



GenNow
Network™

2025 GenNow Membership Information



Every cancer. Every life.®

American Cancer Society Overview

Our mission is simple: to end cancer as we know it, for everyone.

The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to improving the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

Progress against cancer has triggered a 33% decline in U.S. deaths over the past two decades. But we can't stop there. Over 1.9 million new cancer cases are expected to be diagnosed in 2023 and more than 609,820 Americans will lose their battle this year – that equates to nearly 1,700 deaths per day.

An alarming factor contributing to this rate is the persistent racial, socioeconomic, and geographic disparities for highly preventable cancers. The American Cancer Society is committed to changing these devastating odds by remaining the most impactful cancer-fighting organization and investing in health equity initiatives.

Generosity Keeps Us Going

Over the past 100 years, the American Cancer Society has been working relentlessly to end cancer. We're not there yet, but with the help of our donors, we've made some incredible progress. Breakthrough research. Free lodging near treatment. A 24/7/365 live helpline. Rides to treatment. This is far from a complete list, but it makes one thing clear. When it comes to cancer, we are the only organization attacking from every angle.

Research

- More than \$3 billion invested in cancer research since 1991, contributing to the 3.5 million fewer cancer deaths as a result of breakthroughs.
- \$419 million invested in multi-year cancer research grants at ~200 institutions funding advances that improve lives.
- ACS researchers pioneered breakthroughs in early detection and survivorship, and continue to release annual cancer incidence and mortality data for the nation (more than 90,000 citations in 2021).

Advocacy

- Funding increased cancer research to drive innovation in cancer screening, diagnostics, and treatment.
- Reducing the tobacco burden, still a leading cause of preventable cancer death.
- Working to close the Medicaid coverage gap so everyone has an affordable insurance option.
- Expanding access to biomarker testing to ensure there is equitable access to advances in precision medicine.

Patient Support

- Establishing cancer screening guidelines to help people catch cancer early, when it may be easier to treat.
- Reducing barriers to quality care by providing more than 228,000 rides to treatment through transportation grants and over 500,000 free nights of lodging when treatment is far from home.
- Providing information and support that has touched more than 54 million lives to date, including a 24/7 cancer helpline, cancer.org website, and online peer support community.

**\$5
BILLION**
invested in cancer
research since 1946

**1
MILLION+**
cancer screenings in
underserved communities

**3.2
MILLION**
patients served in the
last decade

**16.9
MILLION**
cancer survivors
alive today



Every cancer. Every life.®

Our vision

End cancer as we know it, for everyone.

Our mission

Improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

Who we are

The American Cancer Society is the leading cancer-fighting organization with a vision of ending cancer as we know it, for everyone.

We are the only organization working to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

GenNow Overview

The American Cancer Society GenNow Network is a community of young professionals committed to supporting the lifesaving mission of the American Cancer Society – to end cancer as we know it, for everyone.

GenNow also provides extensive volunteer, networking, and professional development opportunities for its members. With monthly meetings, volunteer opportunities, and social events, GenNow members have the opportunity to network with others who are interested in making a difference in their community and significantly impacting the American Cancer Society's lifesaving mission.

We are a united force against all cancers. We are on a mission to save lives and celebrate life every single day. Our vision is a world free from the pain and suffering of cancer. From research to education, prevention to diagnosis, we provide support to everyone impacted by cancer. Together with millions of supporters, we empower communities worldwide to join us.



\$45,000+
Gross
Funds
raised in 2024



30+
Businesses
Represented
and growing!



15+
Active
Members
and growing!

