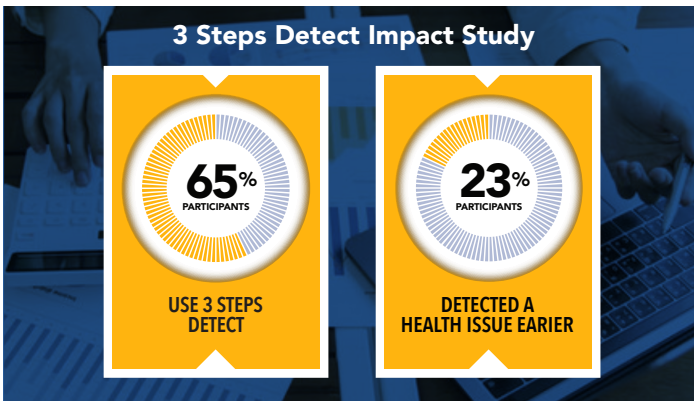


2023 IMPACT REPORT

65% of training participants use 3 Steps Detect to activate their healthcare. 23% detect a medical issue as a result of our program. It is lifesaving and life changing!

We Can't Do This Without You!



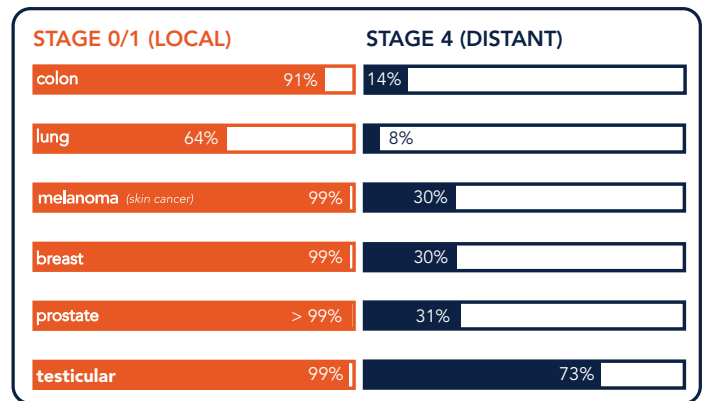
Data was collected in 2023 from 3 Steps Detect training participants to understand the long-term impact of DetecTogether's Programs

DetecTogether fills a gap in healthcare by teaching people that early cancer detection starts with their awareness and subsequent actions. Knowing what a symptom can feel and look like and when to act is not intuitive. It needs to be taught. We teach people how to recognize early signs of cancer to improve prognosis and reduce invasive and expensive therapies.

Impact of early detection

The impact of early detection is undisputed. With your support our programs lead to lives saved.

Early vs. Late Diagnosis Survival Rate



By empowering people with a lifesaving early cancer detection roadmap, we move people from the late-stage prognosis side of the chart towards the early stage survival side of the chart. Detecting cancer early significantly increases survival. Our nonprofit mission is vital and needs your support to save more lives.

40%

of the U.S. population will be diagnosed with cancer in their lifetime (NCI, 2015)

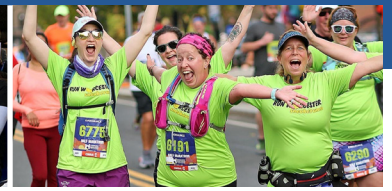
50%

will be diagnosed in an advanced stage when it's less treatable (Crosby, 2022)

14%

of cancers are diagnosed after the patient had a recommended screening test

■ ■ ■ WHY 3 STEPS DETECT IS SO VITAL



Reaching More People; Causing Life Saving Early Cancer Detection Action

- **8.5M** Social Reach
- **560K** Website Visitors
- **426K** Engaging (comments, shares, likes)

DetecTogether

SAVING LIVES THROUGH
EARLY CANCER DETECTION

FIREFIIGHTERS



"We've been great about getting guest speakers for our meetings for 12 years. But this is the BEST you've ever had! Everyone needs to know this information."

- Ray Callinan, Hudson Valley East NYC Retired Firefighter and Chaplin

Expanding Firefighter Outreach

- 6,500 additional firefighters trained in 3 Steps Detect
- Trained at Fire Department Instructor Conference, the nation's largest fire service conference with 38,000 attendees
- Trained at the International Association of Fire Fighters Joint Council Federal Chiefs' Conference in Texas

RESPONSE TIME MATTERS II digital education campaign for firefighters, exceeding expectations and is tracking ahead of phase I. After two months, the campaign content has:

- **9.9M** Impressions
- **3.4M** Video Views
- **723K** Engaging (comments, shares, likes)

YOUNG ADULT



"Students learned independent living skills, self-advocacy, how to communicate effectively with healthcare professionals, and how to actively participate in their own health care."

- Jane Lizotte, Assistant Superintendent of Shrewsbury Public Schools

Expanding Reach and Impact

- Launched a pilot program for self-paced, online courses and new educators' curriculum
- 5,000 more students trained nationwide
- Expanded and updated the train-the-trainer for teacher delivery
- Students and teachers rate the value of 3 Steps Detect programs a 9 out of 10

WORKPLACE



"Your life-saving message helps ensure that we do all that we can, particularly at this time in history, to have a healthy team here at UniBank"

- Michael Welch, Chief Executive Officer, UniBank

- Employers beginning to see cost and health benefits; more sign on for new workplace programs
- World-renowned Dana-Farber Oncologist Harold Burstein, MD shares message with workplace clients about the importance of DetecTogether's mission
- A customized curriculum responds to specific employee group health concerns and costly claims that can be helped by early detection

CHARITY ATHLETES



"It's incredibly inspiring to see the impact people who share a common interest can make in the fight against cancer."

- Brian Oates, Golf Fights Cancer Co-Founder & Chairman

Helping Catch Cancer Earlier

- \$232,092 total charity athlete contributions
- \$155,011 Boston Marathon
- \$40,000 Golf Fights Cancer
- \$20,035 Falmouth Road Race
- \$17,046 NYC Marathon (raised to date)

As we reflect on the past year's accomplishments, we extend our gratitude to all who have contributed to our successes. With your continued support, we're eager to build on the momentum in advancing our vital mission and expanding our programs, empowering others to take life-saving action.

THANK YOU FOR BEING AN INTEGRAL PART OF OUR MISSION AND IMPACT.