



BrightEdge

**American Cancer Society
BrightEdge Fund**

**2021
Year In Review**

**IMPACT INVESTING
TO DEFEAT CANCER AND
ADVANCE HEALTH EQUITY**



Table of contents

Managing Director’s Letter.....	3
American Cancer Society CEO’s Letter.....	4
Introduction and Portfolio Summary.....	5
BrightEdge Theory of Change.....	6
Investment: Building on the Promise of the Past, Present and Future.....	7
Portfolio Performance	8
2021 Year End Highlights	8
Investment Case Study: Immunitas	10
Impact: Unwavering Commitment to All Patients and Their Caregivers.....	11
2021 BrightEdge Investments	12
Impact Case Study: Screening and Early Detection	13
Sustainability: Building a Brighter Future	14
Why and How We Invest.....	14
Sustainability Case Study: TailorMed.....	15
Looking to the Future: Innovation.....	16
Conclusion.....	17



BrightEdge



A reemergence like no other

In 2021, BrightEdge reemerged during the darkness of the COVID-19 pandemic with resolve and focus to pave new paths for the American Cancer Society (ACS), for healthcare innovation, and for people with cancer and their caregivers. Drawing upon ACS's unparalleled 108-year track record of driving groundbreaking research, servicing ALL patients in need, and advocating to save more lives from cancer, BrightEdge's intentional impact investing strategy finds and propels entrepreneurial solutions that accelerate ACS's mission to reduce cancer mortality and advance health equity.

Through the combined investment of financial and ACS intellectual and social capital, BrightEdge is uniquely positioned to catalyze patient-centric innovation through early-stage oncology companies.

We are a different kind of investor--one that sees around the corner through our scientific-, population-, and systems-level knowledge--to identify novel solutions, reduce the time from discovery to patients, and ensure more equitable access. All while boldly paving the way for practice-changing and paradigm-shifting care.

Patients can't wait. Neither should we. The two pandemics of 2020--COVID-19 and racial injustice--were visible to all. The aftershocks to the cancer ecosystem from delayed screenings and lost wages will be the next pandemic. The devastation to current and future cancer patients is one we can help to mitigate by acting differently and ambitiously now.

This is a time like none other. We need solutions we have not seen before. BrightEdge's fund model is itself a social innovation--investment proceeds build a sustaining stream of alternative income to maintain ACS's life-saving research and programs while our mission-aligned investing illustrates the power and promise of doing well by doing good.

This year BrightEdge furthered the fight against cancer with six new investments and two follow-on investments, each working in novel ways to address needs across the patient and cancer care continuum.

We unveiled our inaugural [Founders Circle](#), an exclusive member-only society comprised of our most dedicated funders and welcomed our first four members. Today BrightEdge represents \$75 Million of net asset value, fourteen investments (and two IPOs to date), and was assigned by ACS National Board of Directors to be the manager of ACS Inc. Investment Pool venture capital asset allocation.

As we enter 2022, we are poised to lead and shape the movement of cancer impact investing for health equity through our investment strategy, the strength of our portfolio, and an expanding network of supporters. Operating at the intersection of impact, innovation, and investment collectively, we accelerate the American Cancer Society's goal to reduce cancer mortality and build a brighter future through BrightEdge.

We value your continued partnership, and we look forward to another year of intentional impact investing to defeat cancer and advance health equity.



Sincerely,

Alice L. Pomponio
Managing Director, BrightEdge LLC
American Cancer Society, Inc.

Fueling the fight against cancer

For more than 100 years, the American Cancer Society (ACS) has helped lead an evolution in the way the world prevents, detects, treats, and thinks about cancer. As the nation's preeminent nonhealthcare cancer-fighting organization, ACS is working in more than 5,000 communities across the nation to improve the lives of cancer patients and their families. To accelerate our progress, we've formed the tripartite mission pillars of advocacy, discovery, and patient support to impact as many lives as possible.

In 2021, ACS touched 55 million lives through our mission pillars. Discovery promotes breakthroughs, and advocacy opens the door to access those breakthroughs. Patient support fills gaps in the cancer care continuum to promote health equity. BrightEdge, ACS's impact venture capital fund, fuels that work. BrightEdge builds on ACS's role of funding and conducting cancer research that enables drug discovery, novel diagnostics, and convergent technologies. By investing both financial and intellectual capital in the most impactful startups, BrightEdge is propelling groundbreaking patient-centric solutions and advancing science, reducing disparities, and promoting healthcare sustainability.

BrightEdge serves ACS in two ways – one is the near-term benefit of investing in developing cancer-focused therapies and technologies, and the other is the long-term benefit as a source of increased funding for our mission. It is a transformational piece of the ACS portfolio as we invest through the lens of health equity into the next generation of entrepreneurs driving accessible cancer solutions. BrightEdge is advancing our mission work in advocacy, discovery, and patient support, and is leading the way to a brighter future.



