

ADVOCACY ALLIANCE: PATIENT & CAREGIVER SUPPORT PROGRAM

2027 Sponsorship Prospectus

About the Cholangiocarcinoma Foundation

The Cholangiocarcinoma Foundation's (CCF) mission is to find a cure and improve the quality of life for those affected by cholangiocarcinoma (CCA). Founded in 2006 in Salt Lake City, Utah, by a family who lost a loved one to the disease, CCF has grown into a global leader in patient support, education, advocacy, and funding basic, clinical, and translational research. CCF's core values are patients first, collaboration, innovation, and urgency.

About our Advocacy Alliance Program

CCF provides a comprehensive approach that equips patients and caregivers with the resources to navigate the challenges of cholangiocarcinoma. Our advocacy programs focus on education, support, and engagement and are organized into two areas: Volunteer Engagement and Patient Engagement and Support.

Each year, CCF reaches approximately **3,500 patients and caregivers** with the support of our staff, **274 volunteers, and industry partners**. The following programs are part of our Advocacy Alliance, made possible through the support of our sponsors.

Research Advocates: Trained volunteers share information with the community through a variety of platforms. They review materials, serve on advisory panels, and help ensure access to the latest resources and treatment information.

CholangioConnect: One-on-one peer support from trained mentors with CCA experience, supporting patients and caregivers in their journeys. Since its launch in 2017, more than **1,900** patients and caregivers have been connected with a mentor.

It got me through the hardest period of my life. Thank you from the bottom of my heart. - Patient



CARE Teams: CARE Teams are dedicated regional volunteers who improve the lives of patients with CCA through advocacy, education, and supportive events. CCF currently has six CARE Teams: Chicago, Seattle, Nashville, Houston, New England, and Washington, DC/Baltimore.



Volunteer Training: After learning about CCF's mission, history, and programs, volunteers are matched with roles that align with their skills and interests. Those serving in specialized programs, such as CholangioConnect and Research Advocacy, receive additional role-specific training.

Community Awareness

Volunteers: Community Awareness Volunteers serve as a CCF Ambassador in their community – someone who raises awareness of trusted resources and helps healthcare providers and community partners be ready to share support from day one of diagnosis.

Newly Connected Program:

Connects patients and caregivers to CCF resources, offering educational materials, monthly webinars, and a care kit. Since its 2021 launch, the program has distributed over 4,641 care kits. The program's resources often prompt patients to seek second opinions, request biomarker testing, and improve their treatment experience.

"Opening the kit put a smile on my face to receive such caring, meaningful items that were in the kit. I continue to wear the hat/gloves/wristband from the kit."
- Patient

For more information, contact:

Kaylin Allenbrand, Director of Corporate Partnerships, kaylin.allenbrand@curecca.org

Workbooks and Publications:

CCF offers two free resources: the Nutrition and Cholangiocarcinoma book, available in multiple languages, and Navigating a Cholangiocarcinoma Diagnosis book, authored by our Chief Medical Officer, Juan Valle, MD. Both of these resources offer essential information on treatment and support.



Grief Care Kit: This kit provides practical, age-appropriate resources to help families support grieving children and young adults who have lost a loved one to CCA. It includes activities, grief resources, and legacy guidance for caregivers.

"It gave me some better insight on how to support my son through his grief in different developmental phases of his life."
- Bereaved Caregiver

Support Groups: CCF hosts multiple virtual support groups each month, connecting individuals around the world. These groups provide a safe space to share experiences, find support, and learn from others affected by CCA.

"It's helpful to hear stories of other patients because, even though I'm doing well now, I know that could change, and I'm comforted in knowing what may be in my future rather than it just being a big 'unknown.'"
- Patient

1:1 Patient Advocacy Services:

Patient Advocates provide information, referrals, and emotional support to patients and caregivers. Support is available by email, Zoom, or phone and may continue throughout the diagnosis and treatment journey based on each person's unique needs.

