



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 pioneer new approaches to cancer research in the following key areas of focus:

- **SU2C Convergence** brings together biological, physical, and computer sciences to better understand cancer biology in order to more quickly tailor treatments for individual cancer patients.
- **SU2C Catalyst®** brings together industry and academic scientists to spearhead the development of new cancer treatments and combination therapies for patients through early-stage clinical trials.
- **SU2C 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 across the cancer continuum. These efforts are guided by SU2C’s Health Equity Committee, which was formed in 2018 and is chaired by internationally renowned researcher, Dr. Edith A. Perez. In 2020, Stand Up To Cancer announced its Health Equity Initiative to increase diversity in its clinical trials and ensure new therapies are effective for all. Just as it encouraged the research community to make collaboration the norm, SU2C is leading a conversation among industry and community collaborators and engaging researchers, institutions, and funders to increase equity across the cancer clinical trials, treatment and screening landscape.

SU2C’s commitment to advancing health equity is a critical priority and a bedrock principle for all new SU2C-funded grants. In addition to increasing diversity in its funded clinical trials, SU2C’s Health Equity Initiative includes supporting research focused on improving cancer outcomes and screening rates in medically underserved communities as well as public service campaigns focused on increasing awareness about cancer clinical trials, new treatments and the importance of screening.

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, 2018 and 2021, 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 65 media platforms in the United States and Canada, including all four major broadcast networks in the US. To date, more than 900 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 \$746 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)