

A BREATH *of* HOPE

L U N G F O U N D A T I O N

Dear Friends of A Breath of Hope Lung Foundation,

December 2016

It is that time of year again - a time when we reflect on the past year, celebrate our successes, and try to learn from our disappointments. As the end of the calendar year also marks the end of the fiscal year at A Breath of Hope, the fourth quarter finds our staff and board of directors busy reviewing the past year's fight against lung cancer and the strategic goals we set for ourselves. We are working hard to create a meaningful budget for the year ahead; one that reflects our values and escalates the fight against America's deadliest cancer by funding research, supporting patients and their families, and providing the public with facts and awareness to improve the lung cancer survival rate of less than 18%.

The past year has been an amazing time of growth and recognition for our organization. Thanks to you, our faithful supporters now numbering over 10,000 households, we realized more than 40% growth again, which has tripled our revenue in just a few short years. With this revenue, an inspired mission, and a committed staff and board, we have been able to: expand our research program; reach more than 1,000,000 people each year with important messaging about lung cancer and screening; and deliver our *A Breath of Hope Ambassador Program* to patients being treated at four local hospitals, with several others on our waiting list. The *Ambassador Program* uses trained volunteers to speak in public and/or provide encouragement, transportation and companionship to those who battle lung cancer alone or without the support network they need. Please contact us if you would like to learn more about volunteering.



In the spirit of celebrating our successes the past year, I want to make sure that our family of supporters share in our pride to have been invited to the table with 14 others to discuss the U.S. Cancer Moonshot 2020 with Vice President Biden during his trip to Duluth to support another friend of A Breath of Hope, Congressman Nolan. A Breath of Hope is grateful to be recognized as a leader by VP Biden, a great man who has transformed his own painful cancer loss into an inspired effort to unite cancer leaders across the country. The goal of the Moonshot is to reduce cancer mortalities and move toward a cure by 2020. It was an honor to spend time with Mr. Biden and his staff and yes – I got a chance to complain about the prejudice against lung cancer in the cancer world, and I was heard.

Another exciting opportunity for A Breath of Hope came from being chosen as the November *Minnesota Wild Charity of the Month*. The Minnesota Wild were incredibly generous with donated tickets and recognition of our work in their magazine, on the radio, on their website and on the jumbotron at their home games (19,000 plus fans). Go Wild!

While we all feel disappointed that change happens slowly, the fact is, we are seeing results. Awareness is growing with both survivors and lung cancer foundations gaining more voice in the cancer world. The media is paying better attention. New drugs are saving lives. Slowly, but surely, the U.S. movement to change lung cancer outcomes is taking root.

The patients and families we fight for are very real to us, many having become volunteers and friends. To all who have been hurt by this disease, I tell you this: **A Breath of Hope will never give up the fight to: bring fair and logical levels of funding to research; change the way people are treated after a lung cancer diagnosis; and teach the world that lung cancer is anyone's cancer and everyone should know the facts, such as the causes, symptoms and proper time to seek a CT scan.**

We have set our goals high this year as we seek to add a new research fellowship in 2017. I humbly ask you to remember A Breath of Hope Lung Foundation in your year-end charitable giving (gifts given online or postmarked by 12/31). *A Breath of Hope is a leader in this fight to save lives, and you are the fuel.*

On behalf of our board of directors and staff, we wish you a happy and healthy 2017 with much to be thankful for.

Warm regards,

Nancy

Nancy Torrison
Executive Director