

Twist Out Cancer Annual Report 2022



Mary Angel Warrior

By Kate Van Doren

Inspired by Mary Jenkins, two-time Breast Cancer — Invasive Ductal Carcinoma Triple

"To honor her I chose to paint a pair of hands, raw, and bigger than life just like Mary's personality and kindness. The flower held in between the wrist of the hands is her favorite flower and also represents her ever present faith—a huge and important drive in her life. The broken butterfly in the palm of her hand signifies her health and what she gave up and continues to give up in order to help others to heal. The butterfly also represents her metamorphosis into a new person—a changed warrior. 'Warrior' is written on her wrist, a word

she says often to represent who she is now. Always with a smile, always with a helping hand, Mary is the light through the darkness."

"I want everyone to step into having their own experience with Twist Out Cancer. As a result of being a part, I gained a sister-friend for life!"

— Mary Jenkins.

Message from Jenna

When I started Twist Out Cancer over a decade ago, I was forced to exist almost exclusively in a virtual space. At the time, I was in treatment for a rare blood disorder called Gray Zone Lymphoma and had to protect my vulnerable immune system. Cut off from the world around me, I felt as if my life was on pause while everyone else's was on play.

I never thought that the lessons I learned while being locked up in treatment would be applicable nearly a decade later during a global pandemic. Thanks to an incredibly nimble and talented team at Twist, we were able to transition all of our programs and events virtually. In many ways, we were forced to reassess who we are and what we want to offer to our community—which is accessibility. As the world has opened up and our community is starting to gather in person, we will always remain committed to providing a virtual experience for those of our members that are immuno-suppressed, hospitalized, or unable to travel.

This past year, as Twist Out Cancer celebrated our 10 year anniversary, TOGETHER we celebrated 10 years of unexpected intersections, connection and healing. At Twist, we know the power of the arts is an underutilized mechanism for healing. Institutional resources to address social and emotional wellness for anyone touched by cancer can be inequitable, bound by geography, and are often cost prohibitive.

At Twist, we believe that anyone touched by cancer should have the opportunity to experience the transformative power of art to heal. There are more than 17 million cancer journeys to share through art in the U.S. alone. With your help, TOGETHER we can share more of them.

Jenna Benn Shersher, MSW
Founder and CEO

Jenna Benn Shersher



Jenna Benn Shersher, MSW at the Brushes with Cancer event

Twist Out Cancer Embarks on the Next Decade

Twist Out Cancer has positively impacted **more than 240,000 people** since its founding in 2012. This includes 1,302 people who participated in our Brushes with Cancer program as either an Inspiration or Artist. As a result, there are now 651 unique pieces of art in the world that represents 651 individual journeys with cancer.

Twist Out Cancer is just getting started and we cannot wait for the next decade.

What we do:

Twist Out Cancer provides psychosocial support to individuals touched by cancer through creative arts programming.

How we do it:

Twist Out Cancer's core program, **Brushes with Cancer**, improves the quality of life for survivors, previvors, caregivers and loved ones through a unique art experience.

Twist Out Cancer programs utilize the arts as a mechanism for healing. All programs afford participants a chance to share their cancer experience and to be heard. Through these unique expressions and connections, a vital support community grows.

Our impact:

To date, Twist Out Cancer has impacted **over 240,000 people** through our programming and outreach, including our **Brushes with Cancer** programs, **Twistshops**, **Twist Hearts** and more.

Unexpected Intersections and Connections

Since Twist Out Cancer's inception in 2012, the organization has experienced thousands of unexpected intersections. These beautiful intersections came full circle in 2022, as Twist Out Cancer celebrated 10 years of sharing, connecting and healing. As leadership planned the year, they could have never predicted the outcome.

In early 2022, the organization connected with world-renowned data scientist Giorgia Lupi and her team at design firm Pentagram. The mission and impact of Twist Out Cancer resonated with Giorgia, who agreed to partner on a design that illustrates the organization's personal intersections throughout the past decade.

Twist Out Cancer utilized **Pentagram's** design for the cover centerfold feature of the organization's inaugural coffee table book, **A Brush with Cancer**. The book incorporates interviews with dozens of Brushes with Cancer participants and includes unique art from the past decade.



A Brush with Cancer, coffee table book by Twist Out Cancer

In addition to *A Brush with Cancer*, Pentagram's design was displayed prominently at **WNDR** museum during the 2022 Midwest Brushes with Cancer Celebration and Art Exhibition, with installation help from Chicago's **Right Way Signs**. It was one of two major installations that came to fruition this year—all thanks to these unexpected intersections.

