



CANCER AND  
CAREERS  
BACKGROUND &  
OPPORTUNITIES



# CANCER AND CAREERS

## FOUNDED 2001

Mission: Cancer and Careers empowers and educates people with cancer to thrive in their work environment by providing expert advice, interactive tools and educational events to patients, survivors and caregivers.

The organization also provides guidance and training for healthcare providers, HR professionals, employers and managers.

Vision: to eliminate fear and uncertainty for working people with cancer

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# WHO DOES CANCER AND CAREERS HELP?

## **Cancer Patients and Survivors**

Cancer and Careers delivers free educational events, tools and resources to patients and survivors that address the practical, legal and psychosocial challenges of balancing treatment and recovery with employment.

## **Healthcare Professionals**

Cancer and Careers offers healthcare professionals access to accredited webinars and conferences as well as a dedicated section of [cancerandcareers.org](http://cancerandcareers.org) with resources relevant to them and their working patients. In addition, CAC conducts full-day In-Service Trainings for the staffs of national cancer centers and cancer support organizations.

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# WHO DOES CANCER AND CAREERS HELP?

## **Employers**

Cancer and Careers helps companies develop internal ecosystems of support that serve their employees facing a serious illness as well as frontline managers and HR operating day-to-day by providing policy guidance, targeted trainings and best practices—all with the goal of creating a productive and welcoming workplace for all.

## **The Cancer Community and Beyond**

Cancer and Careers is the go-to resource and recognized authority for the greater cancer community and the public at large on issues of work and cancer. Leading cancer organizations, hospitals, the media and the general public turn to the organization for in-depth information on this critical but often overlooked piece of the cancer journey.

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Each year, worldwide, the equivalent of  
**54,794 people a day**  
learn that they  
**have cancer.\***

\* In 2022, approximately 20 million cancer cases were newly diagnosed worldwide. <https://www.cancer.org/research/cancer-facts-statistics/global-cancer-facts-and-figures.html>

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# Cancer has many side effects.

The projected annual global impact of cancer between 2020 and 2050 is **\$800 Billion\***

\*Figure published in February 2023 in European Society for Medical Oncology online article <https://www.esmo.org/oncology-news/estimate-of-the-global-economic-cost-of-the-most-prevalent-cancers-in-204-countries-from-2020-to-2050#:~:text=Data%20were%20collected%20on%2025,of%200.55%25%20on%20global%20GDP.>



# The cost of cancer can include a **career...**

People with cancer struggle to navigate the demands of work and treatment.

- Risk to income
- Risk to benefits
- Disrupted daily life
- Isolation



**72%** of new diagnoses in the US occurring in people between the ages of 20 and 74\*, prime employment years,

\*National Cancer Institute, 2022



**Make work  
a place of  
opportunity  
for people  
with  
cancer.**

...but it doesn't have to.

Workplace support, equitable treatment, access to job modifications and practical information can make work possible for people with cancer. Companies retain their talent, and employees are empowered to deliver on their potential.

- + Reliable income
- + Access to insurance
- + Sense of normalcy
- + Community and belonging

## Our Partnership

# Your investment changes lives.

## Personalized support

Our experts work alongside patients and survivors to navigate cancer and their employment. Career coaches answer questions, provide direction, and review resumes. Our social workers offer one-on-one guidance and next steps. We also provide grants that give access to technology and emergency financial assistance.

## Educational events

Cancer and Careers helps people who want to work while in treatment or recovery by hosting forums where participants can address their challenges with the help of experts, can exchange ideas, and meet others who share their experiences.

## Information in English & Spanish

Our expansive library of publications, comprehensive website and interactive tools serve as a one-stop-shop for anyone working and living with cancer, as well as the healthcare providers and employers who want to support them.

# 2025 PROGRAM HIGHLIGHTS

Cancer and Careers provides support and real-time solutions for the cancer community's employment needs.

- 600,000+ individuals visited [cancerandcareers.org](https://cancerandcareers.org) & [cancerandcareers.org/español](https://cancerandcareers.org/español).
- Achieved 221M+ impressions via nationally televised PSA in English and Spanish.
- Distributed more than 82,500 publications in English and Spanish.
- Produced 29 virtual events, including National & Regional Conferences and Webinars.
- Gifted 59 laptops to patients and survivors being held back by unreliable technology.
- Presented 15 programs for partner organizations across the U.S.
- Hosted one virtual In-Service Trainings for Healthcare Professionals reaching 36 oncology professionals and advocates in 22 states.
- Conducted a needs assessment survey of 516 young adult cancer survivors (18-40) to identify key challenges, attitudes, and resource gaps related to work and cancer.
- Supported 42 individuals by providing personalized one-on-one assistance.
- Fielded a first-of-its-kind survey to understand the experiences people face balancing work and cancer in France, Germany, and the UK.
- Reviewed resumes for 224 job-seeking survivors.
- 98% of 2025 program participants said they can use what they learned in their day-to-day lives.

