



Annual Report

2021



Lynch Syndrome
Awareness



Who we are

Mayberry Memorial exists to raise awareness of Lynch syndrome, which is a genetic condition that puts the carrier at a higher risk of certain types of aggressive cancer at a younger age.

We are fighting for Lynch syndrome Previivors to learn about their condition *before* they develop cancer.

2021 Accomplishments



■ Fundraising

Raised \$17.2k in cash donations, plus an additional \$11.2k of in-kind donations – over a 300% increase from 2020

■ Activities

Held 3 Cooking with Chef Kyle fundraisers, rebranded with a new logo and website, launched Project Conquer

■ Impact

Created 82 new posts for Lynch syndrome awareness on Instagram, Facebook, Twitter, and LinkedIn

Project Conquer

Conquer your genetic history to
#StayAPrevivor

Identifying people with Lynch syndrome

Our new flagship program provides free genetic counseling and genetic testing to qualifying applicants who have a high likelihood of carrying Lynch syndrome.

Fighting for Previvors

The fact is that 1 in 300 people have Lynch syndrome, but 95% of people with Lynch syndrome don't know they have it.

Our mission is to identify these people with Lynch so they can take preventative measures to avoid the cancers that they are at a higher risk of developing.

Learn more, apply, and help us spread the word at
www.MayberryMemorial.com/Project-Conquer/

Cooking with Chef Kyle

Chef Kyle showed us the way

Chef Kyle, local chef and graduate of the Culinary Institute of America, showed us how to make inspired dishes from our very own kitchen.

Raising funds and awareness

We held three Cooking with Chef Kyle events over Zoom in 2021, with menus including Chicken Roulade, Cast Iron Salmon, and Turkey Kebabs. This helped us raise over \$2k and spread awareness of Mayberry Memorial's Lynch syndrome mission.



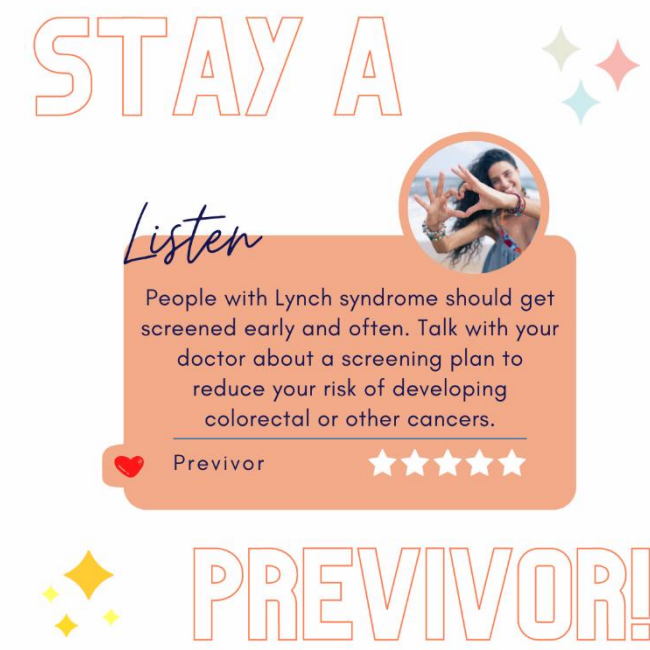
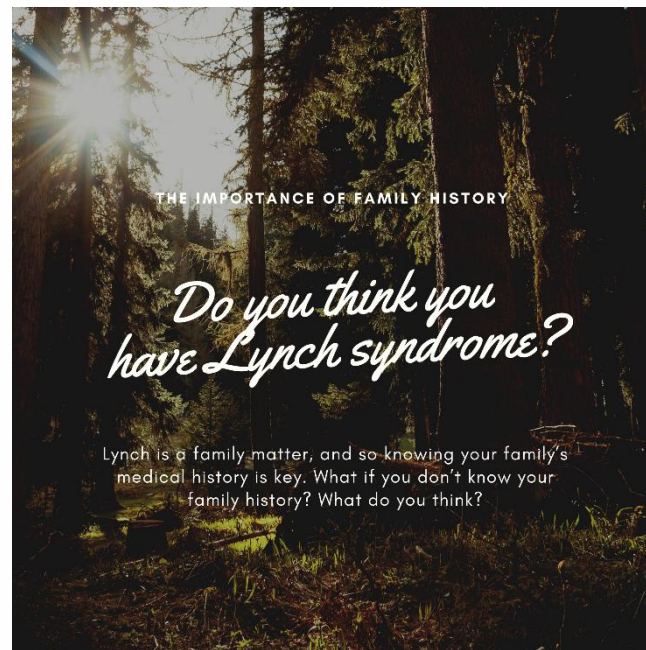
Lynch Fact Fridays

Digital outreach and awareness campaign

We generated and posted original content about Lynch syndrome each week through Instagram, Facebook, Twitter, and LinkedIn

Knowledge is power

Lynch facts were obtained from several sources and verified by Mayberry Memorial's Medical Advisory Council. These Lynch Facts were distilled for social media and published each Friday with references to learn more.



New Brand and Website

Two “M”s for Mayberry Memorial

Form a double-helix to represent a DNA strand since Lynch syndrome is a genetic condition, passed down through families



Blue and Peach Colors

Represent two of the cancers that those with Lynch syndrome are at the highest risk of: Colorectal and Endometrial (uterine)

Brand and website updates were generously donated by Cuppa Grey Digital Marketing

2022 Plan



■ **Project Conquer**

Firmly establish and expand our impact on the Lynch community with our new flagship program

■ **Online Presence**

Grow online presence to spread awareness of Lynch syndrome with different types of media

■ **Events**

Continue successful past activities and target new in-person events when possible

Dr. Travis Mayberry
President, Lynch
Syndrome Previvor

Board of Director Members

John Marsh
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Suzan Mayberry
Treasurer, Awareness
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Holloway
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Digital Media Content
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Caitlin Mauer
UTSW Genetics

Dr. Ezra Burstein
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UTSW Genetics

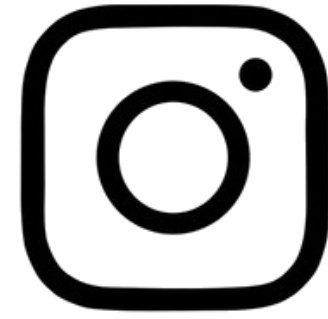
Dr. Luke Engelking
UTSW Digestive and
Liver Diseases

Sara Pirzadeh-Miller
UTSW Genetics



Connect with us

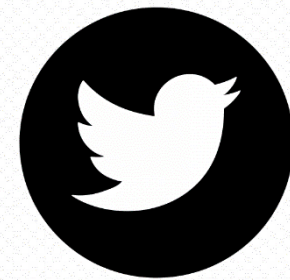
Help us spread the word about
Lynch syndrome!



[Instagram.com/MayberryMemorial](https://www.instagram.com/MayberryMemorial)



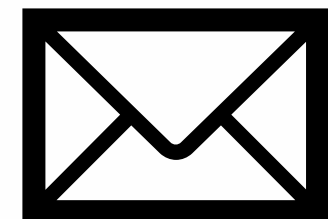
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