LA ROCHE POSAY
LABORATOIRE DERMATOLOGIQUE

GAMING FOR CAUSE 2025
RESULTS

SAS BRASIL

SAS Brasil is a non-profit organization dedicated to bringing specialized healthcare, technology, and innovative medical solutions to remote and underserved cities across Brazil where access to medical treatment is limited. Using the funds raised during Gaming for Cause 2025, SAS Brasil deployed critical skin cancer prevention and detection activities across cities in the state of Ceará, combining in-person outreach and telecare. This initiative delivered 1,020 skin cancer screenings, 170 medical consultations, and nearly 3,000 procedures, ultimately serving 1,334 people and identifying 23 cancer diagnoses. By bridging critical healthcare gaps in high-UV dermatological deserts, the project successfully reduced health inequalities and strengthened community resilience against environmental and socioeconomic vulnerabilities.

MELANOMA CANADA

Melanoma Canada is a leading national advocacy organization dedicated to supporting melanoma and skin cancer patients, raising public awareness about prevention, and advocating for early detection and sun-safe behaviours. Proceeds from Gaming for a Cause 2025 supported its Sun Guardians Grant Program, equipping 34 Canadian organizations, such as camps, childcare centres and community programs, with vital sun safety resources including sunscreen, shade structures, UPF-rated clothing, and sun safety kits. These resources helped to protect and educate over 4,700 children about sun safety. Ultimately, this initiative fosters lifelong sun-safe habits, reduces harmful UV exposure during critical developmental years, and empowers communities to build safer outdoor environments for long-term skin cancer prevention.

LA LIGUE CONTRE LE CANCER

Ligue contre le cancer is committed to championing sun safety across France. With skin cancers currently the country's most diagnosed cancer, the organization mobilizes its departmental committees annually to educate communities through awareness campaigns and prevention resources. Through the funds raised during Gaming for Cause 2025, the organisation financed vital protection materials, including over 1,800 UV-sensor bracelets, over 600 awareness leaflets, 80 children's caps, and 100 children's sunglasses, which were distributed by local committees. This funding contributed to a broader national mobilization, directly empowering children and families with critical sun protection habits.

DEUTSCHEN KREBSGESELLSCHAFT

Deutschen Krebsgesellschaft is a German non-profit organisation dedicated to the research and treatment of cancer, including the implementation of vital health initiatives and early-intervention awareness programs to reduce the impact of cancer. The funds raised during Gaming for Cause 2025 are supporting the organisation's Sunpass - Healthy Sun Fun for Children project, providing essential structural sun protection measures, such as sun sails, parasols, and shading systems, for daycare facilities across Germany. The contribution plays a vital role in implementing practical and effective long-term sun protection measures within these facilities, thereby improving protection for many children against UV-related health risks. The project's reach in 2026 will be available later this year.

FUNDACIÓN CENTRO ONCOLÓGICO INTERNACIONAL (COI)

Fundación COI is a Mexican non-profit organization committed to improving public health, advancing cancer prevention, and strengthening access to oncology care through nationwide awareness initiatives and medical support programs. Proceeds generated through Gaming for Cause will support their “Bajo el mismo sol” (Under the Same Sun) campaign in Mexico. This national project merges science, art, and education to drive behavioural changes, promote early detection, and expand access to preventative dermatological screenings. To engage the public, the campaign features “Piel Expuesta (Exposed Skin), a high-impact audiovisual project designed to normalize the daily use of sunscreen in both urban and rural settings. Through compelling storytelling and visually powerful content, the initiative seeks to raise awareness about skin cancer prevention and sun protection habits. In addition, the project includes “Constelaciones sobre la piel” (Constellations on the Skin), a traveling photography exhibition that premiered in Mexico City. The exhibition artistically transforms real skin moles into representations of celestial constellations, using art as a vehicle to foster empathy, self-awareness, and the early detection of skin cancer. Finally, the campaign introduces “Cuida tu piel” (Take Care of Your Skin), an innovative seven-day educational programs delivered through WhatsApp and supported by artificial intelligence. Through daily micro-learning experiences, self-assessment activities, and personalized guidance, participants are encouraged to adopt preventive behaviours and schedule medical consultations in Tijuana, Guadalajara, and Mexico City.

MACMILLAN CANCER SUPPORT

Macmillan Cancer Support is one of the UK’s leading cancer charities, dedicated to providing comprehensive clinical, emotional, practical, and financial support to everyone affected by cancer in the UK. Proceeds generated through Gaming for Cause 2025 supported the Macmillan Support Line to deliver vital assistance to 219 people impacted by melanoma and non-melanoma skin cancer between February and May 2026. This funding enabled expert teams, including Cancer Information & Support Advisors and Clinical Cancer Nurse Specialists, to offer tailored guidance, symptom management, and emotional support, helping patients understand their treatment and care and helping support their wellbeing.

THE SKIN CANCER FOUNDATION

The Skin Cancer Foundation is a leading nonprofit organisation, based in the United States, dedicated to educating the public about the prevention, early detection, and prompt treatment of skin cancer. The funds raised through Gaming for Cause 2025 are supporting their Destination Healthy Skin mobile skin cancer screening and education program. Operating out of a customized, 38-foot RV, the initiative travels nationwide, working with local volunteer dermatology providers to offer free skin cancer screenings and educational resources to communities lacking access to specialized care. During the first half of 2026, the program reached over 3,000 attendees, delivering 1,467 skin exams and successfully identifying 509 suspected skin cancers and precancers, including 27 melanomas. This support bridges critical healthcare gaps, empowering individuals to take proactive control of their health and stopping dangerous skin cancers before they advance. The full results for 2026 will be available later this year.

THAI CANCER SOCIETY

The Thai Cancer Society is non-profit organisation dedicated to providing a support network of patients, families, volunteers and healthcare experts to help improve the quality of life for those affected by cancer. Using the funds raised during Gaming for Cause 2025, Thai Cancer Society organised Skin Cancer Awareness Month, a dedicated initiative aimed at educating the public on risk factors, prevention, and early detection of skin cancer. The event featured immersive programs such as the "Glow & Know: Skin Health Talk" talk on UV exposure risks and identifying suspicious moles, expert Q&A sessions promoting early detection and the ABCDE self-screening method, and "More Than Skin Deep" storytelling showcasing skin cancer patient resilience. Bringing together 120 attendees, the initiative successfully drove strong community engagement and equipped participants with essential health literacy to promote proactive skin health care.

MELANOMA INSTITUTE AUSTRALIA

Melanoma Institute Australia s a world-leading melanoma research and treatment centre, driving the scientific breakthroughs that have transformed patient outcomes globally. The funds raised through the Australian stream of Gaming for Cause have been directed to MIA’s melanoma awareness and education work in Australia, core to reaching more Australians with life-saving information about skin cancer prevention and early detection.