



World Bladder
Cancer Patient
COALITION



2025

Annual Report

worldbladdercancer.org

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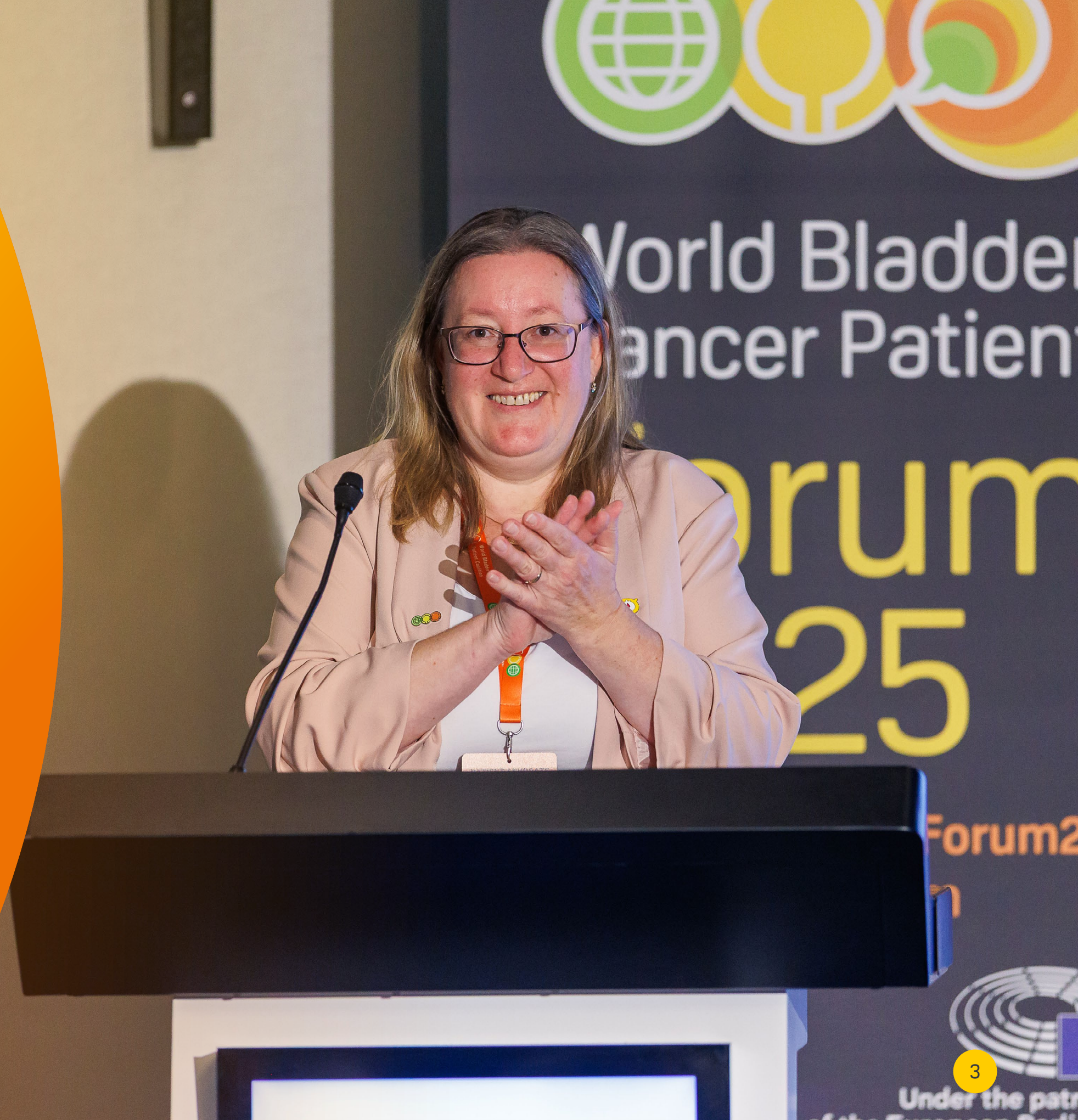
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LinkedIn: WorldBladderCan
Youtube: @WorldBladderCancerPatient
Website: worldbladdercancer.org
Email: info@worldbladdercancer.org

World Bladder Cancer Patient Coalition aisbl
Square de Meeûs 38–40
1000 – Brussels
Belgium

Secretariat
E: info@worldbladdercancer.org

Reg. Number: 0720.618.047
VAT ID: BE 0720.618.047

Foreword from the President



Foreword from the President

This past year marked an important moment for the World Bladder Cancer Patient Coalition and for me personally, as I stepped into the role of the President of this extraordinary global community. It is a responsibility I take on with deep respect for the Coalition's journey so far and with great optimism for what lies ahead.

Since its founding, WBCPC has been built on a simple yet powerful determination to ensure that people affected by bladder cancer are heard, supported, and represented. In 2025, that belief continued to guide everything we do. Across continents and cultures, our members, partners, and advocates worked together to raise awareness, strengthen patient voices, and advocate for better care and fairer outcomes.

What continues to inspire me most is the strength of our community. This year, I witnessed firsthand how collaboration turns individual experience into collective impact. Whether through local awareness initiatives, global advocacy efforts, or our flagship World Bladder Cancer Patient Forum, patients were not only present, they were leading conversations, shaping priorities, and influencing decisions that matter.

2025 was also a year of growth and reflection. As a Coalition, we continued to expand our reach while staying grounded in our renewed mission. We strengthened existing and built new partnerships, advanced evidence-based advocacy drawing a lot from our Global Bladder Cancer Patient & Carer Survey data, and did our very best to help bladder cancer to remain visible in global and European health discussions. Importantly, we did this together, guided by trust, shared purpose, and a commitment to equity.

I would like to thank my fellow Board of Directors, our Executive Director Alex Filicevas, the Secretariat team, and our member organisations for their dedication, leadership and friendship. I am also deeply grateful to the patients and advocates who share their experiences so generously and remind us, every day, why the work that we do matters so much.

As we look ahead, we are driven by our refreshed focus with the new vision, mission and strategy of the organisation we have launched this year. We will continue to build a world where bladder cancer challenges are defeated, where patient voices shape research and policy, and where access to timely diagnosis, effective treatment, and meaningful support is a reality for all.

Lori Funk-Cirefice
WBCPC President

“Stepping into the role of President is both a responsibility and a privilege. It is a responsibility I take on with deep respect for the Coalition’s journey so far and with great optimism for what lies ahead.”

Lori Funk-Cirefice
WBCPC President

“From our Brussels Forum to establishing the Scientific Advisory Board and expanding our patient resources, 2025 strengthened our foundation to serve the global bladder cancer patient community.”

Alex Filicevas
Executive Director, WBCPC

WBCPC at a glance: 2025

Bladder Cancer Awareness Month

 **12.5+** Million people reached
150,000+  Social media interactions

 **64** Countries used our campaign resources

Supported local initiatives in Colombia, Kenya, Nigeria, Nepal, and Senegal with BCAM Grants



#5,000+ times, Campaign Hashtag used worldwide



World Bladder Cancer Patient Forum

1. **60+** attendees from across the world
2. **17** sessions and **5** workshops
3. **16** countries represented
4. Held in Brussels, Belgium, at the heart of European policymaking

Insights & impact



Scientific Advisory Board



New Resources Launched

- 1. Bladder cancer factsheets expanded:**
 - Understanding the risk factors
 - Recognising the symptoms
 - Key Questions to Ask Your Doctor or Nurse
- 2.** Start-up Guide for bladder cancer patient groups updated **with new member case studies**
- 3. Reaching communities in 8 languages worldwide**

Our factsheets are now available in **8 languages** (availability varies by resource): English, Spanish, French, Portuguese, Korean, Japanese, Simplified Chinese and Traditional Chinese.