# YEAR-ROUND PARTNERSHIP

Position your company as a leader in employee care by partnering with Cancer and Careers—the only organization dedicated to helping people thrive in the workplace after a cancer diagnosis.

	Silver \$10K	Gold \$25K	Platinum \$50K	\$100K	\$250K
<b>Resources for employees, their managers, and HR staff</b>					
Priority Registration to National and Regional Conferences on Work and Cancer	X	X	X	X	X
Co-branded content for in-company use			X	X	X
Opportunities for Lunch & Learns	X	X	X	X	X
Opportunities for discounted in-house workshop/training sessions	X	X			
Opportunities for one (1) in-house workshop/training session (per year)			X	X	X
Opportunities for employee needs assessment surveys or focus groups				X	X
<b>Visibility and partnership promotion</b>					
Year-Round Recognition on cancerandcareers.org, e-blasts, printed materials, presentations during annual Conferences on Work & Cancer, and more. <i>2025 Sponsor Visibility: 4.1M+ Impressions</i>	X	X	X	X	X
Acknowledgement at The Beauty of Giving Luncheon	X	X	X	X	X
Reserved tickets fundraising event(s)			X	X	X
Opportunity to customize sponsorship package across programs				X	X
Feature in CAC newsletter				X	X
Custom Press Release about partnership					X



# CONFERENCES ON WORK & CANCER



NATIONAL  
CONFERENCE ON

# WORK & CANCER

JUNE 26, 2026

Hosted on Zoom

CAC's signature program addresses the challenges working people face as they balance their cancer treatment and recovery with employment.

*"I hear all of you silently cheering "I got you and you can do this". I have tears in my eyes because I never really have anybody in my corner. I did my entire treatment by myself. I saw and felt real humanity as people I didn't know showed love to me when I needed it most. Humanity is alive and probably saved my life." – 2025 National Conference Attendee*

## PARTNERSHIP PERKS

- National visibility, recognition and cross-promotional benefits
- Raise awareness of the challenges faced by the cancer community—and CAC's free resources to help navigate them

## REACH & IMPACT OF 2025 CONFERENCE

- 800 guests from 47 states
- 38 Technology Assistance Program recipients
- 46 community partners
- 98.6% of attendees said they could apply what they learned to their daily lives
- 98.6% of attendees would recommend this conference
- Total Conference Reach: 6.6M impressions
- Total Sponsorship Visibility: 6.3M impressions