Webinars: CCF's webinars directly reach the geographically dispersed cholangiocarcinoma community, providing patients, caregivers, and healthcare professionals with critical, timely education that supports informed care decisions and stronger clinical practice. By hosting two webinars each month, CCF builds trust and awareness while creating meaningful engagement opportunities across the community.

"The doctor was very kind and made it easy for me (a caregiver, not a doctor) to follow along and understand."
- Webinar Attendee

Your sponsorship can help support:

Volunteer and Mentor Management: Facilitating onboarding, training, virtual meetings, background checks, and mentor/mentee connections for volunteers and mentors; administration of the CholangioConnect Mentor Facebook group and quarterly newsletter.

Patient and Caregiver Support: Handling requests, facilitating educational resources, webinars, and support groups, patient advocate connections, and managing Newly Connected Care Kits.

Event and Educational Material Creation: Creation and oversight of CARE Team and educational/promotional materials.

Shipping and Logistics: Coordination of printing, storage, publications, Newly Connected and Grief Care Kits, and other patient resources.

2026 Advocacy Alliance Highlights What We Can Do In A Year

1,048

Newly
Diagnosed Kits
Distributed

529

Nutrition
Book Digital
Downloads

102

100 Q&A
Book Digital
Downloads

149

Navigating a
CCA Dx Book
Requests

134

Grief Care Kits
Requested

81

Volunteers
Onboarded

12

Research Advocates
Onboarded

40

Mentors
Onboarded

315

Patients and
Caregivers Matched
with Mentor

10

Mentor/Research
Advocate Trainings
(216 total attendees)

12

CARE Team Events
(274 total attendees)

Metrics above based on CCF's FY26

For more information, contact:

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Why Become a Sponsor

Your sponsorship directly supports meaningful advocacy programs that make a tangible difference in the lives of those affected by cholangiocarcinoma. It also helps ensure that CCF remains a leading global resource in advocacy and support, making a lasting difference.

Sponsorship Levels and Benefits

To ensure sponsors receive the full range of benefits and recognition opportunities, CCF kindly requests that sponsorship pledges be submitted by **February 1, 2027**. We recognize that internal approval timelines vary, and we are happy to work with your organization should additional flexibility be needed.

	Diamond	Gold	Bronze	Copper
Sponsorship Benefits	\$130,000	\$80,000	\$45,000	\$25,000
1 Recognition in one publication of CCF's community-wide monthly newsletter	◆			
2 Virtual Connect with CCF Mentor Community	◆			
3 Logo on Virtual TwistShop Support Group Email	◆			
4 Recognition in TwistShop section of Annual Report	◆			
5 Recognition in TwistShop Support Group Event Registration Email	◆			
6 Recognition in TwistShop Support Group Social Media Post	◆			
7 Logo on TwistShop Support Group Registration Webpage	◆			
8 Recognition in one Social Media Post Regarding Grief Care Kit	◆			
9 Logo featured on CARE Team Event Invitation	◆			
10 Logo featured on CARE Team webpage	◆			
11 Logo featured on CCF Biomarkers Matter Webpage	◆	◆		
12 Logo featured on CCF Newly Connected webpage	◆	◆		
13 Logo Featured on all Virtual Volunteer Training/Meeting Slide Decks	◆	◆	◆	
14 Logo Featured on CCF Volunteer Webpage	◆	◆	◆	
15 Logo featured on Publications and Books webpage	◆	◆	◆	
16 Logo featured on CholangioConnect mentor training manuals	◆	◆	◆	
17 Recognition in CCF Annual Report	◆	◆	◆	◆
18 Logo featured on virtual support group webpage	◆	◆	◆	◆
19 Logo featured on CholangioConnect webpage	◆	◆	◆	◆
20 Logo featured on CCF's Industry Partner webpage	◆	◆	◆	◆
21 Post-Event Impact Report Provided by CCF	◆	◆	◆	◆