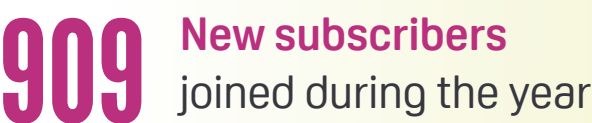
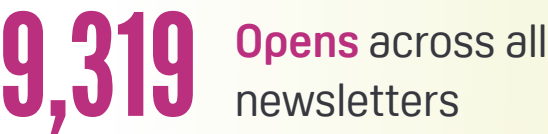


Speaking & representation

- | | | |
|-----------|---|---|
| 21 | international, regional and national events attended |  |
| 20 | talks and presentations delivered | 2 national member events supported |
| 22 | panel discussions and stakeholder meetings held | 3 exhibits at leading congresses |

Newsletters

- 
- 32** mailings sent
 - 12 monthly **newsletters**
 - 17 **themed blasts**
 - 3 quarterly **Member Spotlight newsletters**



Social media



About us

Our story

The World Bladder Cancer Patient Coalition (WBCPC) was founded in January 2019 by patient advocates from three national organisations who recognised a pressing need: a united, global voice for people affected by bladder cancer.

Today, WBCPC brings together 17 patient organisations across six continents, united by a shared mission to improve outcomes for everyone living with bladder cancer, wherever they are in the world. For the first time, patient groups around the world are linked through a truly global community, amplifying the voices of people affected by this disease on the international stage.

More than 610,000 people are diagnosed with bladder cancer each year, yet the disease remains under-recognised and under-prioritised in many health systems. The need for strong, coordinated advocacy has never been greater. WBCPC exists to meet that need by championing patient voices, sharing knowledge, and working collectively to drive lasting change.

Our network

WBCPC is a global network of patient organisations committed to improving the lives of people affected by bladder cancer. Our strength lies in collaboration. By working together, our members and partners can extend their reach, learn from one another, and increase their collective impact for patients and families worldwide.

With 17 member organisations across six continents, the Coalition supports joint initiatives, coordinated advocacy, and shared awareness campaigns. We also develop multilingual tools and resources to support patient advocates in their work, ensuring that knowledge and best practices are accessible across different countries and health systems.

Through this network, WBCPC fosters connection, builds capacity, and supports patient organisations in delivering better information, stronger advocacy, and more effective support. Together, we work to ensure that every person affected by bladder cancer, wherever they live, has access to the support and representation they deserve.

Our member organisations



Bladder Cancer Awareness Australia



Singapore Cancer Society



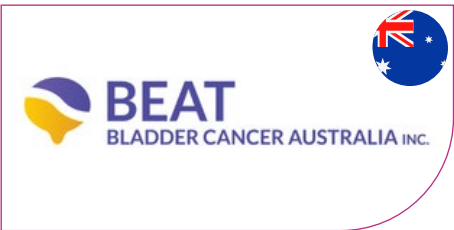
Associazione PaLiNUro



One Community



Bladder Cancer Norway



BEAT Bladder Cancer Australia



VICARE GU



Patient Association for Bladder or Kidney Cancer



Cancer Vessie France



The Swedish Bladder Cancer Society



Bladder Cancer Canada



Neovida



Norwegian Bladder Cancer Society



Fight Bladder Cancer



Campaigning for Cancer



CANVES



Colombian Cancer Project Foundation

About us

Our Board of Directors

Our Board of Directors brings together international expertise in patient advocacy, healthcare, research, and non-profit leadership, alongside the lived experience of bladder cancer. Together, they provide strategic direction and oversight, ensuring that WBCPC work remains patient-led, credible, and globally relevant.

Through their diverse backgrounds and shared commitment to improving outcomes, the Board plays a central role in guiding the Coalition's mission and strengthening its impact for people affected by bladder cancer worldwide.



Lori Funk-Cirefice

PRESIDENT, WORLD BLADDER CANCER PATIENT COALITION
CANCER VESSIE FRANCE, FRANCE

PATIENT ADVOCATE



Michelle Colero

VICE PRESIDENT AND TREASURER, WORLD BLADDER CANCER
PATIENT COALITION
BLADDER CANCER CANADA, CANADA

PATIENT ADVOCATE AND CARER



PATIENT ADVOCATE



CARER



PATIENT



HEALTHCARE PROFESSIONAL



Alessandro Boni

ASSOCIAZIONE PALINURO, ITALY

PATIENT ADVOCATE AND CARER



Lauren Pretorius

CAMPAIGNING FOR CANCER
SOUTH AFRICA

PATIENT ADVOCATE



Fiorella Gagliardi

VICARE GU, ARGENTINA

PATIENT ADVOCATE AND CARER



Sarah Coffey Dégrange

CANCER VESSIE FRANCE, FRANCE

**BLADDER CANCER PATIENT
AND ADVOCATE**



Dr Stephanie Demkiw

BLADDER CANCER AWARENESS AUSTRALIA AUSTRALIA

**HEALTHCARE PROFESSIONAL,
PATIENT ADVOCATE AND CARER**



Carl-Henrik Sundin

SWEDISH BLADDER CANCER SOCIETY, SWEDEN

**BLADDER CANCER PATIENT AND
HEALTHCARE PROFESSIONAL**



Helen Lacy

BLADDER CANCER AWARENESS AUSTRALIA &
BEAT BLADDER CANCER AUSTRALIA, AUSTRALIA

BLADDER CANCER PATIENT AND ADVOCATE

Board of Directors biographies

Lori Funk-Cirefice



President of the World Bladder Cancer Patient Coalition and Cancer Vessie France, France.

Lori Funk-Cirefice is the President of the World Bladder Cancer Patient Coalition and Cancer Vessie France. Her advocacy began in 2013, following her husband's bladder cancer diagnosis. Recognising a lack of peer support in France, she co-founded Association Cancer Vessie France in 2017, with guidance from Fight Bladder Cancer UK. She is actively involved in peer support, awareness activities, and advocacy, with a focus on improving patient information, strengthening patient involvement in health technology assessment processes, and contributing to the review of clinical guidelines.

Michelle Colero



Vice-President and Treasurer of the World Bladder Cancer Patient Coalition and Executive Director of Bladder Cancer Canada.

Michelle Colero is the Executive Director of Bladder Cancer Canada and Vice President of the World Bladder Cancer Patient Coalition. With more than 20 years of leadership experience in the non-profit sector, she specialises in patient advocacy, awareness campaigns, and research funding initiatives supporting Canadians affected by bladder cancer.

Lauren Pretorius



Chief Executive and co-founder of Campaigning for Cancer. South Africa.

Lauren Pretorius is Chief Executive and co-founder of Campaigning for Cancer and has devoted her career to championing the rights of cancer patients. Her background spans corporate leadership and non-profit management, including senior roles at the Nelson Mandela Children's Fund and the Breast Health Foundation. She co-launched the Patient Advocacy Incubator and continues her academic development at the University of Adelaide.

Dr Stephanie Demkiw

Primary care physician and co-chair of Bladder Cancer Awareness Australia.

Dr Stephanie Demkiw is a primary care physician and co-chair of Bladder Cancer Awareness Australia. Inspired by her father’s experience with bladder cancer, she co-founded Australia’s first bladder cancer charity. She has contributed to more than ten published research projects, many focused on bladder cancer, and is currently completing a Master of Public Health.

Carl-Henrik Sundin

Founder of the Swedish Bladder Cancer Society.

Carl-Henrik Sundin founded the Swedish Bladder Cancer Society following his own 2018 diagnosis. With a background spanning medicine, technology, and patient advocacy, he focuses on improving patient information and strengthening peer-to-peer support networks. He is committed to bridging gaps within healthcare systems and supporting the bladder cancer community in Sweden.

Sarah Coffey Dégrange

Social Media Manager for Cancer Vessie France.

