



BYRD CANCER EDUCATION & ADVOCACY FOUNDATION



# ANNUAL REPORT 2025

**Prepared & Presented By**

Byrd Cancer Education & Advocacy Foundation

[www.byrdcancerfoundation.org](http://www.byrdcancerfoundation.org)

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# Message from the President



**Dr. Nia Imani Bailey**  
President | Founder

As we close out 2025, I reflect on how far we've come since our founding in 2023 and on the goodness and grace that have guided us. Our mission has always been to support those affected by cancer—in every role and every stage—because we have lived these experiences ourselves. We know the fear, the fight, and the faith it takes to endure, and we remain deeply committed to serving this community with compassion, understanding, and hope.

I extend my profound gratitude to the extraordinary team whose dedication fuels our work. From leaders in environmental justice, nutrition, public health, integrative medicine, and inclusive care, to survivors and advocates who lend their courage and voice, each member brings essential insight, compassion, and excellence. Their collective impact strengthens every program, partnership, and person we reach. We also honor the thrivers and the loved ones who have gained their wings—individuals whose lives continue to inspire and anchor our purpose.

To our community: know your body, know your history, and take charge of your health with intention and honesty. Have conversations about clinical trials and genetic testing, nourish yourself well, move your body, rest deeply, and choose what supports your overall well-being. You are your greatest asset. Thank you for welcoming us into your lives and for believing in our mission. As we step into a new year, may God continue to bless you abundantly.

With Agape love,

Dr. Nia Imani Bailey  
President & Founder  
Byrd Cancer Education & Advocacy Foundation



# Message from the Executive Director



**Trudean Haye**  
Executive Director

2025 was a year of movement, intention, and clarity for Byrd Cancer Education & Advocacy Foundation. Each month reminded us why this work matters and why our commitment to health equity must remain unwavering. We stood in rooms where stories were shared, questions were asked, fears were named, and hope was renewed. We met individuals navigating diagnosis, survivors rediscovering themselves, families seeking direction, and communities hungry for access, knowledge, and connection.

When Byrd was founded, it was built with one promise at its core: that no one should have to navigate cancer alone. This year, that promise came alive in new ways—as we expanded programs, strengthened partnerships, and created more opportunities for people to receive support that is culturally grounded, dignified, and accessible. Whether through our Cancer Wellness Expo, our outreach events, our navigation efforts, or our work advancing research equity, 2025 reinforced that meaningful change happens one conversation, one connection, and one moment of trust at a time.

I am grateful for the individuals and organizations who stood alongside us this year. Our team, our partners, our sponsors, and our community members each played a part in shaping what Byrd has become—a foundation rooted in compassion and driven by impact. And to every survivor, thriver, caregiver, and family who allowed us to support them: thank you for trusting us with your story. Your strength continues to guide our mission forward.

As we look ahead to 2026, we carry with us the lessons, momentum, and clarity this year has given us. We remain committed to expanding access, amplifying voices, and providing the kind of support that honors the lived experiences of our community. There is still much to do, but we are moving with purpose—and we are moving together.

With gratitude,

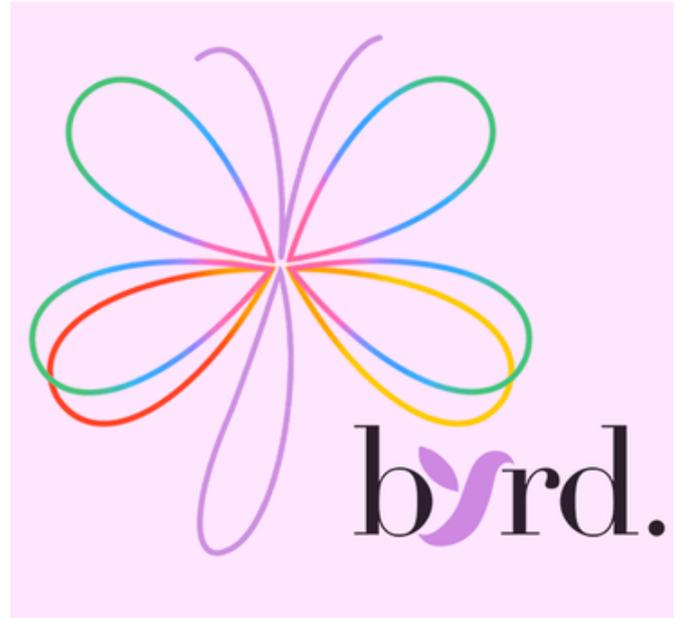
Trudean Haye  
Executive Director  
Byrd Cancer Education & Advocacy Foundation





# About Us

Byrd Cancer Education & Advocacy Foundation exists to uplift, empower, and guide individuals and families affected by cancer. We are built on the belief that knowledge saves lives, support transforms outcomes, and empowerment strengthens communities. Founded on the principles of health equity, cultural connection, and patient-centered advocacy, we bridge the gaps that disproportionately affect Black, Brown, and underserved communities.



