

SPONSOR A PATIENT

2025 OVERVIEW PACKAGE

Platinum
Transparency
2025

Candid.

A Growing Opportunity



Executive Summary

High-level overview of this document.

For 48 years, BeatCancer has stood as a beacon of hope and empowerment for individuals and families affected by cancer. Our mission is clear: to help people *prevent, deal with, and beat cancer* by providing research-based education on diet, lifestyle, and other immune-boosting approaches.

Today, we are inviting compassionate donors to join us in advancing this mission through our Sponsor a Patient (SAP) program.

Through SAP, donors directly support individuals battling cancer, by covering the cost of one-on-one individualized cancer counseling. Just \$2,500 per patient provides holistic guidance, personalized healing plans, and resources for diet and lifestyle modification to help improve disease outcomes and prevent recurrence. It's personal, it's powerful, and it works.

Just like sap is the lifeblood of a tree, carrying vital nutrients that allow it to grow, heal, and thrive, our Sponsor a Patient (SAP) program provides essential resources that nourish the mission of BeatCancer.

This funding is what keeps our nonprofit rooted, growing, and able to branch out to help more patients in need. With your continued support, SAP becomes the steady flow that fuels transformation; one patient, one story, one life at a time.

BeatCancer appreciates all sponsors, no matter the size of their donation. As such, we offer a range of donation levels so donors have clear choices and may choose what level aligns most with their budget and goals. We also provide additional acknowledgments for those who contribute generously for at least two consecutive years, as well as for donors who choose to leave a legacy gift. Each year, the sponsor whose generosity shines brightest receives special recognition through our Keystone Sponsor Award, honoring their incredible commitment to our mission.

By showing your support and covering the cost of these critical counseling services, you make a tangible difference in the lives of real people fighting cancer.



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Welcome Note

A letter of thanks from our CEO.

At BeatCancer.Org, we believe that real change happens one life at a time. Our Sponsor a Patient program was born from that belief — from the understanding that behind every statistic is a person, a family, a story of courage. As CEO, I am honored to invite you to explore this opportunity to be part of something deeply meaningful.

When you choose to sponsor a patient, you are doing so much more than making a donation — you are walking alongside someone in their fight for life. You are giving them access to holistic support, guidance, and hope when they need it most. And you are joining a community of people and businesses committed to changing the future of cancer care.

Thank you for taking the time to learn more about how you can make a difference. Together, we can build something extraordinary — a legacy of compassion, healing, and impact that will last for generations.

Warmly,
Carl Wagner
Chief Executive Officer
BeatCancer.Org



Our Beginnings



"I wasn't angry at the doctors. They cried when he died; I think they could really identify with Harvey because they were about the same age. They apologized and said they simply did not have the tools they needed to save him."

- Dr. Susan Silberstein

In the mid-70s, Dr. Susan Silberstein had a thriving career in linguistics, a loving husband, Harvey, and two young children. Then tragedy struck. At the age of 30, Harvey Silberstein was diagnosed with a rare, terminal form of spinal cord cancer.

Determined to make a difference, Susan immersed herself in cancer research, uncovering alternative therapies beyond chemotherapy and radiation. Despite their efforts, Harvey passed away a year later, not from cancer, but from the devastating effects of chemotherapy and radiation treatment.

Driven to prevent others from enduring the same pain, Susan founded The Center for Advancement in Cancer Education. For decades, she counseled patients, educated caregivers and medical professionals, and became a renowned speaker in the field. Her legacy continues through the vital work we carry on today.

Our Work

Patient Counseling

BeatCancer offers counseling for patients all over the world, free of charge / on a donation basis. Patients are welcome to donate after receiving services, but are not obligated to do so.

Weekly Community Calls

Every Thursday at 7 pm EST, BeatCancer hosts a free-to-attend Zoom meeting, where our staff and Certified Holistic Cancer Coaches discuss and share information on a variety of holistic health and wellness topics, and field questions from the community.

Books, E-Books, CDs, DVDs

The BeatCancer E-Store contains a variety of resources available for purchase. All packed with information based on Susan's decades of experience in the field.

Holistic Cancer Coach Certification Program

Our certification program, based on Susan's expertise, empowers students to coach themselves or others through cancer recovery and prevention, enhance their existing medical practice, or launch a career as a Certified Holistic Cancer Coach. Students also gain access to a growing support network and essential resources for success.

And More

The BeatCancer community is stronger than ever and fast growing. We continue to develop and refine new programs to best serve our community!

Our Mission

A look at our values and what we strive for.