# NATIONAL CONFERENCE ON WORK & CANCER

Gold \$25,000	Silver \$10,000	Bronze \$5,000	Patron \$2,500
<p><b>VISIBILITY</b></p> <ul style="list-style-type: none"> <li>• Priority recognition in collateral and marketing (website, e-blasts, newsletters, reminder emails, PPT handout, A/V presentation, social media &amp; verbal remarks)</li> <li>• Grouped Gold Sponsor spotlight on social media and during conference break</li> <li>• Recognition on custom background (as possible) during the A/V presentation</li> <li>• Recognition in the log-in instructions, attendee confirmation email, and website subpages</li> <li>• Priority recognition on the National Conference registration page</li> </ul> <p><b>SPONSOR LOOP ADVERTISEMENT</b></p> <ul style="list-style-type: none"> <li>• One (1) full-page branded advertisement</li> </ul> <p><b>VIRTUAL CONTENTS/MATERIALS</b></p> <ul style="list-style-type: none"> <li>• Materials available for download that prominently list all Sponsors</li> <li>• Provide one (1) PDF item for inclusion</li> </ul>	<p><b>VISIBILITY</b></p> <ul style="list-style-type: none"> <li>• Prominent recognition in collateral and marketing (website, e-blasts, newsletters, reminder emails, PPT handout, A/V presentation, social media &amp; verbal remarks)</li> <li>• Grouped Silver Sponsor spotlight during conference break</li> <li>• Recognition on custom background (as possible) during the A/V presentation</li> <li>• Recognition in the log-in instructions, attendee confirmation email, and website subpages</li> <li>• Prominent recognition on the National Conference registration page</li> </ul> <p><b>SPONSOR LOOP ADVERTISEMENT</b></p> <ul style="list-style-type: none"> <li>• One (1) 3/4 page branded advertisement</li> </ul> <p><b>VIRTUAL CONTENTS/MATERIALS</b></p> <ul style="list-style-type: none"> <li>• Materials available for download that prominently list all Sponsors</li> <li>• Provide one (1) PDF item for inclusion</li> </ul>	<p><b>VISIBILITY</b></p> <ul style="list-style-type: none"> <li>• Prime recognition in collateral and marketing (website, e-blasts, newsletters, reminder emails, PPT handout, A/V presentation, social media &amp; verbal remarks)</li> <li>• Recognition in the log-in instructions, attendee confirmation email, and website subpages</li> <li>• Prime recognition on the National Conference registration page</li> </ul> <p><b>SPONSOR LOOP ADVERTISEMENT</b></p> <ul style="list-style-type: none"> <li>• One (1) 1/2 page branded advertisement</li> </ul> <p><b>VIRTUAL CONTENTS/MATERIALS</b></p> <ul style="list-style-type: none"> <li>• Materials available for download that prominently list all Sponsors</li> <li>• Provide one (1) PDF item for inclusion</li> </ul>	<p><b>VISIBILITY</b></p> <ul style="list-style-type: none"> <li>• Standard recognition in collateral and marketing (website, e-blasts, newsletters, reminder emails, PPT handout, A/V presentation, social media &amp; verbal remarks)</li> <li>• Recognition in the log-in instructions, attendee confirmation email, and website subpages</li> <li>• Standard recognition on the National Conference registration page</li> </ul> <p><b>VIRTUAL CONTENTS/MATERIALS</b></p> <ul style="list-style-type: none"> <li>• Materials available for download that prominently list all Sponsors</li> <li>• Provide one (1) PDF item for inclusion</li> </ul>



# MIDWEST CONFERENCE ON WORK & CANCER

MARCH 27, 2026

## Hosted on Zoom

The Midwest Conference on Work & Cancer provides vital expertise on balancing work and cancer directly to the community in this vital region, offering local resources and connections.

*“Great info! Thank you so much! I am motivated to start putting my priorities down on paper and doing a self assessment to home in on what it REALLY is I am looking for in my second chance at life!”*

– 2025 Midwest Conference Attendee

## PARTNERSHIP PERKS

- Regional visibility, recognition and cross-promotional benefits
- Raise awareness of the challenges faced by the cancer community—and CAC’s free resources to help navigate them

## REACH & IMPACT OF 2025 CONFERENCE

- 254 guests from 36 states; 57.9% from Midwest, 49.6% currently diagnosed
- 10 Technology Assistance Program recipients
- 14 community partners
- 99.5% of attendees said they could apply what they learned to their daily lives
- 99.5% of attendees would recommend this conference
- Total Conference Reach: 2.8M+ impressions
- Total Sponsorship Visibility: 2.6M+ impressions



