

# Upstage Lung Cancer **AT A GLANCE**

A unique nonprofit using the performing arts to raise lung cancer awareness & fund early detection research

## Description

Nonprofit organization presenting educational concert programs, video podcasts and blogs to promote lung cancer early detection research, public education and patient advocacy

## Vision

Help increase lung cancer detection and diagnosis rates by 50% by 2025

## Mission

- To promote awareness, advance understanding, and remove the social stigma of lung cancer
- To raise funds for research and innovation in early detection and diagnosis of lung cancer

## Research Partners

Addario Lung Cancer Medical Institute  
Dana Farber Cancer Institute  
Go2 Foundation for Lung Cancer  
LUNgevity Foundation  
Massachusetts General Hospital  
MIT Koch Institute for Integrative Cancer Research

## How We Raise Funds and Awareness

**Annual Concert Series** Musical performances designed to attract audiences as a vehicle for educational presentations to expand awareness of lung cancer issues

**Spring Sing-Out Series** Musical performances by varying artists presented in partnership with the Addario Lung Cancer Medical Institute (ALCMI) and the Go2 Foundation dedicated to funding research about lung cancer in young people

### “Backstage @ Upstage” Podcasts

Interview series hosted by Hildy Grossman with Jordan Rich talking with guests from the areas of medical research, performing arts, patient community and public advocacy about the experience, treatment and research of lung cancer

**Web Site Blog “The Voice”** Educational articles exploring patients, treatments, research, care and news

**Fan Awards** Annual recognition of an individual or organization showing exceptional leadership in the area of lung cancer

## How We Support Research

Funding from concert proceeds and donations is directed to lung cancer early detection research, totalling over \$3 million since 2011. Funding supports the newest methods to develop tools to detect lung cancer at the earliest possible stage.

## 2022 Sponsors

STAR \$15,000+  
Blueprint Medicines (podcasts)  
Novartis (podcasts)

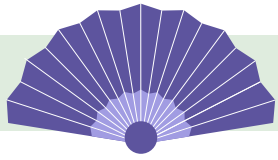
HEADLINER \$10,000-\$14,999  
Takeda (concerts, podcasts)

BACKER \$7,500-\$9,999  
Lilly (concerts)

PRODUCER \$5,000-\$7,499  
Foundation Medicine (podcasts, concerts)  
Genentech (concerts, podcasts)

CONDUCTOR \$1,500-\$2,999  
BioMedical Modeling (concerts, podcasts)  
Guardant Health (podcasts)

Since 2009, we've produced 28 educational concerts in support of our mission



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## Online Media Presence

**Amazon Prime Music** Backstage @ Upstage

**Android Podcasts** Backstage @ Upstage

**Apple Podcast** Backstage @ Upstage

**Audible** Backstage @ Upstage

**Blubrry** Backstage @ Upstage

**Deezer** Backstage @ Upstage

**Facebook** @upstagelungcancer

**Google Podcasts** Backstage @ Upstage

**iHeart** Backstage @ Upstage

**Instagram** @upstagelungcancer

**LinkedIn** Upstage Lung Cancer

**Podcast Index** Backstage @ Upstage

**Spotify** Backstage @ Upstage

**Stitcher** Backstage @ Upstage

**TuneIn** Backstage @ Upstage

**TikTok** @upstagelungcancer

**Twitter** upstagelungcanc *note truncated spelling*

**YouTube** Upstage Lung Cancer Performances

## Officers



**Hildy Grossman, PhD**  
FOUNDER & PRESIDENT



**Sumati Ram-Mohan, MSci**  
VICE PRESIDENT



**Nancy Swan**  
TREASURER



**Jessica Newman**  
CLERK

**Headquarters** Brookline, Massachusetts USA

**Year Founded** 2008

**Founder & President** Hildy Grossman

**Salaried Employees** Upstage Lung Cancer is a volunteer-led nonprofit with no salaried employees

**Budget and Financial Information** In 2021 Upstage Lung Cancer had operating expenses of \$24,500, and directed proceeds of \$120,000 to lung cancer early detection research.

**Nonprofit Status** Upstage Lung Cancer is a Massachusetts nonprofit corporation. It is tax-exempt under Internal Revenue Code section 501(c)(3). Federal tax ID number is 26-3303949.

**Tax Filings** Email [info@upstagelungcancer.org](mailto:info@upstagelungcancer.org) to request our form 990

**Mailing Address** PO Box 844 Brookline, MA 02446

**Web site** [upstagelungcancer.org](http://upstagelungcancer.org)

**Telephone** 617.835.9722

**Email** [info@upstagelungcancer.org](mailto:info@upstagelungcancer.org)

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