



Thanks to the generous support of our donors, we impacted the lives of individuals battling cancer by providing basic living essentials, offering comfort, and fostering hope during 2023.

## 2023 IMPACT



**430 GRANTS APPROVED**



**392 PATIENTS ASSISTED\***



**\$415,150 APPROVED FOR  
PATIENT ASSISTANCE**



**2,025 GAS CARDS GIVEN  
TO PATIENTS**



**1,925 GROCERY CARDS  
GIVEN TO PATIENTS**



**24 COUNTIES IN EASTERN  
NC HAD PATIENTS  
ENROLLED IN OUR  
PROGRAM**



**4 FUNDRAISING EVENTS**



**OVER \$280,000 RAISED IN  
DONATIONS**



**91% OF PATIENTS  
SURVEYED SAID THE  
PROGRAM  
SIGNIFICANTLY REDUCED  
THEIR FINANCIAL STRESS**

**\*Some patients qualified for more than one grant in 2023.**

**"When first diagnosed with cancer, we were having trouble paying the electric and water bills and didn't have enough money for gas and food. Our doctor told us about the program, and we applied. We were hoping to get some financial help. The program has helped our family financially in several ways. We have a peace of mind now and do not have to worry about where and how we are going to get money to pay bills and have enough gas for the many trips to the doctor's office."**

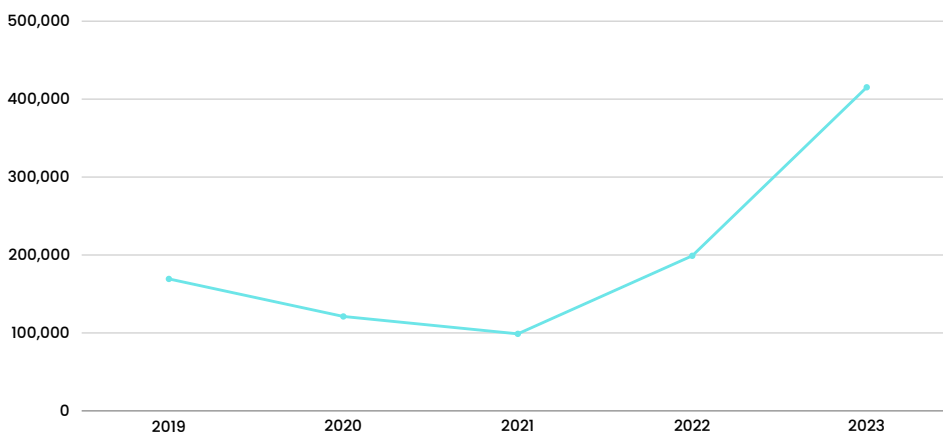
**Lung Cancer Patient**

Thanks to your support, 2023 marks our biggest impact on people battling cancer since the start of our Grant Program in 2011. Grants increased by 49%, and we reached more patients than ever — a 70% jump from last year. Plus, 91% of patients we surveyed said our program significantly reduced their financial stress during their cancer journey. This feedback underscores the tangible impact of our initiatives. We are not just numbers; our program is changing lives by helping people with basic living essentials while they undergo cancer treatments. Since almost all funds raised are being directed towards the Grant Program, we are able to maximize the impact of every donation, fostering well-being and alleviating burdens for individuals navigating the challenges of cancer treatment and recovery.

The inaugural Cures for the Colors Gala made its debut in 2023, providing a charming evening and a chance to win the reverse raffle. The Cures for the Colors Color Run prevailed in spite of a tropical storm. We also had the honor of hosting the exhibit hall at two Medical Symposiums, fostering collaboration and awareness within the medical community. These events contributed significantly to our fundraising goals while also educating the community about our program and the resources available to people with cancer.

As we celebrate these achievements, we remain dedicated to our mission of providing help and hope to people in Eastern North Carolina battling cancer.

**“The program helped me stay current on my bills and not worry about how I was going to be able to pay my bills and also afford food. I am so grateful for this program.” - Breast Cancer Patient**



**Amount approved for patient assistance over the past 5 years.**