Sarah Coffey Dégrange serves as Social Media Manager for Cancer Vessie France. Originally from Ireland and fluent in English and French, she became active in advocacy following her diagnosis. Her professional experience spans IT, project management, and education, and she volunteers with several organisations supporting cancer patients across France and Ireland.

Helen Lacy

Bladder Cancer Awareness Australia & BEAT Bladder Cancer Australia, Australia.

Helen joined the Board in March 2024 after contributing to the first WBCPC Patient Advisory Panel. Diagnosed with bladder cancer in 2015, she supports newly diagnosed patients through the Cancer Council and local initiatives. She brings professional experience from a range of operational management roles in the IT sector.

Alessandro Boni

Associazione PaLiNUro, Italy.

Alessandro Boni is a Board Member of Associazione PaLiNUro, an Italian patient organisation supporting people affected by urothelial cancer. Diagnosed with non-muscle invasive bladder cancer in 2018, he became actively involved in advocacy, peer support, and awareness efforts. Drawing on his background in innovation and project management, he engages with health institutions and regional authorities to promote patient-centred care.

Fiorella Gagliardi

VICARE GU, Argentina.

Fiorella Gagliardi is President of VICARE GU, the only patient association in Argentina dedicated to genitourinary cancers, with a reach across Latin America. Following her own experience with breast cancer, she became committed to supporting patients and strengthening advocacy across the region. Her professional background in management, technology, and strategic consulting supports a strong focus on patient empowerment, network-building, and amplifying patient voices.

About us

Secretariat team



Alex Filicevas
EXECUTIVE DIRECTOR



Marie Magenmann Cueto
COMMUNICATIONS AND COMMUNITY
ENGAGEMENT COORDINATOR



Theodoros Yfantis
PROJECT COORDINATOR



Angelina Kogur
PROGRAMMES SUPPORT TRAINEE



Our Work Building community

Change in leadership

In 2025, the World Bladder Cancer Patient Coalition strengthened its leadership with the appointment of **Lori Funk-Cirefice** (France) as **President** and **Alessandro Boni** (Italy) and **Fiorella Gagliardi** (Argentina) as **new members of the Board of Directors**, each serving a term from 2025 to 2028.

Lori Funk-Cirefice brings strong continuity and deep institutional knowledge to her role, having been involved with the Coalition since its founding in 2019 and previously serving as Vice-President and Treasurer. Her leadership is grounded in lived experience and long-standing engagement in patient support, awareness, and advocacy, reinforcing WBCPC patient-led mission as the Coalition continues to grow.

The addition of **Alessandro Boni** and **Fiorella Gagliardi** further strengthens the Board by expanding geographic representation and adding diverse advocacy experience, including leadership from Europe and Latin America. With the Board now comprising nine members, WBCPC has reinforced its governance capacity, long-term succession planning and its ability to guide strategy, support members, and ensure that patient perspectives remain central to decision-making.

Welcoming new members

In 2025, WBCPC welcomed **Fundación Proyecto Cáncer (FUPROCER)** from **Colombia** as the newest member of the Coalition, expanding our collaboration across Latin America. As a patient-led organisation with a strong focus on bladder cancer, FUPROCER raises awareness, promotes early detection, and amplifies patient voices through education, storytelling, and community engagement.

Become a member of our international community and help strengthen bladder cancer patient support and advocacy worldwide. Connect with others, share knowledge, and be part of a growing network working to improve outcomes for everyone affected by bladder cancer.

World Bladder Cancer Patient Forum 2025

Bladder cancer remains one of the most overlooked cancers worldwide. Too many people are diagnosed late, excluded from decisions about their care, and left navigating complex health systems without adequate support. The World Bladder Cancer Patient Forum exists to challenge this reality.

On October 13-14, 2025, the global bladder cancer community came together in Brussels, Belgium, for the 5th World Bladder Cancer Patient Forum. Held at the heart of European policymaking, the Forum convened patients, patient advocates, healthcare professionals, researchers, policymakers, and partners from across the world.

The Forum is more than a meeting. It is a space where patient experience becomes evidence, collaboration replaces fragmentation, and bladder cancer is positioned higher on the research, access, and policy agenda. By bringing diverse stakeholders together, WBCPC ensures that decisions about bladder cancer are informed by the lived realities of those most affected.

“Collaboration drives progress. We are stronger when we work together.”

Fiorella Gagliardi
Board Member, WBCPC

5th World Bladder Cancer Patient Forum



1.

Two-day global Forum held in Brussels, Belgium



2.

Patients, advocates, clinicians, researchers, policymakers, and partners represented

3. Patient voices positioned directly within



European policy and research discussions

4.

National advocacy initiatives from low- and middle-income countries amplified



5.

Patient experience reinforced as essential evidence for research, access, and policy



“Our purpose is simple yet powerful: to make sure no one faces bladder cancer alone.”

Alessandro Boni
Board Member, WBCPC



Empowering the global bladder cancer community

A central focus of the Forum was empowerment through collective action. Across sessions, patient advocates demonstrated how locally led initiatives, when connected and supported, can generate national and regional impact.

Through the Bladder Cancer Awareness Month Grant Programme, WBCPC members shared examples of targeted, community-driven advocacy. Projects in Colombia, Kenya, Nigeria, Nepal and Senegal expanded awareness, trained volunteers, and created safe spaces for patients to share their experiences. These initiatives illustrated that meaningful impact is not defined solely by scale, but by relevance, trust, and community leadership.

The Forum also highlighted how lived experience drives systemic change. Patient leaders shared how personal journeys have translated into advocacy for better access to clinical trials, clearer patient information, and stronger partnerships with healthcare professionals. A consistent message emerged: empowered patients are not only recipients of care, they are also drivers of better systems.

“Innovation means nothing if it doesn’t reach the patient.”

Carl-Henrik Sundin
Board Member, WBCPC

Advancing research, access, and patient partnership

Discussions on research and innovation underscored a shared challenge. While scientific progress is accelerating, access to innovation remains uneven. Without patient involvement, new treatments risk failing to reach those who need them most.

Experts shared developments in early detection, immunotherapy, and combination treatments, highlighting the potential to improve survival and quality of life. At the same time, speakers stressed that innovation must be matched by equitable access, timely reimbursement, and informed decision-making.

Patient partnership emerged as a critical enabler. Sessions demonstrated how patient involvement is shaping clinical trial design, health technology assessment, and reimbursement discussions. When patient experience is included as evidence, research becomes more relevant, policies more responsive, and care more patient-centred.

Shaping policy for a fairer future

The Forum reinforced the role of collaboration in driving policy change. Patient-led evidence, combined with clinical expertise and sustained policy engagement, is helping to close gaps in bladder cancer care across Europe.

Initiatives such as the White Paper on Bladder Cancer and work addressing gender disparities informed discussions aligned with Europe’s Beating Cancer Plan and the EU Cancer Mission. Policymakers and partners acknowledged the need for earlier diagnosis, equitable access to treatment, and stronger recognition of bladder cancer within broader cancer strategies.

By creating direct dialogue between patients and decision-makers, the Forum helped ensure that bladder cancer is no longer absent from conversations on cancer policy, funding, and research priorities.



“Patients are not passive recipients of care. They are partners in shaping better systems.”

