



THE
SOCIETY of
MEMORIAL
SLOAN
KETTERING
CANCER CENTER

2024–2025 Impact Report

Since 1946, The Society of Memorial Sloan Kettering Cancer Center (MSK) has raised more than \$100 million to advance cancer research, education, and patient care. This remarkable legacy reflects a deep commitment to innovation, compassion, and improving the lives of people with cancer. As a member of The Society, you are part of this powerful tradition that is shaping the future of cancer care.

By the Numbers

In the past year, The Society proudly advanced MSK's mission of ending cancer for life by championing leading-edge cancer research, empowering the next generation of cancer leaders, and enhancing the patient and family experience.

Thanks to the dedication and generosity of our members:

\$8.71 million

was raised by The Society to support education, patient care, and research initiatives at MSK.



1,675 donors

contributed to The Society events and programs to support our mission.



\$1.6 million

went to critical patient care initiatives including underwriting patient transportation to MSK appointments (the largest portion of this budget), housing costs for out-of-town patients, as well as providing emergency financial assistance to patients in need.



\$5.27 million

was allocated in support of MSK's various research needs, including Society-sponsored research grants, The Society Campaign, and event initiatives.



100+ brand partnerships

were formed through events and programs.



2 new events

were launched in Palm Beach: the Palm Beach Lunch and a holiday shopping event.



Fueling Discovery and Innovation

The Society Campaign

The 2024–2025 campaign, **Pioneering Breakthroughs for Young Adults With Cancer**, focused on a critical and growing need: understanding the alarming rise in colorectal and gastrointestinal cancers among people under 50 and developing more effective therapies to treat them. Led by **Andrea Cercek, MD**, Co-Director of the Center for Young Onset Colorectal and Gastrointestinal Cancer, Section Head of Colorectal Cancer, and The Ford Family Chair, this initiative raised an extraordinary **\$1.925 million**, nearly doubling our \$1 million goal.

Special Projects Committee

The Special Projects Committee has championed bold ideas since its inception. This year, the committee granted **\$1 million** to expand MSK's data infrastructure, a critical investment in the future of cancer research. As data grows in scale and complexity, this support ensures MSK remains at the forefront of precision oncology, enabling breakthroughs across basic, translational, and clinical research.

Research Grants Program

The Society awarded **11 research grants**, totaling more than **\$1 million**, to junior investigators pursuing high-impact clinical and translational research. These grants bridge the funding gap for early-stage projects, helping launch promising careers and accelerate discoveries that improve patient outcomes.

The Society Scholars Prize

Established in 2016, the Scholars Prize honors outstanding MSK postdoctoral researchers who navigate family obligations and new parenthood. Selected by a panel of MSK faculty who are also parents, recipients receive a cash award for up to four years. In 2024–2025, The Society proudly supported **21 scholars**.

The Society Event Initiatives

- 2024 MSK Kids Wellness Initiative raised **\$350,600**
- 2025 MSK Kids Investigator Initiated Clinical Trials raised **\$137,305**
- 2025 MSK Cancer Health Equity Research Program raised **\$88,350**
- 2025 Spring Ball Initiative: Innovations to Transform Breast Cancer Treatment and Outcomes raised **\$762,418**

Compassion in Action

The Society's five Patient Care Committees are composed of dedicated volunteers who plan and support initiatives to enhance the patient experience at MSK. Their efforts bring comfort, joy, and hope to patients and families, creating a nurturing environment that fosters healing and well-being. Here are some of the ways The Society helped improve patient care in 2024–2025:

Children's Committee

- Delivered **250 holiday gifts** to MSK Kids.
- Hosted the **35th Annual Spring Prom**, bringing joy and celebration to pediatric patients.

Dream Team

- Fulfilled **18 dreams**, including **8 holiday dreams**, creating moments of hope and happiness for adults facing cancer.

Patient Environment Program

- Funded **3 impactful initiatives** to enhance the patient experience:
 - **Discharge Video:** A clear, easy-to-follow video guide that helps patients better understand their post-hospital care instructions.
 - **Activity Aprons:** Specially designed aprons featuring interactive elements to engage patients with cognitive impairments, helping to reduce anxiety and promote engagement during their hospital stay.
 - **Chewing Gum for Recovery:** A simple yet effective intervention to aid in post-operative recovery by promoting gastrointestinal function and helping to reduce recovery times.

Patient Experience Committee

- Helped ease the transition during the launch of **Epic** — MSK's newly integrated electronic health records system — by providing comforting items like lip balm, candy, and magazines to support patients amid potential disruptions.
- Reintroduced the **Fresh Flower Program**, providing fresh flowers to patients and in public spaces throughout the hospital.
- Distributed **450 holiday gift bags** and funded **holiday decor** in 15 hospital locations.
- Continued to support **Visible Ink**, a one-on-one writing mentorship program for patients, and **Rising Voices**, a choir for patients, survivors, and caregivers.

Social Services Committee

- Provided **\$1.3 million** for transportation, housing, food, and psychosocial support for patients and families.
- Supported the **Talking With Children About Cancer Program**, which helps adult patients navigate conversations with their children about diagnosis, treatment, and end-of-life care.
- Funded **pediatric support materials** to help young patients and their caregivers better understand and cope with cancer.

Looking Ahead

As we look to the future, The Society of MSK remains committed to expanding our reach, deepening our impact, and supporting MSK's mission of ending cancer for life. Together, we are transforming lives — one patient, one family, one breakthrough at a time.