Sincerely,

Dr. Karen E. Knudsen
Chief Executive Officer
American Cancer Society, Inc.

INTRODUCTION AND PORTFOLIO SUMMARY

BrightEdge operates at the intersection of investment, innovation, and impact to accelerate the American Cancer Society's goal to reduce cancer mortality, end pain and suffering, and advance health equity.

BrightEdge is the American Cancer Society's (ACS) impact venture capital fund manager. Leveraging the unparalleled ACS knowledge base gained from our 108-year legacy of driving cancer research, leading public policy, and delivering patient services, BrightEdge catalyzes impact innovation by strategically investing in entrepreneurial early-stage companies developing cutting-edge cancer-focused therapeutics, diagnostics, devices, and technologies.

ACS funded BrightEdge (BE) Fund I with \$25 million in 2019, demonstrating that we can both invest *for* and drive mission *through* high-quality deals and patient-centric innovation and generate market-rate returns. BrightEdge invests to reduce cancer mortality and tackle health inequity while building an alternative and sustainable source of funding for ACS's life-saving body of work.

BrightEdge seeks to accelerate the commercialization of patient-centric innovations across the cancer continuum by investing in cutting-edge science-based medicines alongside the most promising technology-enabled solutions in prevention and early detection, access, affordability, and treatment adherence.

Today, BrightEdge manages a portfolio of fourteen mission-aligned investments, representing \$15.5 million of committed capital, and is an emerging thought leader and catalyst for cancer impact investing to advance health equity and achieve sustainability. BrightEdge invests alongside traditional venture capital firms to bring alive the breadth of solutions needed to target cancer from all perspectives. This blended investment of capital, market awareness, and leveraging of ACS resources uniquely accelerates the promise of innovation to serve ALL people facing cancer today and tomorrow.

This report details the BrightEdge investment portfolio and provides an update on progress towards impact goals.



BRIGHTEDGE THEORY OF CHANGE

BrightEdge investing for three-dimensional impact drives sustainability in cancer care and for American Cancer Society

BrightEdge is driving social innovation through its novel fund model that combines investment of financial, intellectual, and social capital from ACS at the most critical early stages of product development. Working alongside top venture capitalists who share our values and mission, BrightEdge has access to the best oncology deals, complements the strengths of the existing syndicate of investors with our unique capabilities, and raises market awareness of ACS, our mission, and ways to drive patient-centric innovation and health equity through impact investing. BrightEdge plays a unique role by bringing system-level knowledge to early-stage companies at critical points in product strategy and helps portfolio companies access world-class intellectual and human capital as they grow.

WE BOLDLY:

Focus on what matters:

BrightEdge investments are identified and chosen based on impact potential, ACS mission alignment and acceleration of mission delivery, and additionality of BrightEdge and ACS to drive positive outcomes for patients, caregivers, and the cancer ecosystem.

Do what's right:

Putting patient-centricity front and center in the innovation process de-risks development through rational and ethical product design. Promoting a culture of health equity in investment and innovation communities helps everyone do their part and work together.

See around the corner:

Leveraging over \$5 billion and 75 years of ACS research grantmaking experience with deep evidence-based insights on population-level and system-level drivers of patient outcomes propels the best science and paves way for practice-changing and paradigm-shifting care.

Build a brighter future:

In parallel to scientific breakthroughs reaching patients faster, BrightEdge's social innovation engine is launching novel financial and business models that help the marketplace target cancer from all angles and advance health sustainability.



INVESTMENT

Building on the promise of the past, present, and future

The American Cancer Society is the largest non-governmental funder of cancer research in the United States and has had a role in nearly every cancer research breakthrough since 1946. Our legacy has made us the expert on impact and gives BrightEdge a perspective like no other. BrightEdge channels our grantmaking and operational expertise to identify the most impactful scientific discoveries and emerging companies,

participate in ongoing value creation, and generate financial returns that diversify ACS's revenue generation. In this novel model, BrightEdge leverages ACS's unparalleled history of grantmaking and operating knowledge to sustain the groundbreaking ACS-funded research that the cancer innovation ecosystem has depended upon for over a century.

