Crowd-Funding for Prostate Cancer

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Background: The cost of cancer care is a major concern, with one in 6 cancer patients reporting high to overwhelming levels of financial distress. Crowd-funding has emerged as a new way of raising money from a large number of people, with more than \$34 billion raised in 2015. Little is known about the use of crowd-funding for prostate cancer.

Methods: We reviewed the first 200 consecutive profiles for "prostate cancer" on GoFundMe, the largest social fundraising platform. A standardized template was used to collect data on the nature of each campaign and amount of funds raised. Descriptive statistics were used to aggregate the results and NVivo qualitative software was used to create word clouds for the funding profiles.

Results: Among the crowd-funding campaigns for prostate cancer, 86% were for specific human patients and more than half were started by family or friends. The most common purpose of the campaign was for to pay for treatment (67%). The average goal amount was \$16,274 (range, \$20-500,000) and average amount of funds raised was \$1,449 (range, \$0-13,825). Most campaigns included a picture that was medical in nature, and more than half included family members in the photo. Figure 1 shows a word cloud for the descriptions used in the fundraising page.

Conclusions: There is a significant amount of crowd-funding for prostate cancer, primarily initiated by friends or family of a patient to help with treatment costs.

Conflict of Interest: SL has received honoraria for lectures from Astellas, Boehringer Ingelheim and MDx Health, consulting fees from GenomeDx and Lilly, and reimbursed travel from Minomic, Sanofi and Astellas (none related to current project).

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