

2025 ANNUAL REPORT

Together, we ensure Adolescents and Young Adults with cancer don't face it alone.





As we look ahead to 2026 and reflect on the 10-year anniversary of losing Kirsten to cancer, our work at b-present feels more meaningful than ever. Her life, courage, and vision continue to guide our path forward. While research and resources focused on the unique needs of adolescents and young adults with cancer have grown tremendously over the past decade, there is still much more work to do.

"Cancer ghosting" remains a painful reality for far too many young adults with cancer. Even when people care deeply, fear and uncertainty can create an invisible distance when connection is needed most. The good news is that we're learning support can be strengthened when people are given the right tools.

Our Support Starter Kit pilot showed that intentional resources helped participants feel less alone, more confident asking for help, and more connected to the people they love. The kits created meaningful moments: encouragement when hope was fading ("The affirmations helped lift me up and feel less alone."), confidence to start difficult conversations ("The resources helped me feel more confident talking to my sister."), and shared activities that helped loved ones reconnect. These moments did more than ease isolation. They strengthened relationships, built resilience, and created hope for both young adults and their supporters.

Those stories remind me that meaningful support can be learned, strengthened, and shared.

That is why this year we are celebrating the Power of 10. A decade of learning, listening, and collaborating has shown us that support grows through people. One friend checking in. One ride to treatment. One message reminding someone they are not alone. Together, those small acts change how cancer is experienced.

Our commitment remains clear: translate research into action, expand our impact, and empower young adults with cancer, as well as their supporters and care teams, with the knowledge and resources to show up with confidence and compassion.

To our donors, partners, volunteers, clinicians, and community: thank you. You are helping turn loss into purpose and research into real-world change. **Together, we are proving that presence is meaningful and changes lives.**

I look forward to another exciting year with all of you.

With Gratitude,

A handwritten signature in orange ink that reads 'Abby'.

Abby Westerman
Co-Founder and CEO
b-present Foundation

b-present.org | [@bpresentorg](https://twitter.com/bpresentorg)





About **b-present** Foundation



Our story began in 2016 following the devastating loss of 20-year-old Kirsten to cancer. During treatment, Kirsten often felt isolated, affecting her mental health and quality of life. Loved ones often want to be present, but many don't know how.

Kirsten had a vision for how to address this challenge, but her life ended before she could begin. In 2017, one year after losing Kirsten to cancer, her Mom and three best friends established b-present to take Kirsten's vision and bring it to life.

The Need



Each year, nearly 90,000 Adolescents and Young Adults (AYAs) ages 15–39 are diagnosed with cancer in the US. Research shows that nearly two thirds of these AYAs have experienced isolation because the people around them don't know how to support them over time. **Social disconnection can be as harmful as smoking cigarettes daily.**

Our Mission



We empower people to support young adults with cancer through practical resources, guidance and community.

Be someone who stays.

Our Vision



Every young adult with cancer is surrounded by people who provide meaningful support that lasts.



2025 Highlights

b-aware

Equip supporters nationwide with research-based education that builds confidence, reduces uncertainty, and inspires meaningful support.



Understand: Research and Workshops

Conduct community-informed research, focus groups, and workshops, building a deeper understanding of the social support experiences, barriers, and needs of adolescents and young adults with cancer. These insights guide the development of practical, evidence-informed resources for patients, supporters, and healthcare teams. Here are a few highlights from 2025:

- Focus groups identified practical ways to strengthen supporter confidence and reduce isolation.
- Interviews with survivors and supporters directly informed the next generation of b-present resources.
- Ongoing multi-institutional study on social support in clinical care

Participants shared that our tools helped bridge emotional gaps, increased confidence in asking for support, and encouraged meaningful conversations. These insights continue to shape every resource we create.



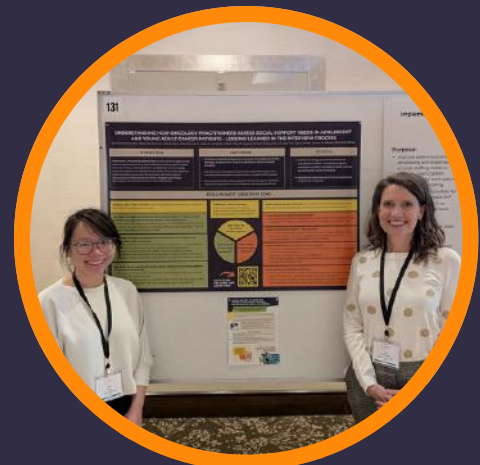
Ignite: Education and Outreach

Through digital media, campaigns, and community education and training events, raise awareness about AYA social support trends, unique challenges, and best practices, and build an informed community of supporters ready to show up with confidence and compassion.

In 2025, we shared research findings through national conferences, community education, and hospital partnerships, helping bridge research, clinical care, and lived experience.

