

A BREATH *of* HOPE

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

Inspiring Hope



ANNUAL REPORT 2017



OUR MISSION

Our mission is to change
lung cancer outcomes by
funding innovative research,
raising awareness and
supporting patients
and families.



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FROM THE 2017 BOARD PRESIDENT, CURT ANDERSON

I sit writing this letter during the worst mid-spring blizzard that anyone can remember. The weather may be discouraging, but as the saying goes, “hope springs eternal”. Against the odds in this field I am an eight-year lung cancer survivor. Every day I am reminded that I am a living example of this hope. I have recently heard several long-term medical professionals report that they have more hope for improved lung cancer outcomes now than they had ever thought possible. Those of us who have been through this diagnosis hold tight to messages of hope, such as progress made in new treatments and screening for lung cancer.

I’m very proud to have been part of what has turned out to be a phenomenal year of positive outcomes and growth for A Breath of Hope Lung Foundation. Our support base grew by 25% and annual revenue jumped more than 60% to over \$1 million in 2017. This financial support allows us to expand and improve upon our three stellar program areas: Research, Education & Awareness, and Patient & Family Support.

I am especially happy about the Animated Guide to Lung Cancer, a new patient education program hosted by A Breath of Hope. This resource will allow patients and their caregivers to learn about the disease and their treatment options, so they can share in decisions that affect their care. This tool gives me even more hope for the future of this disease.

Thanks again to all of you who support our work. It is critical to everything we do.



FROM THE EXECUTIVE DIRECTOR, NANCY TORRISON

The most inspiring part of leading A Breath of Hope Lung Foundation (ABOH) for the past five years has been working with the thousands of lung cancer patients, survivors and family members who look to ABOH for hope and support. Their courage amidst endless challenges shape our work and our determination to increase the five-year survival rate through research, education and patient support.

This year, we added a unique online patient education tool to our support services. In its first nine months, the Animated Guide to Lung Cancer was utilized by 27,000 unique patients and caregivers in the U.S. delivering medically accurate education for varied learning styles. This tool promotes better understanding of lung cancer and overcomes barriers of medical literacy for improved overall health outcomes.

We continue to focus on public education. We know that changing late stage diagnoses starts with building awareness and improving access to preventative screening. We’re proud to be working with Minnesota’s healthcare organizations to increase the number of people screened for lung cancer each year.

I am proud of these accomplishments, but I know that we are just getting started. Thank you for all you do to support our mission and work. We count on your continued support to create change and save lives.

Your Dollars at Work in 2017

- Reached more than **ONE MILLION** Midwesterners with important messages about lung cancer and screening
- Provided support services to more than **500** Minnesota patients and family members
- Have now funded more than **ONE MILLION DOLLARS** of U.S. lung cancer research, including a new 2017 grant focused on understanding rising lung cancer cases among women

WHY OUR WORK MATTERS

Translational Lung Cancer Research & Minnesota Screening Grants

Through a highly competitive, national application process, ABOH has identified and funded some of the best translational lung cancer research in the country. Findings from these projects lead to new treatments and new ways of detecting lung cancer. ABOH has awarded just over \$1 million to innovative research projects with a special interest in retaining promising young investigators who wish to devote their careers to lung cancer research.

"During 2016 and 2017, we set out to explore if microbes in the lung influence lung cancer development. For the first time, we have published data showing that lung cancer patients have a different lung microbiome. We hope to use this knowledge to improve early detection, and more importantly, prevent or better treat lung cancer." Dr. Jun-Chieh Tsay, 2016 Fellow and winner of ABOH Larry Benjamin Early Detection Award.

Knowing that earlier detection is key to changing lung cancer outcomes, ABOH also offers \$10,000 screening grants to Minnesota hospitals and clinics focused on getting eligible Minnesotans screened for lung cancer. We are particularly interested in overcoming barriers to screening in under-served and rural communities.

Patient & Family Support

To address an unkind stigma and myriad psycho-social challenges following a lung cancer diagnosis, ABOH offers patient support in the form of rides to treatment, companionship, lung cancer education, support groups and ongoing invitations to events where patients and families can be in community with others on a similar journey.

ABOH provided support services in the Twin Cities to more than 500 patients and caregivers in 2017 and attracted 27,000+ patients and caregivers to the first-of-its-kind Animated Patient Guide to Lung Cancer found at ABreathofHope.org/patient.