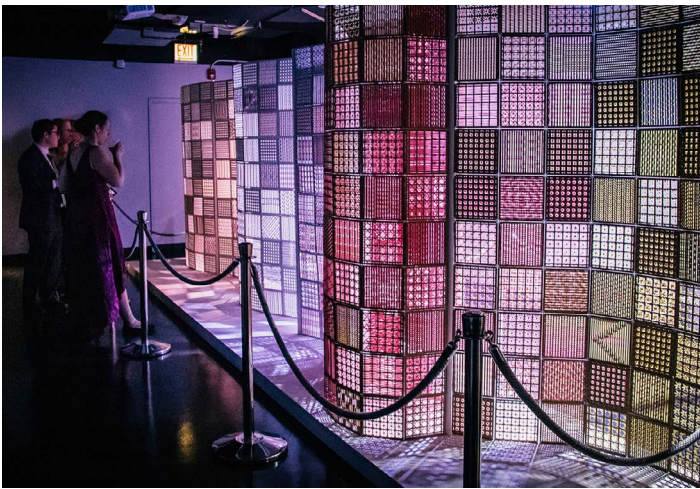


A Brush with Cancer installation at WNDR museum during the 2022 Midwest Brushes with Cancer Celebration and Art Exhibition

The second large-scale installation came from international design firm **Wanda Barcelona**. The firm is known for how it specializes in paper and cardboard installations and has worked with high-profile clients like Louis Vuitton, Cartier, Tiffany & Co., Christian Dior and more.



Architect Inti Velez Botero, designer Daniel Mancini, and artist Iris Joval from design firm Wanda Barcelona



Woven Wonders, donated by architect Inti Velez Botero, designer Daniel Mancini, and artists Iris Joval and Libia Juan Rodriguez

Wanda Barcelona’s **“Woven Wonders”** installation at WNDR museum was created and donated by architect Inti Velez Botero, designer Daniel Mancini, and artists Iris Joval and Libia Juan Rodriguez to foster an environment of love and warmth, showing the beauty and ephemeralness of life. “Woven Wonders” is a 3-D interpretation of the Brushes with Cancer program that uses paper laced together to show our personal connections to cancer. The piece was made with a wicker-weaving technique through craftsmanship by 12 highly skilled artisans in Barcelona.

Collaborating with two, high-profile international design firms afforded Twist Out Cancer the opportunity to reach new audiences. Through these projects, Twist Out Cancer was able to create more programs, form new partnerships, inspire new artworks and invite more people into its community.

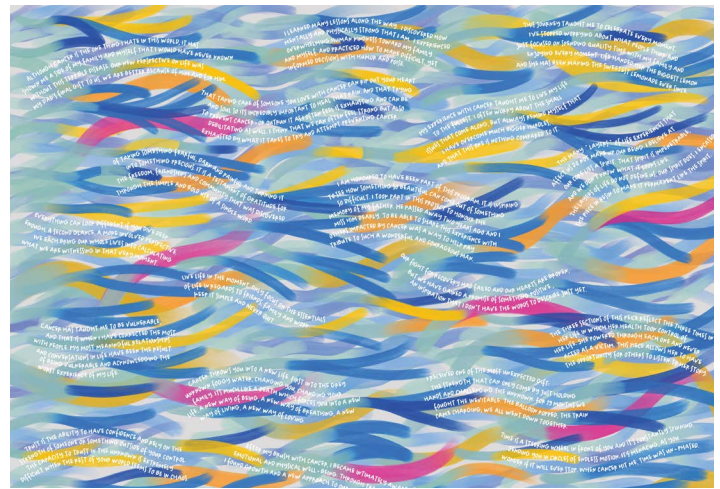
A Deeper Look at 2022’s Intersections

The Twist Out Cancer community is grateful for the opportunities that came to fruition this year. In just one year, the organization worked with passionate individuals who were dedicated to bringing the mission to share, connect and heal to more audiences.

A Brush with Cancer

A comprehensive example of Twist Out Cancer’s mission to share, connect and heal, **A Brush with Cancer** showcases brilliant art pieces and the healing behind them. Voices from past Artists and Inspirations are spread throughout, using thoughtful reporting by the Twist Out Cancer team.

In honor of our 10 year anniversary, Twist Out Cancer partnered with world renowned designer Giorgia Lupi and her team of data scientists at Pentagram. The project successfully analyzed the intersections of program participants and inspired an original design illustration. The visual assets created a stunning cover for our book.



A Brush with Cancer design illustration, created by Giorgia Lupi and Pentagram

The coffee table book was thoughtfully curated and designed by Jeffrey Guerrero, Twist Out Cancer Board Member and Artist.

Twist Out Cancer Celebrates 10 Years!

Pentagram

The Pentagram team started with a spreadsheet filled with 10 years worth of participant data. With Twist Out Cancer’s help surveying past and present participants, stories and connections were collected and organized in the document. As surveys came in, the Pentagram team started to see how Twist Out Cancer impacted each individual.

Giorgia Lupi, Phillip Cox, Sarah Kay Miller, Ting Fang Cheng, Madeleine Garner and Edward Ryan were the primary visionaries and collaborators on the Twist Out Cancer project, each taking ownership of their roles. The team broke the work into a few areas, with Phillip and Madeleine focusing on the content strategy and Sarah Kay, Ting and Ed diving into the design.

Right Way Signs

Alex Perry of **Right Way Signs** first met Twist Out Cancer Founder and CEO Jenna Benn Shersher in high school and Alex followed Jenna’s cancer journey in 2011.