Wisdom Zunguzungu
One Community
Malawi



*“Together, we are
shaping a more
equitable future
for bladder cancer
patients worldwide.”*

Theodoros Yfantis
Project Coordinator, WBCPC

Why this Forum matters

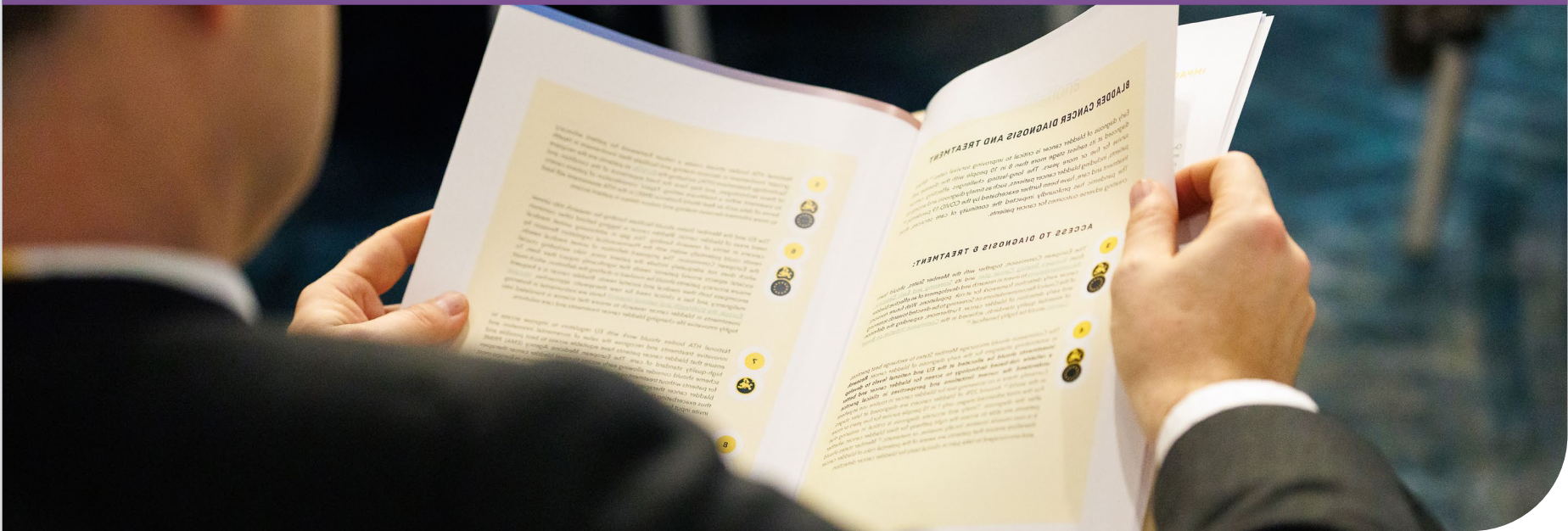
The impact of the World Bladder Cancer Patient Forum extends far beyond two days in Brussels. It strengthens a global movement in which patient voices are heard, evidence is shared, and collaboration drives action.

The Forum accelerates progress by:

- *Turning patient experience into evidence for advocacy*
- *Connecting local realities with regional and global policy opportunities*
- *Building trust across patients, professionals, industry, and policymakers*

This is why WBCPC convenes the Forum each year. Progress in bladder cancer does not happen in isolation. It happens when people come together with shared purpose and the determination to act.

As WBCPC continues to implement its Strategy 2030, the World Bladder Cancer Patient Forum remains a cornerstone of its work. It ensures that bladder cancer stays visible, that patients remain central to decision-making, and that no one faces bladder cancer alone.



WBCPC Advocates Hub

In 2025, the WBCPC Advocates Hub, an online platform for our member community, continued to strengthen connections and collaboration across our global network. The platform provides a shared digital space where members can exchange resources, access training opportunities and stay connected through ongoing dialogue beyond in-person events.

The Advocates Hub also enables WBCPC to bring together members for meetings, workshops, and consultations, supporting more regular, inclusive, and meaningful engagement across regions and time zones. By bringing organisations together in one accessible environment, the platform strengthens peer learning, supports collective problem-solving and helps ensure that collaboration remains at the heart of everything we do.



Members Connect

Throughout 2025, our Members Connect sessions provided a welcoming online space for members to come together every two months. Each session invites a member to step forward as host and present on a topic that matters to them, sparking open and lively discussion across our global community.

Over the course of the year we held two sessions, each bringing together eleven participants, hosted respectively by Bladder Cancer Awareness Australia and the Patient Association for Bladder or Kidney Cancer in the Netherlands. These informal gatherings reflect the heart of our coalition, giving members the opportunity to share knowledge, exchange experiences, and strengthen the connections that bind our network together.

To ensure no one misses out, a short recap is shared on Glue Up after every session, allowing members who were unable to join to stay connected to the conversation and remain part of the dialogue.



WBCPC Scientific Advisory Board

In 2025, the World Bladder Cancer Patient Coalition established its first Scientific Advisory Board (SAB), an independent group of world-leading experts in urology, oncology, radiotherapy, pathology, nursing and research. The SAB provides strategic scientific guidance to WBCPC leadership across awareness, education, advocacy and patient information, ensuring our resources are accurate, credible, and aligned with current standards of bladder cancer care.

By pairing clinical expertise with patient perspectives, the Board helps bridge scientific innovation and real-world impact, keeping lived experience at the centre of every initiative.

Why this matters

The Scientific Advisory Board strengthens WBCPC's impact by:

- *Ensuring the accuracy and reliability of patient information and resources*
- *Supporting evidence-based advocacy for improved care and access*
- *Strengthening collaboration between medical professionals and patient advocates*
- *Empowering patients with trustworthy, up-to-date knowledge*

This collaboration ensures that science informs advocacy and that patient experience informs science.

Leadership of the Scientific Advisory Board

The SAB is chaired by Prof. Ashish Kamat, Endowed Professor of Urologic Oncology and Cancer Research at the University of Texas MD Anderson Cancer Center.

Together, the Scientific Advisory Board ensures that WBCPC growing global advocacy remains informed by science, aligned with best practice and it allows for bidirectional exchange of views and collaborations.

Scientific Advisory Board Members



Chair
Prof. Ashish Kamat
UNITED STATES OF AMERICA



1st Vice-Chair
Dr Karima Oualla
MOROCCO



2nd Vice-Chair
Prof. Jeremy Teoh
HONG KONG



Assistant Chair
Dr Joseph Black
UNITED STATES OF AMERICA



Prof. Bente Thoft Jensen
DENMARK



Prof. Dr Eva Maria Compérat
AUSTRIA



Dr Fernando Maluf
BRAZIL



Dr Makarand Khochikar
INDIA



Dr Saad Aldousari
KUWAIT



Dr Mario Fernández
CHILE



Dr Molly Ingersoll
FRANCE



Dr Patrick Hensley
UNITED STATES OF AMERICA



Dr Patrick Thomas
AUSTRALIA



Dr Shilpa Gupta
UNITED STATES OF AMERICA



Prof. Ananya Choudhury
UNITED KINGDOM



Prof. Shingai Mutambirwa
SOUTH AFRICA



Dr Rikiya Taoka
JAPAN

Our work



Engaging and building a community online

Our presence across social media platforms, X, Facebook, LinkedIn, Instagram and YouTube continues to play a central role in our communications strategy, enabling direct and meaningful connection with patients, healthcare professionals, patient advocates, and national organisations. These platforms allow us to engage in real-time conversations, build trust, and foster a sense of global community.

This increased visibility reflects the growing interest in our mission and enhances our ability to raise awareness, promote patient stories, and share the latest updates in bladder cancer care. Social media remains a vital tool for amplifying our voice, strengthening partnerships, and encouraging meaningful dialogue across the bladder cancer community.