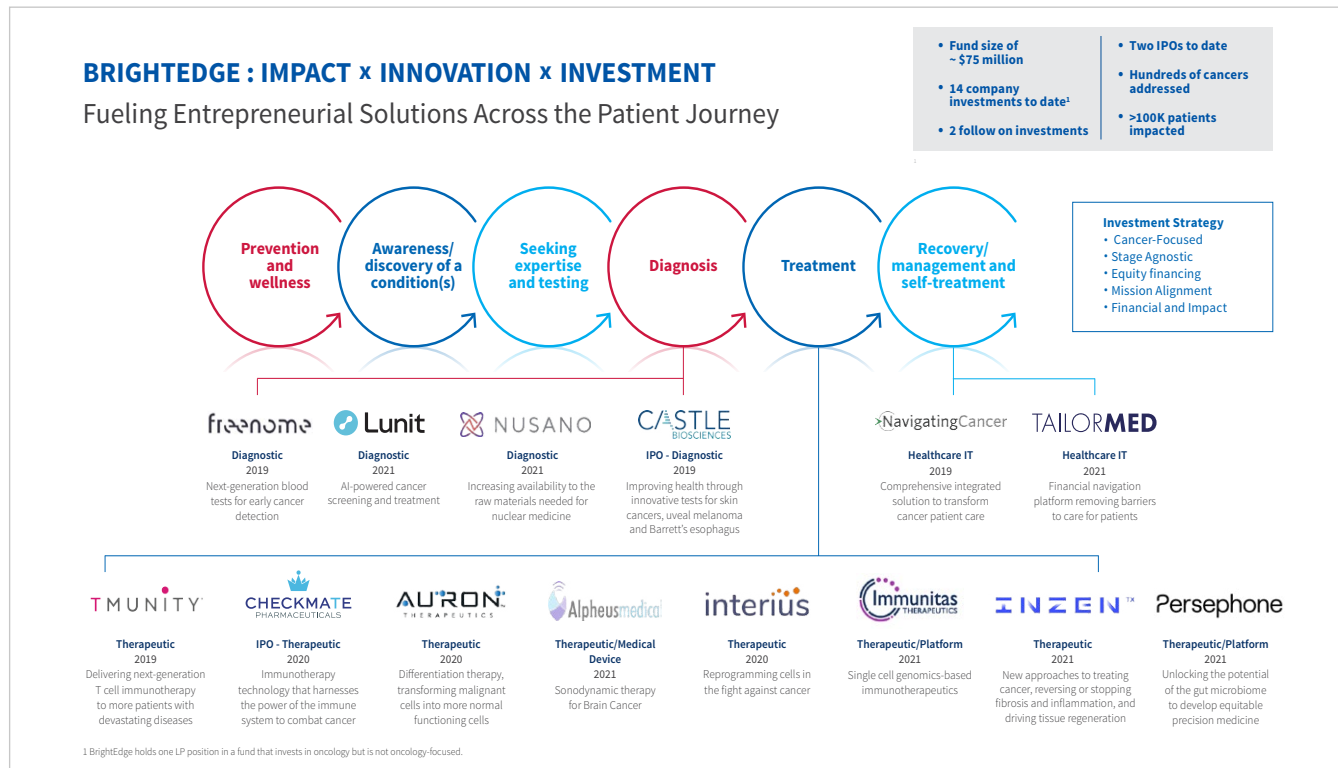
Since the BrightEdge fund launched in 2019, it has resulted in demonstrated impact and financial returns and continues to accelerate solutions that span cancer diagnostics, patient care, therapeutics, and technology solutions. A blended investment of financial capital, market awareness, and harnessing of ACS resources accelerates and de-risks business strategies for cancer patients today and tomorrow.

BrightEdge Community Building: Virtual Fund of Funds

Working alongside top venture capitalists who share our values and mission, BrightEdge has access to the best oncology deals, complements the strengths of the existing syndicate of investors, and signals potential to new investors. Our unique capabilities raise market awareness of ACS, our mission, and ways to drive patient-centric innovation and health equity through impact investing.

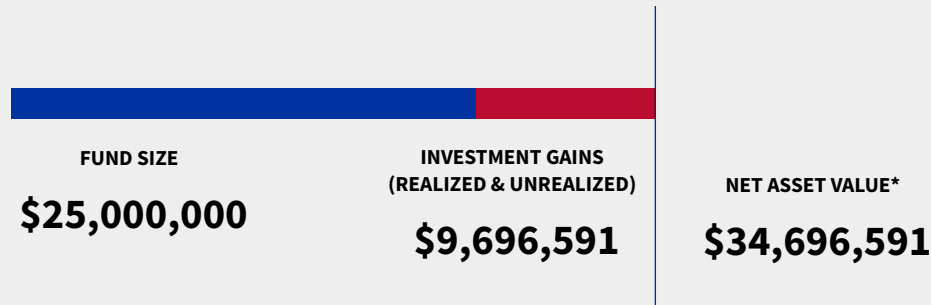
BrightEdge has invested alongside top Venture Capital Firms such as:

- Action Potential
- Venture Capital (GSK)
- Agent Capital
- Andressen Horowitz
- Arkin Bio Ventures
- Be The Match
- Casdin Capital
- Citi Impact Fund
- Flagship Pioneering
- Google Ventures
- HealthQuest
- Illumina Ventures
- Leaps by Bayer
- Longitude Capital
- Longwood Fund
- M Ventures
- Mark Foundation for Cancer Research
- Medixci
- Morningside
- Novo Holdings
- NVF
- OrbiMed Advisors
- Parker Institute
- Polaris
- Providence Ventures
- Qiming Venture Partners
- RA Capital
- Sansara Ventures
- Section 32
- Tellus BioVentures
- Third Rock Ventures
- UPenn Innovation Fund
- venBio Partners
- Verily