In early 2022, Twist Out Cancer Executive Board Member Kevin Morgan told Alex about the organization’s 10 year anniversary celebration happening in fall 2022. Alex knew he wanted to be part of the celebration and help out an old friend.



Alex Perry of Right Way Signs, high-school friend of Twist Out Cancer Founder and CEO, Jenna Benn Shersher

The two connected and Right Way Signs fabricated and installed the physical interpretation of Georgia Lupi and Pentagram's design. The exhibit was publicly displayed at the WNDR Museum for one month.

Wanda Barcelona

Jenna Benn Shersher had admired her college friend's work from afar. Inti Velez—who was one of Jenna's many supporters during her cancer journey—is an architect and founder of Wanda Barcelona. When Jenna reached out to Inti to congratulate him on his success, the two discussed how Wanda Barcelona could contribute to Twist Out Cancer.



Architect Inti Velez Botero, designer Daniel Mancini, and artist Iris Joval from design firm Wanda Barcelona

The result is "Woven Wonders": A 3-D interpretation of the Brushes with Cancer program that uses paper laced together to show personal connections to cancer.

The "Woven Wonders" installation was on display at WNDR museum from Oct. 7 through Nov. 21, 2022. Wanda Barcelona's vision with the piece is to foster an environment of love and warmth, showing the beauty and ephemerality of life.

WNDR

WNDR Museum is Chicago's original art and technology experience filled with interactive artworks by cutting edge artists, collectives, technologists, designers, and makers.

In 2022, WNDR hosted two exhibitions inspired by Twist Out Cancer's Brushes with Cancer program. The exhibitions were on display for the public Oct. 7 through Nov. 21 and received upwards of 15,000 views from WNDR guests.

In addition to these exhibitions, WNDR hosted the 2022 Midwest Brushes with Cancer Celebration and Art Exhibition.

Brushes with Cancer

After 10 years and more than three dozen Brushes with Cancer events, we continue to see evidence that the program works for both Artists and Inspirations. Connections throughout the past decade continue to be strong and the Brushes with Cancer program continues to offer healing for anyone touched by cancer.

On May 1, Southern Brushes with Cancer participants and supporters gathered at Dripping Springs Distilling (Texas) for the 2022 Brushes with Cancer Celebration and Arts Exhibition. The occasion was special because it signified the first in-person Brushes with Cancer event in more than two years. The 300 in-person and 100 virtual attendees celebrated the incredible connections between the 35 Inspirations and 35 Artists that participated in the Southern chapter.

The 2022 Midwest Brushes with Cancer Celebration and Arts Exhibition served as a Twist Out Cancer 10 year anniversary celebration. Wanda Barcelona and Pentagram contributed large-scale designs that illustrate the intersections made over the past decade. For Twist Out Cancer's second in-person Brushes with Cancer event, 450 people gathered to celebrate 31 Artists and 31 Inspirations.



Wade Miquelon, CEO of JOANN and wife Dr. Katherine Hieden, 2022 Brushes With Cancer Honorees



SaulPaul, singer, rapper, speaker and musician, emcee at the Brushes with Cancer Southern and Midwest galas

JOANN

In November, Wade Miquelon and his wife, Dr. Katherine Heiden, served as the 2022 Brushes With Cancer Honorees. Wade is the President and Chief Executive Officer of JOANN, the nation's category leader in sewing and one of the fastest-growing competitors in the arts and crafts industry. Wade and Katy's support led to \$10,000 in coin box and roundup donations given at 20 Chicago-area JOANN stores.

JOANN donated \$200 gift cards to each of 31 artists that are part of this year's Midwest Brushes With Cancer program and enhanced the guest experience with custom event decor, art focused guest activities and employee volunteers.

SaulPaul

Brushes with Cancer Artist Karen Hidalgo introduced **SaulPaul** to Twist Out Cancer and the Brushes program. In 2022, SaulPaul emceed both the Brushes with Cancer Southern and Midwest galas. During the celebrations, the singer, rapper, speaker and musician shared his original compositions and exemplified Twist Out Cancer's mission to share, connect and heal.

Brushes with Cancer and the Virtual Space

As a part of Twist Out Cancer's commitment to ensuring that individuals that are immunocompromised or unable to travel can continue to access our programs, we partnered with **Versus Systems** and **Padcaster** to livestream our Brushes with Cancer Southern and Midwest programs. Thanks to their partnership, hundreds of patients and their families were able to view the Brushes with Cancer program in real time through Facebook Live. In addition, we partnered with **CultureVerse** to digitally recreate the physical Midwest Brushes with Cancer exhibition and the **10 Year Anniversary** Exhibition at **WNDR Museum** in Chicago. CultureVerse combines technological know-how, intense enthusiasm, and deep respect for the makers and keepers of art, culture, and knowledge. CultureVerse is a Michigan-based non-profit leveraging technology as a resource for artists.

New Awards

Brushes with Cancer Inspirations long had the Shawn Strong Award honor their journey, so it was only natural to create an award for Brushes Artists. These are individuals who volunteer their time and talent to give someone an opportunity to heal.