In 2025:

13,200,000⁺

Over 13 million people reached across platforms



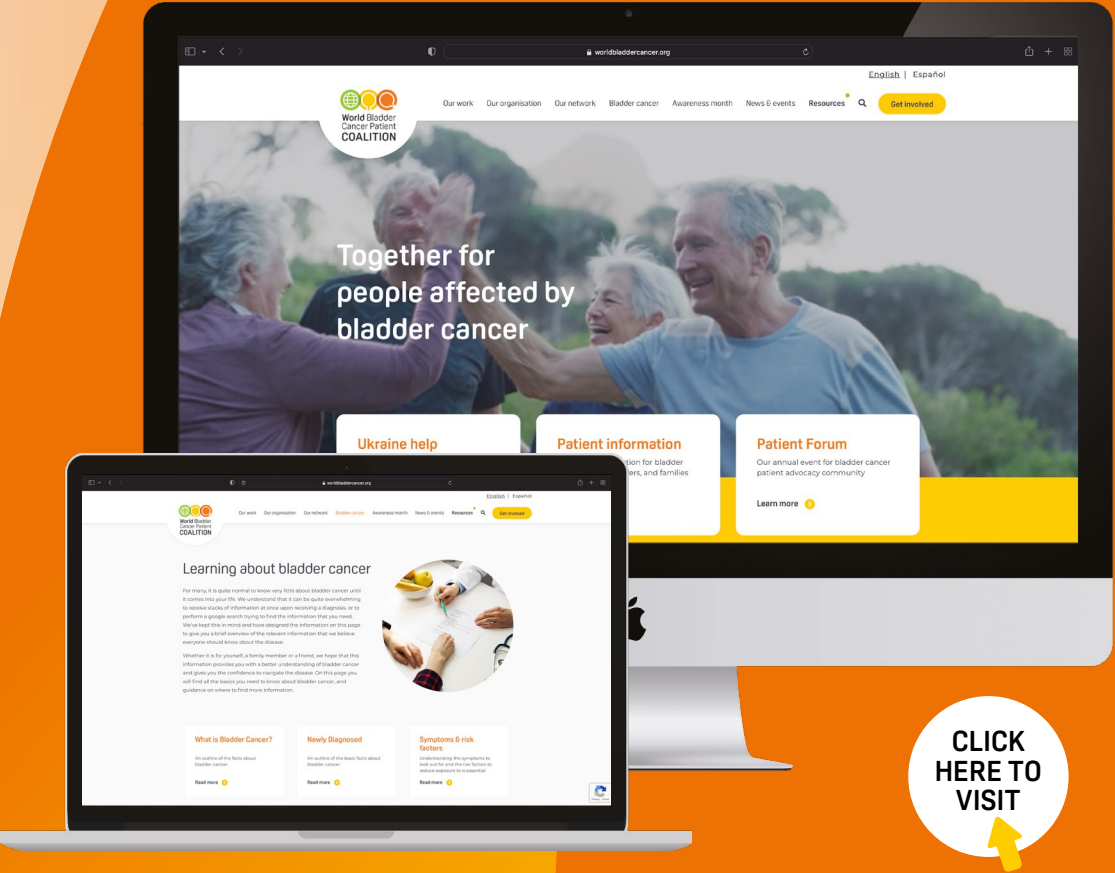
80,000⁺

Visitors welcomed to our website



798

new followers across our social media channels, on **LinkedIn, X, Facebook** and **Instagram**, bringing our online community to more than **10,598** people by year-end



“Social media continues to be an essential tool to expand reach and foster community engagement.”

Sarah Coffey Dégrange
Board Member, WBCPC

Raising awareness

YOUR PHOTO
YOUR VOICE



World Bladder
Cancer Patient
COALITION

سرطان المثانة
cancer de la vessie
rak pęcherza
saratani ya kibofu
cancer de b
मूत्राशय

blærekreft
ejiga
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World Bladder Cancer
Patient Forum 2025 Brussels, Belgium

Bladder Cancer Awareness Month 2025

Bladder cancer remains one of the most common yet overlooked cancers worldwide. Bladder Cancer Awareness Month (BCAM) exists to change that. Each May, the global bladder cancer community comes together to challenge silence, raise awareness of symptoms, and encourage earlier diagnosis.

In 2025, Bladder Cancer Awareness Month built on the momentum of previous years under the continued theme “Feeling Unsure? Get Checked.” The campaign focused on a simple but critical message: recognising symptoms early and acting without delay can save lives. Through clear visuals, interactive tools, and global collaboration, BCAM 2025 reached communities worldwide with information they could understand, share, and act on.

Turning awareness into action

At the heart of the campaign was the Unsure Icon, a visual cue designed to make people pause and reconsider symptoms such as blood in the urine, which are often dismissed or misinterpreted. Used consistently across campaign materials, the icon helped prompt conversations and reinforce the importance of seeking medical advice early.

Campaigning at a glance:



5

grants were awarded to organisations in **Colombia, Kenya, Nigeria, Nepal, and Senegal.**



64

Campaign materials used across **64 countries**



12,500,000

Over **12.5 million people reached** across social media platforms



150,000

More than **150,000 social media interactions**, including shares, comments, and challenges



18

of grant applications received



26

Resources and visuals available in **26 languages**, the most inclusive BCAM to date



Campaign hashtags used **over 5,000 times** worldwide



Spot the Drop game played by more than **3,400 people globally**

“While we are making progress together, our mission continues. With your support, we will keep building awareness, challenging stigma, and encouraging action for early diagnosis.”

Alex Filicevas
Executive Director, WBCPC

“This campaign came from my own story, and seeing it resonate with others made me realise how powerful awareness can be. We’re starting conversations that didn’t exist before, and that’s where change begins.”

Oscar Rodríguez

Fundación Proyecto Cáncer, Colombia



To make the message interactive and accessible, WBCPC relaunched the Spot the Drop game. Available in 16 languages, the game mirrored the urgency of symptom recognition by challenging players to react quickly. Combining play with education helped engage new audiences and spark conversations about early detection.

For the first time, campaign visuals were made available in 26 languages, removing language barriers and enabling communities around the world to adapt and share the campaign locally. This expansion marked a major step forward in making bladder cancer awareness more inclusive and globally relevant.

Supporting community-led awareness

A defining feature of BCAM 2025 was the continued focus on local leadership. For the fourth consecutive year, WBCPC supported community-based initiatives through the Bladder Cancer Awareness Month Grant Programme, enabling patient organisations and advocates in low- and middle-income countries to lead awareness efforts in their own contexts.

In 2025, five grants were awarded to organisations in **Colombia, Kenya, Nigeria, Nepal, and Senegal**. These initiatives ranged from digital storytelling and podcasts to

football matches, school sessions, market outreach, and national media engagement. Each project used culturally relevant approaches to break stigma, encourage symptom recognition, and bring bladder cancer into public conversation, often for the first time.

These activities demonstrated that when communities are equipped with the right tools and support, awareness becomes more trusted, more effective, and more sustainable.



Why it matters

The impact of Bladder Cancer Awareness Month goes beyond reach and engagement. Every conversation started, every game played and every resource shared helps shift bladder cancer from an overlooked disease to one people recognise, talk about, and act on.

By combining global visibility with local action, BCAM 2025 helped challenge stigma, improve understanding of symptoms, and encourage earlier diagnosis. It reinforced a simple truth at the heart of WBCPC's work: awareness saves lives, especially when it is accessible, inclusive, and driven by the people and communities most affected.

“What makes this campaign powerful is seeing members take the message and make it their own in their communities.”

Marie Magenhann Cueto

Communications and Community Engagement Coordinator, WBCPC



In 2025

32 mailings were sent, linking to key campaigns, new resources, and major events



9,319+ Over 9,319 email opens showing strong and continued interest in our work

“Staying connected is what keeps us strong. Every newsletter informs, engages, and reminds us that progress in bladder cancer happens when we work as one.”

Alex Filicevas
Executive Director, WBCPC

Our newsletter

Clear and regular communication is essential to keeping our global bladder cancer community connected. Through our newsletters, we share timely updates, practical information, and real examples of patient-led action with our members, partners, and the wider community.

In 2025, we sent a total of 32 newsletter editions, including 12 monthly newsletters, 17 themed blasts and 3 quarterly newsletters. Across the year, our newsletters were opened 9,319 times, showing strong and continued interest in our work. Our community also grew steadily, with 909 new subscribers joining during the year.

Our monthly newsletter keeps readers informed about our activities, advocacy progress, new resources, and upcoming opportunities to get involved. Alongside this, our quarterly Member Spotlight newsletter focuses on the work of our member organisations, highlighting national

initiatives, awareness campaigns, and creative approaches to supporting patients and carers.

