

A BREATH *of* HOPE

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

Dear A Breath of Hope Friends,

As part of our midyear review, our staff looks at each of our three program areas (research, awareness/education and patient/family support) to identify areas of growth, new opportunities, challenges and new revenue streams.

As of today, we have raised \$640K and are on track to raise \$1,000,000 by December 31. Our final revenue in 2016 was \$624K, a 51% gain over 2015 and double what we raised in 2014. A Breath of Hope Lung Foundation is growing steadily and again ranked as a **'most trustworthy nonprofit'**. We report this information today because we know that transparency is part of earning your trust and support.

2017 has brought many new opportunities and we couldn't be happier to report the following to you:

- Our 2017 ABOH Golf Classic grossed more than \$60,000 this year with an additional \$10,000 in 'in-kind' donations representing 15% growth over 2016. Thank you to all who contributed to the success of this event, and especially our sponsors. Mark your calendar for Friday, June 8, 2018!
- Research spending next year will increase by 50%, thanks in part to NBA star Ricky Rubio, who has been fundraising for A Breath of Hope Lung Foundation in support of a new research fellowship named in loving memory of his mother, Tona Vives. We are so sad to see him leave Minnesota in a recent trade, but are grateful that he will continue the battle against the cancer that claimed the life of his nonsmoking 56-year-old mother.
- Awareness and education about preventative screening for lung cancer will reach more than 1,000,000 people again this year. Through public presentations, events and our speaker's bureau, as well as billboards and other outreach, more than 750,000 people have already received lung cancer messaging that could save their life.
- We received \$225,000 in pharmaceutical funding to create the first-of-its-kind online Animated Lung Cancer Patient Program. More to come as we launch this program nationwide later this year!
- The A Breath of Hope Ambassador Program uses trained volunteers to provide lung cancer patients with companionship and/or rides to treatment. We recently expanded this program to include the Masonic Cancer Center at the University of Minnesota in addition to our five existing hospital partnerships at North Memorial, Abbott Northwestern, Regions, Riverside and United.

To meet our 2017 revenue goal of \$1,000,000, we rely on your support. Whether you participate in the Lung Run/Walk, attend other events or donate throughout the year, you are the reason A Breath of Hope Lung Foundation has become a major player in the fight to end lung cancer.

We are very proud of the work we've accomplished together and hope you are too. We couldn't do it without you!

See you August 12th at the [11th Annual ABOH Lung Run/Walk Twin Cities!!](#)

Nancy

Nancy Torrison
Executive Director



The [A Breath of Hope Lung Run/Walk Twin Cities](#) will be held August 12 at Lake Harriet in Minneapolis. We promise another meaningful day that many families have come to cherish ... a 5K walk or chip-timed run, personalized t-shirts, gift cards valued at up to \$300 for event fundraisers, live music, the Rose Raft of Remembrance, and a chance to fight America's deadliest cancer with fellow Midwesterners!

New this year - a certified, chip-timed 10K run, runner medals, sweat-resistant running shirts, runner awards based on six age divisions and a memory maker station!

[REGISTER HERE](#)

Thank you **2017 Sponsors!**
You are heroes to families coping with lung cancer!

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