



Mayberry Memorial 2023 Annual Report



Lynch Syndrome
Awareness

March 22, 2024



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.



Letter from the President

Hello again, friends! This past year was a whirlwind for Mayberry Memorial, and I have to say we are more excited than ever about the impact we are delivering to the Lynch syndrome community and where we are headed.

To summarize the past year, we covered a lot of new ground... we officially launched Project Conquer, dramatically upgraded our back-end donor system, attended new events for the Lynch syndrome community, and broke our own record for fundraising through a number of new types of events run by our donors who want to help give even more back.

If we haven't somehow met yet, my name is Travis Mayberry, and I have Lynch syndrome. I inherited this condition from my father, Steve Mayberry, who never knew he had Lynch syndrome and passed away at the age of 50 in 2010 from colorectal cancer. Having Lynch syndrome puts me at a higher risk of aggressive cancers at a younger age like my father (I actually just had my first polyp removed in 2023 at age 34 which would have likely turned cancerous within 2 years), which is why I get regular screenings for cancers that I am most likely to develop. **I am passionate about doing whatever it takes so that no other family has to lose a family member due to undiagnosed Lynch syndrome.**

This is the essence of Mayberry Memorial's mission, and the reason for establishing our flagship program for the Lynch syndrome community, Project Conquer. This program pays for at-risk individuals to receive professional genetic counseling and genetic testing, and to connect with a community of LS Previvors and Survivors to make sure we all live long, healthy lives with our families.

We are carrying a lot of momentum into this new year, but we are really just getting started. We sincerely appreciate the time and energy YOU, our donors and volunteers, and the finest board members on earth have given to this cause these past several years. With all of your support we are honored to continue **keeping families together.**

Fighting for Previvors

If Steve Mayberry had known he had Lynch syndrome before he got cancer, he may still be with us today

Our mission is to raise awareness for Lynch syndrome and identify other LS Previvors so other families can avoid suffering the same fate as Steve's.

Over ONE MILLION people in the US just like Steve don't know they are positive for Lynch syndrome

1 in 300 people have Lynch syndrome, making it more common than BRCA, a well know breast cancer genetic mutation, yet 95% of people with LS don't know they have it.

pre·vi·vor

[noun]

A Previvor is a person who has not been diagnosed or survived cancer yet, but has an elevated risk of being diagnosed with cancer in their lifetime due to a genetic condition, such as Lynch syndrome.

2023 Accomplishments



■ Funds Raised

Raised over \$20k in cash donations (50% growth from previous year), plus an additional \$4.6k of in-kind donations (100% growth from previous year)

■ Impact

Approved 25 of 28 applicants to Project Conquer in this program's first year, with 3 completions

■ Awareness

Created over 100 new posts for Lynch syndrome awareness across social media platforms

Project Conquer

How it works



Application

- Provide family history of cancers.
- MM reviews, adjudicates and notifies applicant.

Genetic Test

- Applicant schedules genetic counseling session with whoever they prefer (MM provides resources).
- Physician/counselor orders LS genetic test, provides results to applicant.

Reimbursement

- Applicant submits receipts to MM for reimbursement, up to \$500 for genetic counseling and genetic testing.

Project Conquer



- Outstanding engagement from collaboration with @DenaDNA to drive first applicants!
- Upgraded Project Conquer application form back end and communication.
- Added Spanish language to application to serve a larger community.



28



people approved in
Project Conquer's
first year!

3

Completed

25

In Progress

2024 Objectives



Refine Fundraising Strategies

Continue to improve communication with our community for more consistent engagement, create deployable events and fundraisers, appeal to new donor communities.

Improve Project Conquer Engagement

Improve completion time and rates, improve resources for people currently in process for Project Conquer and who have completed the program.

Raise New Awareness in LS Community

Create new types of media content to drive more engagement with a broader community, find new ways of appeal and generating interest in the cause.

How YOUR Donation Makes and Impact



You help save families, just like Trudy's

Our first person to complete Project Conquer, Trudy, gave us a heartfelt testimonial about the impact of knowing her Lynch diagnosis.

Mayberry Memorial could not impact people like Trudy and her family without your generous support.

