### 2022 AT-A-GLANCE

#### MISSION
Our mission is to advance prevention, detection, treatment and rehabilitation of oral, head and neck cancer through public awareness, research, advocacy and survivorship.

#### 79¢
OF EVERY DOLLAR SUPPORTS OUR MISSION

#### 135,980
website visitors in 2022

<table>
<thead>
<tr>
<th>Platform</th>
<th>Impressions</th>
<th>Total Followers</th>
<th>New Followers</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>84,712</td>
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<td>Twitter</td>
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<td>454</td>
<td>46,468</td>
<td>21,430</td>
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<tr>
<td>LinkedIn</td>
<td>755</td>
<td>769</td>
<td>10</td>
<td>21,430</td>
</tr>
</tbody>
</table>

#### PUBLIC AWARENESS

- **1000s** Reaching key audiences through radio, TV, and print interviews with ambassodors Rob Paulsen.
- **135,980** Website visitors in 2022.
- **1000s** Video views.
- **755** New followers.
- **1,065** Total followers.
- **1,065** Impressions.

#### RESEARCH GRANTS

- **$60,000** in gas cards distributed.
- **$180,000** in research grants awarded.
- **$50,000** in advocacy & survivorship funding.

#### ADVOCACY & SURVIVORSHIP

- **363** Patients received gas cards.
- **131** Screened and trained mentors.
- **95** Patients connected.
- **800** Live webinar attendees.
- **921** Post-event video views.
- **262** Live webinar attendees.
- **911** Post-event video views.

#### ONLINE SUPPORT COMMUNITY

- **13,200** Registered users.
- **1,116** New users.

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**Head and Neck Cancer Alliance**