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Celebrating 10 Years
By Founders - Shanna Ballsrud, MJ McKeon and Lorie Beerling

As we move into A Breath of Hope Lung Foundation’s tenth year, we would like to take a moment to thank each of you for your continued support of our work to beat lung cancer.

A Breath of Hope Lung Foundation was founded in Minnesota by lung cancer patients, family members and a nurse navigator because of an unmet need in our community; a need to create awareness about this deadly disease. The founders’ vision was to raise funds for research, educate the public and provide patient support. This business model and the integrity in which we advance our mission has been praised by healthcare systems, families and oncologists across the U.S.

Today, A Breath of Hope’s awareness program reaches more than one million people annually and has funded over $1,000,000 of lung cancer research. As we see more lung cancer organizations emerging, we would like to take a moment to thank you for your continued participation and support of A Breath of Hope—Minnesota’s answer to lung cancer!

We’re honored to have your trust and proud to be named again by the Charities Review Council as a Most Trustworthy Nonprofit. Of each donated dollar, 86% directly supports lung cancer programming.

Mark your calendars! Aug. 12th is the 11th Annual Twin Cities Lung Run/Walk, and Nov. 5th marks our new and exciting Stage 1 Gala at Orchestra Hall. Hope to see you soon!

A Breath of Hope Awarded $200,000 to support patients!
By Nancy Torrison

Our foundation’s revenue has grown from $200K five years ago, to $624K last year, to our current target of $1 million in 2017. Some years are simply astounding here at the foundation, and this is one of those years!

We are honored to announce that A Breath of Hope Lung Foundation will receive a $200,000 grant from the Bristol-Myers Squibb Foundation to build a first-of-its-kind online patient education portal. In the next six months, we will partner with a medical technology company to develop an interactive, highly visual, evidence-based e-learning web resource for lung cancer patients and their families. The tool will be offered to patients at oncology clinics nationwide. It will be available at abreathofhope.org/patient. Stay tuned and thank you BMSF for your partnership!

From the news that NBA Star, Ricky Rubio would join our awareness and fundraising efforts, to Senator Klobuchar and Vice President Biden’s attention to the A Breath of Hope mission, we are so proud that our work is helping push that survival rate up, up and up!

Every decision made by our staff and board includes focus on best practices, integrity and improved patient outcomes. This approach is paying off with new partnerships, more donations and our growing ability to save lives. But we can’t do it without you!

Success in advancing this mission comes from every A Breath of Hope supporter, whether you attend events, participate in programs or fundraise for us. Thank you for all you do!

Please keep us in mind as you consider your charitable giving options throughout the year.

See you August 12th at the Lung Run/Walk—plan on a super fun day, as always!
Research Update—Women & Lung Cancer

By Arek Dudek, MD, PhD, ABOHLF Board

There are several epidemiologic studies showing that women are more susceptible to the carcinogenic effects of tobacco. For example, women with a lung cancer diagnosis tend to have less exposure to tobacco. Women who smoke tobacco have up to a 1.7 higher risk than men to develop lung cancer. In addition, data from cancer registry studies worldwide show that lung cancer incidence rates among never-smokers are 15% higher in women than in men.

It is suggested that there are multiple reasons for these differences in lung cancer development between the genders. For example, female smokers have significantly higher levels of DNA damage (measured as DNA adducts) than men. This can be related to the differences in the metabolism (processing) of tobacco carcinogens.

It has been proposed that steroid sex hormones may be a factor in lung carcinogenesis. Estrogen receptors are expressed in lung adenocarcinoma and squamous cell carcinoma, however the exact mechanism by which estrogens are involved in lung carcinogenesis is not clear, perhaps by activation of cell proliferation and increased levels of several growth factors, such as transforming growth factor α, stimulation of abnormal blood vessel formation, or by direct formation of DNA adducts.

There is clearly not enough research in understanding the differences in lung cancer development between genders, therefore A Breath of Hope is preparing a challenge for scientists to set up research programs in this area.

It is our honor to work with NBA Star, Ricky Rubio as he raises awareness about lung cancer and fundraises for the A Breath of Hope 2017 Women & Lung Cancer Fellowship to be announced this fall. This award will be named in loving memory of Tona Vives, Ricky’s mother who lost her battle in 2016 at age 56.

Want to double your impact? Ricky will match every gift up to $20K! Donate at abreathofhope.org/rubio

Ambassador Program

By Nathalie, lung cancer survivor

“Over the last three years I have lost 14 loved ones who have either passed away or moved. These people are the ones who I would have relied on for transportation to my lung cancer appointments. Because of my loss, I depended on the A Breath of Hope Ambassador Program to get me to my appointments. If not for the Ambassador Program, I would have had to take a cab to my lung cancer appointments. I was already so stressed out about my scans and doctor appointments. Getting a ride from a volunteer Ambassador who has experienced cancer relieved a lot of my stress. The A Breath of Hope Ambassadors who drive me are so friendly and kind that I always feel supported on my way to and from my appointments. The Ambassadors offer comfort and a listening ear that a cab or other transportation service wouldn’t offer. I’ve loved every Ambassador that I have had through the Ambassador Program and really believe that you must be a very nice person if you are willing to help someone get to their lung cancer appointments. Thank you, Ambassadors.” Nathalie

Many lung cancer patients, like Nathalie, have little or no support as they go through treatment. We need selfless volunteers to provide rides and companionship to Twin Cities lung cancer patients. If you are willing to drive a patient or be an occasional companion, contact amanda@abreathofhope.org.

