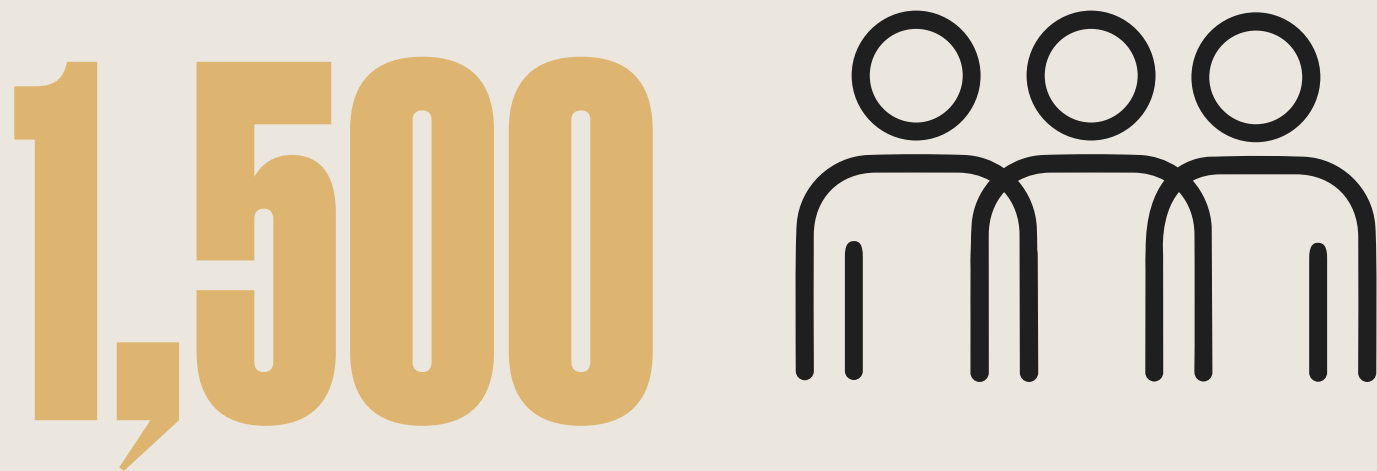


STREAMERS HOSTED 13 TAKEOVER MARATHONS



## PARTIES & EVENTS

The Fuck Cancer community knows how to party for a purpose. All of our events directly fund our programs to help people impacted by cancer.



PEOPLE ATTENDED IN-PERSON EVENTS



# THANK YOU!

On behalf of the Fuck Cancer community, thank you! We are excited to continue our work helping everyone affected by cancer.

You can continue to support our work at [letsfcancer.com/donate](https://letsfcancer.com/donate)

**DONATE NOW**

