



# Cry Me A Liver

## Podcast Partnership Funding Request

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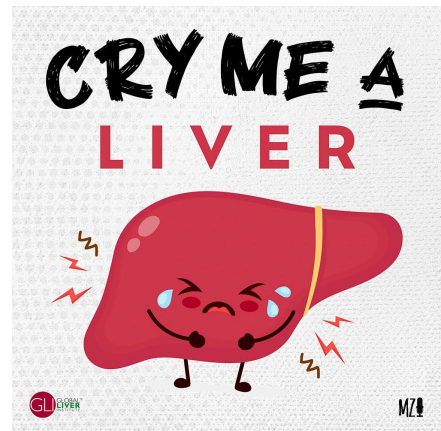
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Organization Name: Global Liver Institute  
Organization Address: 100 M Street SE Suite 750 Washington, DC 20003  
Organization ID: 46-4687212  
Nonprofit Status: 501(c)3 charitable organization  
Executive Officer: Larry R. Holden, [lholden@globalliver.org](mailto:lholden@globalliver.org)  
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## Overview

Global Liver Institute (GLI) is excited to present *Cry Me A Liver*, a documentary audio show launching with a 3-part series that dives deep into the escalating health crisis of liver disease in the U.S. This podcast will bring together the personal stories of patients, expert insights from leading healthcare professionals, and the latest research in liver disease to shine a light on an underfunded and often overlooked public health issue. Through compelling storytelling and an alternative, lighthearted approach, we aim to capture and activate otherwise unengaged communities and individuals impacted by liver disease to identify with the movement for liver health and take personal and advocacy actions.

We are partnering with acclaimed healthcare advocate and media influencer Matthew Zachary to produce the series. As a 28-year brain cancer survivor and founder of the Stupid Cancer movement, Matthew has built a reputation as a powerful voice in patient advocacy. His experience producing award-winning healthcare content, such as *The Stupid Cancer Show* and *Out of Patients*, will ensure that *Cry Me A Liver* resonates with a wide audience and delivers meaningful, impactful content.



## Planned Podcast Episode

*The planned podcast episode lineup is shaping up with some exciting topics, but please note that the schedule is still in development and subject to change.*

### ***Episode 1: Silent Epidemic***

This episode will introduce the audience to the growing prevalence of liver disease in the U.S., focusing on conditions like metabolic dysfunction-associated steatotic liver disease (MASLD) and cirrhosis. Patient stories paired with expert insight will explain the liver's crucial role, the key risk factors for liver disease (such as diet, lifestyle, and genetics), and why early diagnosis is critical to improve outcomes.

#### ***Key Takeaways:***

- Personal stories from those living with liver disease to provide a human face to the statistics.
- Understanding liver disease as a public health crisis with common, overlapping risk factors affecting millions.
- The importance of early diagnosis and advocacy for better healthcare resources.

### ***Episode 2: Chopped Liver***

Focusing on liver cancer, this episode will explore how chronic liver conditions can lead to cancer, which is often difficult to detect early. Patients and healthcare professionals will share their experiences, discussing treatment advances such as liver transplants and immunotherapy. By spotlighting the personal and emotional toll of liver cancer, the episode will inspire personal concern in members of the audience about the urgent need for better screening and treatment options.

#### ***Key Takeaways:***

- Survivor stories that offer hope and inspiration.
- How liver cancer is connected to chronic liver disease and additional risk factors.
- Advances in treatment and the need for better early detection methods.

### ***Episode 3: What's Next?***

The final episode will emphasize the future of liver disease prevention and treatment. Experts will discuss lifestyle interventions, public health campaigns, and policy recommendations that can reduce liver disease incidence. This episode will also encourage listeners to take action—whether through awareness campaigns, policy reform, or supporting research—and demonstrate how advocacy efforts are shaping the future of liver care.

#### ***Key Takeaways:***

- Practical steps individuals and communities can take to prevent liver disease.
- The importance of advocacy and policy reform in the fight against liver disease.
- Ways to get involved in promoting early intervention and better access to healthcare resources.

## **Podcast Goals**

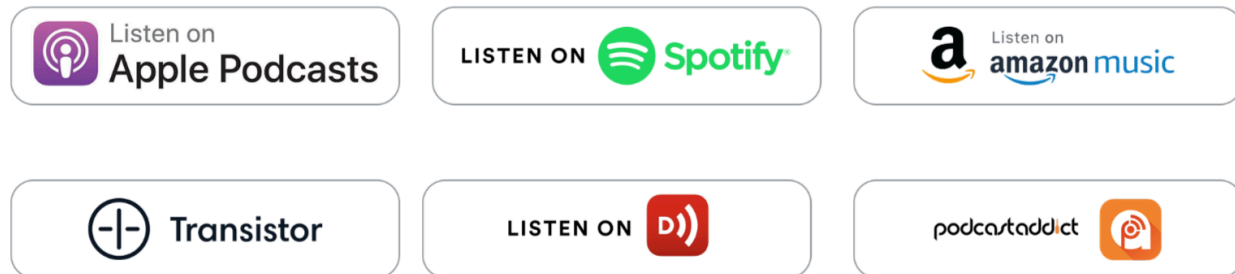
The series aims to:

1. Highlight patient voices to humanize the often-overlooked struggles of those living with liver disease.
2. Promote advocacy and policy reform, mobilizing the liver health community to push for better diagnostics, treatments, and care pathways.
3. Raise awareness about liver disease, including its risk factors, symptoms, and prevention methods.
4. Reach interested but disconnected individuals and provide a sense of belonging and a community to join related to liver health and liver disease.