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Sponsorship Benefits Explained

- 1. Recognition in one publication of CCF's community-wide monthly newsletter:** Recognition in one edition of CCF's monthly community newsletter, reaching more than 34,000 subscribers, including patients, caregivers, healthcare professionals, researchers, advocates, and supporters.
- 2. Virtual Connect with CCF Mentor Community:** Connect with CCF's mentor community via a one-hour meeting.
- 3. Logo on TwistShop Support Group Informational Email:** Your company logo will be prominently displayed on emails sent to the CCF patient community announcing the TwistShop Support Group. TwistShop programs are non-clinical, creative arts therapy-focused workshops that promote healing, relaxation, and emotional recovery through art-based interventions designed to reduce symptoms of depression, anxiety, and stress related to cancer.
- 4. Recognition in TwistShop Section of CCF Annual Report:** As a sponsor, your company will be recognized in the TwistShop Support Groups section of the CCF Annual Report, reaching an estimated audience of 3,000.
- 5. Recognition in TwistShop Support Group Registrant Email:** Your company will be featured in an email from CCF to confirmed registrants of the TwistShop Support Group, highlighting your role as a key supporter of long-term survivors of cholangiocarcinoma as patients navigate cancer survivorship.
- 6. Recognition in TwistShop Support Group Social Media Post:** Your company will be recognized in a dedicated social media post highlighting TwistShop Support Groups.
- 7. Logo on TwistShop Support Group Registration Webpage:** Your company logo or name will be prominently displayed on the Zoom registration page for the monthly TwistShop Support Group.
- 8. Recognition in one Social Media Post Regarding Grief Care Kit:** Featured in one social media post highlighting CCF's Grief Care Kit program.
- 9. Logo Featured on CARE Team Event Invitation:** Logo featured on invitations for at least 10 CARE Team events (virtual and in-person) distributed to patients, caregivers, and bereaved caregivers within approximately 200 miles of each event.
- 10. Logo Featured on CARE Team Webpage:** Logo featured on CCF's CARE Team webpage supporting volunteer-led education and community events.
- 11. Logo Featured on CCF Biomarkers Matter Webpage:** Logo featured on CCF's Biomarkers Matter webpage, which receives approximately 5,000 annual visits.
- 12. Logo Featured on CCF Newly Connected Webpage:** Logo featured on CCF's Newly Connected webpage, receiving approximately 10,000 annual visits.
- 13. Logo Featured on all Virtual Volunteer Training and Meeting Slide Decks:** Logo featured on all volunteer training and meeting slide decks throughout the year.
- 14. Logo Featured on CCF Volunteer Webpage:** Logo featured on CCF's Volunteer webpage, receiving approximately 2,200 annual visits.
- 15. Logo Featured on Publications and Books Webpage:** Logo featured on CCF's educational resources webpage, receiving approximately 3,150 annual visits.
- 16. Logo Featured on CholangioConnect Mentor Training Manuals:** Logo featured in mentor training manuals for CCF's peer support program.
- 17. Recognition in CCF Annual Report:** Recognition in the CCA Awareness Month section of CCF's Annual Report, reaching approximately 15,000 readers.
- 18. Logo Featured on Virtual Support Group Webpage:** Logo featured on the Virtual Support Group webpage, receiving approximately 4,000 annual visits.
- 19. Logo Featured on CholangioConnect Webpage:** Logo featured on the CholangioConnect webpage, receiving approximately 8,250 annual visits.
- 20. Logo Featured on CCF's Industry Partner Webpage:** Logo featured on CCF's Industry Partner webpage recognizing corporate supporters.
- 21. Post-Event Impact Report Provided by CCF:** Following the program, sponsors will receive a comprehensive impact report summarizing participation metrics, attendee demographics, program highlights, and testimonials, demonstrating the program's reach and impact.