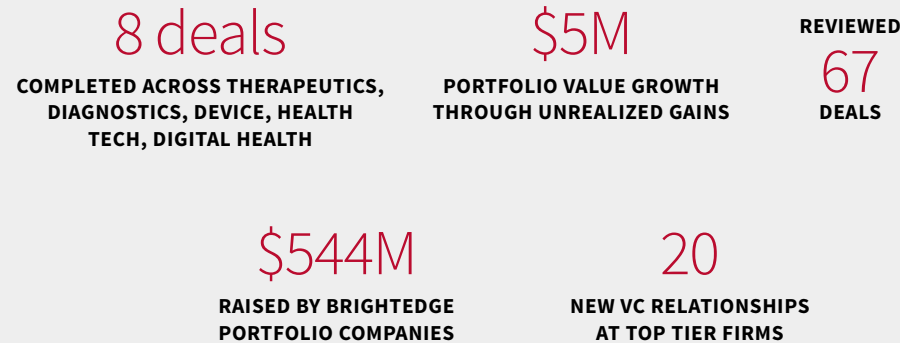
Portfolio performance and 2021 year end highlights

BrightEdge Fund Financials 2021

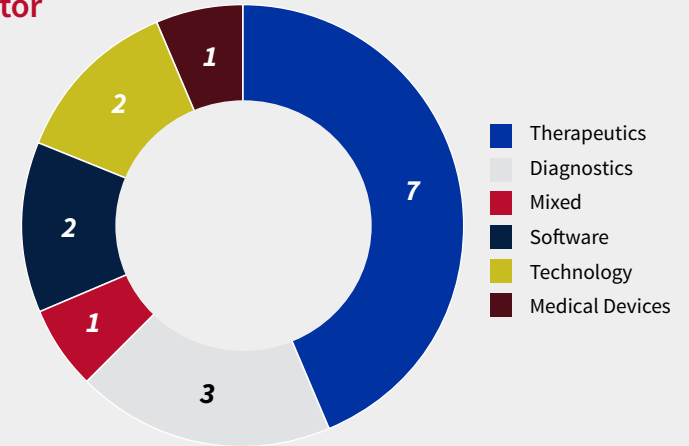


*Does not reflect additional \$40M tranche from Q4 2021

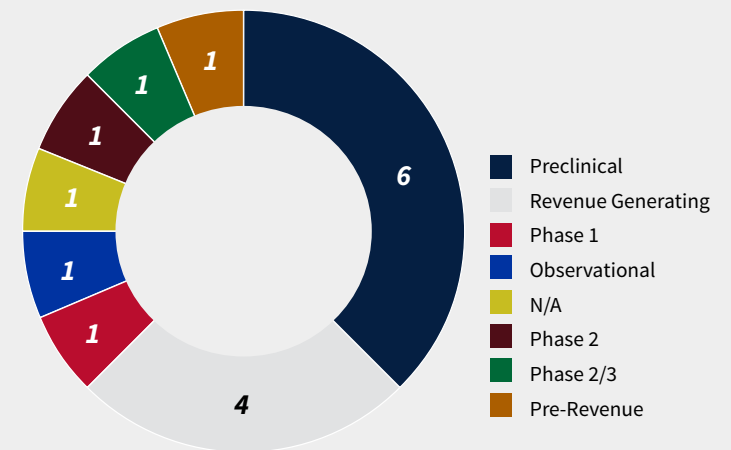
BrightEdge Performance 2021 Year End Highlights



Investments by Sector



Investments by Development Stage

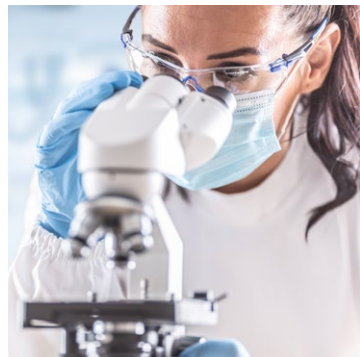
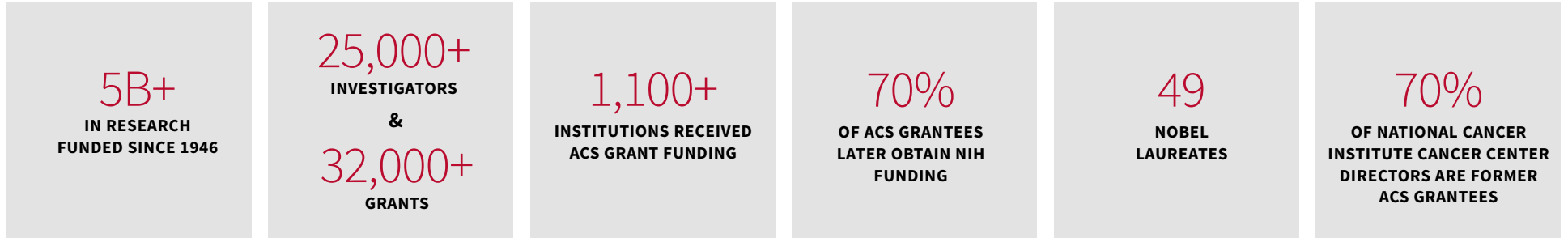