We believe that 90% of all cancers can be eliminated through environmental and lifestyle choices alone; *and science agrees.*

Our mission is to help individuals and families *prevent, deal with, and beat cancer* by providing research-based education on diet, lifestyle, and other immune-boosting approaches.

Grounded in the proven science of epigenetics, we strive to create generational change by breaking the chain of cancer running in families. Through our services and personalized, one-to-one support, we empower individuals to make transformative lifestyle changes that not only improve their own health but also inspire healthier futures for their loved ones.

Through our certified holistic cancer coaches, we honor the legacy of our founder, Susan Silberstein, PhD., by reaching masses of people with a deeply personalized approach. For every individual we help, we change the narrative for an entire family, showing them that cancer does not have to be their destiny. Together, we are transforming lives and ensuring that prevention and control are within everyone's reach.

We Deliver Cancer Education In 4 Ways:

1

Educational materials for cancer prevention and control.

2

Free individualized counseling for people battling cancer.

3

Health Professional Training / Certification for Doctors and other Health Professionals.

4

Public seminars and conferences for cancer prevention and control.

The BeatCancer Difference:

We teach true prevention, not just early detection. "Early Detection" is better than late detection, but it is not the same as prevention.

Our programs for diagnosed patients focus on the patient, not the tumor.

We raise money for education, not research. There are thousands of organizations collecting millions of dollars to find "The Cure". Prevention is the Cure!

By The Numbers

A snapshot of some of our metrics.



YEARS



550+

HOLISTIC CANCER
COACHES TRAINED



10K+

MEDICAL
PROFESSIONALS EDUCATED

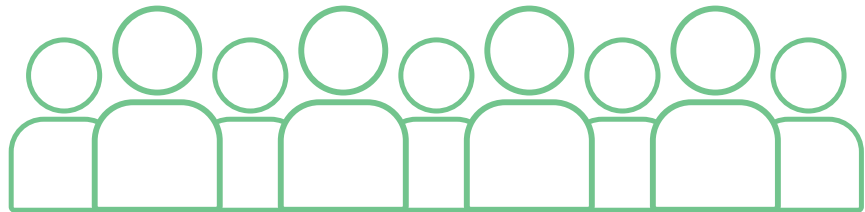


350+

TESTIMONIALS
SUBMITTED

45,000

PATIENTS SERVED IN-HOUSE



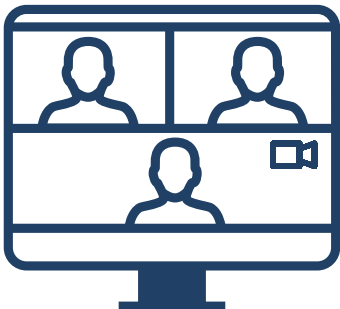
450,000

COUNSELING
SESSIONS



90K

FACEBOOK FOLLOWERS



1.5K

AVG AUDIENCE REACH
ON WEEKLY CALLS



35K

INSTAGRAM FOLLOWERS

Importance Of Sponsorship

Doing good is good for business.

Rather than thinking of charitable donations as a cost, think of them as an investment that helps to differentiate your business in the eyes of your employees and your customers.

Positive Brand Association

Charitable giving to nonprofit organizations not only supports meaningful causes, but also delivers significant benefits for businesses of all sizes. Your philanthropy can enhance your public relations, elevate brand reputation, and demonstrate a strong commitment to the communities you serve. Consumers today are increasingly values-driven, with over 90% expecting businesses to go beyond generating profit and actively contribute to social good.

Many are willing to support, and even pay more for, brands they view as ethically and socially responsible. By aligning with nonprofit causes, businesses can strengthen customer trust, deepen community relationships, and reinforce their corporate social responsibility (CSR) efforts, all of which contribute to long-term brand loyalty and sustainable growth.

Employee Engagement and Performance

Charitable giving can have a powerful impact not only on the community, but also within the workplace. Research shows that corporate donations are linked to increased job performance, particularly among those who value purpose-driven work environments. Supporting nonprofit causes has also been shown to strengthen employee engagement, enhance morale, and foster a positive company culture; all factors that contribute to greater loyalty, productivity, and collaboration.

A donut chart with a blue outer ring and a white inner circle. The number 88% is displayed in the center. The blue ring represents 88% of the total.

88%

88% of consumers seek information about a company's CSR efforts and 84% would even "tell friends and family" about it, reports *Webinar Care*.

A donut chart with a blue outer ring and a white inner circle. The number 90% is displayed in the center. The blue ring represents 90% of the total.