Together, these newsletters are an important way for us to share knowledge, highlight good practice, and give visibility to patient voices from around the world. By creating a space to exchange ideas and learn from one another, we support collaboration across countries and help ensure that patient leadership and innovation are seen, valued, and shared within the global bladder cancer community.

Why it matters

Strong communication helps turn individual efforts into collective impact. By connecting people and organisations through regular, accessible updates, the newsletters support collaboration, learning, and momentum, ensuring that no one works in isolation.



Bladder cancer information and resource hub on our website

Access to clear, reliable information and practical tools is essential for people affected by bladder cancer. Through its online resource hub, WBCPC supports patients, families, and advocates with trusted information that strengthens understanding, confidence, and collective action across different health systems and regions.

Bladder cancer factsheets

Clear, reliable information is essential for people navigating a bladder cancer diagnosis. To support this need, WBCPC has developed and published a growing set of bladder cancer fact sheets that address the questions patients face at different stages of their journey.

In 2025, WBCPC published new factsheets on Understanding the risk factors, Recognising the symptoms, and Key Questions to Ask Your Doctor or Nurse, alongside translations of these resources into additional languages. Each factsheet was developed in collaboration with medical experts and reviewed by patients to ensure clinical accuracy, clarity, and real-world

relevance. By making them available in multiple languages, we help patients and families access information in a language they understand.

Freely available online, the factsheets are shared widely by member organisations, healthcare professionals, and advocates across countries. By translating complex medical information into clear, practical guidance, these resources help reduce uncertainty, support informed decision-making, and promote more patient-centred care.



Start-Up Guide Series



Start-up Guide for bladder cancer patient groups

Strong patient organisations play a key role in improving awareness, support, and care for people affected by bladder cancer. To help build and strengthen these organisations, WBCPC developed the Start-up Guide for bladder cancer patient groups, a practical resource for patient advocates at every stage of development.

In 2025, the Start-up Guide was updated to reflect evolving needs and lessons learned from patient organisations worldwide. As part of this update, we added two new case studies to keep the guide relevant and up to date, offering advocates practical,

real-world examples to learn from. To ensure wider access, the guide is now available in six languages, enabling more advocates to benefit from shared knowledge and experience in their own language.

The guide provides a structured pathway for establishing and growing patient groups, covering governance, funding, advocacy, awareness-raising, and partnership-building. Drawing on best practices and case studies from across WBCPC global network, it supports advocates in developing sustainable, effective organisations rooted in local realities.



Why these resources matter

Together, the factsheets and Start-up Guide address two critical gaps in bladder cancer care: access to trustworthy, patient-centred information and support for building strong patient-led organisations. When patients understand their condition and advocates are equipped with practical tools, communities are better positioned to raise awareness, provide peer support and promote early diagnosis, and influence care and policy.

By developing these resources collaboratively and making them available in multiple languages, WBCPC helps ensure that knowledge is shared equitably and that no community is left behind. These tools empower individuals, strengthen national organisations, and support a more connected global bladder cancer community, bringing WBCPC closer to its vision of a world where bladder cancer challenges are defeated.



Engaging in advocacy BCLEAR Project



Advancing bladder cancer literacy and shared decision making in care

Consortium Partners



Across the world, low health literacy remains a major barrier to early diagnosis, informed decision-making, and equitable care in bladder cancer. Despite being one of the more common cancers, bladder cancer is still widely under-recognised.

Particularly in lower-income EU countries where awareness gaps and limited access to reliable information contribute to delayed diagnosis which can lead to worse outcomes.

In 2025, WBCPC joined a consortium of organisations for a project BCLEAR: Bladder Cancer Literacy for All. It is a three-year project co-funded by the European Union designed to address these challenges. Coordinated by the European Association of Urology, BCLEAR brings together patient organisations, urologists, primary care physicians, academics, and public health experts to strengthen bladder cancer health literacy and shared decision-making across Europe.

The project focuses on identifying where knowledge gaps exist and translating that insight into practical tools that support patients and healthcare professionals in bladder cancer care. BCLEAR will map bladder cancer health

literacy levels across all EU Member States and pilot targeted activities in Greece, Poland, and Hungary where bladder cancer impact is one of the greatest in the region. These pilots will inform the development of multilingual educational materials, shared decision-making tools for both non-muscle-invasive and muscle-invasive bladder cancer, and policy recommendations to support long-term, systemic change.

For WBCPC, BCLEAR represents a key opportunity to embed the patient voice at every stage of the project. By working alongside clinicians and policymakers, WBCPC helps ensure that the project outputs reflect real patient needs and support meaningful patient-physician interactions in bladder cancer care.



EUrology: Event: EUrology Session on Bladder Cancer

In February 2025, WBCPC and the European Association of Urology (EAU) brought policymakers, healthcare professionals, researchers, and patient advocates together for the EUrology Session on Bladder Cancer, a focused dialogue on the policy gaps shaping bladder cancer care across Europe.

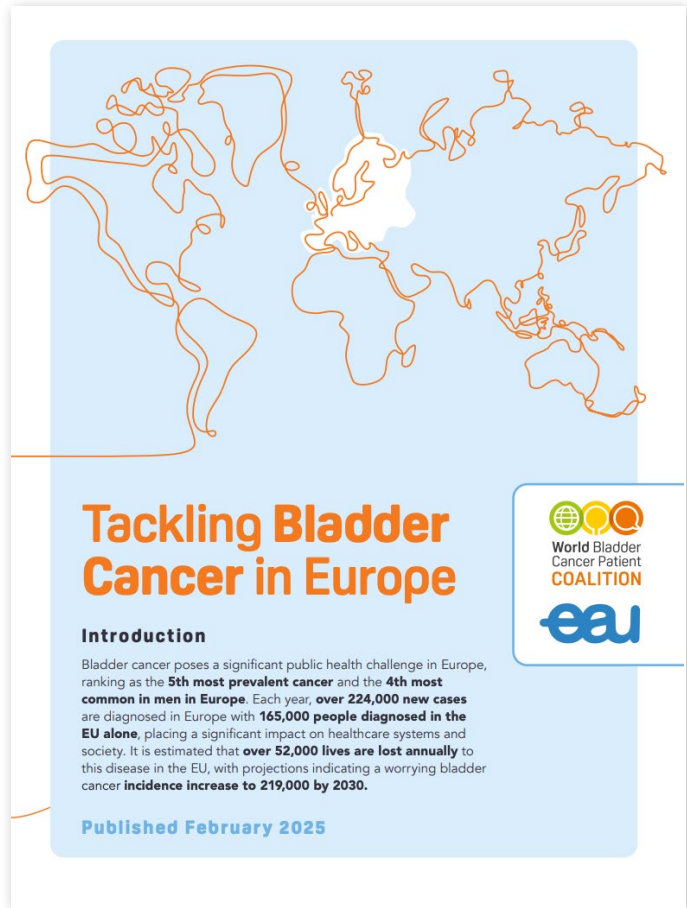
In April, the two organisations launched the report from the session. It points to outdated diagnostic equipment in parts of Europe and the promise of new developments, such as urinary biomarkers, to transform early detection and follow-up care. Above all, it reinforces a message central to our work: that patient-centred approaches must sit at the heart of how bladder cancer is diagnosed and treated.



MEP Booklet: Tackling Bladder Cancer in Europe

That same dialogue needs champions inside the European Parliament. In February 2025, WBCPC and the EAU also published Tackling Bladder Cancer in Europe, a briefing for Members of the European Parliament. It sets out the scale of the disease across the continent, the fifth most prevalent cancer in Europe, with over 224,000 new cases each year and more than 52,000 lives lost annually in the EU, and distils our shared White Paper into ten clear policy recommendations.