The Jacqueline Carmody Creative Artist Award was officially implemented in 2022 and is presented to a Brushes with Cancer Artist that embodies trust, willingness, connection and a creative spirit. The award itself was inspired by Artist and Art Therapist Jacqueline Carmody, who has helped make the organization what it is today.

Jacqueline has participated in Brushes with Cancer since 2013, in addition to being a Twist Out Cancer advisory board member and Director of Twistshops. When it comes to Twist Out Cancer's art community, Jacqueline is instrumental to its success.

This year, the inaugural **Jacqueline Carmody Creative Artist Award** was presented to Michele Kellner at the 2022 Midwest Brushes with Cancer Celebration and Art Exhibition.

Licensed Programs

Twist Out Cancer has developed multiple partnerships in 2023 with organizations who are licensing the Brushes with Cancer program for their own audience. This means producing a separate Brushes with Cancer program especially for them.

The Brushes with Cancer program is opening up licensing opportunities to organizations and businesses. If you are interested in learning more about licensing opportunities please contact **August Spree**, Program Director for more information.

Rolfe Pancreatic Cancer Foundation

Through **Rolfe Pancreatic Cancer Foundation**, Twist Out Cancer is providing more opportunities for those touched by cancer to heal. Eight Rolfe community members were chosen as Inspirations and matched with eight Twist Out Cancer Artists.

Wayne State University

The organization's partnership with **Wayne State University** began when Professor Thomas Pyrzewski participated as an Artist in the **General Motors Design Center Brushes with Cancer** program. The experience was an impactful one for Thomas, who brought the concept to Wayne State's art and design students.

With the help of Thomas, Twist Out Cancer is launching a Brushes with Cancer licensing program with Wayne State University, pairing its art and design and art therapist students with Inspirations.

Expanded Twistshop Partners

415+

Total Participants

14

Total Partners

14

Public Programs

15

Private Programs

In 2020, the Twist Out Cancer community recognized the possibilities available through virtual programming. This led Twistshop Director Jacqueline Carmody to think of ways to boost the programming through strategic partnerships. In January 2022, Twist Out Cancer partnered with U.K. organization, The Breast Cancer Art Project, on a virtual Twistshop. As a result, people logged on from all over the world.

Throughout the year, Jacqueline has been hard at work establishing partnerships with a variety of cancer-centered organizations and with these partnerships, Twist Out Cancer has been able to introduce the Twistshop program to new people, and outside organizations can provide the Twist Out Cancer community with additional resources. In addition to the January Twistshop, Twist Out Cancer also partnered with Jefferson Health, Stupid Cancer, The Cancer Wellness Center, Imerman Angels, Living Beyond Breast Cancer, and Unite for Her to name a few.

Twist Launches a New Curriculum: Twist Hearts

Over the past 10 years, Twist Out Cancer community members Joe Lombardo and Grace Fauls Lombardo have experienced pain and grief in the wake of two cancer diagnoses. To counter negativity and fear, they chose love and to live life through acts and expressions of love for themselves and one another.



Artwork created by students and staff at Northbrook Junior High School, IL

With the help of the Lombardo family and Northbrook Junior High School, Twist Out Cancer launched Twist Hearts—an innovative new series within our Twistshop program that offers creative arts-based groups for children, teens, and adults to share, connect, and heal through exploring their experience of “Love” with their community.

Twist Hearts is designed to guide participants through non-clinical, art therapy-based directives that allow them to explore their inner creativity and focus on the love that has resulted from the experiences they share within themselves and their community.

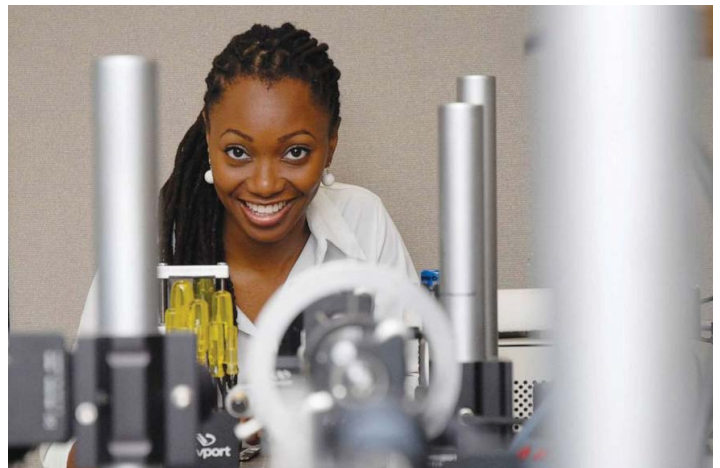
In 2023, Twist Hearts is launching its first virtual program and will have a presence at Little City Montessori in Philadelphia, PA.

New Clinical Partnerships

Dr. Green & The Ora Lee Smith Cancer Research Foundation

Dr. Hadiyah-Nicole Green, a multi-disciplinary physicist, made history in 2014, when she and her team published studies that showed that her laser-activated gold nanoparticle technology cured cancer. Or, more technically speaking, induced complete tumor regression (elimination) with clear tumor margins and healed skin in mice over 15 days after a single, 10-minute treatment, without observable side effects, chemotherapy, radiation, or surgery.