INVESTMENT

Translating scientific excellence to patient access

The Best and Brightest in Science and Medicine

ACS funds research grants for investigators working on today's biggest oncology problems



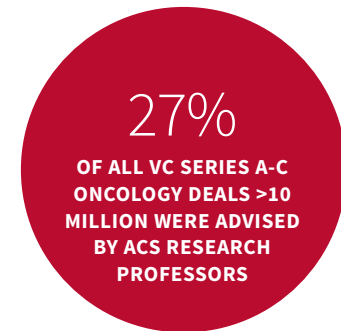
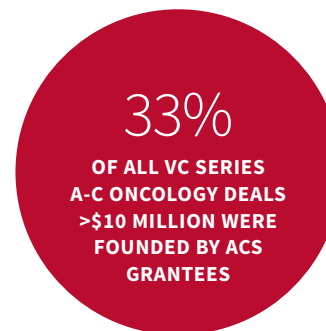
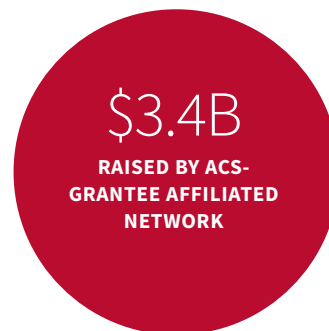
BrightEdge brings a passion for patient-centric innovations that address cancer disparities. As brain cancer mortality rates continue to rise, Alpheus Medical is fortunate to be part of the BrightEdge portfolio and receive ongoing strategic advice from the ACS BrightEdge team that draws on its unparalleled expertise in cancer research and patient care.

Vijay Agarwal, MD, FAANS, Founder, President & CEO, Alpheus Medical, Inc.



Between 2019-2021

BrightEdge channels our expertise to advance the robust pipeline of ACS scientific discovery to reach patients faster, participate in company value creation to sustain future research grantmaking, and achieve market-level transformation on behalf of patients and their families.



INVESTMENT

BrightEdge investment case study:



BrightEdge extends American Cancer Society’s research continuum and accelerates bench to bedside, closing the economic loop to sustain future research funding.

ACS funds postdoctoral fellow Nathan Mathewson \$176K for “In vivo Discovery of Functional T cell Inhibitory Pathways in Glioblastoma”

Immunitas is established by Nathan Mathewson’s advisors and raises \$39 Million in Series A funding

Nathan Mathewson et al. publish high-impact publication demonstrating the core science behind Immunitas

BrightEdge invests in \$58M Immunitas Series B, lead program will enter clinical trials in 2022

Enable Value Creation: BE Innovation + Earlier-stage Investment (Future)

BrightEdge made its first investment in a company founded on ACS-funded research and grantees in 2021.

BrightEdge represents an opportunity to drive absolute performance (financial + impact) and value creation by narrowing the gap between grantmaking and equity investment. BrightEdge innovation is partnering with ACS Discovery Sciences for early deal flow and access to ACS networks.

Unwavering commitment to all people facing cancer and their caregivers

For the American Cancer Society (ACS) health equity means everyone has a fair and just opportunity to prevent, detect, treat, and survive cancer. In 2021 we diversified our portfolio to embrace approaches along the entire patient journey and product value chain. This is how we touch more lives. This is how we reach more people regardless of income, race, sexual orientation, gender identity, disability status, or where they live.

Through our novel fund model, BrightEdge catalyzes private investment to accelerate solutions that span cancer prevention, diagnostics, patient care, treatment access and adherence, and therapeutics to achieve impact across three dimensions: Science, Social Impact, and Sustainability:



SCIENCE:

Advance scientific discovery and promote patient-centric rational and ethical product design.



SOCIAL IMPACT:

Increase private investment toward technology-enabled solutions that address health disparities and achieve ACS's mission priorities to advance health equity.



SUSTAINABILITY:

Launch new business models and financial approaches to address health system gaps and market failures to save more lives from cancer.

The promise of BrightEdge, and the American Cancer Society, are better patient outcomes, irrespective of income, health insurance coverage, race, ethnicity, sexual orientation, gender identity, age, disability status, or where they live.