Benefits of being a member:

- Networking opportunities
- Professional developments
- Fundraising / sales experience
- Priority on Diversity, Equity and Inclusion
- Making a difference in the fight against cancer
- Exclusive event invitations



GenNow Membership Requirements

- **Serve as a community ambassador** for the American Cancer Society's mission and programs through recruitment, social media, and more.
- **Achieve an individual fundraising minimum of \$1,000** annual give/get for the calendar year. Fundraising minimums can be met through the following ways:
 - **Silent auction item procurement** for the GenNow Signature event. 50% of the value of in-kind donations to the American Cancer Society will be credited to your fundraising minimum (solicitation letter will be provided). Items or services must be 100% donated (discounted items and services will not apply towards fundraising minimums).
 - **Ticket Sales** for the GenNow Signature Event
 - **Sponsorship procurement** for ACS events or the GenNow Signature Event
 - **Online fundraising:** Members can set up a personalized GenNow fundraising site and are encouraged to share this with others via social media and email.
 - **Host a third party event** (ie: Jean's Day, Bar Night, Bake Sale, etc.)
 - **Personal check or cash donation** (does not include purchase of auction items)
 - **Sell tickets to the signature event-** Each GenNow member is required to sell at least 5 tickets to the GenNow signature event.
- **Active involvement** including attending monthly meetings, committee meetings (as applicable) assisting with fundraiser planning and execution, participating in social events, and volunteer opportunities. Members should make a consistent effort to be present at large group meetings and other GenNow events. Large group meetings and social events take place monthly. If you are unable to attend a meeting or event, notify the Chair and Staff Partner, read the meeting minutes following the meeting, and follow up on action items promptly.
- **Volunteer** for at least one ACS event.



