SUPPORT BRAIN

STACHE STRONG

StacheStrong is a 501(c)3 nonprofit devoted to raising funds and awareness for brain cancer research. Defeating brain cancer and improving the quality of patients' lives is our daily focus.

Learn how to support our mission ›

CANCER RESEARCH

OUR

STACHE STRONG

FLIP THE SCRIPT

StacheStrong’s Story

GJ was a healthy 28-year old living a normal life in New York City when he was diagnosed with GBM, but he was so much more than GBM. His infamous “GJ Smile” lit up the world for so many, and his witty one liners could put a room of people on the floor laughing. He was a true friend and a gentle soul. Everyone who met him was better off for having done so, whether it be a one-time chat, or years of friendship.

He embodied StacheStrong, and what started as his story has become the story of thousands fighting for more tomorrows after a brain cancer diagnosis.

Our four-part documentary captures his 25-month battle and all that continues to happen in GJ’s memory as we aim to flip the script on this disease.

STORY

OUR

STACHE STRONG

StacheStrong's Timeline

As we've grown and evolved, our mission to provide hope and support to patients and their families has never changed.

2018

501(c)3 formed; Revenue of $60K funds our first ever grant as one of the initial investors of GBM AGILE; 2,300+ patients have been screened at 40+ trial sites across 6 countries.

2021

Encouraged collaboration with other nonprofits to maximize donations and breakdown historically siloed approach to achieve our common goal; As of 2024 we've co-funded grants with 11 organizations.

2022

Increased number of annual events to 7, including global participation in our 5K run/walk and NYC Marathon; Revenue has exponentially grown to $1M+ annually.

2023

Revamped Medical Advisory Board with leading oncologists/surgeons to handle influx of funding opportunities, and make strategic and focused grantmaking.

2026

Surpassed $7M of research funded and 75+ grants made; $1M research commitment at Mass General (V Foundation) and $1M research commitment at UMiami (Miami Dolphins / DCC)

EVOLUTION

RESEARCH

STACHE STRONG

FLIPPING THE SCRIPT

Research Funded

Our organization has become a beacon of hope for countless individuals and families afflicted by this disease, and we serve as an ardent advocate for all those impacted by brain cancer.

$7M+

We have funded over $7M of brain cancer research

75+

We have funded over 75 clinical trials / research grants

40+

We have partnered with over 40 leading institutions across the country to fund innovative research

FUNDED

STACHE STRONG

Institutions Funded

Advocate Children's Hospital

Brigham and Women's Hospital
Founding Member, Mass General Brigham

Columbia
Columbia University Irving Medical Center

Connecticut Children's Medical Center

Children's Hospital Los Angeles

GBM AGILE
Adaptive Global Innovative Learning Environment

Harvard Medical School

Henry Ford Health

Icahn School of Medicine at Mount Sinai

Ivy Brain Tumor Center
at the Barrow Neurological Institute

Johns Hopkins Medicine

Lenox Hill Hospital
Northwell Health

Mass General Brigham
Cancer Institute

The University of Texas MD Anderson Cancer Center

Northwestern Medicine
Feinberg School of Medicine

Perelman School of Medicine
University of Pennsylvania

The Preston Robert Tisch Brain Tumor Center

Robert H. Lurie Comprehensive Cancer Center
of Northwestern University

The Society of Neurological Surgeons

St. Jude Children's Research Hospital
Finding cures. Saving children.

UCLA Health

UC San Diego
Division of Regenerative Medicine

UCSF Brain Tumor Center

UChicago Medicine

UF University of Florida
College of Pharmacy

UI Health
University of Illinois Cancer Center

Sylvester Comprehensive Cancer Center
University of Miami Health System

University of Michigan

University of Nebraska Medical Center

UNCW

UPMC
Life Changing Medicine

USC Norris Comprehensive Cancer Center
Keck Medicine of USC

UTHealth Houston

The University of Utah

VCU Health

Weill Cornell Medicine

Yale Cancer Center
A Comprehensive Cancer Center Designated by the National Cancer Institute