Special Thanks to SOS Office Furniture for their In-Kind Donation!

Thank you Dave Dobbelmann, owner of SOS Office Furniture, for donating new-to-us, matching furniture for the entire A Breath of Hope office. SOS Office Furniture generously furnished our office with desks, chairs, filing cabinets, leather guest chairs, book shelves, an end table and comfy furniture for our support groups. This is a big boost to our hard-working staff and a bonus for the support groups that meet at our office.

In-kind donations like Dave’s are one of the reasons A Breath of Hope invested 86% of every dollar donated in 2016 to lung cancer research, awareness and patient support! Want to find out about other office needs? Email us at info@abreathofhope.org.
Partnerships—Masonic Cancer Center  
By Jeffrey Kendall, PsyD, ABOHLF Board

People receiving treatment for lung cancer often need to overcome psychological, social, and economic barriers to obtain needed treatment. Lung cancer treatment requires many trips to the cancer center for necessary medical appointments, treatments, lab work, scans, and supportive care programs. Because of this need for repeated visits for their care, one of the major issues patients with lung cancer must confront is arranging for transportation.

Research has shown some lung cancer patients may forgo needed treatment because of problems with transportation. Additional research has demonstrated transportation issues are more common for minority and rural lung cancer patients. These groups of lung cancer patients consistently reported barriers such as distance, access to an automobile, and availability of someone to drive them to the cancer center. Unfortunately, they may opt to forgo needed care in the absence of available and affordable means of transportation to their treatment facilities.

These findings demonstrate the tremendous need for transportation resources for our lung cancer patients. The A Breath of Hope Ambassador Program assists the Masonic Cancer Center to overcome these issues for our lung cancer population. Together with A Breath of Hope Lung Foundation, we are working to prevent any lung cancer patient from forgoing needed care because of a lack of transportation.

Judy Golz Volunteer Award

Stacy Strojny is the lead volunteer for the A Breath of Hope Lung Run/Walk program and has saved the foundation countless staff hours through her work at events.

Stacy began volunteering at A Breath of Hope in 2014 after participating in the 2013 Twin Cities Lung Run/Walk in honor of her late mother, Sally Dale. Since then, Stacy has helped launch A Breath of Hope’s first Chicago, Duluth and Florida 5K’s. You will find Stacy in the registration tent graciously managing 35+ volunteers with a bright smile on her face. Stacy is the first to offer a helping hand and pours her heart and soul into the Lung Run/Walk events – and it shows! Her professionalism and attention to detail make Lung Run/Walk events run smoothly.

Stacy was awarded the 2017 Judy Golz Volunteer Award at the 5th Annual Women’s Wellness Tea. This award, in memory of founder Judy Golz, is awarded each year to a selfless volunteer who exemplifies the qualities that Judy shared as she and her co-founders began building A Breath of Hope Lung Foundation in 2007 and 2008. Stacy and our founders share a passion to change lung cancer outcomes.

A note from Stacy: “I feel so blessed to be a part of A Breath of Hope Lung Foundation! It has helped me keep my mother’s memory alive and continue her legacy of kindness, compassion and helping others in need. I never imagined that this organization, staff and the many people I have met along the way could have such a positive impact on me! I will forever have a hole in my heart, missing my mom, but having the privilege to be surrounded by all of these wonderful people has somehow filled a void that I never thought was possible. For that I am truly blessed and grateful to everyone who works and volunteers for A Breath of Hope! Thank you all for allowing me this opportunity to honor my mom!”

A Breath of Hope Golf Classic

Friday, June 9, 11:30-7p.m. (1 p.m. shotgun start), Deer Run Golf Club, Victoria

Registration now open online at: www.abreathofhope.org/event/golf

$35 Dinner-only ticket or $150 Golf registration. Golf fee includes:

• 18 holes of golf (best-shot scramble) with GPS cart
• Golf contests and gift card prizes
• Celebrity hosts Common Man and Carly Zucker
• Buffet lunch
• Happy hour—free beer or soda
• Steak or chicken dinner
• Rest & Relaxation Silent Auction & Raffle

Special thanks to our event chairs and committee, hole sponsors and to our title sponsors, Mary & Bill Zimmer!
2017 A Breath of Hope Events

- **June 9**: A Breath of Hope Golf Classic
- **August 12**: A Breath of Hope Lung Run/Walk Twin Cities
- **September 23**: A Breath of Hope Lung Run/Walk Duluth
- **November 5**: A Breath of Hope Stage 1 Gala—**New!**

Upcoming Events to Benefit A Breath of Hope

- **May 11**: Mainstream Boutique–Golden Valley sale
- **June 19**: Larry Benjamin Golf Classic
- **June 24 & 25**: Puttin’ on the Ritz Yard Sale
- **July 23**: Jim Jordan Memorial Golf Tournament
- **August 5**: Carrie Lindstrom Memorial Golf Tournament
- **August 5/6**: Bike for Hope MN

More info at: abreathofhope.org/events

Phone: 952-405-9201
Email: info@abreathofhope.org