Dr. Karen Knudsen, Chief Executive Officer, American Cancer Society, Inc. and its advocacy affiliate, the American Cancer Society Cancer Action Network



2021 BrightEdge investments



IMPACT AREA: **Science, Social Impact, Sustainability**
INVESTMENT ROUND: **Series D**

[Freenome](#) (Follow On): Freenome is a clinical-stage biotechnology company with a comprehensive multiomics platform for the detection of cancer using a routine blood draw. The company combines its deep expertise in molecular biology with advanced computational biology and machine learning to detect disease-associated patterns among billions of circulating cell-free biomarkers.



IMPACT AREA: **Science, Sustainability**
INVESTMENT ROUND: **Series B**

[Immunitas](#): Immunitas is developing novel differentiated therapeutics for patients with challenging, complex cancers by unlocking human immunology using single cell analyses and machine learning.



IMPACT AREA: **Science, Sustainability**
INVESTMENT ROUND: **Series A**

[Interius](#) (Follow On): Interius BioTherapeutics is an early-stage biotechnology company expanding the potential of cell and gene therapy by developing next-generation delivery technology.



IMPACT AREA: **Science**
INVESTMENT ROUND: **Series C**

[InzenTherapeutics](#) (Cygnal Therapeutics): Inzen is developing a broad pipeline of novel medicines and approaches for treating cancer, reversing or stopping fibrosis and inflammation, and driving tissue regeneration.



IMPACT AREA: **Science, Social Impact, Sustainability**
INVESTMENT ROUND: **Pre-IPO**

[Lunit](#): Lunit is developing an AI software system that aims to make data-driven medicine the new standard of care, specifically focused on conquering cancer through AI solutions for screening and oncology.



IMPACT AREA: **Science, Social Impact, Sustainability**
INVESTMENT ROUND: **Series B**

[Nusano](#): Nusano is developing a high current ion source and linear accelerator that removes the current limitations of radioisotopes manufacturing for medical application and innovation.



IMPACT AREA: **Science, Social Impact, Sustainability**
INVESTMENT ROUND: **Pre-seed**

[Persephone](#): Persephone is designing precision immunotherapies and companion diagnostics by using AI and omics techniques to better understand the cancer patient gut microbiome.



IMPACT AREA: **Science, Social Impact, Sustainability**
INVESTMENT ROUND: **Series A**

[TailorMed](#): TailorMed harnesses technology to improve the financial performance of healthcare providers and reduce the financial hardship for patients.






3-D IMPACT: SCIENCE, SOCIAL IMPACT, SUSTAINABILITY

BrightEdge Impact Investment Case Study: Screening and Early Detection

Delivering mission priorities at the fund level

Screening and early detection of cancer improves patient outcomes and reduces healthcare costs. To date, diagnostic, screening, and early detection technologies have received lower VC backing than therapeutics. BrightEdge is catalyzing private investment in areas of greatest impact.

While evaluating each opportunity on its own merits underpins decision making, at a fund level the BrightEdge portfolio shows the range of commercially viable solutions across both patient journey and product development value chain, driving additional private investment to ACS mission priority of screening and early detection so all patients have a fair chance to detect and survive cancer.

 <p>DIAGNOSTIC Next-generation blood tests for early cancer detection 2019</p> <p>freanoma</p>	 <p>DIAGNOSTIC Increasing availability to the raw materials needed for nuclear medicine 2021</p> <p>NUSANO</p>	 <p>DIAGNOSTIC AI-powered cancer screening and treatment 2021</p> <p>Lunit</p>
 <p>THERAPEUTIC/PLATFORM Unlocking the potential of the gut microbiome to develop equitable precision medicine 2021</p> <p>Persephone</p>	 <p>HEALTHCARE IT Financial navigation platform removing barriers to care for patients 2021</p> <p>TAILORMED</p>	 <p>HEALTHCARE IT Comprehensive integrated solution to transform cancer patient care 2019</p> <p>NavigatingCancer</p>

“The American Cancer Society and BrightEdge are helping us move forward faster. We’re focused on early detection of cancer and we have a shared purpose in making that happen, in making it a reality. ACS and BrightEdge believe in us, they have confidence in us, and that’s motivating. We’re being counted on to do important work, to bring this test to the forefront of clinical care to find cancer at its earliest stages to give people the best opportunity to survive and beat it when it is found.”

Mike Nolan, Chief Executive Officer, Freenome

Navigating Cancer’s digital health platform aims to leverage workflow, data, and mobile capabilities to improve the patient care experience.

1.5	2,500	5.7
MILLION ACTIVE PATIENTS	PROVIDERS	MILLION PATIENT INTERACTIONS

3-D IMPACT: SCIENCE, SOCIAL IMPACT, SUSTAINABILITY

Building a brighter future

The two pandemics of 2020, COVID-19 and racial injustice, will be followed by a third--aftershocks to the cancer care system from delayed cancer screenings, patients presenting with advanced stages of cancer, and those grappling with economic uncertainty. This comes at a time when the COVID-19 pandemic negatively impacted nonprofits like ACS by disrupting ongoing fundraising, research, and operations. Meanwhile, the life sciences and healthcare investing landscape grew even more vibrant, with more companies developing products and services based upon ACS-funded research, creating significant economic value alongside the rapid scientific and medical progress.

