

**WE  
GOT  
THIS.**



# **IMPACT REPORT 2025**

# Mission Statement

WeGotThis.org empowers the cancer community to thrive, not just survive, by providing a nonprofit universal gift registry, trusted recommendations, and essential resources—transforming the act of giving and receiving support throughout every cancer experience.



# A Note From Our Founder



**Elissa Kalver**

Founder + CEO

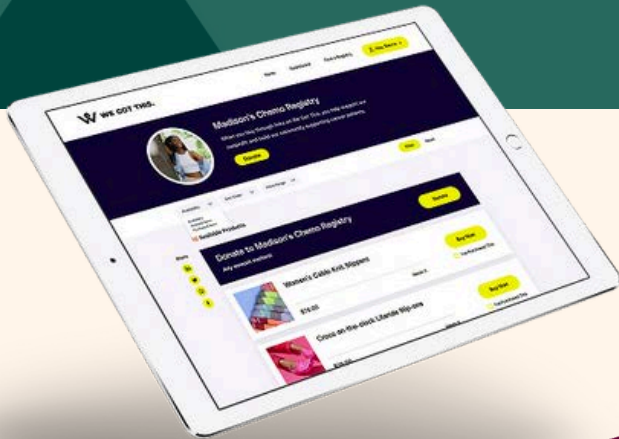
In July 2021, at the age of 34, I was diagnosed with **Stage IV Metastatic Breast Cancer** just a few days before my daughter's first birthday. The outpouring of love and support from family and friends was overwhelming, with many asking how they could help. While their kindness meant the world to me, it became an **unintentional burden of not knowing how to respond**.

Not wanting to ask for help and not knowing what I needed, many people sent well-meaning but unnecessary gifts, like 30 blankets. I love blankets, I just didn't need 30 of them. It became clear that while their intentions were generous, their gifts often missed the mark of what we truly needed. This sparked an idea: *what if there was a registry, similar to those for weddings or babies, designed specifically for cancer patients?*

During my 5th round of chemotherapy, I decided to turn this idea into reality and founded [WeGotThis.org](https://www.wegotthis.org), the world's first non-profit gift registry for cancer patients. It was time to redefine giving and receiving during the difficult times. **Quality of life is just as important as staying alive**, which is why we focus on thriving, not just surviving.

A handwritten signature of Elissa Kalver in black ink.

# About Our Gift Registry



WeGotThis.org is the first nonprofit gift registry for cancer patients. Best part?

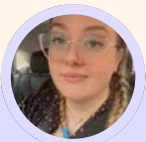
*IT'S FREE!*

WeGotThis.org (WGT) is the first nonprofit universal gift registry for cancer patients, caregivers, and their supporters. We provide the cancer community with the essential tools they need to thrive during every stage of the cancer experience. Through expertly curated product recommendations vetted by patients and a comprehensive directory of free resources from our trusted community partners, we transform the act of giving and receiving support – empowering patients to thrive.

## How it Works

- 1 Create a free registry & add items from almost any website
- 2 Share the registry link with family & friends.

## WHAT REGISTRY USERS ARE SAYING



*"I made a registry, shared it on Facebook and my list was almost fully purchased within a few hours. This has taken so much stress and anxiety out of a scary situation!"*

JESS



*"Using WeGotThis.org has allowed me to always have a list of things that can make my life more comfortable and more enjoyable, and it's great that I can update and change things as my life and needs change."*

ALIX



*"I wish this was around when I was first diagnosed because it is a wonderful idea, and hope that it continues to grow."*

TIMISHA

# Organization Highlights

WeGotThis.org's free cancer gift registry platform launched in July 2023 and has gained over 6,000 users since inception

**WEGOTTHIS.ORG GAINS 501(C)(3) STATUS IN 2021**

## Mass General Hospital Pledge

WGT committed to a \$30,000 pledge to help fund MGH's Young Adult Caregivers Research Program

## Not Dead Yet Fest

In July 2024, WGT hosted a free music festival for cancer patients, thrivers, survivors, and supporters reaching over 1,000 attendees in person & virtual.