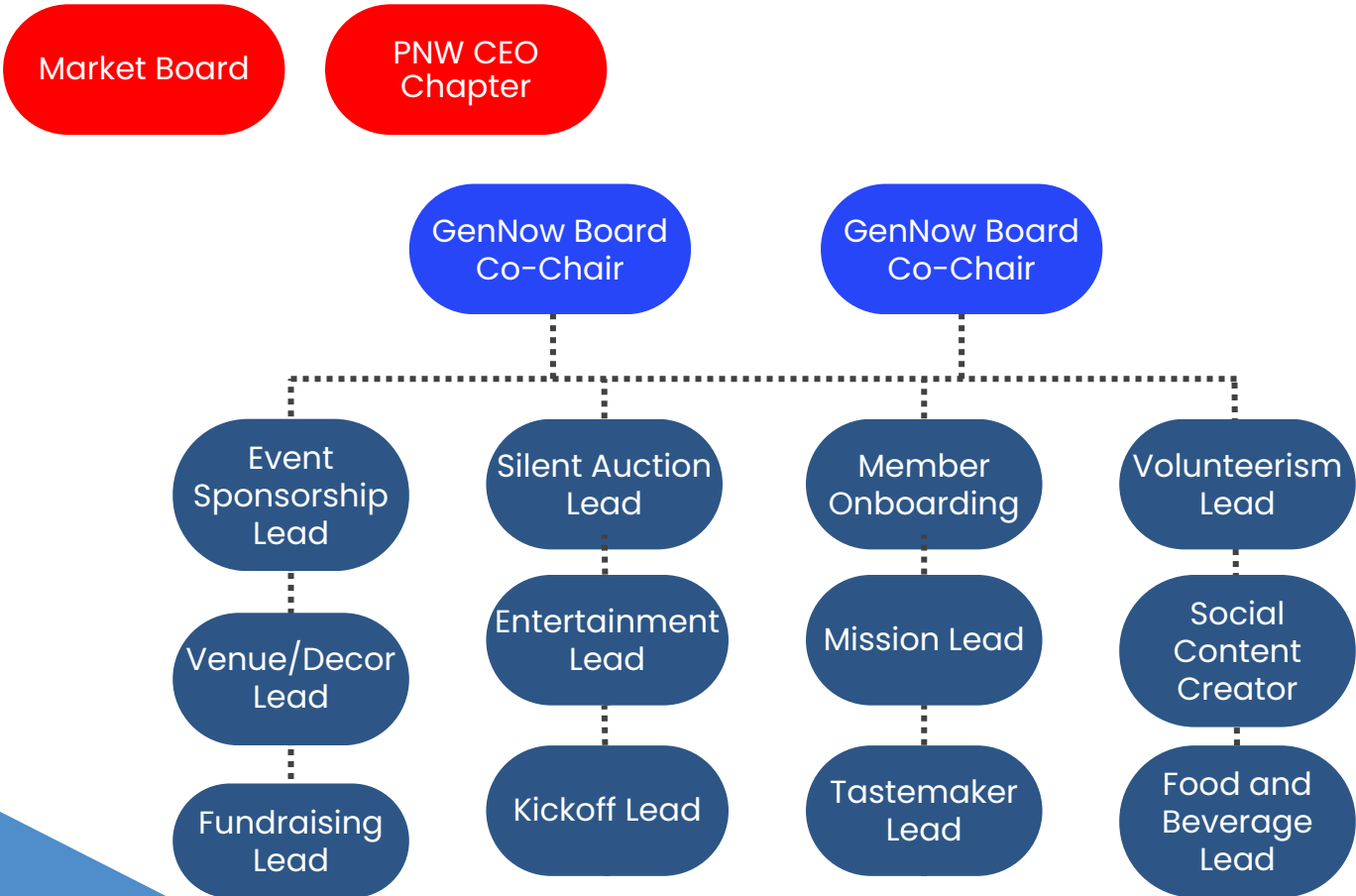
GenNow
Network™



2025 GenNow Priorities

- 1. Mission, Advocacy and Marketing:** GenNow will focus on being advocates throughout the year, and in our communities. We will serve as a voice in our communities to support those affected by cancer, those needing resources, and those who need information about prevention and screening.
- 2. Outreach, Membership and Engagement:** GenNow will create a plan for engaging, maintaining, and increasing membership throughout the year. Professional development and advancement of our current members will be vital, while creating additional opportunities prospective young professionals will be priority as well.
- 3. Signature Event:** GenNow will host its 2nd Annual Fork Cancer on March 26, 2026. This event will serve to drive revenue in support of the ACS mission, research advances, and additional enterprise priorities.
- 4. Revenue:** GenNow will primarily support Fork Cancer, with existing ACS events in partnership with ACS staff. GenNow will work to identify where our greatest interest, engagement, and opportunities exist. We will drive revenue and volunteerism towards the Fork Cancer in support of the ACS mission, research advances, and additional enterprise priorities.

GenNOW Leadership Model





The second annual Fork Cancer Seattle will be hosted by the American Cancer Society GenNow Network on Thursday, March 26, 2026 at Block 41, Seattle.



\$75,000
event fundraising
goal for 2025



Over 150
attendees
expected



10
sponsorships
available



What is Fork Cancer?

Fork Cancer will feature small plates and craft cocktails from around the city as well as lots of entertainment and a silent auction, raising funds to support the lifesaving mission of the American Cancer Society. The event is hosted by GenNOW and will also recognize and celebrate the fundraising efforts of our Tastemakers – a group of Seattle’s emerging leaders.

When is Fork Cancer?

Thursday, March 26, 2026, evening

Where is Fork Cancer hosted?

Block 41, 115 Bell St, Seattle, WA

Who is attending Fork Cancer?

More than 150 young professionals, business leaders and philanthropists from across Greater Seattle are expected to attend Fork Cancer Seattle.

How can I attend Fork Cancer?

Purchase tickets at forkcancerseattle.acsgala.org

Funds raised by Fork Cancer will be used to ensure that the unique needs of each cancer patient are met by delivering life-saving programs, services, and advanced research. The American Cancer Society’s work has contributed to a 32% decline in the US cancer death rate from 1991 to 2019 resulting in 3.5 million fewer deaths during that time.



American Cancer Society
Ginger.Painter@cancer.org | 206.674.4108



GenNow
Network™

Learn More About GenNow

For more information about membership or about the American Cancer Society, visit seattle.acsgennow.org or contact our ACS Staff Partner and 2025 Chair.

Ginger Painter, Senior Development Manager
(206) 674-4108 | Ginger.Painter@cancer.org

McKenna Pho, GenNow Co-Chair 2025
mckennapho@gmail.com

Eugenie Morton, GenNow Co-Chair 2025
emorton@gmail.com



Every cancer. Every life.®