90%

According to *Zipdo*, 90% of consumers expressed a higher likelihood of trusting and remaining loyal to businesses that demonstrate social responsibility.

A donut chart with a blue outer ring and a white inner circle. The number 40% is displayed in the center. The blue ring represents 40% of the total.

40%

Reputation shapes the perception of a company, and according to *Corporate Challenge Events*, CSR functions are responsible for over 40% of a company's reputation.

A donut chart with a blue outer ring and a white inner circle. The number 87% is displayed in the center. The blue ring represents 87% of the total.

87%

According to a study by the *Harvard Business Review*, 87% of companies with high levels of CSR reported a positive work culture.

Why You Should Sponsor Us

We're not just another option, we're the game changer.

Advancing Cancer Research Dissemination

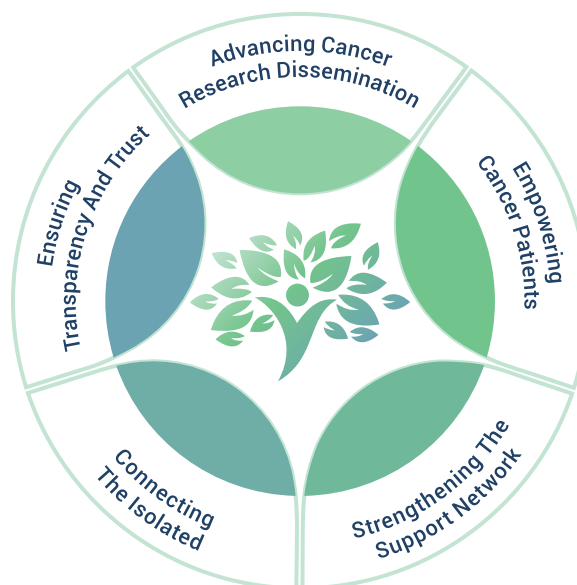
Our nonprofit plays a pivotal role in disseminating valuable cancer research findings, ensuring they are not just published in academic journals, but are also implemented in real-world settings, leading to better prevention, diagnosis, and treatment approaches.

Empowering Cancer Patients

The most powerful and meaningful way to support those dealing with cancer is by offering direct help to the patients themselves. Through BeatCancer's free one-on-one individualized cancer counseling, we provide personal guidance, coaching, and resources for diet and lifestyle modification to help improve disease outcomes and prevent recurrence. Our services also provide referrals for immune-enhancing programs. Additionally, BeatCancer.Org helps clients develop creative ways to manage the side effects of conventional cancer treatments.

Strengthening The Support Network

Many cancer patients are surrounded by a circle of devoted family, friends, and community members supporting them during the challenging period of diagnosis and treatment. At BeatCancer, we extend our embrace to encompass caregivers and loved ones, recognizing the vital role they play in the healing process.



Connecting The Isolated

While many cancer patients are surrounded by loved ones, some face their journey without a strong support network. At BeatCancer, no one has to go through it alone. Our global community of compassionate coaches and friends is here to offer guidance, encouragement, and connection, every step of the way.

Ensuring Transparency And Trust

BeatCancer is proud to have the 2025 Candid Platinum Seal of Transparency. This seal signifies that a nonprofit organization has demonstrated the highest level of transparency by sharing detailed information about its mission, programs, financials, and impact. This seal reflects our commitment to maintaining up-to-date data honestly and with integrity, fostering significant trust with donors and the public.

Levels of Sponsorship

A look at our range of donation levels, and the benefits they receive.



Platinum Sponsorship

\$25,000+ (10+ Patients)

Sponsors will receive the benefits of the Gold Level, as well as these additional perks:

- Recognition in every "This Weekly Call Is Sponsored By" video for remainder of year
- Branded impact report
- Stewardship call with BeatCancer.Org leadership
- Special guest appearance opportunity on a weekly call



Gold Sponsorship

\$10,000 (4 Patients)

Sponsors will receive the benefits of the Silver Level, as well as these additional perks:

- Personalized "Thank You" video from a patient or BeatCancer.Org representative
- Exclusive video interview highlighting your corporate giving efforts
- Invitation to events with our leadership team



Silver Sponsorship

\$5,000 (2 Patients)

Sponsors will receive the benefits of the Bronze Level, as well as these additional perks:

- Dedicated feature in an email blast to our supporters
- Dedicated blog article featuring your company's impact



Bronze Sponsor

\$2,500 (1 Patient)

Sponsor benefits include:

- Recognition on Facebook, Instagram, YouTube, and Twitter
- Inclusion on the "Sponsors" page of our website
- Single mention in weekly digest email
- Single mention on weekly call

Sponsor Badge Examples

Personalized badges for media and web use.

