

# someday is today

The Leukemia & Lymphoma Society:

## Closing in on a World Without Blood Cancers

In the past 50 years the survival rate for blood cancers has doubled, tripled or even quadrupled because of [The Leukemia & Lymphoma Society's](#) unwavering commitment to changing the face of cancer. LLS is the largest non-profit organization solely dedicated to treating blood cancers and has as its mission to make someday today for a world without blood cancers.

LLS has achieved its leadership position through a unique approach to research and fundraising. Its venture philanthropy model includes partnerships with pharmaceutical and biotechnology companies, academia, medical centers and the National Institutes of Health, to foster the process of drug discovery from basic research to translational and clinical research.

LLS has invested more than \$875 million in developing better cancer treatments. In fact, LLS research has increased a child's survival rate for acute lymphoblastic leukemia (ALL) from 3% to 90% in the past 50+ years. In addition, many innovations such as multi-drug chemotherapy and stem cell transplantation started as blood cancer therapies. Nearly 50% of all cancer drugs newly approved by the U.S. Food & Drug Administration in the last 12 years were first approved for blood cancers.

To mark the extraordinary progress in this mission to cure blood cancers, LLS has unveiled its first-ever organization wide initiative, "Someday Is Today." The initiative is rolling out in key markets around the country to have a critical impact on the future of blood cancers -- today. People talk about curing cancer someday, but for LLS, "someday" is not in the future, **Someday is Today.** Cures are happening today, and the reality is, lives are being saved right now.



Someday Is Today:  
60sec PSA



Therapy Acceleration  
Program Video



**Louis J. DeGennaro, Ph.D.**  
Chief Mission Officer

As Chief Mission Officer, Dr. DeGennaro's responsibilities include oversight of all LLS mission functions: Public Policy, Patient Services and Research with the goal of effectively deploying resources in pursuit of the LLS mission...

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**John Walter**  
Chief Executive Officer

"We felt it was time to put a stake in the ground, and to shine the spotlight on the urgency and accomplishments we have made toward finding cures for blood cancers. 'Someday is Today' is our platform to rally support for this..."

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**Lisa Stockmon**  
Senior Vice President, Marketing

"Our objective is to build brand awareness so people have more knowledge of what we do and the impact of what we do. We're telling our story in a humanistic and modern way that engages our 62 chapters and also provides a..."

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In the press:

**Someday Is Today in *The New York Times***



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