## Vision

Our vision is a world where every person—regardless of race, income, or background—has equitable access to cancer education, support, and care.

## Mission

Our mission is simple: to effectively assist individuals battling cancer by connecting them to support and resources.



# Our Strategy & Priorities for 2025

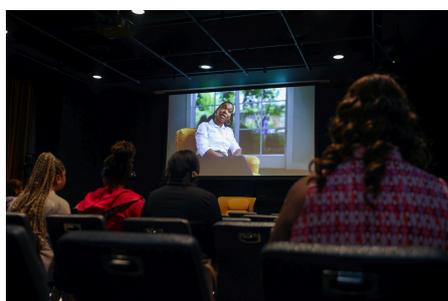
In 2025, the Byrd Cancer Education & Advocacy Foundation continued to evolve into the organization we were meant to be: a trusted guide and cultural bridge for individuals and families facing cancer. Our work this year centered around one purpose – ensuring that no one feels lost, unseen, or without support during one of the most difficult moments of their lives. As connectors, we focused on bringing people, resources, and healing experiences together in ways that honor dignity, understanding, and community care.

We strengthened our commitment to navigation and access, especially for communities that have long been overlooked by traditional healthcare systems. Too many individuals still struggle to find trustworthy information, secure timely screenings, understand their diagnosis, or connect with resources that could change the course of their care. Throughout 2025, we worked to close those gaps by meeting people exactly where they are – offering culturally grounded guidance, expanding support programs, and deepening our investment in survivorship and wellness.

This commitment came to life powerfully through our 2025 Cancer Wellness Expo, the largest program of the year, where community members accessed free breast, prostate, and skin cancer screenings; learned from experts; engaged in healing-centered workshops; and connected with dozens of partners dedicated to equitable cancer care. The Expo not only expanded access but set a new standard for how community, culture, and care can come together to transform outcomes.

We also amplified our role in advancing equity within research and community advocacy. Representation in clinical trials and public health studies directly affects who benefits from new treatments and who continues to be left behind. That’s why in 2025 we broadened our efforts to ensure Black women, Black men, and other marginalized communities were not just included in research conversations, but supported in navigating them. Through our partnership with the VOICES of Black Women study, collaborative outreach efforts, and an expanding network of organizational partners, we elevated the stories, needs, and lived realities of those too often missing from the data.

These collective efforts – grounded in education, partnership-building, direct support, and community engagement – remain the foundation of our mission to empower individuals with knowledge, support, and meaningful connection.





# 2025 Highlights at a Glance

In 2025, Byrd Cancer Education & Advocacy Foundation continued to grow our reach, deepen our impact, and strengthen the network of support surrounding individuals and families navigating cancer. This year was defined by movement – into communities, into conversations, and into the lives of people who needed guidance, compassion, and clear pathways to care.



**Raising Awareness**  
**3000+ People Engaged**

**Expanding Access to Care**  
**74 Screenings Provided**

**Strengthening Our Foundation**  
**76K Funds Raised**

**Building Trust Through Connection**  
**35+ Events Attended**

**Uniting for Impact**  
**20+ Community & Institutional Partners Engaged**





# Programs & Initiatives

## Cancer Connect Program

At the heart of the Byrd Cancer Education & Advocacy Foundation is our Cancer Connect Program, a community-centered initiative designed to guide individuals toward the emotional, educational, and practical support they need during one of the most overwhelming journeys of their lives. Our role as connectors is simple but powerful: we bring people, partners, and resources together to create pathways toward knowledge, support, and empowerment. This program allows us to meet people exactly where they are—emotionally, physically, and culturally—offering support that acknowledges the full spectrum of their lived experience.

In 2025, Cancer Connect grew in depth, reach, and trust. We supported individuals seeking clarity after a new diagnosis, helped families access wellness and financial support programs, and connected community members to organizations that provide navigation services, screenings, survivorship resources, and healing-centered care. Each interaction—whether a phone call, event conversation, or private referral—reflects our commitment to ensuring that no one faces cancer alone.