Twist Out Cancer Director of Programs, August Spree, had been following Dr. Green’s success and, thinking she would probably not get a response, messaged Dr. Green to introduce her to Twist Out Cancer. Dr. Green responded with enthusiasm, leading to an opportunity to cross-promote each other’s. This summer, Jenna Benn Shersher joined Dr. Green for a live-streaming discussion on healing in the midst of cancer and formalized a partnership between Twist Out Cancer and the Ora Lee Smith Foundation.



Dr. Hadiyah-Nicole Green, the first person to cure cancer using nanoparticles, pictured in her lab

The Discovery Labs

Twist Out Cancer works to advocate for the role of expressive arts in modern healthcare through partnerships. **The Discovery Labs**, one of the United States’ largest life science and health technology hubs, sought out Twist Out Cancer for a permanent art display. Ten Brushes with Cancer artworks and statements were reproduced from digital files and integrated into this scientific innovation facility.

Servier US

Twist Out Cancer’s highly talented artist community continues to earn recognition in new contexts. The patient-advocacy team at **Servier US**, an oncology-focused pharmaceutical company, commissioned the work of six Brushes with Cancer artists as part of a new patient-centered care campaign.

Twist Out Cancer Expands With E-Commerce

Online Store

The Twist Out Cancer **online store** saw an increasingly loyal customer base, with the returning customer rate increasing 18.5% in 2022.

Total orders: 85

Total sales: \$3,629.10

Conversion rate: 2.07%

Returning customer rate: 35.94%

Abby Match's Bracelets

Inspiration Abby Match took the necessary steps toward healing by participating in Brushes with Cancer and meeting her Artist, Anna Feneis. During treatment, Abby turned to beading as therapy to calm her mind. On March 25, 2021, Abby took her beading to the next level and started her Instagram page: **Beading Cancer Together**. By selling her creations, which include bracelets and necklaces, Abby has raised more than \$23,000 for charities.

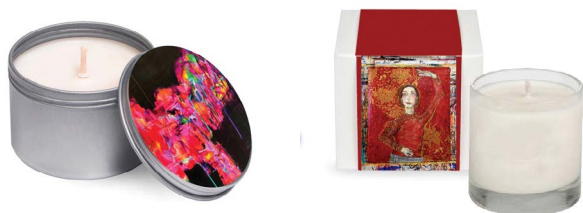


She brought her beading and giving to Twist Out Cancer in 2022 by designing a custom TOC bracelet. Abby worked with Twist Out Cancer Founder and CEO Jenna Benn Shersher to determine a stylish look that represents the community. The final result is a red and silver bracelet with Twist's initials. Since launching, Abby's bracelets have brought in \$648 for the organization.

HHP Lift

HHP Lift—which received its nonprofit status in 2014—creates opportunities through its sustainably sourced and made artisanal products. The organization has many partners that all have a common goal: Improve the lives of others.

In early 2022, the HHP Lift and Twist Out Cancer teams connected, working with each other to successfully launch the 10 Year Anniversary Collection on the Twist Out Cancer online store. Through HHP Lift, Twist Out Cancer created a collection of soaps and candles for its 10 year anniversary celebration. Each product has a Brushes with Cancer art piece associated with it and a smell inspired by the art.



Our Digital Footprint

Social Media

Twist Out Cancer's social media platforms have 25,447 supporters that are active and engaged in the organization's activities. In 2022, Twist Out Cancer gained 874 online followers.

Facebook

Followers: 17,200

Total reach: 55,709

Twitter

Followers: 1,274

Total impressions: 66,500

LinkedIn

Followers: 430

Total reach: N/A

Instagram

Followers: 6,659

Total reach: 14,427

Newsletter

Newsletters sent in 2022: **61**

Newsletters sent in 2021: **51**

When staff first organized a strategy at the end of 2020, Twist Out Cancer had an average email open rate of **18 percent**. At the end of 2021, Twist Out Cancer's newsletter open rate increased by five points to **23 percent**.

This year saw even more growth, with an average open rate of **33.8 percent**. In two years, Twist Out Cancer has increased newsletter open rates by nearly double.

Total subscribers: 5,906

Average open rate: 23%

Average click rate: 0.72%

Highest click rate: 2.1%

Highest open rate: 42.6%

In addition to our growing newsletter list, the community database has reached over 5,585 organizations and individuals.

Podcasts

In 2022, Twist Out Cancer provided another opportunity for Inspirations and Artists to share their stories through the organization's podcast. Partnering with the company Artifact, episodes feature interviews with Inspirations and Artists from the 2022 Brushes with Cancer programs. The podcast is available on Spotify, Apple Music, and Amazon Music. Over the last year, 34 podcast episodes from "Stories of Hope and Inspiration from Twist Out Cancer" were downloaded 413 times in 11 countries.

