



Who We Are

Cancer Funding was built around a single observation: most cancer patients facing financial strain have never been told that their life insurance policy might be one of their most valuable assets and that they have the right to sell it for cash.

We exist to change that.

What We Do

We are an information and access organization. We help cancer patients and their families understand whether selling a life insurance policy makes sense for their situation, and we connect them with the licensed professionals who can evaluate and purchase a policy when it does.

Our work begins with education. We've published a patient guide, a growing library of articles, and a set of practical resources covering everything from how the process works to how a settlement interacts with Medicaid, SSI, and federal tax law. None of it is behind a form. We'd rather a patient read, ask hard questions, and make an informed decision — even when that decision is *not* to sell.

What We Believe

Cancer patients deserve clear, plainly stated information from people who don't talk down to them. That means honest math, real alternatives, and an explicit acknowledgment when a different option — an accelerated death benefit, a policy loan, or simply holding the policy — would serve them better than a sale.

It also means a willingness to slow down. The most expensive mistakes in this space happen when patients are rushed through transactions they don't fully understand, often at the moments they're least equipped to push back. We don't operate that way, and we don't work with anyone who does.

Who We Serve

Cancer patients, their spouses and adult children, hospital social workers, financial counselors, and the advisors who help families navigate serious illness. If you're one of them, you're in the right place.