Annual Events

MAY 3RD, 2027

Golf Tournament

ALL MAY

Brain Tumor Awareness Month

SPRING/SUMMER

#BrewStacheStrong

SEPTEMBER, 18TH 2027

5k Run/Walk

OCTOBER, 22ND 2027

NYC Fundraiser

NOVEMBER 7TH, 2027

NYC Marathon

ALL NOVEMBER

#GrowStacheStrong

ANY TIME

Fundraising Your Way

2027 Marathon Opportunities

STACHE STRONG

MARCH 7TH, 2027
Tokyo

MARCH 14TH, 2027
Rome

APRIL 11TH, 2027
Paris

APRIL 19TH, 2027
Boston

APRIL 24TH, 2027
London

MAY 9TH, 2027
Copenhagen

MAY 23RD, 2027
Cape Town

AUGUST 29TH, 2027
Sydney

SEPTEMBER 26TH, 2027
Berlin

OCTOBER 10TH, 2027
Chicago

OCTOBER 24TH, 2027
Dublin

NOVEMBER 7TH, 2027
New York City

EVENTS

THROUGHOUT 2027

Marathon Opportunites

GJ was an avid runner growing up and continued to do so throughout treatment and his fight against GBM. These event will forever hold a special place in all of our hearts as it is the ultimate test of grit, passion and togetherness. It will always be especially emotional as he ran the final 6 miles at the NYC Marathon with Colin in 2018, weeks before the MRI showed his tumor recurrence.

There truly is no environment quite like the course of a marathon and we feel that it is a great metaphor for what GJ went through during his 25 month battle…

There will be ups and there will be downs. There will be stages where you're floating on air and there will certainly be a moment where you don't think your body can possibly make it another stride. However, we promise you'll dig deep within and find a way to #LiveStacheStrong.

Apply to run with Team StacheStrong!

You Will Receive:

An official race entry to the respective marathon, if accepted

Access to an Olympic qualifying coach and a D-1 conference champion coach

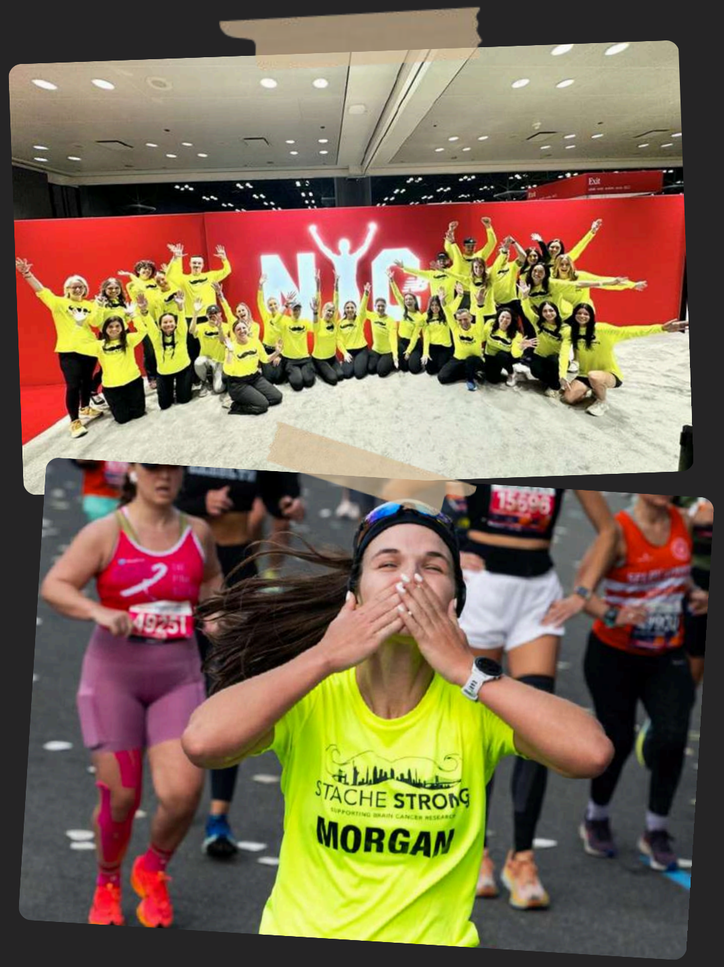
Assistance with a training program through Coopah

Dedicated staff member to be a resource to you throughout your marathon experience

StacheStrong race day shirt and race day swag

A personal fundraising page and online tools to assist you

A celebration venue after the race (NYC Marathon Only)



EVENTS

EVENTS

THROUGHOUT 2027

Marathon Opportunites

Tokyo	MARCH 7, 2027
Rome	MARCH 14, 2027
Paris	APRIL 11, 2027
Boston	APRIL 19, 2027
London	APRIL 24, 2027
Copenhagen	MAY 9, 227
Cape Town	MAY 23, 2027
Sydney	AUGUST 29, 2027
Berlin	SEPTEMBER 26, 2027
Chicago	OCTOBER 10, 2027
Dublin	OCTOBER 24, 2027
New York City	NOVEMBER 7, 2027