Featured Stories

Inspiration Statement

After a cancer diagnosis it seems like your life hits the pause button while the rest of the world keeps on playing. You are forced to make decisions that will impact the rest of your life. There's no true good answer so you choose what's best for you at the time. I was blessed to be put in contact with a woman who was only a few months ahead of me in her breast cancer journey. Being able to ask her questions, and there were many, helped ease my anxiety since she had been there and done that.

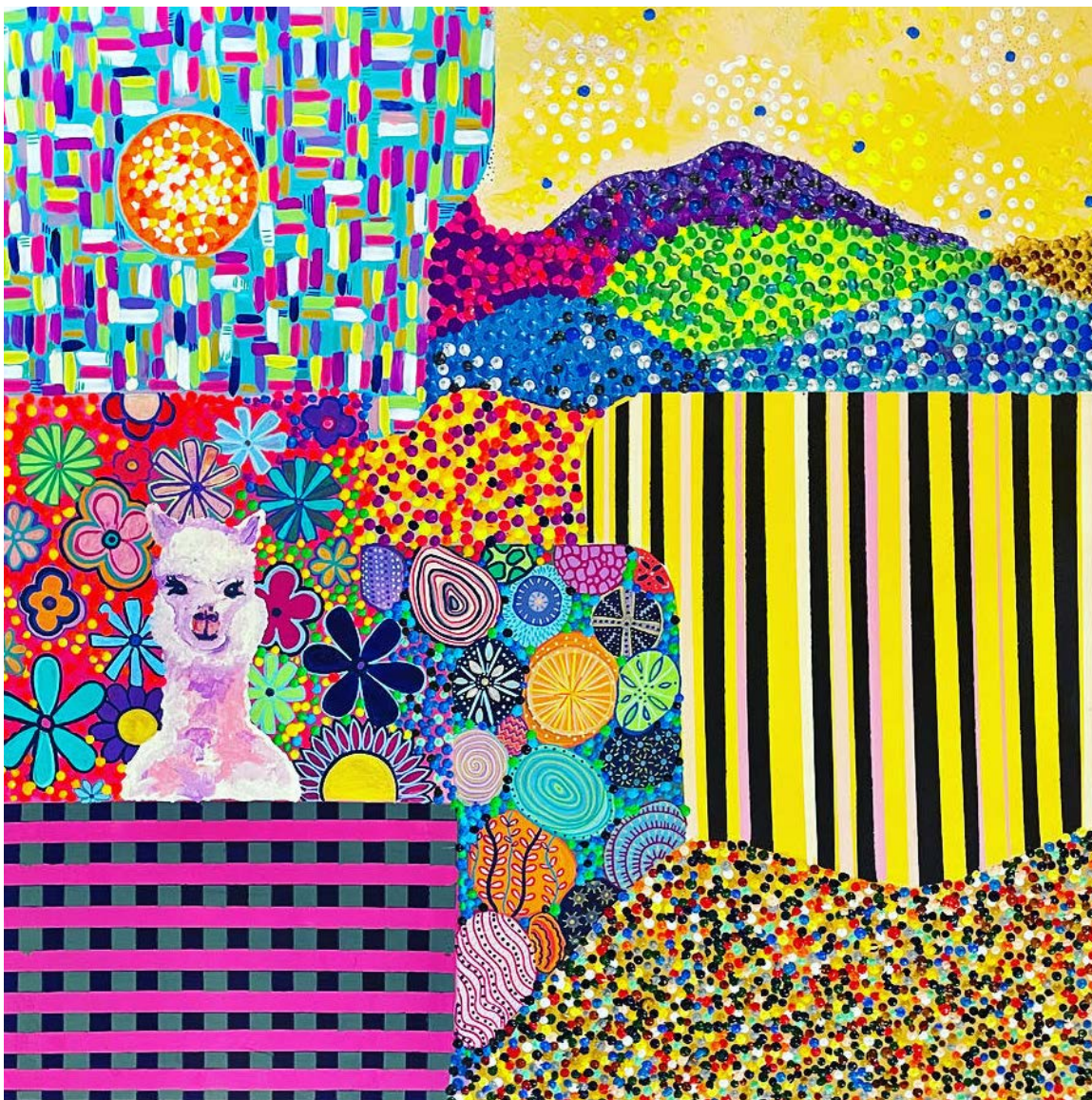
Once I finished treatment I noticed the lack of support in our area. One hospital had a group but as someone diagnosed in their 30s I was making very different decisions than someone 60 or older. My mentor put me in contact with a fellow survivor who was trying to start a support group for younger women. Meeting her gave me an idea! Long story short, a local online support group was born. While we can't prevent others from walking the same path, we can be there to support them and answer all their questions. When you are faced with a tough decision there's always a way to "twist out" some positive.