The booklet gives MEPs practical ways to act, from tabling parliamentary questions to joining cancer interest groups such as MEPs Against Cancer, turning awareness of bladder cancer into momentum for change.



Speaking & representation

- 21 international, regional and national events attended
- 20 talks and presentations delivered
- 22 panel discussions and stakeholder meetings held
- 2 national member events supported
- 3 exhibits at leading congresses

Why this matters

Change happens when the right people are equipped to act. Putting our evidence and clear recommendations directly into the hands of MEPs gives decision-makers the tools to move bladder cancer up the European agenda. And by pairing expert dialogue with a practical route to parliamentary action, we make sure momentum does not stop at awareness. It carries through into the policies, questions, and priorities that shape care for patients across the continent.



Representing our community at global events

In 2025, the World Bladder Cancer Patient Coalition strengthened its role as a global patient voice by engaging in key international, regional, and national events across policy, research, clinical practice, and advocacy.

Our participation took different forms, including speaking and moderating sessions, maintaining an exhibition presence, and strategic attendance. Each played a distinct role in advancing patient-centred bladder cancer care.

Speaking and contributing to dialogue

Throughout the year, WBCPC spoke, moderated, and presented at international conferences, policy roundtables, and educational forums, addressing issues such as early diagnosis, mental health, shared decision-making, gender disparities, health literacy, and equity in access to care.

By bringing patient-generated evidence, survey data, and lived experience into these spaces, WBCPC helped shape conversations that influence clinical practice, research priorities, and policy development. Contributions at EU policy forums, oncology congresses, cancer mission events, and international advocacy meetings helped ensure that bladder cancer was not overlooked and that patient perspectives informed decisions affecting care pathways and outcomes.

Why this matters

Speaking roles allow patient priorities to be heard where influence is greatest. By contributing evidence and experience directly to decision-making spaces, WBCPC helps ensure that policies, guidelines, and clinical approaches better reflect the real needs of people affected by bladder cancer.



Exhibition presence and outreach

WBCPC also maintained a visible presence at selected international congresses through exhibition booths and information stands. These spaces enabled direct engagement with clinicians, researchers, nurses, and advocates, and provided opportunities to share patient-focused resources, including fact sheets, advocacy tools, and guidance for patient organisations.

Through these interactions, WBCPC strengthened awareness of bladder cancer, promoted patient-centred approaches, and built relationships that support future collaboration. Exhibition presence also helped connect healthcare professionals with patient perspectives and practical resources for daily practice.

Why this matters

Direct outreach helps bridge gaps between clinical practice and patient experience. By sharing resources and engaging in face-to-face interactions, WBCPC supports better communication, understanding, and collaboration between patients and healthcare professionals.



Strategic attendance, learning, and partnership building

In addition to visible roles, WBCPC attended a range of strategic events to listen, learn, and build relationships. Participation in regional and national congresses, research-focused meetings, and community-led events provided valuable insight into diverse healthcare systems, emerging challenges, and local realities, including in underrepresented regions.

These engagements strengthened partnerships with member organisations, global networks, and stakeholders, and informed WBCPC's advocacy, resources, and strategic priorities. Insights gained through these events were fed back into the Coalition's work, ensuring it remains responsive, evidence-based, and globally relevant.

Why this matters

Effective advocacy depends on understanding diverse contexts. Strategic attendance ensures that WBCPC's global work is grounded in real-world experience and that the voices of different regions and communities are reflected in its actions.

Across all engagements in 2025, WBCPC's presence was guided by a clear objective: to ensure that bladder cancer patients are represented, heard, and supported wherever decisions about care, research, and policy are made. By combining visibility, contribution, and learning, the Coalition continues to strengthen its impact and advance a more equitable, patient-centred future for bladder cancer care worldwide.





WBCPC 7th General Assembly 2025

On June 12, 2025, the World Bladder Cancer Patient Coalition held its 7th Annual General Assembly, bringing together member organisations, the Board of Directors, and the Secretariat to review progress, ensure strong governance, and set the course for the years ahead.

Member organisations approved formal governance procedures. The GA also formally acknowledged the conclusion of Dr Lydia Makaroff's term as President and Board member.

As one of the founding leaders, her six years of service were recognised with deep appreciation for her role in shaping WBCPC into a credible, collaborative, and respected global patient voice.

The central focus of the GA was the presentation of WBCPC Strategy 2030, which included refreshed vision, mission and strategic objectives.

The 7th General Assembly confirmed a strong foundation for the future, with renewed leadership, a clear strategic framework, and a shared commitment to ensuring that no one faces bladder cancer alone.





World Bladder
Cancer Patient
Forum
2025



Financial report

Balance sheet

Financial statements for the year ended 31 December 2025, in euros.

These figures, as presented, represent a summary of audited financial statements of the World Bladder Cancer Patient Coalition. Appointed statutory auditor for financial years 2024–2027 is Forvis Mazars. Audited financial statements and auditors report are available on the organisation’s website at worldbladdercancer.org

ASSETS	2025 (AMOUNT IN €)	2024 (AMOUNT IN €)
Fixed assets	€ 2,658	€ 5,064
Intangible assets	€ 0	€ 2,770
Tangible assets	€ 2,658	€ 2,294
Current assets	€ 807,393	€ 416,170
Amounts receivable within one year	€ 226,364	€ 10,763
Current accounts	€ 579,377	€ 371,939
Deferred charges	€ 1,652	€ 33,467
TOTAL	€ 810,051	€ 421,234
Capital & reserves	€ 578,542	€ 329,622
Profit carried forward	€ 578,542	€ 329,622
Balance	€ 248,920	-€ 16,140
Amounts payable	€ 231,508	€ 91,612
Amounts payable within one year	€ 80,059	€ 59,369
Accrued charges & deferred income	€ 151,449	€ 32,243
TOTAL	€ 810,051	€ 421,234

Financials

The board of directors approved the 2025 audited financial results and subsequently approved by the 8th World Bladder Cancer Patient Coalition General Assembly, which took place on June 17, 2026.

The World Bladder Cancer Patient Coalition is an international non-profit organisation registered in Belgium, registration number 0720.618.047 and VAT ID: BE0720618047.

Revenue and expenses for 2025 for the Financial year 2025, ended 31 December 2025, the revenue of the World Bladder Cancer Patient Coalition aisbl amounted to a total of **€ 812.584**.

The organisation’s operating costs, including applicable taxes, employee costs, office costs and external costs related to the implementation of planned projects, amounted to a total of **€ 588.663**. Leaving a positive net year-end balance of **€ 223.920**.

SOURCE OF REVENUE	2025 (AMOUNT IN €)	2024 (AMOUNT IN €)
Sponsorships and grants	€ 690.696	€ 493,720
Other income	€ 28,857	€ 30,258
EU grant funding (BCLEAR)	€ 93,032	€ 0
VAT account	€ 0	€ 0
TOTAL REVENUE	€ 812.584	€ 523.978

OPERATING EXPENSES	2025 (AMOUNT IN €)	2024 (AMOUNT IN €)
Staff costs	€ 293,498	€ 273,232
Management & running costs	€ 108,373	€ 75,417
Board expenses	€ 19,688	€ 4,657
Project costs	€ 167,105	€ 186,811
TOTAL EXPENDITURE	€ 588,663	€ 540,117
BALANCE	€ 223.920	(-) € 16.140

Sponsorship and grants received in 2025

REVENUES FROM CORPORATE SUPPORT	AMOUNT IN €	PERCENTAGE (%)
Astellas	€ 20,000	2.90%
Astellas- Pfizer Alliance	€ 80,000	11.58%
AstraZeneca	€ 78,000	11.29%
Bristol Myers Squibb	€ 25,000	3.62%
Daiichi Sankyo	€ 10,000	1.45%
Ferring	€ 80,000	11.58%
Johnson & Johnson IM	€ 103,174	14.94%
MSD	€ 45,000	6.52%
Merck KGaA	€ 100,000	14.48%
Pfizer	€ 69,522	10.07%
Roche	€ 80,000	11.58%
TOTAL CORPORATE SUPPORT CONTRIBUTIONS REVENUE	€ 690,696	100.00%

This table does not include any revenue corresponding to consulting or similar types of compensation from the industry on specific external projects, accounted for elsewhere as revenue.