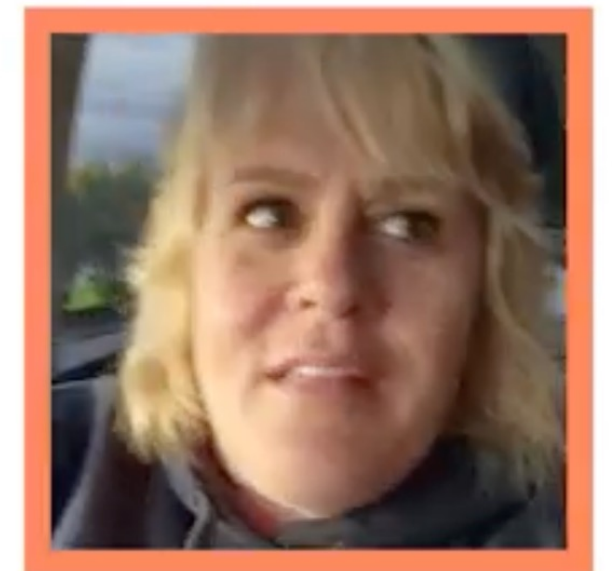
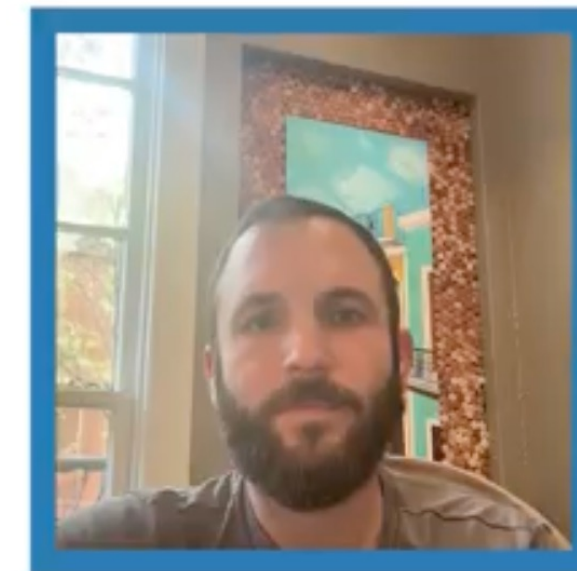
On behalf of the entire Lynch syndrome community, THANK YOU!!

[Click here to donate today!](https://www.mayberrymemorial.org/donate)

<https://www.mayberrymemorial.org/donate>



**PROJECT
CONQUER**



**I DON'T EVEN KNOW HOW TO
EXPLAIN THE FEELING**

<https://www.instagram.com/reel/CxtHz59oy3M/>

Watch the full testimonial [HERE](#)

Dr. Travis Mayberry
President, Lynch
Syndrome Previvor

Board of Directors

John Marsh
Secretary

Suzan Mayberry
Outreach Chair

Cody Koetter
Treasurer

Zu Nguyen
Communications Chair

**Dr. Amy Harrel
Holloway**
Giving Chair

**Kaitlin Sanson
Mayberry**
Stewardship Chair

Medical Advisory Council

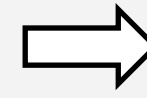
Sara Pirzadeh-Miller
UTSW Genetics

Dr. Ezra Burstein
UTSW Digestive and
Liver Diseases

Sayoni Lahiri
UTSW Genetics

Dr. Luke Engelking
UTSW Digestive and
Liver Diseases

Our past and future...



Steve Mayberry passes from **colorectal cancer**; we later learn he had **Lynch syndrome**

2010

2011

Jan and Travis test positive for **Lynch syndrome**

2011

Mayberry Memorial founded with the first annual Steve Mayberry Memorial Cook Off, raising money for **colorectal cancer**



2018

Last Steve Mayberry Memorial Cook Off held (raised over \$80k over 8 events)

2019

Mission shifted to **Lynch syndrome** awareness



2021-2023

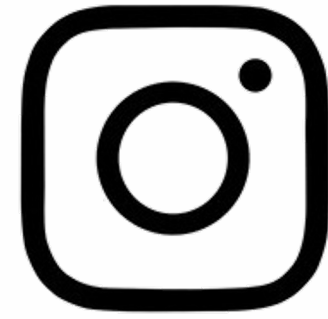
Project Conquer established to pay for genetic counseling and genetic testing of unidentified high-risk **Lynch syndrome** Preivors

2024+
Grow Project Conquer as flagship program to identify **Lynch syndrome** Preivors



Connect with us

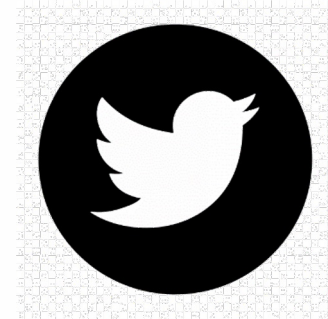
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