## RESEARCH FUNDING

"Middleman" Cancer Foundations vs WCRF

## \$1,000 DONATION

## American Cancer Society (ACS) Komen


\$750 Program Allocations

\$120
Komen or ACS
Research Funding Allotment


$$
\begin{aligned}
& \text { Donated to Organization B } \\
& \text { that actually does the research }
\end{aligned}
$$

## WCRF


\$30

\$90
Gets to
Researchers
$\$ 900$
Gets to
Researchers