Highlights included:

- Presentations, Posters at APOS and AYACC
- Community education, workshops, and training events
- Hospital collaborations
- Panel on social support for vulnerable AYAs
- AYACC Network Founding Partner



2025 Highlights

b-there

Strengthen communication and connection between young adults with cancer and their communities of support through practical tools, resources, and experiences.



Empower: Digital and Print Resources

Provide practical tools that help patients, supporters, and care teams communicate with confidence, strengthen relationships, and navigate the cancer experience together. Community feedback drives continuous improvement, ensuring every resource reflects the real needs of the people we serve.

In 2025, community feedback inspired new resources that help supporters communicate with greater confidence, reconnect after diagnosis, and sustain meaningful support throughout treatment. Resource updates included:

- Updated Supporter Roadmap
- New Detailed Guide
- Interactive workbooks and worksheets



Support: Connection in Action

Turn knowledge into meaningful action through programs that create meaningful opportunities for connection. Whether delivering support kits, sending a handwritten card, or bringing the community together, these initiatives help young adults feel supported while giving loved ones simple, practical ways to show up. Some 2025 highlights included:

Support Starter Kit

- Participant feedback informed a redesigned program featuring:
 - Opportunities to engage multiple supporters throughout the cancer experience
 - Online nationwide enrollment
 - Four themed deliveries over six months
- Pilot participants reported:
 - Reduced isolation
 - Stronger relationships
 - Improved emotional wellbeing
 - Greater confidence asking for help



“The resources helped me feel closer to family and friends.”

Care Packages & National Send-A-Card Program

- 272 patients at nine partner hospitals received customized cards care packages.
- Hundreds of community messages of encouragement
- Nationwide participation



Our 2025 Impact

23,800+

Number of new users visiting our website

2,800+

Number of people who received print or digital Supporter Roadmap

272

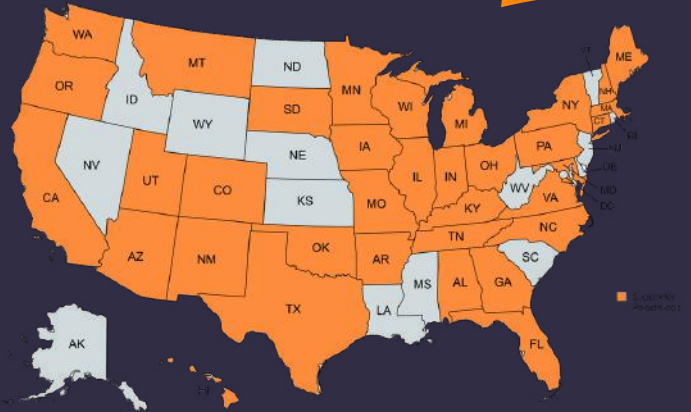
Number of AYA patients at nine partner hospitals receiving customized cards and care packages during our *Send a Patient a Card* campaigns.

50

25 patients and 25 supporters participated in the Support Starter Kit pilot program.

Our programs and digital resources now reach AYA survivors and their communities of support in all 50 states.

The map below reflects which states that have received digital or print copies of our Supporter Roadmaps to date:



15-39

YEARS OF AGE

Age range of the Adolescent and Young Adult (AYA) community b-present serves

~90K

NEW DIAGNOSES

The approximate number of AYAs diagnosed with cancer each year in the US

1M+

NEW SUPPORTERS

The estimated annual number of new AYAs learning about a cancer diagnosis of a loved one

2.1M+

AYA SURVIVORS

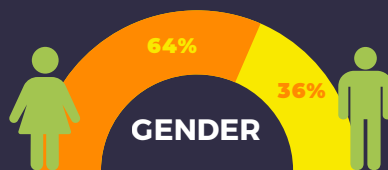
The number of survivors living in the US diagnosed with cancer as an AYA

AYA = Adolescent and Young Adult

2025 DIGITAL REACH

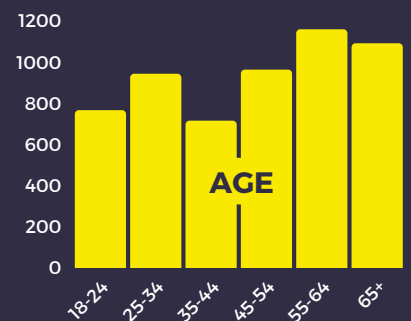
284,400+

ANNUAL DIGITAL REACH VIA WEBSITE AND SOCIAL MEDIA



3,590+

SOCIAL MEDIA FOLLOWERS AND GROWING



650+

NEWSLETTER SUBSCRIBERS AND GROWING



AYA CANCER COALITION CONFERENCE

LEADING THE NATIONAL CONVERSATION ON SOCIAL SUPPORT

In October 2025, b-present Foundation CEO Abby Westerman moderated a multidisciplinary panel featuring survivors, researchers, and healthcare professionals who explored how social support is experienced differently across diverse AYA populations and what healthcare teams, supporters, and communities can do to reduce barriers to connection. Through conferences like AYACC, we are helping establish social support as an essential component of quality cancer care.