Education & Outreach

There is a connection between disproportional research funding, low screening rates, stigmas, lack of awareness about lung cancer and the ongoing problem with late stage diagnoses. Approximately 70% of all lung cancer cases in America are diagnosed in stages 3 and 4.

Through it's Speaker's Bureau, events, social media, billboard campaigns, and other awareness projects, ABOH reached more than 1,000,000 Midwesterners this year with critical information about screening and lung cancer causes and symptoms.

Early detection of lung cancer is the fastest and most efficient way to improve its survival rate.



"My daughter takes me to a lot of my treatments, but she can't do them all. She works full-time. I have a few friends that still drive, and they help when they can. I'm grateful for A Breath of Hope. I don't think that I would be able to make it to all of my appointments without their help, and they are so kind."

- Mary

Ambassador Program Participant



Survivor Spotlight

MJ MCKEON

Co-Founder & Volunteer

"We started A Breath of Hope Lung Foundation (ABOH) to get people talking about lung cancer as more than a smoker's disease. People are ashamed to have it, the smoking stigma is horrible, and it causes additional pain for patients. Please - never ask a lung cancer survivor if they smoked. It just causes guilt for those who did and anxiety for those who didn't."

- MJ McKeon

I met the co-founders of A Breath of Hope Lung Foundation (ABOH) in 2006 at a local support group meeting. We shared our frustration about how few resources were out there for lung cancer patients and how much we hated the smoking stigma. Nonsmokers were being diagnosed, too. We thought funding for lung cancer research needed to be dramatically increased, so our group decided to do something about it.

In 2007, we hosted the first Twin Cities Lung Run/Walk. We didn't know what we were doing but figured it out as we went along and drew 600 people to that first walk.

After repeating the event in 2008, we decided we wanted full control over where the proceeds went, so we applied for 501 (c) (3) status. At the end of 2008, ABOH was incorporated and became a Minnesota nonprofit focused on teaching the public the truth about lung cancer, supporting patients and raising money for research.

I'm still involved with ABOH all these years later. I work with the staff, organize support groups at four hospitals throughout the Twin Cities, drive patients to their treatments and provide companionship to patients who need more support. As a stage 4 survivor, I know I am lucky to be healthy enough to do this. Volunteering has given me a new mission in life. Reaching out to other people who are traveling on this same rocky path is the least I can do.

Unfortunately, I'm the only surviving member of the original group of four patients. This disease is devastating and unforgiving. These were amazing people and I'm glad I got to know and work with them. I feel incredibly blessed to be part of what has become a major movement in Minnesota and beyond.



Volunteer Spotlight

RENEE VRAA MARRERO

"We all have multiple choices when we face a challenge in life, we can choose to let it beat us and retreat, or we can choose to let it help shape us into a stronger person then we can help others."

- Renee Vraa Marrero

Lung cancer wasn't something that was on my mind until my amazing 47-year-old, non-smoking sister was diagnosed with Stage 3 lung cancer in September 2016. It was a diagnosis that really hit our family hard. Then my fantastic Dad was diagnosed with lung cancer in April 2017. He lost his battle on June 2, 2017. Now I was worried about my own health. I pushed to get a CT scan and was diagnosed with Stage 1 lung cancer myself in December 2017. This disease is relentless. I knew I had to help. I am driven to honor my Dad, to support my sister who is now surviving with Stage 4 lung cancer, and to give back for the blessing I was given to catch my lung cancer early. I want more people to have this same chance.

ABOH is doing amazing work to help people get diagnosed early and to work toward a cure. The mission of raising awareness, funding research and supporting patients and their families is exactly what is needed.

Everyone I have met through volunteering has been so supportive, courageous and inspirational. We all have multiple choices when we face a challenge in life. We can choose to let it beat us and retreat, or we can choose to become stronger and help others. My experience with ABOH has given me and countless others just that - 'a breath of hope'. I am honored to be able to help in supporting this mission in any way I can.