## Fundraising Efforts+ Events

Since it's inception, WGT has hosted 11 fundraising events, raising over \$1 Million to support our community and initiatives

## WGT Registry Users up 275%

WGT gained a 275% increase in registry users from Jan 1, 2024

## CHLA Rockstar Donor Program

In 2022, WGT funded the Rockstar Donor Sibling Program at Children's Hospital Los Angeles, supporting children who donated bone marrow to their cancer thriver siblings

## Social Media Growth

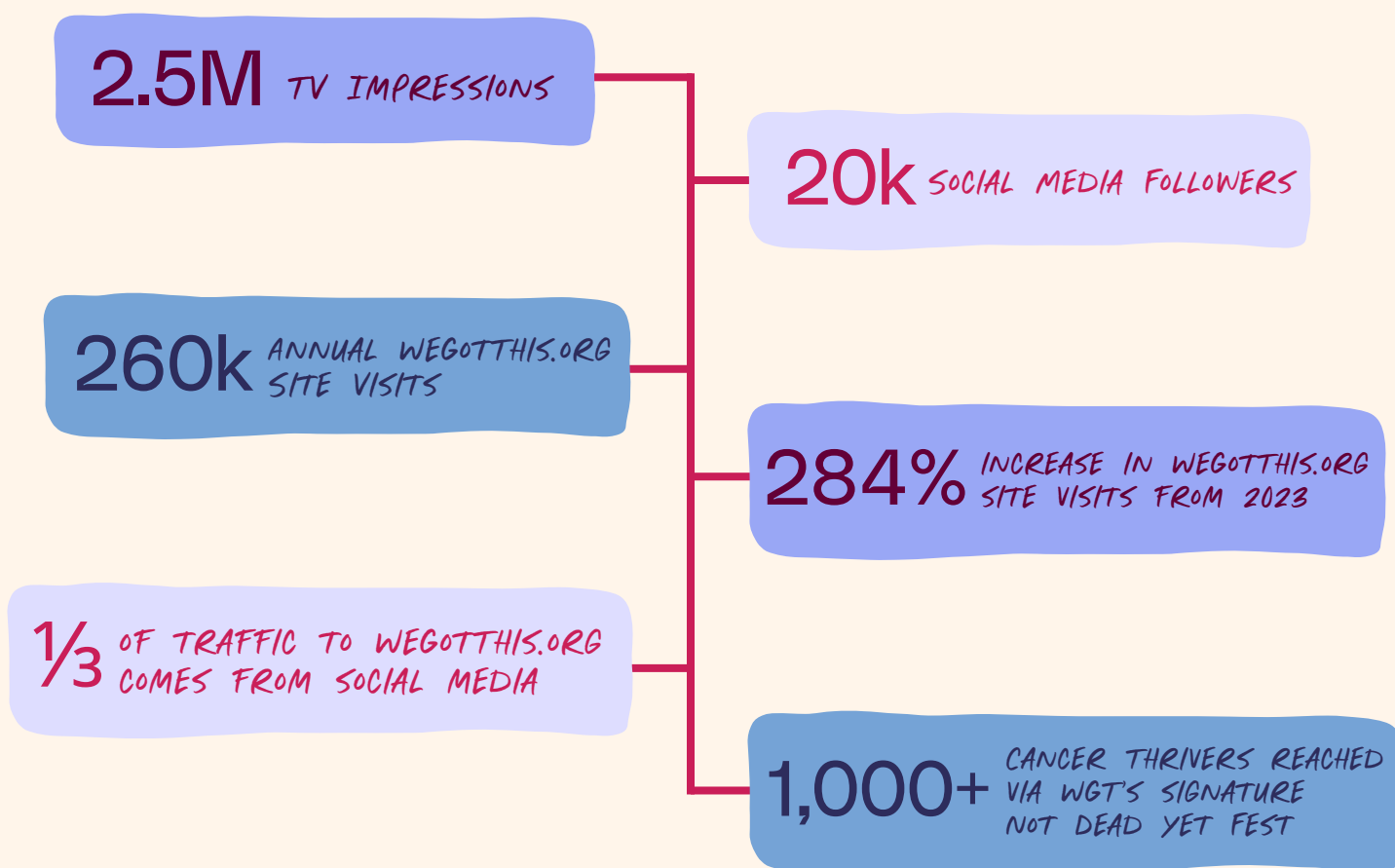
WGT raised org awareness through social media promotion with multiple viral reels reaching 200k+ views each, in 3 months time we increased account reach (nearly +200k), accounts engaged (+70%), and currently has a combined audience of nearly 20k followers