BeatCancer appreciates all sponsors, no matter the size of their donation.

As such, we offer a range of donation levels so donors have clear choices and may choose what level aligns most with their budget and goals.

We also provide additional acknowledgments for those who contribute generously for at least two consecutive years, as well as for donors who choose to leave a legacy gift.

Each year, the sponsor whose generosity shines brightest receives special recognition through our Keystone Sponsor Award, honoring their incredible commitment to our mission.

Real examples of how sponsor badges are styled for media and website use



Additional Recognition

Further acknowledgements for exceptional contributors.



Visionary Donors

Sponsors who generously contribute for multiple years receive special recognition as valued supporters of our mission. We celebrate your dedication with exclusive acknowledgments.

Legacy Donors

Sponsors who make a legacy donation receive special recognition for their enduring generosity. We honor this meaningful commitment with exclusive acknowledgments.



Keystone Sponsor Award

The sponsor whose generosity shines brightest each year receives special recognition for their incredible support. We distinguish their outstanding commitment with exclusive acknowledgments.

































The sponsor who is recognized with the Keystone Award will receive the benefits of the Platinum Level, as well as these additional perks:

- Home page Keystone Award feature for entire next year
- Pinned post on social media (where applicable) for premium visibility for full next year
- Custom press release to media outlets
- Additional personalized thank you video as Keystone Sponsor
- Weekly call recognition mention as Keystone Sponsor for entire next year



Sponsorship Menu

Comparison of all level benefits at a glance.

	PLATINUM \$25,000+	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
Recognition on Facebook, Instagram, YouTube, and Twitter				
Inclusion on the "Sponsors" page of our website				
Single mention in weekly digest email				
Single mention on weekly call				
Dedicated feature in an email blast to our supporters				
Dedicated blog article featuring your company's impact				
Personalized "Thank You" video from a patient or BeatCancer.Org representative				
Exclusive video interview highlighting your corporate giving efforts				
Invitation to events with our leadership team				
Recognition in every "This Weekly Call Is Sponsored By" video for remainder of year				
Branded impact report				
Stewardship call with BeatCancer.Org leadership				
Special guest appearance opportunity on a weekly call				

Testimonials

Read some of the feedback we've received about our counseling program.

“

Your organization is incredible and I have my greatly improved health to offer as evidence. Dr. Shayne is such an amazing person and has enlightened me about every aspect of health and well-being. I have subscribed to each recommendation she has made and already see the benefits of her great advice.

I am certain for the first time in 6 years that recovery is within my reach. Thank you, thank you, thank you Dr. Shayne and BeatCancer.org!!! Keep up the great work!

Teresa P

Dear Susan, I am so impressed with your knowledge and expertise, plus the generosity of your time. Your counseling and education has been astounding. You and your organization provide an invaluable service. Les too is so happy to have met you and will be compliant with perhaps all or most of your suggestions. Thanks so much for all you have done and all that you will continue to do. Warmly,

Rodney Schlaffman

Thank you again for the quick response to my phone call. I have always valued your counseling and the wisdom you have passed on to me through the years. Your organization is truly a valuable asset to anyone challenged with cancer. Please accept this donation so that you may continue to teach families the importance of nutrition and living a healthy lifestyle. I'm very happy to say that my white cell counts are nearly in the normal range and I am feeling great. Abundantly blessed,

Pat Silknitter

When I share my story, people say, "gosh, you're a miracle!" They can't believe that I move so well on the tennis court (after two hip replacements) and feel so well (after three bouts of metastatic cervical cancer) and stay high-energy through the day. BeatCancer.org helped me through this life-threatening illness. Dr. Susan Silberstein showed me options: If I chose radiation, how would I cope with the side effects? What nutritional, emotional and lifestyle changes could make a difference? I listened. Best of all, she gave me hope. I'm cancer-free now. (11 years)

Bambi Dudley

”

Read more of our testimonials at:
beatcancer.org/testimonials/

"Hindsight is 20/20." "We didn't know any better." "If only we had known sooner..."

How many families around the world have said these types of phrases about a loved one who has passed "from cancer"? The answer is: too many. And if, like myself or many of the other team members here at BeatCancer.Org, those phrases are familiar to your family, I am incredibly sorry for your loss.

Thank you for considering joining us on this mission. Sadly, our work becomes more urgent by the day. BeatCancer.Org exists to prevent the needless pain and loss that too many families endure. We are here to ensure that patients and their loved ones are never alone, and never uninformed about their options. Because so often, these early passings are preventable.