Why and How We Invest:

In these unprecedented times, American Cancer Society and BrightEdge see an opportunity to address the underlying problem of sustainability through our intentional impact investing. We strive to do this in multiple ways:

Generate market-rate returns and create a sustaining stream of funding that diversifies income needed to fuel ACS's life-saving research and patient programs

Invest in mission-priority areas to attract additional private capital to areas known to have greatest impact for people facing cancer and their caregivers

Bring patient-centricity to early-stage companies at critical stages of product design and development to pave way for more equitable access

Deploy evidence and ACS's unparalleled expert knowledge to effectively partner and drive market-based transformation that saves more lives from cancer

Drive best-in-class commercial solutions that accelerate and deliver ACS's mission via sustainable healthcare approaches

Raise awareness of ACS purpose and impact and strengthen a culture of health equity, diversity, and inclusion among conventional investors and innovators to drive collective impact across the cancer ecosystem

BrightEdge stands poised to satisfy the growing appetite among philanthropists seeking investment-oriented platforms that put their donor dollars to work in bold new ways, and to address increased demand from investors seeking products that can perform across financial and measurable impact metrics. Donors and investors alike can lean into BrightEdge's model with trust and confidence knowing that ACS's evidence and knowledge underpin the investment strategy, that financial returns are reinvested and used to sustain ACS's life-saving research and programs, and that by optimizing our approach to target cancer from multiple angles there is little risk of "impact-washing."

[Barron's Penta: Future Returns: Impact Investing Through Healthcare Venture Capital, Jan. 18, 2022](#)



40% of BrightEdge portfolio companies are led by females and people of color



BrightEdge Sustainability Case Study

Financial barriers to care are a known problem

TAILORMED

In 2018, ACS Cancer Action Network (ACS CAN) reported that the total US cancer patient out-of-pocket costs burden that year alone was \$5.6 billion. This includes chemotherapy drugs, surgical procedures, and radiation treatments.

Cancer-caused financial hardship falls hardest on people of color, those who have lower incomes, and/or have lower education levels, and younger patients.

In a recent ACS CAN survey of cancer patients and survivors, 70% made significant lifestyle changes to afford care and 51% have incurred cancer-related medical debt. Women, African Americans, and patients in states without Medicaid were most likely to incur cancer-related medical debt.¹

In a publication in the American Journal of Medicine (AMJ MED), authors found that after two years of treatment, 42.4% of cancer patients depleted “their entire life's assets” and after four years of treatment 38.2% of cancer patients faced “financial insolvency.”²

In 2014, the Consumer Financial Protection Bureau highlighted concerns around the growing burden of medical debt on the healthcare system.

1 out of 5 credit reports contain overdue medical debt

15 million consumers have only medical debt on their credit reports

Average reported medical debt is \$579. This does not account for credit card debt from out-of-pocket expenses patients may hold



TailorMed

Founded to help patients and the US health care industry tackle the financial challenges of care delivery, TailorMed is focused on helping to ensure all patients can afford treatment. TailorMed's platform automates the entire process of identifying financially at-risk patients, matching and enrolling them in financial resources such as: co-pay assistance, replacement drug programs, government subsidies, community and state resources, assistance from disease-specific foundations, and programs that support patients with their living expenses – including those affecting social determinants of health. For patients, the platform can help reduce out-of-pocket responsibility, eliminating downstream financial hardships and avoidance of care. For health organizations, TailorMed shifts financial assistance from reactive matching or downstream collections to a proactive approach of addressing financial needs for more patients at the point of care.

[TailorMed Extends Funding Series to \\$25 Million to Continue Growing its Market-Leading Financial Navigation Platform \(brightedgefund.org\)](#)

Connecting to ACS Mission Priorities to Reduce Cancer Mortality, Increase Access to Quality Care and Advance Health Equity/Reduce Disparities:

TailorMed seeks to lessen the financial strain on cancer patients, while simultaneously decreasing the burden of bad debt for hospital systems and improving overall patient outcomes through adherence to care.

Patient outcomes are proportional to the barriers they face getting healthcare. As the cost of care increases, the number of positive outcomes decrease, as patients are less likely to attend appointments or may ration their prescription drugs.

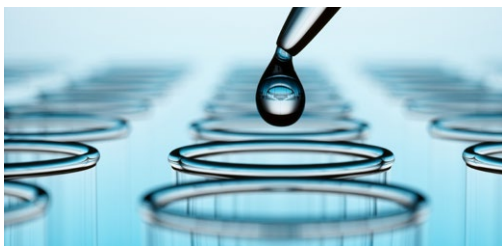
TailorMed increases access to care and relieves the financial strain on patients, caregivers, and providers.

