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2025 Corporate Membership Invitation Global Liver Institute

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
Program Contact: Sarah Manes, smanes@globalliver.org
Partnerships Contact: Joel Ballew, jballew@globalliver.org

Overview

Liver Cancers, primarily hepatocellular carcinoma (HCC) and other rare liver cancers such as intrahepatic cholangiocarcinoma and fibrolamellar hepatocellular carcinoma, and secondary liver cancer, are among the few cancer types that are increasing in incidence and mortality, and accounted for more than 800,000 deaths worldwide in 2020 alone (ACS). The 5-year survival rate for HCC in the United States is only 20% for all stages and this drops to less than 3% when diagnosed at an advanced stage (ACS and SEER). Liver cancer patients suffer unnecessarily from late diagnosis, lack of liver cancers-specific education and navigation tools, and uneven access to proven best practices such as multidisciplinary tumor boards.

Global Liver Institute's (GLI) Liver Cancers Council (LCC), launched May 2019 in Washington, DC, USA, seeks to bring liver and cancer advocacy organizations together to elevate the recognition of liver cancers' prevalence and impact. Additionally, we are committed to promoting regular screening and early diagnosis, increasing the amount and quality of liver cancers-specific education, navigation, and policy, and providing training to liver cancers advocates to advance patient-centered research, care, support, and policy.

Vision

Increase the five-year survival rate for liver cancer to 36% by 2030.

Goals

- Increase the number of liver cancers patients diagnosed at early stages
- Support knowledge, choice, and access to appropriate treatment options

- Reduce disparities in screening, diagnosis and treatment access
- Advance global policy and advocacy that supports research, access and information for those impacted by liver cancers
- Elevate the global dialogue about liver cancers through scalable partnerships

GLI Achievements in Liver Cancer

Liver Cancer Council Highlights

- Grown Liver Cancers Council to include more than 60 members representing patients, survivors, providers, and advocacy and corporate partners
- Established four focus areas for council involvement and input: Screening and Early Detection; Awareness, Education and Support; Policy; and International

Materials & Resources Produced

- Updated versions of *Liver Cancer Lessons*, a suite of patient education materials and videos addressing liver cancers, now including Arabic, French, Japanese, Mandarin, Somali, Spanish, Vietnamese languages
- Creation of *The Outsized Impact of Liver Cancer on the LGBTQI+ Population* resource
- Published Liver Cancer Advocacy Organization Landscape Assessment
- Sponsored NCCN's Patient Guidelines for Liver Cancer, Gallbladder & Bile Duct Cancers
- Reviewer and contributor for JHEP Reports published journal, Volume 4, Issue 12, 100578; What to do about hepatocellular carcinoma: Recommendations for health authorities from the International Liver Cancer Association

Patient Focused Advocacy

- Implemented robust 2024 #OctoberIs4Livers Education & Awareness Campaign
- Trained Liver Cancers patients and caregivers through our 2024 Advanced Advocacy Academy
- Keynote speaker at International Society of Gastrointestinal Interventional Oncology
- Panelist at Barcelona Clinic Liver Cancer multidisciplinary liver conference

Partnerships

- Partnered with ACCC on Multidisciplinary HCC Care Environmental Scan
- Founding Member of the GI Cancers Alliance
- Liver Cancer partner with Cancer Support Community's Cancer Experience Registry and Frankly Speaking series on Liver Cancers
- Deadliest Cancers Coalition; Prevent Cancer MCED Coalition; Obesity Action Coalition
- Committee member for the Texas Collaborative Center for Hepatocellular Cancer (TeCH) multi-stakeholder group
- Patient advocacy reviewer and contributor for NCI Liver SPOREs Transitional Research Program for Mayo Clinic, Rochester and University of Texas MD Anderson Cancer Center

Planned 2025 Activities

- Increase liver cancer patient, survivor and caregiver engagement in all GLI activities including council engagement, the Liver Action Network, and the Advanced Advocacy Academy

- Disseminate *Liver Cancer Lessons* patient education program materials to patients, providers and advocacy with increased focus on disparate populations
- Broadcast robust Spring and Winter Liver Cancer webinars
- Expand annual international educational and Global Open House events
- Grow Health Equity Community Conversations liver cancers roundtable outcomes to focus on immigrants and refugees, American Indian and Canadian indigenous populations, rural communities, veterans, and stigma reduction
- Advise NCI Liver SPOREs Projects at Mayo and MD Anderson
- Support NCCN's Patient Guidelines
- Host successful 2025 #OctoberIs4Liver liver cancer education and awareness campaign
- Create liver cancers resources specific to Veteran population
- Expand language translations for liver cancers resources
- Organize and facilitate in-person patient education events

GLI Integration

At GLI, advancing the response to liver cancers and support for patient interests means leveraging all of the assets and resources GLI can provide. Other GLI programs that are drawn upon to advance our capacity to positively impact liver cancers include the following:

- Advanced Advocacy Academy (A3) – training patients to be liver health advocates
- Policy – strategic initiatives to promote liver health
- Europe & Global – outreach to and engagement with collaborative partners in patient organizations, professional societies, and government agencies
- Communications – website, e-newsletters, blogs, social media, video, webinars, live virtual programs, traditional media, etc.
- Other GLI liver councils – NASH Council, Pediatric & Rare Liver Diseases Council, Liver Action Network (LAN) Council
- Leadership and networking through boards, executive office, KOL contacts, and others
- Creation and expansion of Center for Liver Health Equity
- New initiatives in areas such as transplantation, noninvasive diagnostics, hepatitis, and other relevant activities

Corporate Member Benefits

- Two representatives on Liver Cancers Council (LCC)
- Opportunity to suggest LCC Members
- Opportunity to suggest agenda topics
- Opportunity to attend LCC meetings
- Opportunity to participate in focused workgroup calls and meetings
- Acknowledgment as a Liver Cancers Council Corporate Member (online, at events, and in sponsor recognition materials)
- Opportunity for signature sponsorship of initiatives developed by Council focus areas

Liver Cancers Council 2025 Membership Fee: \$45,000

The Global Liver Institute (GLI) is dedicated to fostering innovation, promoting collaboration, and equipping stakeholders with the tools and resources to drive transformative progress in liver cancer care. By aligning with GLI's Liver Cancers Council, your organization will play a pivotal role in advancing

liver cancer advocacy, research, and education to improve outcomes for patients globally. Together, we can tackle disparities in screening, diagnosis, and treatment while enhancing access to vital educational resources and patient support initiatives.

We respectfully request your organization’s partnership through a grant of \$45,000 to support the essential 2025 programmatic activities outlined in this proposal. This collaboration will contribute to advancing global policy, increasing early diagnosis rates, and promoting comprehensive liver cancer education, while providing opportunities for engagement through council meetings, workgroup sessions, and sponsorship initiatives.

By investing in this partnership, your organization will be recognized as a leader in supporting critical programs aimed at bridging the gap between clinical expertise and advocacy, ultimately creating lasting, positive change in liver cancer care. We look forward to collaborating with you to drive forward meaningful initiatives that impact the lives of those affected by liver cancer and ensure a healthier future for all.

To address any questions or to obtain an invoice, please contact Joel Ballew, Director of Strategic Partnerships at jballew@globalliver.org .

Sincerely,



Larry R. Holden
President & Chief Executive Officer
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.