- 2.90% Astellas
- 11.58% Astellas- Pfizer Alliance
- 11.29% AstraZeneca
- 3.62% Bristol Myers Squibb
- 1.45% Daiichi Sankyo
- 11.58% Ferring
- 14.94% Johnson & Johnson IM
- 6.52% MSD
- 14.48% Merck KGaA
- 10.07% Pfizer
- 11.58% Roche

Revenue and expenses
for 2025

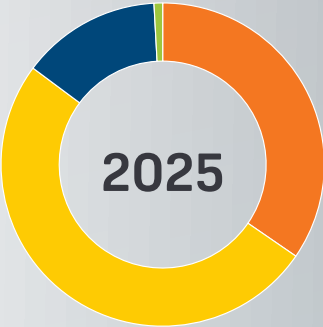
Source of Revenue 2025

85%	Sponsorship and grants
11.4%	EU grant funding (BCLEAR)
3.6%	Other Income



Operating Costs 2025

28.4%	Project Costs
49.9%	Staff Costs
18.4%	Management & Running Costs
3.3%	Board Expenses



Revenue and expenses
for 2024

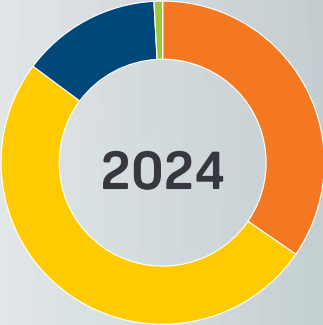
Source of Revenue 2024

94.23%	Sponsorship and grants
5.77%	Other Income



Operating Costs 2024

34.59%	Project Costs
50.59%	Staff Costs
13.96%	Management & Running Costs
0.86%	Board Expenses



Operating costs and expenditures in 2025

OPERATING COSTS	2025 (AMOUNT IN €)	2024 (AMOUNT IN €)
STAFF COSTS	€ 293,498	€ 273,232
Remuneration	€ 217,397	€ 203,554
Social security contributions	€ 34,978	€ 32,065
Other employee costs	€ 42,973	€ 38,524
Tax provision for holiday pay	€ 1,555	€ 1,955
Recup. Withholding tax	-€ 3,405	-€ 2,866
MANAGEMENT & RUNNING COSTS	€ 108,373	€ 75,417
Office costs	€ 9,078	€ 3,367
Telephone/Internet	€ 3,262	€ 2,568
Depreciations on IT	€ 2,288	€ 2,023
IT maintenance	€ 4,783	€ 4,066
Insurance costs	€ 2,325	€ 2,463
Congress & Events	€ 5,378	€ 4,640
Subscription fees	€ 5,378	€ 5,475
Legal fees	€ 9,457	€ 3,630
Accountant & audit fees	€ 12,350	€ 12,609
Bank costs & foreign exchange	€ 16,727	€ 2,162
Payroll services & fees	€ 7,447	€ 6,423
Advertising & Marketing	€ 9,067	€ 4,867

	2025 (AMOUNT IN €)	2024 (AMOUNT IN €)
Taxes & Fees	€ 88	€ 85
Training & Development	€ 3,700	€ 7,436
Team building	€ 1,316	€ 1,336
Travel	€ 15,728	€ 12,269
BOARD EXPENSES	€ 19,688	€ 4,657
Board related costs	€ 19,688	€ 4,657
PROJECTS & INITIATIVES COSTS	€ 167,105	€ 186,811
Building Community	€ 118,670	€ 73,995
Raising Awareness	€ 18,178	€ 44,593
Engaging in Advocacy	€ 2,763	€ 0
Other projects	€ 28,295	€ 2,719
TOTAL OPERATING COSTS	€ 588,663	€ 540,117



Our partners

Strengthening bladder cancer advocacy through collaboration

Working together with our partners and sponsors is vital to amplifying the patient voice and improving outcomes for people affected by bladder cancer around the world. We are proud to collaborate with leading global organisations who share our vision of patient-centred care, innovation, and advocacy.

What our partners say:

Société Internationale d’Urologie (SIU)



“Bladder cancer is a complex disease, and improving care depends on bringing the patient experience closer to the clinical conversation. Our partnership with WBCPC has reinforced the importance of that perspective within the SIU community and continues to shape how we think about education, outcomes, and quality of life for bladder cancer patients worldwide.”

Union for International Cancer Control (UICC)



“Global cancer control only works when all cancers and all patient voices are included, and that is exactly what our collaboration with WBCPC as a valued member reflects. Together we have helped bring bladder cancer out of the shadows and into global discussions where it has been missing for far too long.”

European Association of Urology (EAU)



“Scientific progress in bladder cancer is moving quickly, but progress in care depends on communication. WBCPC plays an important role in supporting shared decision-making, ensuring patient perspectives are taken into account and ensuring patients are better informed and more involved in their treatment journey.”

European Cancer Organisation (ECO)



“European cancer policy must be built on the shared experience of clinicians, researchers and patients across every stage of the disease, from prevention and diagnosis to treatment and care. The World Bladder Cancer Patient Coalition has played an instrumental role in ensuring that the voices of people affected by bladder cancer are heard in the wider policy conversation. ECO greatly values this collaboration, which has grown over the past year through Alex Filicevas’ contribution as Vice-Chair of our Patient Advisory Committee and through our joint participation in their Feeling Unsure? Get Checked awareness campaign.”



All.Can International

“What stands out in WBCPC work is its focus on how systems actually function for patients. Their insights help identify inefficiencies and inequities in bladder cancer care and point to practical opportunities for improvement.”



WECAN

“WBCPC is a coalition that understands the value of working together. Through collaboration, capacity-building, and trust, it strengthens not only bladder cancer advocacy but also the wider cancer patient movement in Europe.”



European Federation of Pharmaceutical Industries and Associations (EFPIA)

“Improving outcomes in bladder cancer requires alignment between innovation, access, and patient needs, and a constructive patient perspective is central to that. WBCPC contributes meaningfully to this dialogue across the healthcare ecosystem, helping ensure decisions stay grounded in what matters most to people affected by the disease.”



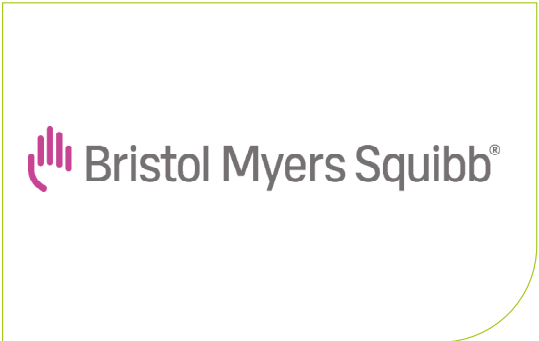
touchONCOLOGY

“Healthcare education is strongest when it reflects real patient experience, and our collaboration with WBCPC has brought exactly that to our programmes. They add a human dimension to professional learning that helps clinicians better understand the lived impact of bladder cancer beyond the textbook.”

Premier Partners



Supporters



Our sponsors



World Bladder
Cancer Patient
COALITION

Thank you to everyone who has
taken a step with us toward creating
a better world and future for people
affected by bladder cancer.

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Website: worldbladdercancer.org
Email: info@worldbladdercancer.org

World Bladder Cancer Patient Coalition aisbl
Square de Meeûs 38–40
1000 – Brussels
Belgium

Secretariat
E: info@worldbladdercancer.org

Reg. Number: 0720.618.047
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EU Transparency Register Number: 337323338117-73