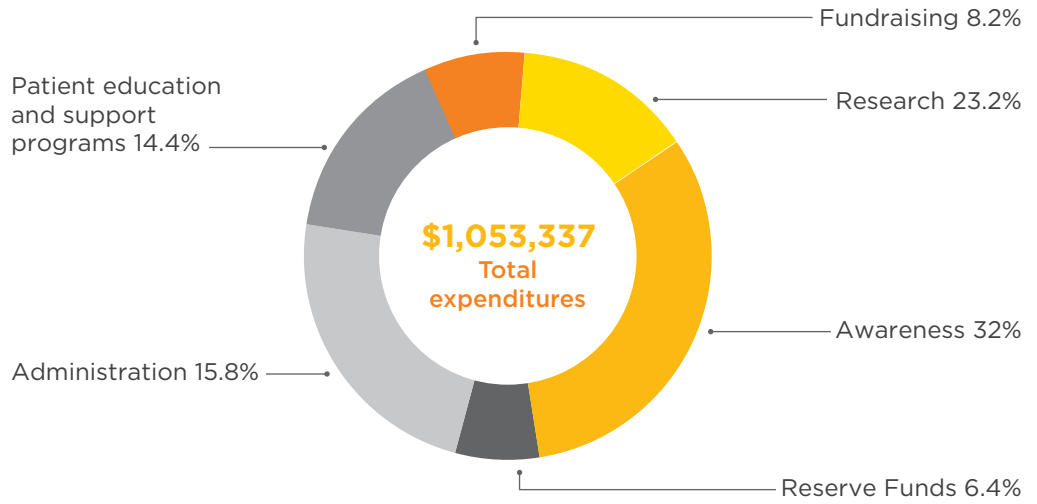


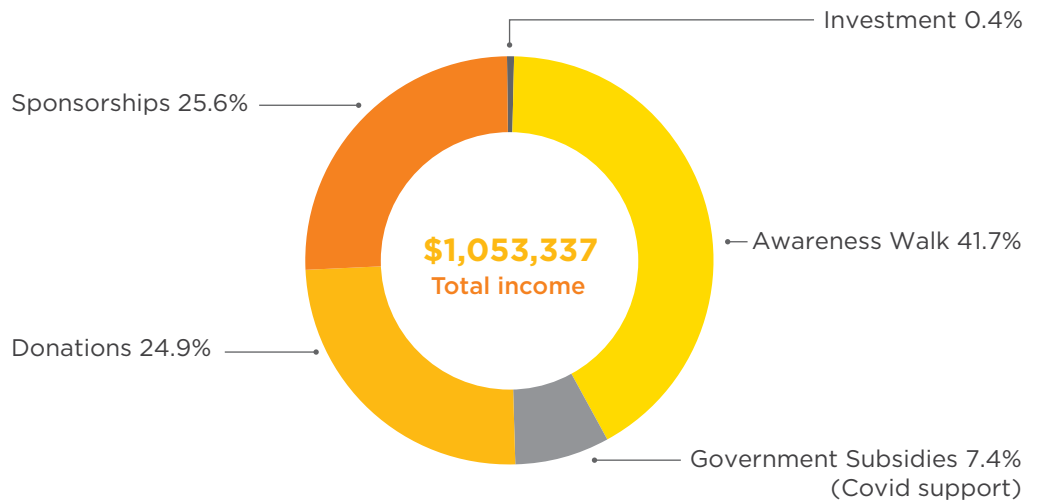
# FINANCIALS

Our complete 2020 financial statements are available on our website [here](#).

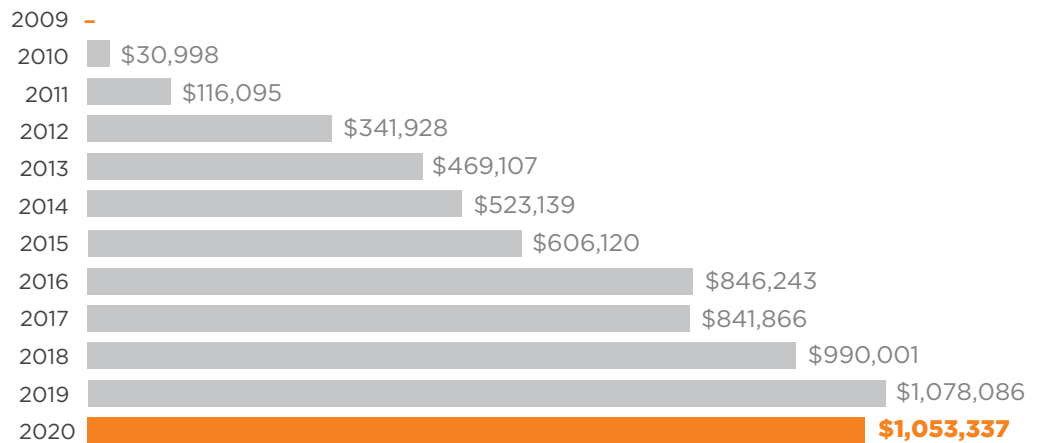
## Where we invest



## Where our funds come from



## Revenue growth



# SNAPSHOT

See how your support has helped thousands of Canadians living with a bladder cancer diagnosis.



Research

**\$252,500**

in 2020

**\$ 1.9M** since 2012

**f 2,024**

Facebook followers

**↑ 5.4%**



**\$438,456**

walk funds raised



Patient Support Program

Patients or caregivers helped

**↑ 16.3%**

**▶ 112,482**

YouTube Views



**\$101,486**

general donations



**215**  
volunteers



**87,726**  
TOUCHPOINTS  
FOR SUPPORT  
AND/OR INFORMATION



Public Awareness Campaign

**\$178,632**

Spend

**\$9.8M**

Retail Value

**9,482** 

patient guidebooks distributed



**7,634** 

newsletter subscribers

**📷 448**

Instagram followers

**↑ 29.5%**



patient meeting and webinar attendees

**↑ 32.9%**

**4,975**

online discussion forum visits

**↑ 14.6%**

**🐦 2,575**

Twitter followers



**223,340**

website page views