



WORLD **PANCREATIC**  
CANCER COALITION.

# World Pancreatic Cancer Coalition 2017-2018

**Julie Fleshman**

*Chair, WPCC*

*President and CEO, PanCAN*

# Worldwide Pancreatic Cancer Facts



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- Every day, **more than 1,000** people worldwide will be diagnosed with pancreatic cancer, and an estimated **985 will die** from the disease
- Just **2-10 percent** of those diagnosed survive five years

# WPCC Purpose and Mission



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Through global collaboration, members are able to **raise awareness** of pancreatic cancer and **strengthen** the capacity and individual efforts of all member organizations.

Our mission is to **drive transformational change** for all those affected by pancreatic cancer.

# History



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<b>May 2014</b>	First European meeting in Zurich, Switzerland
<b>November 2014</b>	Launched inaugural WPCD
<b>2014 &amp; 2015</b>	Meetings in Amsterdam, Prague, Geneva, Brussels
<b>July 2015</b>	North American Pancreatic Cancer Meeting
<b>November 2015</b>	2 <sup>nd</sup> WPCD
<b>December 2015</b>	Invitations go out to potential WPCC members
<b>May 2016</b>	Official launch and inaugural Annual WPCC meeting
<b>November 2016</b>	3 <sup>rd</sup> WPCD
<b>May 2017</b>	2 <sup>nd</sup> Annual WPCC meeting
<b>November 2017</b>	4 <sup>th</sup> WPCD
<b>May 2018</b>	3 <sup>rd</sup> Annual WPCC meeting

# WPCC Structure



WORLD PANCREATIC  
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A collaborative effort of pancreatic cancer  
advocacy nonprofit groups

Coalition (not a legal entity)

Leadership provided by a Committee  
Structure



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## Efforts of the Coalition

### Annual Meeting

Members **share experiences and expertise** to learn from each other and to strengthen the impact of all Coalition members

### World Pancreatic Cancer Day (WPCD)

Global collaboration to raise awareness of pancreatic cancer to **save lives**

# WPCC Membership



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## May 2018:

- 74 member organizations
- 31 countries represented

# WPCC Member Organization Activities



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# Welcome New Members



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- Breakthrough Cancer Research (Ireland) May 2017
- Kenya Pancreatic Cancer Trust (Kenya) May 2017
- Onkomajak (Czech Republic) July 2017
- Living with Hope (Netherlands) Oct 2017
- Fondazione Nadia Valsecchi (Italy) Dec 2017
- My Everest Association (Italy) Feb 2018
- Destroy Pancreatic Cancer (US) Nov 2017
- Declare Hope (US) Sep 2017
- John E. Sabga (Trinidad and Tobago) Nov 2017
- PC Matters (Australia) Feb 2018

# Attendance: Coral Gables, Florida

**40 member organizations,  
22 countries represented**



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Argentina

Australia

Austria

Belgium

Brazil

Canada

Czech Republic

France

Greece

Hungary

Italy

Japan

Mexico

Norway

Scotland

Slovakia

Slovenia

Spain

Sweden

Trinidad and Tobago

United Kingdom

USA

# WPCCC Steering Committee



WORLD PANCREATIC  
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- Julie Fleshman, Chair  
*Pancreatic Cancer Action Network (USA)*
- Michelle Capobianco  
*Pancreatic Cancer Canada (Canada)*
- Stefanie Condon-Oldreive  
*Craig's Cause for Pancreatic Cancer Society (Canada)*
- Cindy Gavin  
*Let's Win! Pancreatic Cancer (USA)*
- Carl Hamilton  
*PALEMA (Sweden)*
- Barbara Kenner  
*Kenner Family Research Fund (USA)*
- Ali Stunt  
*Pancreatic Cancer Action (UK)*