# MIDWEST CONFERENCE ON WORK & CANCER



Gold \$15,000	Silver \$10,000	Bronze \$5,000	Patron \$2,500
<p><b>VISIBILITY</b></p> <ul style="list-style-type: none"> <li>• Priority recognition in collateral and marketing (website, e-blasts, newsletters, reminder emails, PPT handout, A/V presentation, social media &amp; verbal remarks)</li> <li>• Grouped Gold Sponsor spotlight on social media and during conference break</li> <li>• Recognition on custom background (as possible) during the A/V presentation</li> <li>• Recognition in the log-in instructions, attendee confirmation email, and website subpages</li> <li>• Priority recognition on the Midwest Conference registration page</li> </ul> <p><b>SPONSOR LOOP ADVERTISEMENT</b></p> <ul style="list-style-type: none"> <li>• One (1) full-page branded advertisement</li> </ul> <p><b>VIRTUAL CONTENTS/MATERIALS</b></p> <ul style="list-style-type: none"> <li>• Materials available for download that prominently list all Sponsors</li> <li>• Provide one (1) PDF item for inclusion</li> </ul>	<p><b>VISIBILITY</b></p> <ul style="list-style-type: none"> <li>• Prominent recognition in collateral and marketing (website, e-blasts, newsletters, reminder emails, PPT handout, A/V presentation, social media &amp; verbal remarks)</li> <li>• Grouped Silver Sponsor spotlight during conference break</li> <li>• Recognition on custom background (as possible) during the A/V presentation</li> <li>• Recognition in the log-in instructions, attendee confirmation email, and website subpages</li> <li>• Prominent recognition on the Midwest Conference registration page</li> </ul> <p><b>SPONSOR LOOP ADVERTISEMENT</b></p> <ul style="list-style-type: none"> <li>• One (1) 3/4 page branded advertisement</li> </ul> <p><b>VIRTUAL CONTENTS/MATERIALS</b></p> <ul style="list-style-type: none"> <li>• Materials available for download that prominently list all Sponsors</li> <li>• Provide one (1) PDF item for inclusion</li> </ul>	<p><b>VISIBILITY</b></p> <ul style="list-style-type: none"> <li>• Prime recognition in collateral and marketing (website, e-blasts, newsletters, reminder emails, PPT handout, A/V presentation, social media &amp; verbal remarks)</li> <li>• Recognition in the log-in instructions, attendee confirmation email, and website subpages</li> <li>• Prime recognition on the Midwest Conference registration page</li> </ul> <p><b>VIRTUAL CONTENTS/MATERIALS</b></p> <ul style="list-style-type: none"> <li>• Materials available for download that prominently list all Sponsors</li> <li>• Provide one (1) PDF item for inclusion</li> </ul>	<p><b>VISIBILITY</b></p> <ul style="list-style-type: none"> <li>• Standard recognition in collateral and marketing (website, e-blasts, newsletters, reminder emails, PPT handout, A/V presentation, social media &amp; verbal remarks)</li> <li>• Recognition in the log-in instructions, attendee confirmation email, and website subpages</li> <li>• Standard recognition on the Midwest Conference registration page</li> </ul> <p><b>VIRTUAL CONTENTS/MATERIALS</b></p> <ul style="list-style-type: none"> <li>• Materials available for download that prominently list all Sponsors</li> <li>• Provide one (1) PDF item for inclusion</li> </ul>



WEST COAST  
CONFERENCE ON

# WORK & CANCER

October 17, 2026

Hosted on Zoom

Just like the National Conference on Work & Cancer, the West Coast Conference provides vital expertise on balancing work and cancer directly to the West Coast community, offering local resources and connections.

*"The presenters were skilled and presented in a clear, and concise manner. The material covered was essential in understanding cancer and helping survivors."*

– 2025 West Coast Conference Attendee

## PARTNERSHIP PERKS

- Regional visibility, recognition and cross-promotional benefits
- Raise awareness of the challenges faced by the cancer community—and CAC's free resources to help navigate them

## REACH & IMPACT OF 2025 CONFERENCE

- 100 guests from 29 states; 75% from West Coast, 79% currently diagnosed
- 11 Technology Assistance Program recipients
- 17 community partners
- 98.3% of attendees said they could apply what they learned to their daily lives
- 96.7% of attendees would recommend this conference
- Total Conference Reach: 2.3M+ impressions
- Total Sponsorship Visibility: 2.2M+ impressions