A Cherished Marathon Moment

CHARLOTTE HENESY

Ran NYC marathon in 2021 and 2022

"Running the marathon was a small thing compared to what that my mom has endured, but the memory of her cheering me on and falling into her arms after the finish line with tears and hugs, knowing how proud I made her was everything - and reminded me that there is room for beauty amidst what often feels like a living nightmare. Throughout the 26.2 mile route, I felt every single emotion. Adrenaline fueled excitement as the crowds cheered us on, a pang of sadness when someone pointed out the picture of my mom that I had proudly pinned to my shirt with a sympathetic look.

Mustering up strength to laugh and sing out of tune to "pump up" songs with my brother as he jumped in at the half way mark, followed by moments of peaceful reflection during the calm parts of the route where I'd glance at my bracelet which read "hope" and think of the matching version my mom donned that spelled out "strength". Knowing she was with me at each step, especially when it got hard. It was beyond anything I've experienced to be part of something so grand, yet so deeply intimate."

EVENTS

EVERY SPRING AND SUMMER

#BrewStacheStrong

Just like every 'Stache tells a story, every beer tells a story.

#BrewStacheStrong is a collaboration between StacheStrong and hundreds of breweries and communities across the country working to raise vital funds and much needed awareness for brain cancer research.

Participating breweries raise money through sales of their specialty brewed, limited-edition beer OR by tagging an existing beer to the cause for ease.

We have now partnered with over 400 breweries – we ask you to #BrewStacheStrong to help further StacheStrong's mission as a part of this national campaign with breweries across the country.

Please reach out to stachestrong@gmail.com to learn more and get involved.

Learn more

How to Take Part

Brew a new beer or utilize an existing beer

Commit to $1 per pint/can of the batch your team brews (e.g. Commit to brew a 10bbl batch)

Download media kit for #BrewStacheStrong assets (can art, flyers, press release, etc.)

Promote #BrewStacheStrong in your community and on social media

Raise a pint to fight brain cancer!

MONDAY MAY 3RD, 2027

STACHE STRONG

StacheStrong Invitational

Masters ($50,000)

Includes: Three (3) foursomes, premier signage placement, three (3) social media posts recognizing sponsorship, one (1) tee box sign, one (1) hole flag and name/logo on all event communications.

US Open ($25,000)

Includes: Two (2) foursomes, premier signage placement, two (2) social media posts recognizing sponsorship, one (1) tee box sign AND one (1) hole flag.

PGA ($15,000)

Includes: One (1) foursome, one (1) social media post recognizing sponsorship, one (1) tee box sign AND one (1) hole flag.

The Players ($10,000)

Includes: One (1) foursome, tournament signage and one (1) social media post recognizing sponsorship, and one (1) tee box sign OR one (1) hole flag.

Ryder Cup ($5,000)

Includes: Tournament signage at respective sponsorship area.
Bag Drop | Bev Cart | Breakfast | Scoring | Vendor | After Party

Learn more

SATURDAY SEPTEMBER 18TH, 2027

5k Run/Walk

Event ($15,000)	Sponsor logo with premier placement on t-shirts, and inclusion on website, social media and event logistics email with special mention that sponsor has covered the cost of shirts for this flagship event. Includes a promo code for up to twenty (20) registrations.
Platinum ($10,000)	Sponsor logo beneath event sponsors on t-shirts, and inclusion on website and social media with special mention that sponsor has covered the cost of postage for this flagship event. Includes a promo code for up to fifteen (15) registrations.
Gold ($5,000)	Large sponsor logo on t-shirts and inclusion on website, social media and event logistics email. Includes a promo code for up to ten (10) registrations.
Silver ($2,500)	Medium sponsor logo on t-shirts and inclusion on website and social media. Includes a promo code for up to five (5) registrations.
Bronze ($1,000)	Small sponsor logo on t-shirts, website and social media. Includes a promo code for up to two (2) registrations.