Looking to the future: impact innovation

Healthcare is complex and investing in early-stage solutions exposes technical, financial, and market risks. But patients are counting on ACS to fuel scientific discovery, reduce friction in patient journeys, and level the playing field so everyone has a fair and just opportunity to prevent, find, treat, and survive cancer.

This cannot be achieved without intentionality to guide innovation and optimize impact targeted at advancing the full mission of ACS. As such, BrightEdge embraces both scientific and social innovation goals and is laying groundwork for innovation enablement services to propel the next generation of solutions:

<p>Partnering with ACS Discovery Sciences to strengthen our investment activity and narrow the gap between scientific grantmaking and equity investments</p>	<p>Building advisory and innovation partner networks to drive value creation and absolute performance</p>	<p>Mobilizing and integrating ACS grantee, professor, and collaborator networks to accelerate and deepen impact innovation and investing</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------



Join the BrightEdge impact innovation movement as a volunteer, mentor, advisor, or sponsor.

Conclusion

More than 1.9 million people living in the US will be diagnosed with cancer in 2022 and over 600,000 will die from the disease. The pandemic-related disruption of health services in 2020 and 2021 resulted in millions of missed or postponed appointments for cancer screening or follow-up for abnormal results or new symptoms, as well as patients already diagnosed who experienced treatment delays and/or modifications¹. The consequences of interruptions in care will become evident in cancer statistics over the next several years to come. Despite significant advances in cancer treatment, health disparities continue to widen for many groups and cancer types. ACS's goal to reduce cancer mortality and improve the lives of patients and their families requires not only progress in understanding and treating the 200 distinct diseases that constitute a cancer diagnosis, but in improving the healthcare system and addressing social determinants of health.

BrightEdge is positioned to generate returns on financial, social, and innovation goals in service of ACS, which delivers on our commitment to patients past, present, and future. Drawing upon ACS's track record of success in operationalizing solutions through public and nonprofit sectors, the time has come for evidence-based approaches that target cancer through private investment, early-stage company growth, and novel business models so that our lifesaving mission continues, impact amplifies, and progress endures.

Without intentional efforts, the marketplace may inadvertently widen healthcare disparities. By bringing a science-based, patient-centric lens to oncology investment, we play a catalytic role in building a culture of health equity within our innovation ecosystem to accelerate solutions in the areas of greatest need. ACS is uniquely positioned to rapidly distribute evidence-based knowledge and social advances through our publications, platforms, and policy advocacy. Through our impact investing, BrightEdge will promote standards of environmental and social impact coupled with ethical and responsible governance (ESG).

BrightEdge intends to grow BE Fund I to \$100 million by 2023, triggering granting of an annual percentage of investment proceeds to fuel ACS research and patient service programs in more than 5,000 communities. Being a social innovation startup, BrightEdge Founders Circle and /BE the CURE Partners are our friends and family, early funders, and thought partners in innovating more impact to save the lives of people facing cancer today and tomorrow. We thank them and look forward to welcoming others joining the movement of impact investing to defeat cancer and advance health equity.

1. <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2022/2022-cancer-facts-and-figures.pdf>

BrightEdge Committee Members and Advisors:

Bruce Barron
Dr. Arnold Baskies, MD
Dr. Bill Cance, MD
Dr. Arul Chinnaiyan, MD, PhD
Dr. Wafik El Deiry, MD, PhD
Howard Fischer
Dr. Mark Goldberg, MD
Dr. Carl June, MD
Dr. Karen Knudsen, PhD, MBA
Dr. Amit Kumar, PhD
Dr. John Lazo, PhD
Dr. Michelle Lebeau, PhD
Dr. Andrew Lo, PhD
Dr. Crystal Mackall, MD
Lita Nelsen
Alice Pomponio
Kael Reicin

BrightEdge Founders Circle Members:

Anonymous
Godard and Stacy Abel
Resonance Philanthropies
Wood Next Fund

To learn more, please contact
BrightEdgeInfo@cancer.org



BrightEdge

brightedgefund.org | cancer.org | 1800-227-2345

PLEDGE TO BUILD A BRIGHTER FUTURE WITH AMERICAN CANCER SOCIETY BRIGHTEDGE

The Founders Circle is a dynamic group of individuals and institutions who invest their compassion, experience, leadership, and financial support to fulfill the shared mission of the American Cancer Society BrightEdge Fund. The Founders Circle offers a list of exceptional privileges and amenities.

Membership in the American Cancer Society BrightEdge Founders Circle Community and /BE THE CURE Strategic Partners requires a \$500,000 minimum commitment over four years. BrightEdge has set a fundraising and performance target to grow the fund to \$100 million by 2023.

BrightEdge, LLC is structured as a separate legal entity, wholly owned by ACS; however, it is treated as a tax-exempt charity and can receive tax-deductible contributions because of its relationship to ACS. *Donations to the American Cancer Society and BrightEdge are tax-deductible to the extent permitted by applicable law.*

(See IRS Notice 2012-52.)