Artist Statement

This painting began as a reflection on some key points throughout mine and Brittany's conversations. In our very first dialogue, Brittany shared with me that a significant change she experienced throughout her journey with cancer was how it impacted her assessment of time. Her anecdotes on how she was forced to have previously unthinkable conversations with her spouse and family members regarding her future, and how that changed her relationship with time, were some of the most profound moments for me. I wanted time to have a central impact on this piece but not with a literal clock representation. I decided a river, flowing and bisecting through the painting would suffice and serve to represent Brittany's strength (she participated in a 5k while in chemo!) as well. Water sustains all life and can carve through canyons, an undeniably powerful force. The second most important narrative I needed to translate was how, for Brittany to attempt to preserve a beautiful budding life (she had just given birth to her daughter shortly before diagnosis), she would have to endure highly toxic treatment through chemotherapy. There are two figures in the piece that represent the same individual. There's a stark contrast between the two figures. One is naturally skin toned and floating upwards, the other is entirely red hues and appears as if being shed away from the other and they are suspended in an almost Yin-yang fashion—metaphorically implying that we all exist as the totality of our experiences, all at once.



Time Enough at Last, created by Chris Geier and Inspired by Brittany Long, Survivor of Stage 3 Triple Negative Breast Cancer



JOY, by Jackie Carmody
and inspired by Laura
Gronda

Inspiration Statement: Ovarian Cancer Survivor

Twist on Cancer: I absolutely love and immediately connected with my Artist, Jackie Carmody! I want to have her art all over my home! I love her vibrant colors and abstract style. Jackie inspired me not only with being a talented artist, but combining it with a therapy degree. I am now attending art therapy classes two times a week locally. I have so many art pieces that I started Laura's Louvre, my own gallery at home to share my art with friends and family. I am so thankful for my connection, sharing and healing with Jackie. She is not only my artist, but MY INSPIRATION!

Artist Statement:

Laura and I met through video call and instantly connected. We both have a love for family, travel, and Midwest roots! I titled the artwork "Joy" because it was the emotion that I felt through every call and

text message with Laura. Laura has a fun and joyous presence that is undeniable. The vibrant colors, lines, and movement throughout the piece represent how Laura has continued to feel the joy throughout her life. She is an amazing friend, mother, and person. I wanted the audience to experience her personality through the loud color. The small paint dots are inspired by artwork that Laura created and shared with me during our calls. She enjoys painting rocks and I was so inspired by the intricate designs of her special rock creations. Other inspirations throughout the art are the mountain landscapes in Arizona where she resides, as well as the alpaca farm she used to own with her husband in Michigan. Overall, Laura is an inspiring human being and I hope this painting inspires each viewer to feel JOY.

Diversity and Inclusion

Vision Statement

Providing psychosocial support to any individual touched by cancer through creative arts programming.

Mission

Twist Out Cancer recognizes the isolating feelings that can accompany any cancer experience. We strive to build a community inclusive of any race, ethnicity, gender identity, sexual orientation, age, national origin, marital status, citizenship, ability, veteran status, health, socioeconomic status, and healthcare access. Twist Out Cancer believes in the power of using our personal backgrounds as a foundation for understanding the diversity of a cancer experience, sharing that experience with the world, and ultimately, taking steps towards healing.

Cancer is one disease, but it is not one experience. Twist Out Cancer attends to the emotional needs of anyone touched by cancer, no matter their cancer identity nor personal identity.

At Twist, we know the power of the arts is an underutilized mechanism for healing. Institutional resources to address social and emotional wellness for anyone touched by cancer can be inequitable, bound by geography, and are often cost prohibitive.

We believe that anyone touched by cancer should have the opportunity to experience the transformative power of art to heal which is why we are deeply committed to ensuring that our programs remain accessible and free to all participants.

How we commit to inclusion in our community:

Soliciting feedback from our participants, board members, staff, and community members about the unique challenges they face as a result of their social identities and how we can support them.

- Partnering with organizations that serve a diverse population of individuals touched by cancer.
- Carefully choosing modes of communication and language to reflect our mission to build an inclusive community.
- Critically reflecting upon accessibility to our programs and acting to lower barriers that perpetuate inequality.
- Continuously assessing our efforts to achieve equity and inclusion through our programming and implementing necessary changes to improve those efforts.

Staff

Jenna Benn Shersher, MSW Founder and CEO

Amelia Hanrahan, COO

August Spree, Director of Programs

Joshua Taustein, Director of Public Relations

Lindsay Patton, Director of Digital Strategy

Ana Gordon, LCSW, OSW-C Clinical Director

Jacqueline Carmody, LCPC ATR-BC ATCS Director of Twistshops and Twist Hearts

Jenna Koch, Director of Social Media and Clinical Intern

Mignon Dupepe, LCPC, ATR Twist Heart Curriculum Facilitator and Twistshop Facilitator

Michaela Herr, MA, ATR-BC, LPC Twistshop Facilitator

Sherry Warner, MFA, MA, ATR-BC, ATCS Twistshop Facilitator

Noah Plotkin, Musician/Creative Consultant, Twistshop Facilitator

Callie Cullinan, LPCC-S, ATR Twistshop and Peer to Peer Facilitator

Teresa Sullivan, LCSW CT, Twistshop Facilitator

Kate Van Doren, MA ATR, Peer to Peer Facilitator

Kara Thomas, Peer to Peer Facilitator

Cai Fasse, Peer to Peer Facilitator & Curriculum Developer

Andrew Zahn, Web Development

Inspiration

"Cancer will always be the scars, the random pains, the hot flashes, the anxiety and the emotions that I feel. It will always be a part of me and have an impact on me mentally, emotionally and physically, but I have learned that it's OK. This is me and I am enough, no matter what I look like or feel like."