OUR FINANCIALS

Income

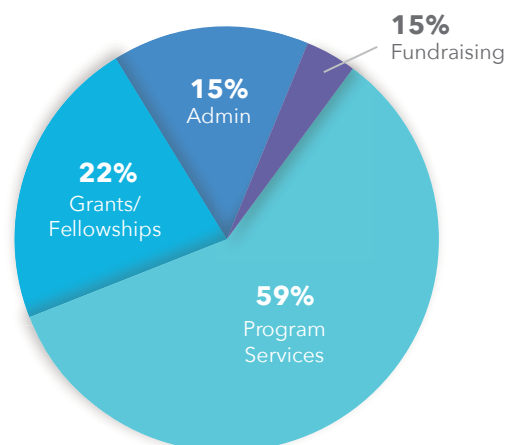
General Donations	412,163.11
Grants	275,000.00
Circle of Light Gifts	61,026.89
Memorial & Honorarium Gifts	37,201.00
In-Kind Donations	66,600.00
Shining Bright Gala (Net of Expense)	59,366.00
Event Registration	127,133.00
Merchandise Sales (Net of Expense)	874.00
Interest Income	100.00
Total Income	979,524.00

Expenses

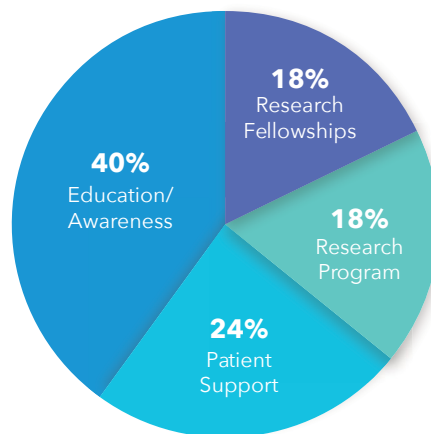
Patient Support (Ambassador Program)	102,380.00
Research Fellowships & Screening Grants	132,472.00
WRAP Program (100% Awareness)*	161,128.00
Operating Expenses (80% Program)	53,108.00
Payroll Expenses (80% Program)	296,238.00
Total Expenses	746,026.00

Total Assets	488,222.00
Total Liabilities	19,124.00
Total Net Assets or Fund Balance	469,098.00
Research	124,376.00
Patient Support	176,815.00
Education	294,724.00

2017 Expenses



2017 Program Service Expenses



*White Ribbon Awareness Program:

Awareness events, Animated Patient Program, billboards, media campaigns, public speaking engagements, social media outreach, targeted emails

A Breath of Hope Lung Foundation, a 501(c)(3) charitable organization, works diligently to earn the trust of our donors. ABOH is in excellent standing with the Charities Review Council and has earned a Gold Seal of Transparency from GuideStar. For a full report of our 2017 financial activities, view our 990 on our website: abreathofhope.org or visit smartgivers.org.





A Breath of

Hope

Circle of Light



A SPECIAL THANKS TO OUR CIRCLE OF LIGHT MEMBERS

Incandescent Light: Mary Jane Benjamin/Larry Benjamin Golf Classic*, Shanda & Matt Blackmon, Ricky Rubio, Mary & Bill Zimmer

Spot Light: Don's Bald Eagles (Mills Family), Joan Maclin

Key Light: Curt Anderson, Gary & Rosey Brausen, Victoria & Una Simpson/In loving memory of Roger Simpson, Mark & Sara Solfelt, Paul Thurmes

Reflection Light: John & Wanda Benjamin, Kristin Berkland, Ray Byrne, Harry & Myrna Camp, Jim & Sarah Diebel, Ed & Toni Egan, Mark & Georgia Helvick, Janene Hersch, Mark & Janet Huss, Jennifer Jones, Jeffrey Kendall, Sally McCabe, Paul & Bonnie Mueller, Jeff Nybeck, John & Julie Opheim, Len Thayer, Marg Ungerman/Family of Ron Ungerman, Andrea Zibble/Family of Ruth Zibble

Ambience Light: Mark & Anne Bacigalupo, Diana Ballsrud, Justin & Shanna Ballsrud, John & Wanda Benjamin, Kristen Kerkland, Shelly Blanchette & Ron Peppin, Tom & Myrnell Brusegaard, Lynn Bucka, Peter & Katie Bucka, Steve Dale, Arek Dudek, Emily Elswick, Jeff & Lisa Flaig, Kristi Flann, Randy Hertog, Naomi Fujioka, Shirley Kern, Mack LeFevre Family, Dean & Kris Molde, Manish & Sheetal Patel, Mitch & Lynn Prust, Puttin' on the Ritz, Steve & Kelly Link, Craig & Sharon Rothgeb, Lori & Brent Ryan, Eric & Julie Swedberg, Tori Thompson, Steve & Jill Tigner, Jerry & Nancy Torrison, Ed & Audrienne Vidmar, Chris White

*3rd Party Event

2017 Foundation, Corporate & Business Gifts

\$100,000+

Bristol-Myers Squibb

\$50,000 - \$99,999

Medtronic Foundation

\$25,000 - \$49,999

Celgene Corporation

Medtronic, PLC

Northfield Lines, Inc.