Many people reach out to Byrd because they trust our leadership team and the relationships we've built across the community. Through conversations, referrals, and resource-sharing, we help individuals access support programs, financial assistance networks, mental health services, and partner organizations that meet their needs. These connections, often made during vulnerable and frightening moments, embody the core of Cancer Connect: compassionate, culturally grounded, community-rooted support.

Cancer Connect is more than a referral network—it is a pathway to belonging and a bridge to hope. By bringing people, partners, and resources together, we create a supportive ecosystem that honors dignity, understanding, and the lived experiences of those facing cancer.

# Programs & Initiatives Cont.



## All Things Cancer + Wellness Expo

The All Things Cancer + Wellness Expo is the largest community activation within the Cancer Connect Program and a cornerstone of Byrd’s mission to expand access to equitable cancer care.

This one-of-a-kind event provides free health services, screenings, educational sessions, and wellness experiences to individuals and families across the region. Designed to break down systemic barriers and reduce disparities, the Expo brings together medical providers, wellness practitioners, survivors, caregivers, advocates, and community leaders committed to ensuring that everyone—regardless of race, income, or insurance status—has access to lifesaving resources.

### 2025 Expo Impact Highlights

- 74 free screenings provided
  - 24 Breast Cancer Screenings (BEXA)
  - 7 Prostate Screenings (2 abnormalities detected and referred for follow-up. Jefferson Health)
  - 43 Skin Cancer Screenings (Advanced Dermatology)
- Over 60 Exhibitors
- 600+ Attendees

As attendees engaged in workshops, conversations, and resource-sharing, the Expo deepened community trust and expanded visibility for equitable, culturally grounded cancer support—standing as a powerful expression of Byrd’s values of connection, empowerment, and equity.

## Additional Cancer Connect Touchpoints

- Offering emotional and educational guidance after diagnosis
- Connecting families to financial support and wellness programs
- Referring individuals to trusted mental health and survivorship partners
- Providing navigation support and pathways to early detection
- Delivering culturally grounded education that eases fear and builds confidence

# 100%

**Increase in screenings provided in scope and volume.**

# 100%

**Increase in attendance**

# 71%

**Increase in exhibitors**

# Partnerships & Collaborations

In 2025, we continued to strengthen partnerships that extend beyond events and deepen the long-term impact of the Byrd Cancer Education & Advocacy Foundation. These collaborations allowed us to expand access to education, navigation, community support, and wellness resources for individuals and families navigating cancer. Each partner played a unique role in helping us bridge gaps, support healing, and bring culturally grounded care to the communities we serve.

## 2025 Key Partnerships



### Patient Advocate Foundation (PAF)

PAF partnered with Byrd to bring powerful survivor storytelling and community engagement to our programming, including a special screening and discussion of *A Letter to My Sisters: The Erica Jo Robinson Story*. This collaboration helped amplify the lived experiences of Black women facing cancer and deepened awareness of patient rights, advocacy, and financial support services available to families.



### CURATED CR — CURATED'S CORNER

CURATED, a lifestyle brand dedicated to supporting women through and beyond treatment, donates mastectomy and post-surgery bras to individuals in financial need through the Byrd Cancer Education & Advocacy Foundation. This collaboration offers comfort, dignity, and practical support during one of the most challenging stages of healing, reflecting our shared commitment to ensuring that every woman has access to the resources she needs to navigate recovery with confidence and care.



### Inside Edge Consulting

Inside Edge supported Byrd's commitment to advancing research equity by providing clinical trial education and community-centered engagement. Through this collaboration, individuals were connected to trusted information about trial participation, eligibility, and the role research plays in improving outcomes for Black and Brown communities.



### Lupus: The Unknown Disease

In 2025, Byrd partnered with Carol Riddick to host *Lupus: The Unknown Disease*, a community-focused event designed to increase awareness of a condition that is often misunderstood. Through expert discussions, wellness workshops, and shared lived experiences, the event equipped attendees with knowledge and support while highlighting the health disparities that affect Black and Brown communities. This collaboration broadened Byrd's reach beyond cancer-specific programming and reinforced our commitment to community-centered health education.

# Partnerships & Collaborations cont.

## Journi For Two — Cancer Retreat Cruise Partnership



One of our most meaningful collaborations in 2025 was our partnership with Journi For Two on their inaugural Cancer Retreat Cruise—a healing-centered experience intentionally designed for women impacted by breast cancer. Partnerships rooted in purpose can change lives, and this retreat reflected that truth in every moment. As connectors, the Byrd Cancer Education & Advocacy Foundation proudly supported Journi For Two in creating a space where survivors could find rest, community, and renewed strength.