—Lauren Lopriore

"Cancer left its mark on me—literally, I have the scars to show for it—but it also taught me to enjoy today wholeheartedly. Today is a gift and I hold gratitude for each new day I get to live."

—Michaela Hernandez

Media Coverage Highlights

DO THE TWIST

Sheridan Road Magazine

WNDR Museum hosts Twist

Out Cancer art exhibit in

Chicago's Loop

ABC7 Chicago

Twist Out Cancer celebrates

10-year anniversary with

exhibits at Chicago's WNDR

Museum

FOX32 Chicago

Organizational Partners

Advocate Illinois Masonic

Hospital

ALAS WINGS

Ascension Seton

buddhi

Deconstruction

DLA Psychology

Dr. Elisabeth Potter

Dr. Michael Weiner

EO

Equal Hope

Gilda's Club

Imerman Angels

Jefferson Cancer Center

Kids Kicking Cancer

Licorice Project

Living Beyond Breast Cancer

Lurie Cancer Center

MD Anderson at Cooper

Mt. Sinai

Moncrief Cancer Institute

NOCC

Pickles Group

PKD Organizational Partners

Rush Hospital

The Breast Cancer Art Project

The Breast Cancer Resource

Center (Austin)

The Cactus Cancer (formerly
LaCuna Loft)

The Cancer Care Center

The Cancer Wellness Center

The Simple Good

Texas Oncology

Sinai Health Care

UI Health

Unite For Her

YAAS

Wellness House

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Howard Aaron

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Mignon Dupepe

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Joelle Bilow

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Financials

Brushes with Cancer South and Midwest Gross Total:

\$181,774

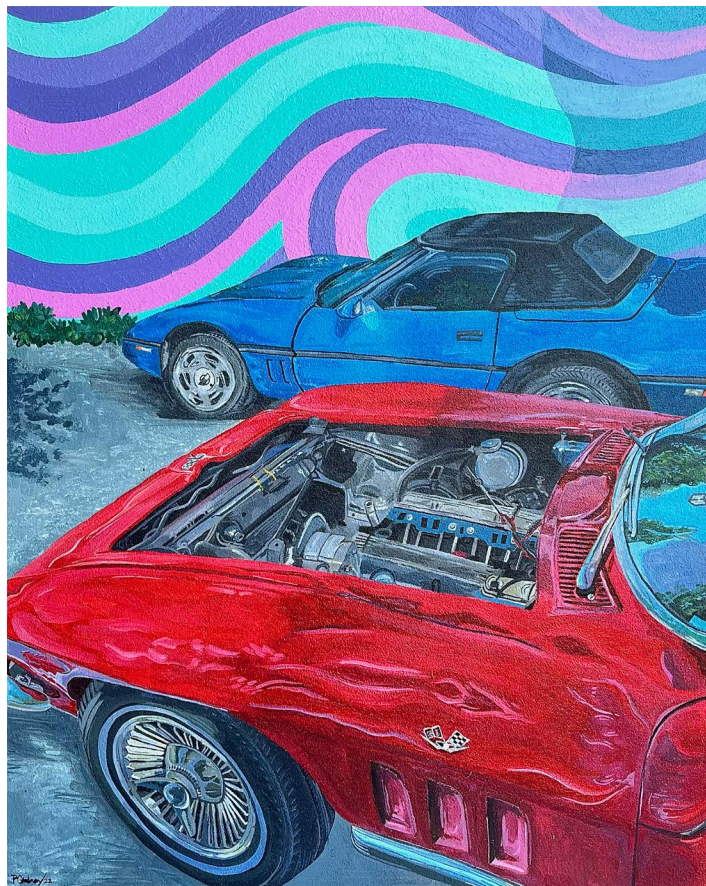
Total In Kind Contributions:

\$183,455

2022 Gross Cash Revenue:

\$412,155

Twist Out Cancer gratefully acknowledges its donors and friends who gave at any level during 2022 and relies on the generosity of our community to grow its programs.



Redux, by Peri Goodman



She Laughed as if We Would Never Die, by Kathryn Tubbs



My Power's Turned On, by Theresa Bond

An Eye to the Future

Over the last 10 years, Twist Out Cancer has built a vibrant and diverse community of support that believes in the power of sharing, connecting and healing and how the expressive arts are a powerful mechanism for healing.

As the organization embarks on its next chapter, Twist Out Cancer is excited to grow the Brushes with Cancer and Twistshop programs internationally, and create new access points for meaningful connections. Twist Out Cancer's mission is to empower thousands of individuals touched by cancer to come forward with their stories, grow our community and aid in healing.

You just never know who your story will impact.

To the next 10 years of Twist!

Join us!

For more information contact
Jenna Benn Shersher,
MSW Founder and CEO at:
jenna@twistoutcancer.org
(847) 802-9183

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twistoutcancer.org



Final Painting,
by Curtis Hamilton