## WGT X Brand Partnerships

In 2024, WGT drastically grew our brand partner program doubling down on our efforts to bring joy during difficult times with our friends at TrophySmack, Crocs, Bombas, Noggin Boss, Oxford Pennant, HEYDUDE, Nampons, Queasy Pops, HyperIce, Fight Camp, Swoveralls, Casa Danu, Portt, and more!

# 2024 Impressions + Reach

WGT had an epic year in 2024. We reached Thrivers far and wide through nationwide media impressions, a fantastic line up of live and virtual events, all the socials and more. This all led to the incredible milestone of raising \$1M! Not bad for starting out as a humble crowdfunding campaign in 2021.



## WGT Media Coverage



Whether it's products we love or sponsors lifting up our mission to empower the cancer community to thrive, we strive to reach cancer experiencers and supporters far and wide.

# Our Nonprofit Partners



# Where Your Money Goes

## Registry

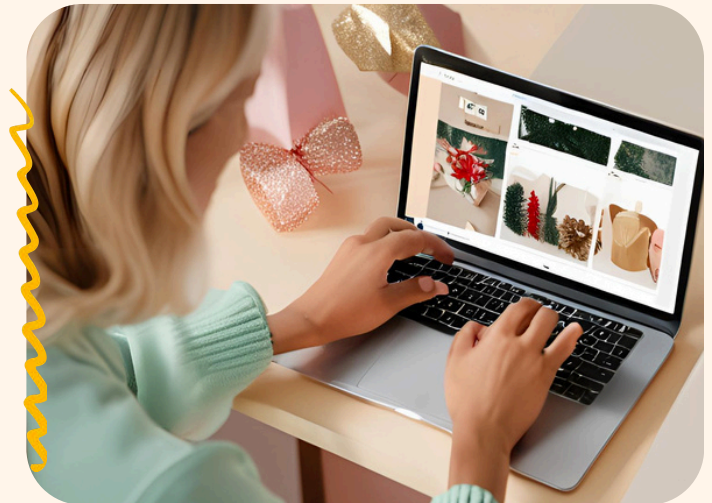
- Building, hosting & maintaining custom proprietary universal registry platform
- Community management - we provide online support to registry users 24-7

## Recommendations

- Building our curated Shop Recommendations page with thousands of vetted products; for patients, by patients. Our new advanced filtration system allows users to find anything from products for nosebleeds to port accessible clothing to use during chemotherapy treatments.

## Resources

- Creating a comprehensive directory of our trusted community partners who offer free cancer support. Our advanced filters help users and supporters find specific resources tailored to cancer type, treatment, age, location, and more.



## Initiatives

- **Community Giveback Events:** hosting FREE events specifically for the cancer community: Not Dead Yet Fest, Family events with Children's Hospital Orange County, Blippi, Lego & more
- **Welcome Boxes:** every new registry user receives a curated sample box of brand products
- **LA Wildfire Relief Program:** distributing micro grants, free air purifiers & sponsoring wellness retreat for patients impacted by LA wildfires.
- **Cancer Thriver Support:** product giveaways, registry highlights, surprising individual patients with championship belts, noggin boss hats, and more

# Goals for 2025 + Beyond

## 1 Resources

**BUILD** out our comprehensive guide of hundreds of our trusted community nonprofit resources that offer free support and programs for thrivers and their families, all housed in one filterable, sortable database, making it easier to find the help that they need.

## 2 Brand Partner Recommendations

**ADD** thousands of vetted brand partners focusing on goods and services specifically designed to help cancer patients and their families live a better life all in one database with new advanced filtration feature allowing patients to find what they need according to cancer type, treatment, symptoms and many more.

