

Thank you, Subaru and its retailers! Your time, passion and generosity helps Blood Cancer United be there for patients and their families, no matter where they are in their diagnosis. As the largest automotive partner for Blood Cancer United, you are making history. Together, we are unstoppable.



SUBARU



**SUBARU
Loves to Care**

Being a part of a greater good

Since 2016, Subaru and its retailers has helped fuel breakthroughs and support for patients with The Leukemia & Lymphoma Society (LLS), now Blood Cancer United—empowering employees to take an active role in their communities, accelerating cures and transforming lives.

2025 marks a decade of Subaru retailers and customers uniting in action to bring more support, more hope and ultimately more time to blood cancer patients and their families. That legacy speaks volumes.

In 2025, Subaru and its retailers supported Blood Cancer United through:

- Subaru Loves to Care initiative, connecting retailers directly with patients to bring warmth, comfort, resources and words of support. To date, Subaru has supported nearly 500,000 cancer patients.
- Urgent Need Pediatric and Young Adult Program to support young patients and their families with financial assistance that helps offset non-medical costs associated with treatment.
- Big Climb events in May 2025, where participants climbed to the top of iconic buildings in support of blood cancer patients.
- America's Most Beautiful Bike Ride where cyclists have come together for over 30 years on Lake Tahoe's legendary shores.
- Matching all donations made to LLS, now Blood Cancer United, in the month of June in honor of Subaru Loves to Care and National Cancer Survivors' Month.

This support has increased participant fundraising in Blood Cancer United events, attracted new donors to our shared mission, enhanced Subaru's visibility among Blood Cancer United constituents, and helped Blood Cancer United continue on the path to progress for finding a cure for blood cancer.

Blood Cancer United celebrates with Subaru and its retailers.

2025 brought many milestones and special moments thanks to each of you.

In 2025, more than

634

Subaru retailers participated in the Subaru Loves to Care initiative



"I'm a patient at Methodist Hospital in Houston, Texas, and I just received the donated items from Subaru. I just wanted to say thank you very much. Your donated items made my day."

— Lupe, Non-Hodkin lymphoma



Urgent Need Pediatric & Young Adult Program

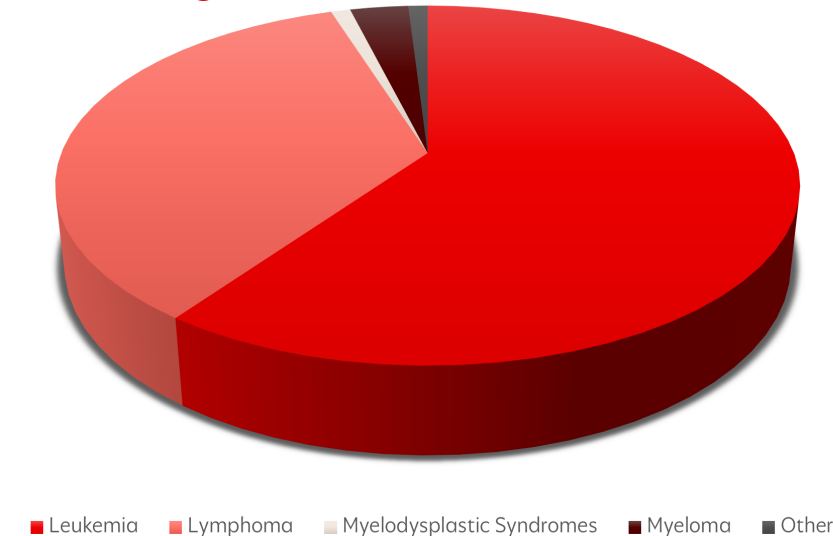
June 2025

When it comes to coping with blood cancer treatment, children, adolescents and their families and caregivers have a wide range of unique needs and challenges. The Urgent Need Pediatric and Young Adult Program provides \$500 in financial assistance to patients in acute financial need. The award covers non-medical expenses including housing, food, utilities, transportation, car insurance and other essentials.

The data below is from the most recent 11-day opening of funds provided by 312 participating Subaru retailers (June 3 - June 13, 2025). Funds provided by these Subaru retailers will open again in September in honor of Childhood Cancer Awareness Month.



Patient Diagnosis



By age	%
0-14 years	18%
15-19 years	8%
20-39 years	75%

Reported Need	%
Housing (mortgage/rent)	52%
Food	41%
Transportation	39%
Utilities (including gas, electric, heat; excluding cable, internet)	37%

By Race/Ethnicity	%
Non-Hispanic White	47%
Hispanic/Latino	24%
Non-Hispanic Black/African American	23%
More than one race reported	2%
Non-Hispanic American Indian/ Native Alaskan	1%
Non-Hispanic Asian	1%
Non-Hispanic Other	1%



Incredible partners like Subaru and its retailers are crucial as we make progress towards a world without blood cancer. Thank you for your partnership.



So far in 2025, Subaru has a total impact over

\$1.9 million

Subaru and its retailers supported nearly

500k

cancer patients in 10 years through the Subaru Loves to Care initiative



Jelien is Subaru's 2025 Honored Hero.

Jelien is so much more than a blood cancer survivor. She is a Girl Scout, a member of her local dance troop, a singer in her church choir and a philanthropist—regularly giving back to her community, like with a recent blood drive that she organized at her middle school. She wants to grow up to be a pediatric oncologist.

With Subaru and its retailers' partnership, Blood Cancer United can continue to help patients like Jelien with support and resources so they can do the things they love and achieve their dreams.

The mission of Blood Cancer United is to cure blood cancer and improve the quality of life of all patients and their families. Find out more at BloodCancerUnited.org.

Blood Cancer United

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