



CROC Annual Report 2022 - The Learning Curve

Any time an organization goes through a major change of direction it takes a while to settle in. Well, we did just that; twice!

The theory of providing a podcast for Cancer Survivors seemed like the right this to do given CROC's history of patient support and advocacy, as well as the alignment of technology such as the explosion of social media.

It also seemed like it would be easy since we have literally hosted hundreds of survivor events and lectures, and I've been known to like the sound of my own voice. Correct on point 1; couldn't be more wrong on point 2.

What I didn't know then but know now is that having a good idea and a pure heart to help survivors through their difficult journey is not enough to put out a quality product. Survivors are busy and dealing with a ton off issues the rest of us don't have to worry about; and deserve a podcast that will be relevant, not self-indulgent.

As we round the bend on episode #100, we have done just that by putting out a quality, relevant podcast similar to the famous, multi-use Swiss army knife that our survivors/thrivers can access and use when needed.

Whether it be providing insight from a distinguished guest, a module dedicated to helping the survivor find and become the person they always wished to be, advice on how to navigate the side effects of treatments, simplify different complementary treatment regimens, or just changing perspective on the care they are currently receiving to the care they are entitled to receive, each week our listeners can be sure that the podcast presented will be of the highest utility backed up by exacting diligence and research.

I am happy to report that the success we have enjoyed so far has far less to do with me personally, than the triple blessing of having the most seasoned and articulate co-host in Angel Santana; the most honored and engaged Board of Directors who are not afraid to tell us how to make the podcast better, and last but not least, to the magnificent talents of Rod Freeman from Small Biz Up who polishes it all up for our website.

If there was one thing I think we can do better, it would be to reach more people.

We have spent 2 years like mad scientists experimenting in the dungeon, concocting different formulas, with different compounds, smoke billows from Bunsen burners trying to get the potion perfect.



What I have learned from this experimentation:

1. Never wait for perfect because it doesn't exist
2. Don't hide from who you are and try to be someone or something you are not. We may not be Oprah or some other famous podcaster, but that's ok. By embracing and accepting what you can and can't do, you can do some great things.

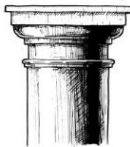
Goals for 2023

1. We have a very strong and devoted board of directors who are focused on making life better for our survivors/thrivers. I want to maintain this chemistry as long as possible.
2. Reach more people by reasonably exploiting our exposure through both technological and non-technological techniques with emphasis on launching our own YouTube channel.
3. Never lose touch with our 4 pillars and mission statement.

Citizens Reunited to Overcome Cancer (CROC) is a grassroots cancer survivorship organization established in 1999 whose sole purpose is to support survivors and their families who strive to “turn tragedy into triumph” with love, compassion, empathy and warmth in a nonjudgmental, safe and non-discriminatory environment

CROC's Four Pillars

Engender Informality



Engender informality to
eradicate fear

Disseminate Information



Disseminate information to
ensure proper shared
decision making

Encourage Approachability



Encourage approachability
to derive better outcomes

Demand Accessibility



Demand accessibility to
abolish health disparities



4. Try to engage our survivor / thriver listeners in real time to comment / participate /critique and shape our future direction.
5. Attract more sponsors to help offset the cost of running our organization; which I am proud to say has never, nor will ever ask any survivor for any money for any services they receive.

In closing, I'd like to end this year's annual report the same way I end every podcast:

On behalf of Angel & Rod and the entire board of Directors, we wish you a long, healthy, happy; and cancer-free life.

May God bless you
May God hold you

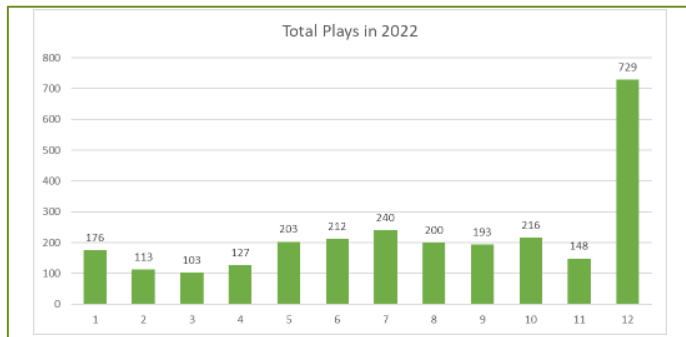
Peace,

Dr. E and the CROC Board

Citizens *Re*united *to* Overcome Cancer

Data from 2022

2022 Podcast Stats



Total Episodes **97**

2021 Plays (12 Months) **1512**

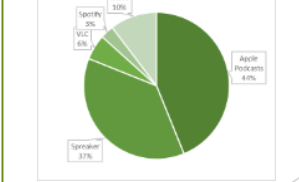
2022 Plays (12 Months) **2660**

Avg. Plays Per Month **222** ↑

Most Popular Episodes in 2022

Episode	Plays
Ep54: Caring for the Caregiver (6 of 6 in Role of Kindness)	173
Ep45: I Feel the Music in Me part 1	57
Ep51: Timeliness of Care (3 of 6 in Role of Kindness)	50

Most Popular Sources



2022 Podcast Stats