Learn more

FRIDAY OCTOBER 22ND, 2027

NYC Fundraiser

The Legend ($20,000)

- Exclusive placement of logo on all event communication, boards and slideshows as the top sponsor
- Highlighted as top sponsor across all StacheStrong social media platforms and website
- Option to have our President and Co-Founder, Colin Gerner, speak at company event/summit
- Includes promo codes for up to ten (10) event tickets and company branding on items given to attendees

Platinum ($10,000)

- Your company logo/branding will have premium placement on all event boards and slideshows
- Company branding on items given to attendees
- Highlighted as Platinum sponsor across all StacheStrong social media platforms and website
- Includes promo codes for up to five (5) event tickets

Gold ($5,000)

- Your company logo/branding will be displayed on all event boards and slideshows
- Highlighted as Gold sponsor across all StacheStrong social media platforms and website
- Includes promo codes for up to three (3) event tickets

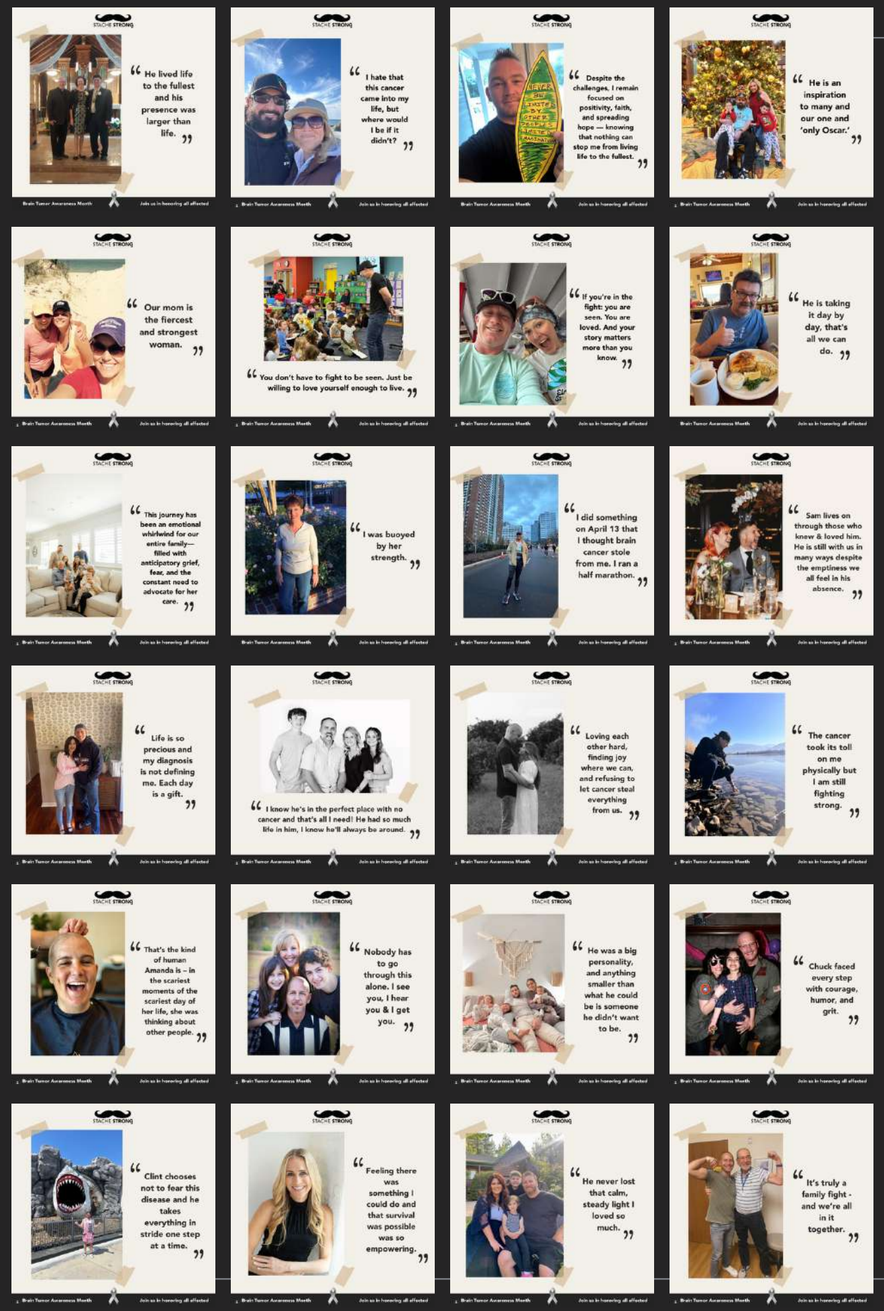
Silver ($2,500)

- Your company logo/branding will be displayed on all event boards and slideshows
- Highlighted as Silver sponsor across all StacheStrong social media platforms and website
- Includes promo codes for up to two (2) event tickets

Bronze ($1,000)

- Highlighted as Bronze sponsor across all StacheStrong social media platforms and website
- Includes promo code for up to one (1) event ticket

Learn more



YOUR SUPPORT MATTERS

What started as our story, has become the story of thousands.

