

COLLABORATING FOR HEALTHIER COMMUNITIES ACROSS NEVADA

A Message from our Executive Director:

Once again, 2021 was another year of growth and change for Nevada Cancer Coalition. I am incredibly proud of how far our organization has come and am grateful to work with and have the support of such a dynamic and diverse team of staff, stakeholders, partners, and donors across the state.

The 2021-2025 Nevada Cancer Plan was released, providing direction for our coalition in five goal areas: prevention, early detection, equitable access to care, quality of life, and surveillance and research. We also launched a new website, creating a refreshed online home for NCC, along with our Sun Smart Nevada and ThriveNV programs. The new site better reflects who we are and the work we do, and provides our partners with resources to more fully engage with the coalition and cancer control efforts.

Equity is key to advancing cancer control across our state, it is at the heart of our mission, and clearly outlined in the Nevada Cancer Plan. NCC, alongside other regional nonprofits, was chosen to participate in a year-long shared learning journey to build equity capacity both within our own organization and together for the community overall. During the process, we not only connected with other like-minded organizations working to improve health and life in our region, we created and began implementing our own action plan for diversity, equity, and inclusion.

Some of our other exciting accomplishments include:

- Expanding our bilingual navigation services and our presence in Las Vegas with the addition of a Southern Nevada Outreach Coordinator.
- Increasing community fundraising partnerships by working with a handful of businesses, community organizations, and even high school volunteers to support cancer control efforts.
- Securing federal- and state-supported grants to focus on health disparities in tobacco, breast cancer screening, and cancer survivorship.
- Growing coalition participation to include 366 task force and committee members and volunteer support to include 18 volunteers giving 625 hours of service.
- Passing state legislation to increase access to care and cancer data, and continue funding efforts to reduce youth vaping.

As always, we appreciate the generous support of our community partners, donors, and volunteers.

Thank you for another wonderful year!



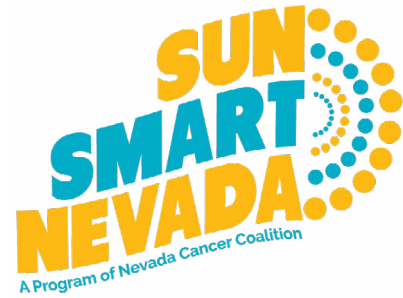
**NEVADA CANCER
COALITION**

**ANNUAL
REPORT**

2021

WE'RE MAKING NEVADA SUN SMART...

In 2019, Nevada's legislature supported NCC's efforts to increase sun safety activities and education in our schools. Since then, Sun Smart Schools has continued its growth—despite nearly two years of COVID-19 impacting our students. Statewide community outreach has continued as well. After all, the effects of the sun's UV rays continue regardless of a global pandemic.



Nearly **300** free sunscreen locations statewide

191 sunscreen dispensers provided to schools since 2017

20 school presentations

43,952 students reached with Sun Smart materials

20 outreach and skin check clinics

17 school districts with sun safety policies

98 Sun Smart schools



...AND SMOKE AND VAPE FREE

The CDC estimates that about 40% of cancers are caused by tobacco use, putting the substance squarely in our crosshairs. Youth vaping is right there too. It's been gaining in popularity and exposes teens and young adults to dangerous levels of nicotine harmful to brain development.

1.5 million campaign engagements

In 2021, youth vaping prevention funds were renewed by Nevada's legislature. We're putting them to good use with a \$2 million statewide campaign.

35 million campaign impressions

8 Smoke Free Truckee Meadows presentations made to government & community groups

55 attendees at our first Lung Cancer Collaborative meeting

WE'RE INCREASING EARLY DETECTION OF CANCERS TO REDUCE LATE-STAGE DIAGNOSIS

Our early detection efforts were in full swing in 2021. The Colorectal Cancer Collaborative continued to coalesce and the Southern Nevada Breast Cancer Collaborative was reborn and merged with the Northern Nevada Breast Cancer Collaborative to form a statewide effort. The Lung Cancer Collaborative launched late in the year to unify prevention and early detection partners in reducing the impacts of this most prevalent cancer. Each collaborative is part of the Early Detection Task Force, bringing all of the efforts into the same fold. We also launched our Screening & Diagnosis Fund to help individuals overcome barriers to cancer screening services.



Nevada Legislature established September as Ovarian & Prostate Cancer Prevention & Awareness Month

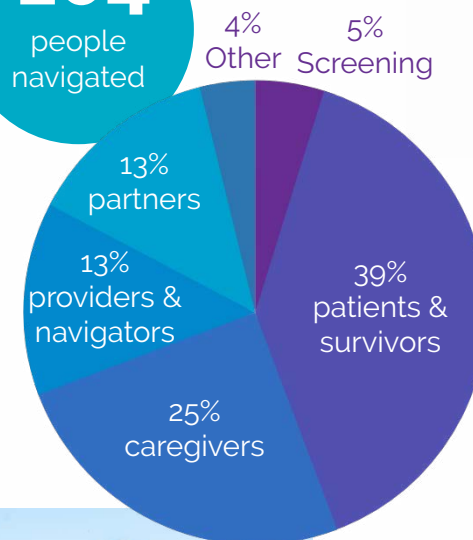


6 outreach events with our 2 colons: Colin & Colleen



12 Paint Nevada Pink outreach events and ad hoc fundraisers

104 people navigated



26 peer mentor requests and 14 peer mentors

19 members added to the navigation network, now at 63 total



OUR WORK FOCUSES ON CONNECTING, COLLABORATING, AND MOST IMPORTANTLY, CARING

There are approximately 140,000 cancer survivors in Nevada, and thousands more people who will receive a cancer diagnosis in their lifetime. We launched ThriveNV to improve quality of life for Nevada's thrivers, survivors, previvors, and caregivers by connecting them to the tools and resources they need. In 2021 we launched ThriveNV.org to create an online hub of information and connection, added a bilingual navigator to improve support for our Spanish-speaking community, and partnered with Imerman Angels to offer a peer mentoring program to Nevadans affected by cancer. Efforts completed this year and last resulted in two Success Stories published by the CDC and additional funding to continue this vital program.

NCC works to reduce the burden of cancer in Nevada by fostering statewide collaboration, empowering people with information and resources, and advocating for equitable access to care.

WE CAN'T DO THIS ALONE

Nevada Cancer Coalition is a non-profit, tax-exempt organization pursuant to the provisions of section 501 (c)(3) of the Internal Revenue Code. When you support Nevada Cancer Coalition, 100% of your donation stays in Nevada helping to reduce cancer risk and improve outcomes for your family, friends, and neighbors. We also celebrate a 100% giving board and staff where every member supports our organization with a financial contribution.

OUR FUNDING

FEDERAL AND
STATE PUBLIC
HEALTH GRANTS

PRIVATE GRANTS

EVENT AND
PROGRAM
SPONSORSHIPS &
REGISTRATIONS

INDIVIDUAL
DONATIONS

We'd like to extend a special thank you to all of our funders and donors!

GIVING OPPORTUNITIES

You can support Nevada Cancer Coalition through a variety of giving opportunities.

\$70

purchases one
wall-mounted
sunscreen
dispenser

\$500

covers the
average cost
of screening or
diagnostic test for
one person

\$125

provides
navigation support
for one Nevada
survivor or
caregiver

Monthly and
annual giving
opportunities are
also available.



**NEVADA CANCER
COALITION**

5250 Neil Road, Suite 203
Reno, Nevada 89502
775-451-1670 | NevadaCancerCoalition.org