For GLI, *Cry Me A Liver* will expand our reach and amplify our mission of saving lives through education, collaboration, and advocacy. This podcast is a strategic tool to galvanize the liver health community, enhance public awareness, and position GLI as a leader in liver health innovation.

## Distribution Channels

Our innovative use of diagnosis-driven targeting through ICD-10 codes and other demographic targeting ensures that *Cry Me A Liver* reaches the most relevant and engaged listeners — those directly impacted by liver disease — to maximize the effectiveness of your sponsorship by connecting your message with a highly targeted audience of patients, caregivers, and healthcare professionals.



## Budget

We are seeking financial support for the production and distribution of *Cry Me A Liver*. The total project budget is \$300,000, allocated across the following categories:

- Pre/Post Production (Content Development): \$120,000
- Paid Advertising & Marketing: \$80,000
- Travel (Location Taping): \$30,000
- Brand Communications & PR: \$30,000
- Website, SEO & Social Media Assets: \$15,000
- Licensing and Distribution: \$15,000
- Legal & Licensing: \$5,000
- Platform Distribution: \$5,000

## Sponsorship Benefits

Sponsoring *Cry Me A Liver* offers a unique opportunity to align your brand with a powerful cause while reaching a highly targeted and engaged audience. Through our innovative diagnosis-driven targeting and increased engagement through disease and health system awareness, we can ensure that your message is delivered directly to patients, caregivers, healthcare professionals, and advocates most affected by liver disease. This tailored approach, combined with extensive promotional efforts, maximizes your visibility and impact, positioning your organization as a leader in supporting liver health advocacy and patient education. Sponsors will benefit from high-value brand exposure across multiple platforms, including co-branded content, social media cross-promotion, and custom audience engagement metrics.

As a sponsor of *Cry Me A Liver*, your organization will receive the following benefits, ensuring high visibility among our audience of patients, healthcare professionals, and advocates:

- Acknowledgment of sponsorship
- Sponsor Logo on the Podcast Landing Page and GLI Website
- Social Media Cross-Promotion
- Custom Branded Series QR Code

By sponsoring this series, you will not only support the creation of essential liver health content but also align your brand with a powerful, life-saving mission that reaches a highly engaged audience.

## **GLI: The Right Partner for Impact**

GLI is uniquely positioned to lead this initiative due to its unparalleled expertise and influence in liver health advocacy. As the only patient-driven organization operating at the intersection of innovation, policy reform, and public health awareness on a global scale, GLI consistently brings together stakeholders from all sectors to address the urgent challenges of liver disease. GLI is equipped to develop and launch a successful podcast with our existing infrastructure to identify voices from the patient community to elevate credibility as a global convener. Our proven track record in amplifying patient voices, driving healthcare change, and building coalitions makes GLI the most logical and fitting organization to produce a podcast that not only educates but also ignites action and fosters collaboration across the liver health community.

## **Investment**

We believe that *Cry Me A Liver* will make a significant impact in raising awareness about liver disease and advancing the mission of the Global Liver Institute. With Matthew Zachary's expertise and the compelling nature of the content, this podcast is poised to reach and inspire a broad audience.

We look forward to partnering with you on this important initiative. Your support can help bring this project to life and make a meaningful difference for millions of people affected by liver disease.

You are invited to partner with GLI through investing in this results-oriented, collaborative, and comprehensive approach to advocacy. Our programs mitigate the risks associated with research and development in liver health, enhance the adoption of best practices, and promote equitable access to high-quality care.

To address any questions or for further information, please contact GLI Director of Strategic Partnerships, Joel Ballew at [jballew@globalliver.org](mailto:jballew@globalliver.org)

Sincerely,



**Larry R. Holden**  
President & CEO  
Global Liver Institute

## About Global Liver Institute

Global Liver Institute (GLI) is a 501(c)3 nonprofit organization founded in the belief that liver health must take its place on the global public health agenda commensurate with the prevalence and impact of liver illness. GLI promotes innovation, encourages collaboration, and supports the scaling of optimal approaches to help eradicate liver diseases. Operating globally, GLI is committed to solving the problems that matter to liver patients and equipping advocates to improve the lives of individuals and families impacted by liver disease. GLI holds Platinum Transparency with Candid/GuideStar, is a member of the National Health Council, and serves as a Healthy People 2030 Champion. Follow GLI on [Facebook](#), [Instagram](#), [LinkedIn](#), and [YouTube](#) or visit [www.globalliver.org](http://www.globalliver.org).