We regularly hear from individuals who tell us they are alive and well in 2025, despite being told decades ago that they had no hope. They found BeatCancer.Org, then known as The Center For Advancement In Cancer Education, and credit that moment as the turning point that saved their lives.

Real, tangible people. Real, tangible results.

Our new Sponsor a Patient program is one of the most exciting initiatives we've ever launched. It gives donors, partners, and compassionate individuals like you the chance to directly support these stories of life.

Providing free counseling to patients in their time of need is one of our most important commitments; a time when they are often overwhelmed not just physically and emotionally, but financially, due to medical bills and loss of income.

There are many noble causes you could support.

Thank you for considering this one.

We take it incredibly seriously.

Now more than ever, we need compassionate hands and hearts to join us.

Zakariya Frank
Chief Operational Officer
BeatCancer.Org



Take Action

Unable to Sponsor a Patient at this time, but still want to make a difference?



Donate Online:

Make an immediate impact with a secure online donation. Your support helps us deliver life-changing education and holistic cancer support to those who need it most.



Mail Donation:

Prefer to give by check? We gratefully accept mailed donations—every gift fuels our mission to educate, empower, and support those affected by cancer.

Please make checks payable to BeatCancer.Org and mail your contribution to:

BeatCancer.Org
PO Box 130
Richboro, PA 18954



In-Kind Donations:

Support our mission through donated goods or services. From printing and tech support to event space and wellness products, your in-kind gift helps us do more with less.



Participate or Collaborate:

Join us in empowering individuals and families to prevent and beat cancer. Your involvement makes a difference.

Please contact us at 888-551-2223 or email us at Support@BeatCancer.org. Thank you!
BeatCancer.Org is a 501(c)(3) non-profit organization. Your donation may be tax-deductible as allowed by law. Please consult your tax advisor for details.

Our tax ID number is: 23-2634508

Agreement Terms

Terms and Conditions for the SAP program.

Terms of Service Agreement

These Terms of Service ("Agreement") govern the participation of corporate sponsors ("Sponsor") in the Sponsor a Patient Program ("Program") operated by BeatCancer.Org ("Organization"). By participating in the Program, Sponsors agree to the following terms and conditions:

1. Use of BeatCancer.Org Name, Logo, and Branding

Sponsors may be granted the non-exclusive, limited right to use the BeatCancer.Org name and logo solely in connection with their participation in the Program, subject to the following conditions:

All use of the BeatCancer.Org name or logo must be approved in writing prior to publication, distribution, or display.

The BeatCancer.Org logo may not be altered, distorted, or used in any way that implies endorsement of products, services, or political statements outside the scope of the Program.

BeatCancer.Org reserves the right to revoke logo usage at any time for any reason, particularly if the use is deemed inconsistent with the Organization's mission, values, or public image.

2. Alignment with BeatCancer.Org Mission and Values

BeatCancer.Org exists to educate, empower, and support individuals affected by cancer through holistic, integrative health practices.

Participation in the Program and receipt of associated sponsor deliverables (including but not limited to marketing recognition, social media mentions, and co-branded content) is contingent upon the Sponsor's alignment with our mission, values, and ethical standards.

At the sole discretion of BeatCancer.Org, certain deliverables may be withheld, modified, or rescinded if a Sponsor's business practices, public reputation, or organizational values conflict with the core mission and beliefs of BeatCancer.Org.

3. Impact Reporting

BeatCancer.Org is committed to providing transparent and meaningful impact reporting to its Sponsors.

Sponsors will receive an Impact Report outlining the outcomes of their contribution to the Program. Impact Reports will only be generated after the sponsored patient(s) have completed a minimum of eight (8) coaching sessions through BeatCancer.Org.

Impact Reports may include anonymized patient feedback, program success metrics, and a summary of services provided.

4. General Terms

Participation in the Program does not create a partnership, joint venture, or agency relationship between the Sponsor and BeatCancer.Org.

BeatCancer.Org reserves the right to amend these Terms of Service at any time. Any material changes will be communicated to Sponsors in writing.

Sponsors agree to conduct themselves in a professional manner that reflects positively on BeatCancer.Org and the Sponsor a Patient Program.

EMPOWERMENT THROUGH
EDUCATION
ROOTED IN
PURPOSE
GROWING THROUGH
PARTNERSHIP
BEATCANCER

Contact Us

P.O. Box 130, Richboro PA 18954
1-888-551-2223
support@beatcancer.org
www.beatcancer.org