Over several days at sea, the retreat offered far more than workshops and activities—it offered transformation. Survivors participated in restorative wellness sessions, insightful panel discussions, a 5K on open water, and moments of laughter, tears, and honest conversation. What emerged was a powerful sense of sisterhood and emotional release, reminding us that healing is not only individual — it is communal.

This retreat was made possible through the generosity and partnership of organizations committed to supporting survivor wellness, including Cakes Body and NOWINCLUDED, who sponsored thrivers and contributed to making the experience accessible. Our panelists and wellness facilitators shared expertise and lived wisdom that resonated deeply with every woman in attendance, reinforcing the retreat’s purpose of nurturing mind, body, and spirit.

What we witnessed on this journey underscored the heart of our mission: connection. By standing alongside Journi For Two, Byrd helped bridge survivors to resources, community, and one another—creating an environment where healing felt present, tangible, and shared. The Cancer Retreat Cruise was not simply an event; it was a testament to what is possible when community, compassion, and collaboration come together in service of women navigating life after breast cancer.

We are proud of this partnership and honored to continue supporting the women whose strength and resilience inspire our work every day.

## *A Look Ahead*

Over the past year, Byrd has strengthened the internal foundation needed for our next chapter of growth. We sharpened our strategy, expanded key partnerships, and deepened our role as a connector for families navigating cancer. These building blocks position us to deliver even more meaningful impact in the years ahead. We are ready to move forward with clarity, courage, and a renewed commitment to ensuring that every person we serve feels informed, supported, and seen.

As we look toward 2026, we remain grounded in purpose, even as the landscape of community health continues to shift. Cancer disparities persist, access remains uneven, and the burden on Black families and underserved communities is still profound. In a moment marked by rising need and evolving challenges, our mission is not just important – it is essential. We are approaching the year ahead with intention, resilience, and a readiness to meet emerging needs with thoughtful, culturally responsive care.

The coming year will be a defining moment in Byrd's evolution. We step into 2026 with gratitude for how far we've come and with boldness for what lies ahead – expanding navigation, strengthening research equity partnerships, broadening community wellness, and deepening the connections that hold our work together. We are profoundly thankful to everyone who has walked beside us. Your support makes this mission possible, and it fuels the vision we carry forward into the future.



# Financial Overview

In 2025, the Byrd Cancer Education & Advocacy Foundation continued to steward its resources with intention, transparency, and accountability. Every dollar entrusted to us was used to advance cancer education, expand access to support, and strengthen the programs that serve individuals and families navigating their cancer journey. Our financial approach reflects our commitment to equity: investing in community-centered programming, removing barriers to care, and building sustainable systems that allow our work to grow year after year.

**\$76,926.96**

**Total Revenue**

**\$49,240.05**

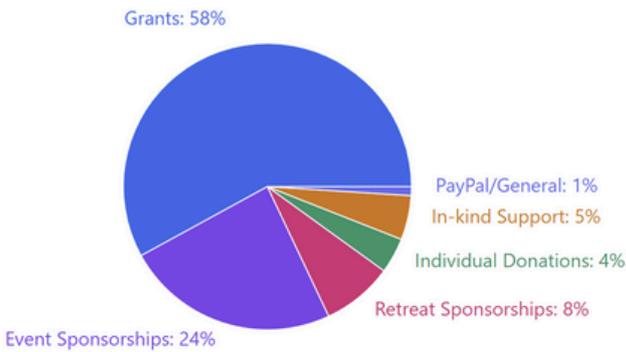
**Total Expense**

**\$27,686.91**

**True Surplus**

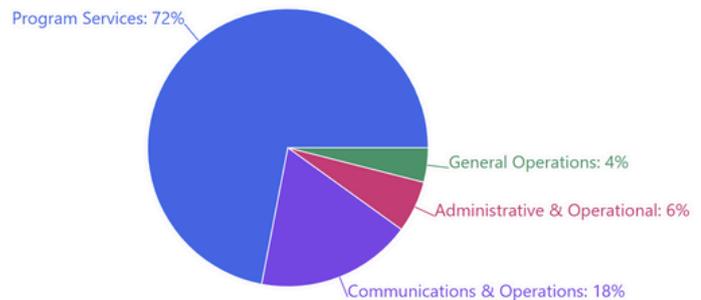
**Total Revenue**

**\$76,926.96**



**Total Expenses**

**\$49,240.05**



## Mission Impact

Seventy-two percent of all expenses in this reporting period went directly toward programs, reflecting Byrd’s commitment to culturally grounded navigation, education, holistic wellness, and survivorship support. Our financial choices were guided by intention – prioritizing direct community impact, strengthening partnerships, and ensuring that every dollar invested supported meaningful access, resources, and healing for individuals and families navigating cancer.