## 3 Community Resources

**ADD** an interactive community chat tool that will allow cancer thrivers to communicate and share about their experiences and recommendations in a safe, supportive place designed just for them.

## 4 MGH - Caregivers Research Program

**FULFILL** our \$30k pledge to Mass General's Caregivers Research Program to support the young adult caregiver community - a community largely under supported

## 5 Get the Word Out

In addition to reaching hundreds of hospitals and nonprofit partners to spread awareness about the registry as a free tool for cancer patients, we have found that investing in **PAID ADVERTISEMENTS** on social media has shown to be exponentially the fastest way to reach a larger audience.

# A Letter from Lennon's Mom

*Sharing a note of gratitude from a WGT Supporter -*

As the holidays approach, I find myself reflecting on moments that have brought a little magic into our lives, even during difficult times. This summer, our daughter Lennon faced more challenges than ever—more medical appointments, more battles with the exhausting side effects of her rare disease. Some days, I've felt like curling up and saying no to everything.

But then, something incredible happened. We Got This, an organization that has become so special to us, arranged a day at the Santa Barbara Trapeze Company just for Lennon. I almost said no; I was nervous. Would she be able to handle it? Would I? But when I told Lennon about it, her face lit up in a way I can only describe as magical. So, I took a deep breath and said yes.

Lennon couldn't fly on the trapeze that day, but that didn't stop her from feeling the thrill and joy of it all. She wore her giant Noggin hat, a precious gift (signed by Blippi!) like a crown, and as she watched the performers soar, her eyes sparkled with wonder. We watched together, her with all the joy and awe in the world, and me with a heart overflowing just watching her.

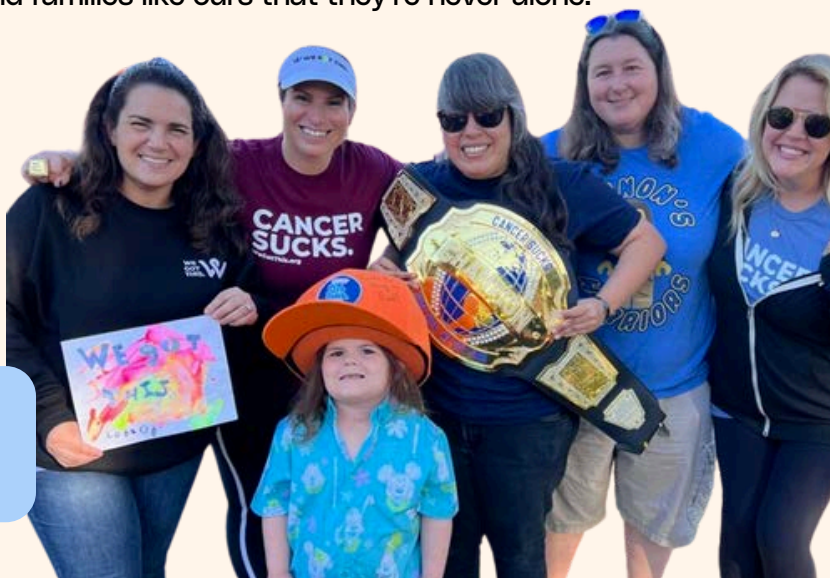
This is what We Got This does—they give families like ours a chance to feel joy, even in tough times. They don't just support children fighting illnesses; they lift up the families beside them, too. That day was about more than just trapeze—it was about Lennon feeling celebrated and cherished, no matter the limitations.

Imagine the impact we could make if we all said yes to lifting up each other. By giving to We Got This, you're helping brighten lives, spark smiles, and remind families like ours that they're never alone.

With all our hearts, we hope you'll join us.  
Make a donation, and let's keep the light shining.

With so much gratitude,  
Tatiana (Lennon's Mom)

P.S. Lennon's summer was brightened by a simple "yes." This season, we hope you'll say "yes" with us and help light up more lives.



# Meet the Team



**Elissa Kalver**

Founder + CEO



**Amber Packer**

Chief Creative Officer



**Sarah Kovacs**

Chief Development Officer

## Meet the Board



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# Contact Us

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