\$10,000 - \$24,999

National Basketball Players

Association Foundation

Jim Jordan Memorial Golf Tournament

St. Luke's Hospital

The Chantal and Tommy

Bagwell Foundation, Inc.

The Robert E. Fraser Foundation

\$5,000 - \$9,999

Great Clips

Minnesota Oncology

North Memorial Health Foundation

Surgical Care Affiliates, Inc.

\$1,000 - \$2,499

American Express Foundation

Boehringer Ingelheim Pharmaceuticals

Center for Diagnostic Imaging, Inc.

Dahl Consulting

Dakota Sales Service, LLC

Envy Skin Clinic

Fairview Health Services

Grazzini Brothers & Company

HealthPartners

Hennepin County Medical Center

Innovative Office Solutions

J.K. Medical, Inc.

Lancer Insurance Company

LEE Branding

Moss & Barnett

Motor Coach Industries, Inc.

RBC Capital Markets

Scoular

St. Paul Radiology

State of Minnesota Department of Health

The Graham Holdings Company

The Toro Company

UBS Financial Services/Mark Bacigalupo

Ungerma Construction

United Motorcoach Association

Verizon Wireless

Wells Fargo & Company Foundation

Worldwide Marketing, LLC

Zinpro Corporation

\$500 - \$999

Eli's Food and Cocktails

Lee Health

Lions Club of Wayzata

M. Carlson Painting

Michael A. Kunzman & Associates

Milestone AV Technologies, LLC

NorthRock Partners, LLC

Pinnacle Building Services, Inc.

UCare

Wells Fargo & Company

\$250 - \$499

Chestnut Cambronne PA

D & O Logistics

Eli Lilly and Company

Exclusive Resorts, LLC

Fidelity Charitable

Frank Properties, LLC

Hugo Painting & Drywall, Inc

JNBA Financial Advisors, Inc.

Kennedy & Graven, Chartered

McEllistrem, Farione, Landy, Rorvig & Eken, P.A.

Minnesota Twins Baseball Club

Northland Group, Inc.

OUTFRONT Media, Inc.

Park-Port Lioness Club

Shipper's Supply, Inc.

Thomson Reuters Corporation

UBS Financial Services/Carin Thomas

Up to \$250

Affiliated Insurance Services, LLC

Ameriprise Financial, Inc.

APPRO Development, Inc.

Baker Tilly Virchow Krause, LLP

Beavers Rhodes Real Estate, Inc.

Benjamin Bus, Inc.

Cigna Foundation

Divas and Denim Boutique

Dorsey & Whitney, LLP

Eagan Lioness Club

First Class Mortgage, Inc.

Grace Lutheran Church

Grisim School Bus, Inc.

Hot Ice Jewelry

Kielas Investments, LLC

Kiwanis Club of North Hennepin Mpls.

Lamers Bus Lines, Inc.

Lyman Lumber Companies

Mainstream Boutique

Martin's Boutique

Nail Turbo & Spa, Inc.

North Memorial Health

North Second Street Steel

Oberle, Tully & Company

P.E.O. Sisterhood, Chapter D

PDW Investments LLC

Robert P. Nahum PC

Shelly Storch Fine Jewelry

St. Vincent de Paul Catholic Church

StuartCo

Studio 4 Dancers, LLC

Surety Systems, Inc.

Tennant Foundation

The Business Forum

L.A. Clippers Foundation

Thrivent Financial

Twin City Tile and Marble Company

U.S. Bancorp Foundation

University of Minnesota, Twin Cities

University of Northwestern, St. Paul

Wheelhouse Communications

Winged Keel Group, LLC



2017 Board of Directors

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Mary Zimmer
Nancy Torrison - Executive Director
(ex-officio)

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Nancy Torrison,
Executive Director

Jennifer Prock,
Director of Finance

Molly Flaig,
Program Event Manager

Amanda Pederson,
Patient & Family Support Manager

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ABREATHOFHOPE.ORG | INFO@ABREATHOFHOPE.ORG | 952-405-9201

P.O. BOX 387, WAYZATA, MN 55391