



OVERVIEW

Stand Up To Cancer® (SU2C) was created to accelerate groundbreaking research that will get new therapies to patients quickly and save lives now. SU2C brings together the best and the brightest in the cancer community, facilitating collaboration to help new therapies move from the laboratory to the patient, to help more people diagnosed with cancer become long-term survivors. By galvanizing the entertainment community, SU2C creates awareness and educates the public on cancer prevention, diagnosis and treatment and raises funds to support these efforts. The SU2C movement began in 2008, mandating collaboration among the cancer community, with its revolutionary “**Dream Team**” concept, uniting top researchers from different institutions to work together on promising new approaches and compete against cancer instead of against each other.

SU2C is continuing to build new Dream Teams and pioneering new approaches to cancer research in the following key areas of focus:

- **SU2C Convergence** brings together the medical, physical, and computer sciences to explore big questions about cancer biology such as modeling cancer growth and drug resistance; and using Artificial Intelligence (AI) approaches looking at the interplay between cancer and the immune system.
- **SU2C Catalyst®** rapidly explores new uses and combinations of drugs, devices, and therapies to spearhead the development of new cancer treatments for patients through early-stage clinical trials.
- “**Cancer interception**” is the idea of finding and treating a cancer at the earliest possible point, perhaps even before a cancer cell has fully formed.

HEALTH EQUITY INITIATIVE

Since 2017, Stand Up To Cancer has focused on advancing health equity by increasing diverse participation in cancer clinical trials, and in January 2020, SU2C formally announced its Health Equity Initiative. Under the advisement of SU2C’s Health Equity Committee, chaired by the Mayo Clinic’s Edith A. Perez, MD, SU2C’s Health Equity Initiative formalizes new requirements that will apply to all future teams seeking Stand Up To Cancer funding.

SU2C requires applicants for funding to include three critical components related to health equity:

- an indication of whether the research will address the populations expected to benefit from widespread use of newly developed treatments;
- patient recruitment and retention plans for including historically underrepresented racial and ethnic populations – such as the need for additional trial sites or mechanisms to reduce barriers to access;
- and a letter of support from the lead institution’s Chief Diversity Officer, or an equivalent position.

Also included in SU2C’s Health Equity Initiative is a series of public service announcements (PSAs) aimed at increasing awareness among underserved communities about cancer clinical trials. These PSAs have featured actors Sonequa Martin-Green, Jaime Camil, and Cedric the Entertainer. Stand Up To Cancer’s first research team focused on health equity—the SU2C Health Equity Breakthrough Research Team—will be announced in 2021.

BACKGROUND

Stand Up To Cancer began with nine women, each working to bring entertainment industry resources to bear in the fight against cancer. Stand Up To Cancer launched in 2008 with an unprecedented television fundraising event that aired simultaneously on the ABC, CBS, and NBC television networks. SU2C subsequently produced “roadblock” telecasts, in 2010, 2012, 2014, 2016, and 2018, all featuring an array of stars from film, TV, sports, and journalism urging viewers to “stand up” and join the fight against cancer in memory of those we have lost to the disease and in solidarity with those

living with it. The most recent telecast was carried on more than 70 broadcast networks, cable networks, streaming and social platforms in the United States and Canada. To date, more than 800 celebrities supporting SU2C's efforts have participated across these telecasts and in additional awareness efforts. With the help of people across the United States and Canada as well as corporate, philanthropic, and organizational donors, over \$603 million has been pledged to date to support SU2C's portfolio of innovative cancer research.

KEY ACCOMPLISHMENTS

- 2008** Stand Up To Cancer launched; first SU2C telecast
- 2009** First five "Dream Teams" funded
- 2009** First "class" of early-career scientist "Innovative Research Grants" (IRGs) awarded, with additional classes of IRGs awarded in 2011, 2016, 2017
- 2013** 1st FDA approval is awarded for which SU2C research contributed to the development of a new therapy (abraxane + gemcitabine: advanced pancreatic cancer)
- 2014** Stand Up To Cancer Canada, a Canadian Registered Charity, launched
- 2015** 2nd FDA approval (palbociclib: breast cancer in postmenopausal women)
- 2016** 3rd FDA approval (rucaparib: certain ovarian cancers)
- 2016** SU2C Catalyst[®] launched to accelerate clinical trials of combination therapies
- 2016** "Convergence" program is launched, bringing together clinical researchers with engineers, mathematicians, and physicists to investigate how cancers respond to therapies
- 2017** "Cancer Interception" is launched, looking for ways to find cancer at the earliest possible stage and actively intervene in the formation of the disease rather than treating it only after it is fully developed
- 2017** 4th & 5th FDA approvals (CAR T: pediatric leukemias; treat CRS side effect of CAR T)
- 2018** SU2C launches "New Therapy Challenge" grants to facilitate repurposing drugs approved for other conditions to treat cancers
- 2019** 6th FDA approval (alpelisibin combination with fulvestrant: advanced breast cancer)
- 2020** SU2C announces its Health Equity Initiative
- 2020** SU2C funds its 108th Team Science grant
- 2020** 7th FDA approval (encorafenib + cetuximab: advanced BRAF-mutated colorectal cancer)
- 2020** 8th FDA Approval (olaparib: advanced prostate cancer)
- 2020** 9th FDA Approval (pembrolizumab as a first-line treatment for advanced colorectal cancer)