

# Blue Faery

The Adrienne Wilson Liver Cancer Association



CREATING MAGIC  
AND HOPE IN  
THE LIVER  
CANCER  
COMMUNITY





# One family's journey launched a movement



"Cancer adds to the story of my individual life; it adds to my character and my sense of humor. Cancer blessed me...it hasn't cursed me."

—Adrienne Wilson

1986 – 2001

Two days, two hospitals, one emergency room, one biopsy, and multiple tests later, I stood stunned when the doctor told me my sister Adrienne's diagnosis. Primary liver cancer, specifically Hepatocellular Carcinoma (HCC). Stage four.

**Adrienne took her last breath 147 days later.** When Adrienne's oncologist delivered the news of her diagnosis, it was brutal, and the prognosis was worse. There was no cure.

The survival rate for advanced HCC was less than five percent. He had treated six patients with the disease. None survived. The doctor did not have an inkling of hope to offer.

I could not save Adrienne from liver cancer, but I have made it my mission to tell her story and to help others suffering from this devastating disease. ***Together – we can fight and win – the war against liver cancer.***

*Andrea Wilson Woods*

President and Founder, Blue Faery



# Fighting Liver Cancer Together

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In 2024 it's expected that nearly 1 million people will be met with the life-altering diagnosis of liver cancer, 90% of those will be Hepatocellular Carcinoma (HCC).

**Over the past two decades, the incidence of HCC in the United States has tripled.**

Every diagnosis is unexpected. In an instant, life changes for patients and their families.

**WE MUST ACT TODAY.**

**905K**

Over 905,677 people are diagnosed with liver cancer each year.

**830K**

This year, approximately 830,180 will die from the disease.

**15%**

The 5-year survival rate is approximately 15%, and no known cure exist.



# Blue Faery Meets the Challenge Head On

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**Blue Faery is the go-to organization for patients diagnosed with HCC in the United States as they seek information, support, and hope.**



"Blue Faery is making a huge impact by raising awareness and shining a light on a group [liver cancer patients] that is usually an afterthought when it comes to cancer research, support, and advocacy."

**—Danielle Duran Baron**  
HCC Survivor

**Blue Faery's mission is to prevent, treat, and cure primary liver cancer, specifically Hepatocellular Carcinoma (HCC), through research, education, and advocacy.**

# An Ambitious and Achievable Plan

2024 Budget Need: \$1,040,000



## Education

One in three American adults has liver disease, and 50% of Americans live with at least one of the leading risk factors for liver disease. Knowing the risk factors and lifestyle factors and how they affect our liver health can be critical to reducing the number of people diagnosed with liver cancer. Blue Faery's innovative education and awareness programs both share effectively and honestly with patients and their families.



"Blue Faery had such a positive impact while my husband was battling HCC. It was an outlet for connecting with other patients and caregivers, a source for research studies that gave us an opportunity to share the experience of living with HCC, and a source of level-headed information and advice."

—Wendy Kast

Caregiver and Spouse to Dave Kast

## The Truth About Liver Cancer \$150K

Blue Faery shares real stories from HCC patients, caregivers, and survivors through our ongoing live workshop series. The purpose of this program is to educate the public about HCC, including symptoms, risk factors, and available treatment options, including immunotherapy and clinical trials. We produce 5 – 6 live 90-minute workshops throughout the year.



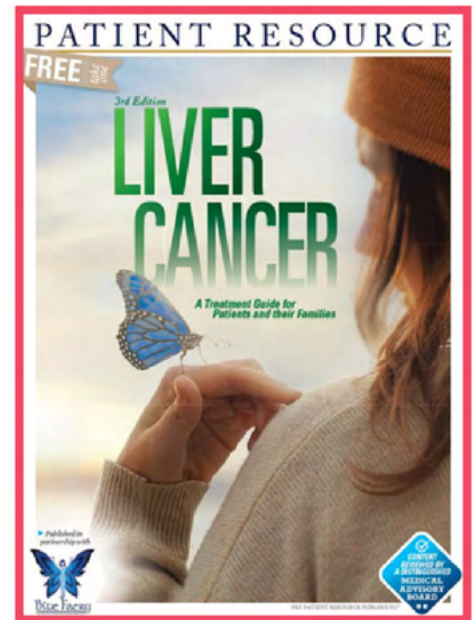
# Education

## You and Liver Cancer \$200K

Blue Faery's new **You and Liver Cancer** program utilizes an uncommon approach to patient education consisting of highly visual formats of learning, with animations, slide shows, expert videos, patient experience videos, infographics, and other audio-visual multimedia interactive resources. Blue Faery is partnering with Mechanisms in Medicine, creator of the Animated Patient® series, to deliver this program.