At the close of our reporting cycle, Byrd ended with a positive net position of \$27,686.91. This surplus strengthens our foundation going into 2026, allowing us to expand navigation support, increase access to screenings and wellness programming, and deepen our community partnerships with stability and confidence.

# Acknowledgements & Thank You

The work of the Byrd Cancer Education & Advocacy Foundation is possible because of the people and partners who stand with us. To our board members, leadership team, staff, volunteers, and community advocates – thank you. Your commitment, insight, and heart are woven into every connection we build, every program we deliver, and every life touched by our mission. You are the backbone of this work.

We extend our deepest gratitude to the funders, partners, and sponsors whose generosity and belief in our mission powered our programs throughout 2024–2025. Your investment strengthened navigation support, expanded access to screenings and wellness resources, and helped bring culturally grounded cancer education to communities that need it most. Thank you for choosing to walk alongside us.

## Major Funders & Grant Partners

- AstraZeneca ACT on Health Equity
- American Cancer Society
- PA Activities Fund
- Great Dames

## Cancer + Wellness Expo Sponsors

### Key & Supporting Sponsors

- TOUCH, The Black Breast Cancer Alliance
- Patient Advocate Foundation
- Leukemia & Lymphoma Society
- Lilly
- Pfizer

## Community Sponsors

- Living Beyond Breast Cancer
- Triple Negative Breast Cancer Foundation
- Journi For Two
- AACI
- Parx Casino
- Planned Parenthood
- TD Bank
- PA Health & Wellness
- Moravia Health
- Keystone First / AmeriHealth Caritas
- UPMC
- Wellcare

## In-Kind Support

- Superfeast
- Media Sponsors: Urban One, WURD

## Retreat Sponsors – Cancer Cruise 2025

- Cakes Body
- NOWINCLUDED
- Lumpkin Travel
- Mousewife Productions

## Individual Donors & Supporters

- Sun East Federal Credit Union
- Cook Expert Consulting
- Nat McNeil
- Brandi Carpenter
- Shaw Lewis
- Yvonne Jackson
- Kidney Cancer Association
- Sydney Benton
- Dr. Samuel Elenwo
- Imerman Angels
- Dionne Cornish
- Lena Maxfield
- Narda J. Fields
- Alvin R. Fields
- Pennsylvania Prostate Cancer Coalition
- Alveria Hamilton
- Live Like Lukas

To every partner, sponsor, collaborator, and supporter – thank you for believing in this mission. Your support fuels our work, strengthens our community, and ensures that no one faces cancer alone.



# Our Leadership & Board

The strength of the Byrd Cancer Education & Advocacy Foundation lies in the people who lead it. Our leadership team brings lived experience, cultural insight, scientific expertise, and a deep commitment to health equity. Together, they guide our mission with clarity and compassion, ensuring that every program, partnership, and initiative we build reflects the needs and voices of the communities we serve.

From navigation and public health to outreach, development, and medical guidance, our team works collaboratively to create a foundation rooted in trust, accessibility, and culturally grounded care. Their dedication is what allows Byrd to show up for individuals and families with the support, resources, and education they deserve.

Dr. Nia Imani Bailey  
CEO & President

Shogunny McBeth-Alexander, NP  
Vice President

Trudean Hays  
Executive Director

Samuel Elenwo, MPH, CPH, CIC  
Public Health Director

Dr. Monique Gary, DO, MSc, FACS  
Medical Advisor

Shannon Stones, M.EdL  
Community Outreach Director

Jenna Bucolo, RN, BSN  
LGBTQIA+ Advocacy Director

Katelyn Bucolo, RN, BSN  
LGBTQIA+ Advocacy Director

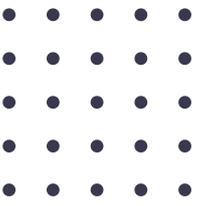
Brittany Young, B.S., L.E  
Development Director

Narda J. Fields  
Board Member

Curry J. Bailey III, M.Ed  
Board Member

Alvin Fields, B.A  
Board Member

Jarrod Hill, B.A  
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# Thank You