# WEST COAST CONFERENCE ON WORK & CANCER

Gold \$15,000	Silver \$10,000	Bronze \$5,000	Patron \$2,500
<p><b>VISIBILITY</b></p> <ul style="list-style-type: none"> <li>• Priority recognition in collateral and marketing (website, e-blasts, newsletters, reminder emails, PPT handout, A/V presentation, social media &amp; verbal remarks)</li> <li>• Grouped Gold Sponsor spotlight on social media and during conference break</li> <li>• Recognition on custom background (as possible) during the A/V presentation</li> <li>• Recognition in the log-in instructions, attendee confirmation email, and website subpages</li> <li>• Priority recognition on the Midwest Conference registration page</li> </ul> <p><b>SPONSOR LOOP ADVERTISEMENT</b></p> <ul style="list-style-type: none"> <li>• One (1) full-page branded advertisement</li> </ul> <p><b>VIRTUAL CONTENTS/MATERIALS</b></p> <ul style="list-style-type: none"> <li>• Materials available for download that prominently list all Sponsors</li> <li>• Provide one (1) PDF item for inclusion</li> </ul>	<p><b>VISIBILITY</b></p> <ul style="list-style-type: none"> <li>• Prominent recognition in collateral and marketing (website, e-blasts, newsletters, reminder emails, PPT handout, A/V presentation, social media &amp; verbal remarks)</li> <li>• Grouped Silver Sponsor spotlight during conference break</li> <li>• Recognition on custom background (as possible) during the A/V presentation</li> <li>• Recognition in the log-in instructions, attendee confirmation email, and website subpages</li> <li>• Prominent recognition on the Midwest Conference registration page</li> </ul> <p><b>SPONSOR LOOP ADVERTISEMENT</b></p> <ul style="list-style-type: none"> <li>• One (1) 3/4 page branded advertisement</li> </ul> <p><b>VIRTUAL CONTENTS/MATERIALS</b></p> <ul style="list-style-type: none"> <li>• Materials available for download that prominently list all Sponsors</li> <li>• Provide one (1) PDF item for inclusion</li> </ul>	<p><b>VISIBILITY</b></p> <ul style="list-style-type: none"> <li>• Prime recognition in collateral and marketing (website, e-blasts, newsletters, reminder emails, PPT handout, A/V presentation, social media &amp; verbal remarks)</li> <li>• Recognition in the log-in instructions, attendee confirmation email, and website subpages</li> <li>• Prime recognition on the Midwest Conference registration page</li> </ul> <p><b>VIRTUAL CONTENTS/MATERIALS</b></p> <ul style="list-style-type: none"> <li>• Materials available for download that prominently list all Sponsors</li> <li>• Provide one (1) PDF item for inclusion</li> </ul>	<p><b>VISIBILITY</b></p> <ul style="list-style-type: none"> <li>• Standard recognition in collateral and marketing (website, e-blasts, newsletters, reminder emails, PPT handout, A/V presentation, social media &amp; verbal remarks)</li> <li>• Recognition in the log-in instructions, attendee confirmation email, and website subpages</li> <li>• Standard recognition on the Midwest Conference registration page</li> </ul> <p><b>VIRTUAL CONTENTS/MATERIALS</b></p> <ul style="list-style-type: none"> <li>• Materials available for download that prominently list all Sponsors</li> <li>• Provide one (1) PDF item for inclusion</li> </ul>



# EMPLOYER SERVICES

## BUILDING A SUPPORTIVE ENVIRONMENT

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# INTERNAL ACTIVATION OPPORTUNITIES

- Employee Surveys & Interviews
- Senior Management & HR Briefings
- Advisement on Global Guidelines
- Development of Toolkit for Managers & HR
- Staff-Wide Workshops
- Targeted Training Sessions for Managers and HR
- Company-Wide Panels
- Advisement Hours
- Post-Programming Follow-Up Surveys
- Coaching for Managers
- Focus Groups

# EMPLOYER RECOGNITION

The Cancer and Careers Best Companies for Working with Cancer Initiative spotlights employers who lead with compassion, innovation, and action—supporting employees facing cancer or serious illness.

A research-backed program offering:

- Custom benchmarking insights highlighting strengths and opportunities for growth
- Tailored recommendations to enhance policies and benefits
- Recognition in the inaugural Index of top companies (opt-out available)
- Press opportunities to showcase your impact

For more information and to take the survey:

<https://www.cancerandcareers.org/en/employers/best-companies>





# CAUSE MARKETING PROMOTIONS

# WAYS TO STRUCTURE A PARTNERSHIP

## HOW:

- Donations can be a percentage of sales, a fixed amount per unit sold, or the entirety of proceeds
- Highlight an existing product, or create a new collection that will be associated with Cancer and Careers
- Social media campaign where a dollar amount is donated for each engagement (post, share, like, re-tweet)

## WHEN:

- Promotion can be structured around an awareness campaign (i.e. Breast Cancer Awareness Month, National Cancer Survivors Day, etc.), new product launch, or can run for a given period of time (i.e. January 1 - June 30)
- Partnership can also be extended to a year-long promotion to maximize national awareness and visibility for your brand



# CAUSE MARKETING PARTNERSHIP BENEFITS

- Prominent logo recognition featured on CAC website year-round
- Prominent logo recognition in annual e-blast to CAC contacts - database of 30,000+
- Prominent recognition and cross-promotion with CAC's Facebook, Instagram, and X followers (42,000+ and growing daily)
- Promotion and partnership highlighted in a dedicated CAC blog post
- Right to use the CAC logo to promote the partnership
- Potential inclusion in media outreach by CAC promoting cause marketing partnerships

**Minimum Commitment: \$1,000**

You're joining a **community.**



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# Together, we can **create a more equitable workplace.**

- + Support your company's employees as they navigate cancer
- + Provide direct support for patients, survivors, caregivers, and healthcare providers nationwide
- + Spark change to improve quality of life for anyone facing a cancer diagnosis and the need to work

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For More Information:

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