## Patient Resource Guide \$20K

In 2003, Blue Faery developed the first HCC Patient Education brochures. Written in layman's terms, the brochure contained answers to some of the more common questions asked by newly diagnosed HCC patients. Now Blue Faery produces 16-page **Patient Resource Guides for Liver Cancer**. These guides are free to patients, their families, and their healthcare providers. The guides are available in English, Spanish, and Chinese; they have been distributed to over 700 treatment centers. In 2024, costs are associated with printing and shipping, with an updated version (4th edition) slated for 2025.



## Love Your Liver™ \$300K

Through our **Love Your Liver** program, we spread awareness and educate at-risk, underserved populations to increase the prevention and early detection of liver disease and cancer. Blue Faery uses culturally appropriate and impactful messaging to eradicate the stigma attached to liver disease and cancer. We inspire, encourage, and show the communities what they can do to prevent liver disease/cancer and provide tools to assist them.





# Patient Advocacy and Support

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Blue Faery facilitates contact among patients with HCC, their families, and healthcare providers for the purposes of support, exchange of knowledge, and participation in clinical trials.

## Liver Cancer Community \$10K

Blue Faery's **Liver Cancer Community** is a safe, HIPAA-compliant forum where HCC patients and caregivers can ask questions, find support, and connect with others in their cancer journey.

## Adrienne Wilson Spirit Award \$10K

The **Adrienne Wilson Spirit Award** is specifically designed for patients diagnosed with HCC. Blue Faery created the award to recognize and support patients who share Adrienne Wilson's spirit, strength, and courage.



"Thank you for all you do for us with HCC. It means more than you will ever know that there are people who do care about us."

—Kathie Bryson,

Adrienne Wilson Spirit Award Winner

*Lost her second battle with HCC  
during the summer of 2010*

## Liver Cancer Journal Project \$70K

Blue Faery will produce Adrienne Wilson's journal and artwork into a book that shows an inside look into a young teenager's battle with metastatic liver cancer. This journal will create a recurring source of revenue for Blue Faery, as all proceeds will go directly to unrestricted support to grow the organization and add capacity, all while sharing a patient's perspective with the community.



# Research

In 2009, we established the **Blue Faery Award for Excellence in Liver Cancer Research (BFA)**. The purpose of the BFA is to accelerate the scientific understanding to advance the diagnosis, treatment, prevention, and cure of HCC. In 2024, our goal is to double the BFA from \$15K to \$30K. We will also continue to establish alliances and joint efforts through our *Benefactor's Council* and our *Medical Advisory Board*.



"Blue Faery is an uplifting hand-in-hand team member for better care of patients with liver cancer, and a caring shoulder for patients and loved ones to lie on."

—**Dr. Ghassan Abou-Alfa**

Professor of Oncology at Memorial Sloan Kettering Cancer Center, Blue Faery Medical Advisory Board Chair (2015 – present), and Blue Faery Award Winner 2018

## Blue Faery Award \$30K

The annual Blue Faery Award honors one healthcare provider who has made significant contributions to the advancement of scientific knowledge in the diagnosis, treatment, prevention, or understanding of liver cancer. Previous BFA winners have included researchers, medical oncologists, hepatologists, gastroenterologists, and interventional radiologists. *International applicants are encouraged to apply.*

## Benefactors Council \$250K

Blue Faery's national membership giving program consists of corporations and individuals who are committed to giving an annual gift for HCC-specific research, HCC educational programs, patient advocacy events, and/or corporate sponsorships. This critical and flexible support enables Blue Faery to grow and meet unanticipated needs throughout the year.





# Join us on our Journey of Hope & Magic

Please join us on our journey to help others suffering from this devastating disease. **Together – we can fight and win – the war against liver cancer.**

Fighting liver cancer requires all of us to work together! At Blue Faery, we believe in the power of joining together to give hope to the next person diagnosed with liver cancer. HCC is a ruthless disease, and your support is vital to our efforts to defeat it.

## Your Gift Changes Lives



**Give an Annual Contribution** today, or **Make a Multi-Year Pledge** to support Blue Faery's long-term efforts.



**Sponsor a Fundraiser** in the Name of a Loved One.



**Join the Benefactors Council** and become a Corporate Sponsor.



**Leave a Legacy** by adding Blue Faery to your will.

Contact us to  
get started!

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"I know that together we can  
accomplish what neither one  
of us can do alone."

—**Dr. Mark Feitelson**,  
Professor of Biology, Temple  
University