Research in Action

In addition to leading the panel discussion, Abby joined research collaborators Nick Iannarino, PhD (University of Michigan-Dearborn) and Karly Murphy, PhD (East Carolina University) to present preliminary findings from our multi-institutional qualitative study exploring how AYA oncology programs assess and address patients' social support needs in clinical practice.



Looking Ahead to 2026

What's Next?



01. Translate Research into Practice

Complete our clinical social support study and translate the findings into practical resources, publications, and learning opportunities that strengthen care for young adults with cancer and their communities of support.



02. Expand Support Starter Kit Reach

Expand nationwide access to our redesigned Support Starter Kit program through online enrollment and hospital partnerships, helping more patients and supporters build meaningful connections from the start of the cancer experience.



03. Measure Social Support Impact

Strengthen our evaluation efforts to better understand how our programs improve connection, reduce isolation, and support both patients and the people who care about them.



04. Expand our National Reach

Grow strategic partnerships and secure new funding to expand our reach, strengthen our programs, and ensure more young adults have access to practical social support resources.

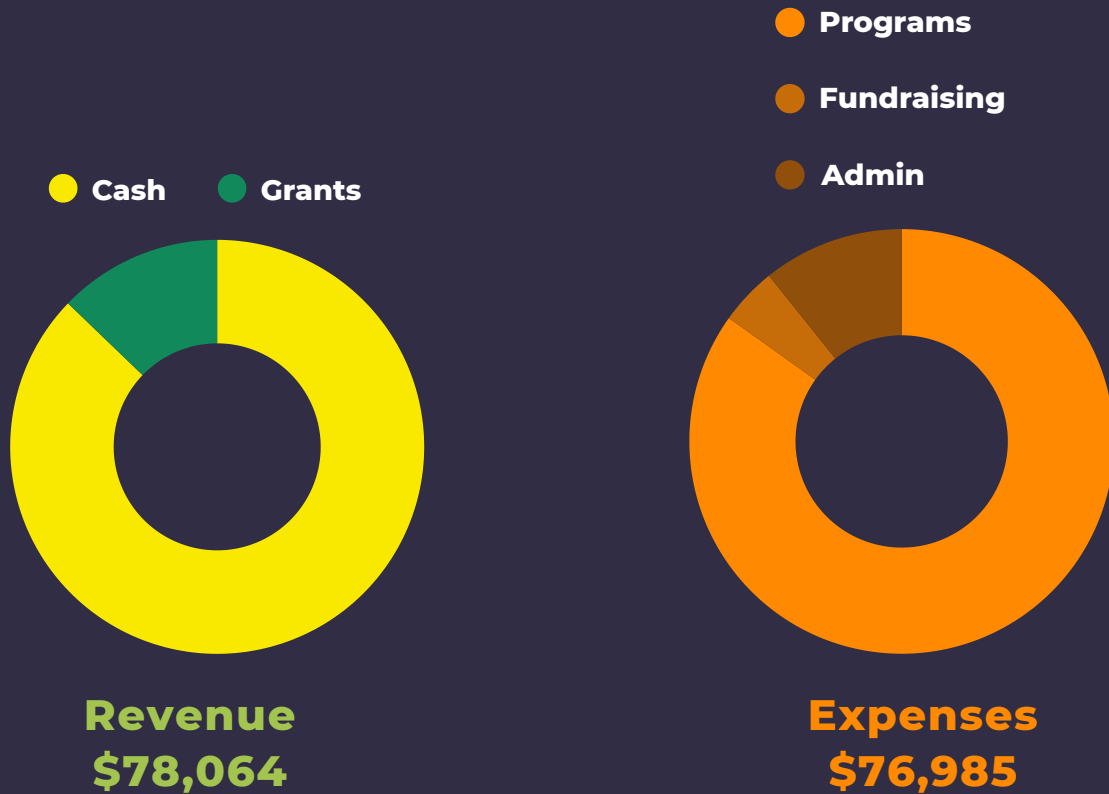


05. Engage with the Community

Continue building a culture of presence through education, collaboration, and community events that inspire people to show up with confidence and compassion.

2025 Financials

In 2025, 85% of every dollar spent directly supported programs and services for adolescents and young adults with cancer and their communities of support. Revenue came from individual contributions (87%) and grants (13%). Expenses were allocated as follows: programs (85%), administration (11%), and fundraising (4%).



Thank You!

Thanks to our generous donors, partners, and sponsors, we are ensuring adolescents and young adults with cancer feel connected and supported throughout treatment and beyond.





Stronger together 💪

Visit b-present.org