# WPCD Committee



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- Ali Stunt, Chair  
*Pancreatic Cancer Action (UK)*
- Jessica Abelsohn  
*#Purpleourworld (Australia)*
- Kate Elliot  
*Craig's Cause Pancreatic Cancer Society (Canada)*
- Louise Ellis  
*Pancreatic Cancer UK (UK)*
- Anna Rek  
*European Patient Cancer Coalition (Belgium)*
- Scott Saunders  
*The JCM Foundation (USA)*



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# Annual Meeting Working Group

- Barbara Kenner  
*Kenner Family Research Fund*
- Cindy Gavin  
*Let's Win! Pancreatic Cancer*

# Special Thanks!



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- Clara MacKay  
*WPCC Project Lead*
- Jenny Isaacson  
*VP Strategic Partnerships and Projects, PanCAN*



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# Accomplishments 2017

# WPCC Annual Meeting 2017



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- Held in Montreal
- Hosted by Pancreatic Cancer Canada and Craig's Cause for Pancreatic Cancer Society
- 40 organizations attended, representing 20 countries



# WPCD 2017



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- Nearly 245 stories were published, reaching an audience of 150 million
- More than 800 stories were published about WPCD, resulting in more than 745 million impressions
- More than 396,000 people engaging on social media
- Content reached an audience of more than 332 million
- More than 150 landmarks were purple including the Sydney Opera House, Niagara Falls and Trafalgar Square
- Celebrities, lawmakers and newscasters around the world wore purple in support and shared photos of themselves

# Social Media



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## WPCC

### Facebook

- New likes: +1597
- Total reach: 1226.6k
- Engaged users: 47k
- Closed FB group: 53 members

### Twitter

- New likes: +252
- Total reach: 771k

### Instagram

- New likes: +115

## WPCD

### Facebook

- New likes: +4732
- Total reach: 3760.3k
- Engaged users: 161.6k

### Twitter

- New likes: +396
- Total reach: 2,099.3k

### Instagram

- Total impressions: 37.2k

# Operational Highlights



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- Updated WPCCC and WPCCD committee descriptions, terms and recruitment process
- Website refresh on both the coalition and day websites
- Conducted two member surveys: annual meeting and post-WPCCD
- Conducted 8 one-to-one WPCCD interviews with a range of member organizations
- Introduced new member application form and welcome letter
- Secured service marks for WPCCC, WPCCD and Demand Better

# Capacity Building and Learning



WORLD **PANCREATIC**  
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- Annual Meeting
- Monthly Newsletter
- Hosted Fundraising Webinar
- November #PancChat
- Monthly Social Media Posts (year round engagement)

# WPCC Budget



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	<i>Actual 2017</i>	<i>Goal 2018</i>
<b>SPONSORSHIP SUPPORT</b>	<b>\$350,000</b>	<b>\$450,000</b>
		*currently at \$430,770
	<i>Actual 2017</i>	<i>Budget 2018</i>
Annual Meeting	\$126,190	\$195,714
WPCD	\$239,836	\$251,000
Strategy Planning	\$40,093	\$0
Coalition Consultant	\$30,983	\$32,000
Website Hosting, Analytics	\$1,827	\$3,000
Project Management (marketing, development, meeting planning, governance)	\$80,000	\$80,000
<b>Total Expenses</b>	<b>\$518,929</b>	<b>\$561,714</b>
<b>NET (PanCAN DONATION)</b>	<b>\$(168,929)</b>	<b>\$(130,944)</b>

# Member Quotes



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“The key value of being in the Coalition is getting to know other members – and **being able to do things better.**”

“This is it – all of the people that are going to make a difference to this disease [pancreatic cancer] **are here in this room.**”

“Because of the Coalition, we have found out about foundations that are local – some we didn’t even know existed. **We have made new connections.**”

**“Demand Better...**  
We would not be able to do this kind of awareness campaign on our own.”



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# Thank you!

[www.worldpancreaticcancercoalition.org](http://www.worldpancreaticcancercoalition.org)

[www.worldpancreaticcancerday.org](http://www.worldpancreaticcancerday.org)