We've provided a platform for thousands as we've continued to inspire and provide hope. We've helped patients and their families navigate this disease, both medically and emotionally.

Our organization is family-run and we've personally been through a brain cancer diagnosis and understand how to help ease the difficulties of navigating this disease.

We connect patients and their families with the appropriate resources, organizations and individuals to support them at every step of the way. It's the StacheStrong difference!

CLICK HERE TO SUBMIT YOUR STORY

STACHE STRONG

Recent Metrics

We've built an incredibly dedicated community

11,403

Unique donors over the past 3 years

2.1M+

People reached across Instagram and Facebook over the past year

100+

Corporate sponsors over the past 3 years

SUPPORT

Your Support Matters

STRONGER

STACHE STRONG

FLIP THE SCRIPT

GBM Docuseries

In partnership with Stryker, we're highlighting the families behind the diagnosis — because there's strength in every story.

This project has made us feel every emotion and spending time with incredible families in their own home who are at different points of their GBM journey reminded us of our WHY. StacheStrong started as GJ's story and our family's togetherness, but it has become SO much more and is the rallying call and beacon of hope for countless individuals, families and communities. We were scared, alone and uncertain in the early days of the diagnosis, but we're making sure others feel more supported and better equipped to navigate.

No matter what stage of the brain cancer diagnosis you are at, you will feel connected to these families knowing what they're facing. We are truly stronger, TOGETHER, and there is strength in every story.

TRAILER

PART ONE

PART TWO

PART THREE

TOGETHER

WAYS TO ENGAGE

STACHE STRONG

Annual Sponsorship

Skills Based Volunteering

Speaking Engagements

stryker

Sponsor Success Story

We have a history of cultivating meaningful and lasting corporate partnerships with multiple points of engagement. In addition to sponsorship dollars, we encourage your involvement to support StacheStrong's mission and provide an opportunity for employees to give back and make a difference. Let's create YOUR success story!

Employee Giving/Events

Corporate Communications

StacheStrong Board Member

OUR

Board of Directors

MEET THE BOARD >

STACHE STRONG

Elizabeth Buck

Co-Founder and Chief Scientific Officer, Black Diamond Therapeutics

Dylan Crotty

President of Orthopaedics, Stryker

Costas Hadjipanayis

L. Dade Lunsford Professor of Neurological Surgery at UPMC

Erin McEachren

Vice President and General Manager of Enabling Technologies, Medtronic

Lou McKercher

Vice President, Consumer Experience at Monster Brewing Company

Greg Rose

StacheStrong CFO and Partner, EY

Jeff Gorton

President of Instruments, Stryker

Norman E. Snyder Jr

Former Chief Executive Officer at Reed's, Inc.

Ben Sorber

Attorney, DiCaudo, Pitchford & Yoder and Owner of Hermes Helpers

Stacey Stack

Former Vice President of Northeastern Water Conditioning

Colin Gerner

CEO, President and Co-Founder, StacheStrong

GJ Gerner

Co-Founder, StacheStrong

Kelly Gerner

Secretary, StacheStrong

Betsy Gerner

Treasurer and Director of Community Relations, StacheStrong

George Gerner

Former Senior Manager, Lockheed Martin

Marissa Morrison

Peer-to-Peer Fundraising Manager, StacheStrong

BOARD

Medical Advisory Board

MEET THE BOARD >

Chris Cifarelli
MD, West Virginia University

Randy D'Amico
MD, Northwell Health

Jan Drappatz
MD, UPMC

Dolores Hambardzumyan
PhD, Mount Sinai

Kimberly Hoang
MD, Emory University

Adilia Hormigo
MD, PhD, Einstein Medical Center

Michael Ivan
MD, University of Miami

Gary Kohanbash
PhD, University of Pittsburgh

Dimitris Placantonakis
MD, PhD, NYU

Praveen Raju
MD, PhD, UC San Diego

Nader Sanai
MD, Ivy Brain Tumor Center

Soma Sengupta
MD, PhD, MBA,
Tufts Medical Center

Kirk Tanner
PhD, SVP Clinical Dev., Autem Therapeutics; former Chief Scientific Officer, NBTS

STACHE STRONG

LET'S LIVE STACHESTRONG TOGETHER

www.stachestrong.org **StacheStrong@gmail.com** (607) 761-0365