

A BREATH *of* HOPE

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

ANNUAL REPORT 2019



Inspiring Change



OUR VISION AND MISSION...

Defeat Lung Cancer and bring hope!

A Breath of Hope Lung Foundation is improving lung cancer outcomes by funding cutting-edge research, raising awareness through education, and supporting patients and families.

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STRONG LEADERSHIP



Nancy Torrison, Executive Director

In the midst of this global pandemic, it is strange to think back on 2019 when the world was naively unaware of all that would come. For business leaders like me, strategy and data driven decision-making had always kept us on course toward an improved lung cancer survival rate and improved quality of life for those living with lung cancer. A Breath of Hope saw incredible program gains in 2019 and the U.S. lung cancer survival rate crept upward once again. It was a very good year.

Today, Coronavirus has turned our lives upside down and that easy ole 2019 is but a distant memory. So many of us feel like we have lost our footing given the social isolation, new routines, worries, and the many losses we each face as result of the pandemic. This illness gnaws at our sense of control and our understanding of the world in which we live.

Is this what it is like to be diagnosed with lung cancer? Despite the pandemic, lung cancer persists and even gained some ground while clinical trials, treatments, surgeries and other important functions ceased or were delayed. Our work is more important

than ever. We continue to work on mitigating the effects of the virus on our community, and we reflect in real-time on how our own business will undergo transformation that allows us to continue saving lives and pushing up on the lung cancer survival rate. Thank you for hanging with us - we are stronger together.



Julie Opheim, Board Chair

It has been nine years since I lost my mother, Marie Stenglein to lung cancer in 2012 following a brief illness and stage 4 lung cancer diagnosis. Through my loss, I yearned to find meaning, purpose and connections with others who understood my loss. This is my seventh year serving on the A Breath of Hope board of directors and second year as board chair. I am grateful for the amazing platform, opportunities, and people I work with at A Breath of Hope Lung Foundation (ABOH) to find solutions to the many challenges presented by this disease.

Early in 2019, the board met at our bi-annual strategic planning retreat to further ABOH's vision: Defeating Lung Cancer, Bringing Hope Worldwide. The mission-focused strategic plan we created was borne out of passion, innovation, and a deep desire to improve outcomes, while supporting those impacted by lung cancer. It is this plan that directs staff leadership in the daily execution of operations and programming. Our goals were to expand and deepen community outreach and patient services, build more local and global strategic alliances, broaden our on-line

patient and family education programs, and further align partnerships with health care providers to improve early detection through screening education and grants. It was a record-breaking year in all regards, then suddenly, the world as we have known it changed forever with the Covid-19 pandemic.

Our staff and board are more determined than ever to reach our goals and have pivoted as needed to drive innovative programs and support services that address the ongoing challenges of lung cancer and the new demands on our community.

IMPACTFUL PROGRAMS

Patient and Family Support Program

The A Breath of Hope Patient and Family Support Program grew in leaps and bounds in 2019. Hope, positive energy, and patient education are known to improve health outcomes. Every time we support someone living with lung cancer, we have taken a step forward in the battle against this disease. A lung cancer diagnosis is frightening, regardless of the situation. Everyone can benefit from new tools, loving support, and encouragement.

2019 Program Initiatives

ANIMATED GUIDE TO LUNG CANCER saw the addition of the Immunotherapy module, as well as tremendous growth in both the English and Spanish program usage. Of the 138,000 total views in 2019, 93,000 were unique visitors with 63% visiting from the U.S. 70% were patients and caregivers. Of the patients that used this extraordinary tool, 98% said they learned something new and would take their questions to their physician. Visit youandlungcancer.com to learn about your diagnosis.

SUPPORT GROUPS were well-attended and feedback about meeting topics and our professional facilitators was positive. We added a patient education series online to compliment the grief and patient support groups.

AMBASSADOR PROGRAM provided more than 200 rides in 2019 and maintained a 99 percent fulfillment rate for patient ride requests. We are humbled and honored to draw some of the best volunteers on the planet, and that volunteer pool grew as well. Comments like the following come in regularly:

"I was so grateful for my driver, Anne. She was able to help me without much notice as my testing came up unexpectedly. Anne was there waiting for me and was so very friendly. I'm so very thankful for Anne stepping up and being such an angel during a horrible time in my life. Thank you, A Breath of Hope!"

White Ribbon Awareness Program (WRAP)

WRAP took on a few new ventures in 2019 and adopted a holistic approach to educating the public. In addition to program features at each event to raise public awareness about lung cancer, A Breath of Hope also utilized social media targeting and advertising, billboards, bus ads and a new campaign called The Faces of Lung Cancer - a video project that launched during Lung Cancer Awareness Month (LCAM). Visit Abreathofhope.org/About to view the Faces of Lung Cancer Video.

The 2019 WRAP efforts combined resulted in more than 13 million public impressions and the largest A Breath of Hope Lung Run/Walk Twin Cities in the event's history. More than 2,000 people supported this popular summer event and team fundraising helped generate gross revenue of \$265,000. As always, proceeds support research and education focused on creating MORE lung cancer survivors.

IMPACTFUL PROGRAMS

Research Program

Lung cancer is one of the most common forms of cancer with more than 2,000,000 people diagnosed worldwide each year. It is the leading cause of cancer death globally. Lung cancer is commonly perceived to be a smoker's disease that affects the elderly, but the truth is, lung cancer also affects younger ex-smokers and those who have never smoked. This misconception can be a barrier to early diagnosis and effective treatment, and it is named as a reason for disproportionate levels of research funding for lung cancer compared to other cancers.

To drive improved outcomes for patients, A Breath of Hope Lung Foundation funds translational science and research that will touch patients within five years. For people living with lung cancer, research focused on new treatments is their hope to prolong or save their lives.

In December of 2019, the Fruth Family Foundation honored Katherine Bensen, with a generous \$50,000 matching gift designated to A Breath of Hope's research program. Inspired by Katherine's courage throughout her five-year battle with stage 4 lung cancer, the Foundation matched A Breath of Hope 2019 year end gifts that were designated to research. The A Breath of Hope community accepted this challenge and reached their goal by the end of the year. The result of this philanthropy was a 'named' A Breath of Hope fellowship in honor of Katherine - The Katherine Bensen Hope Award.

The winning proposal for this prestigious award came from Dr. Esra Akbay of the University of Texas Southwestern Medical Center. Her lab is focused on overcoming resistance to immune checkpoint blockade in lung cancer by targeting Telomerase. Dr. Akbay proposes to target an essential survival mechanism of tumor cells to activate protective anti-tumor immunity and immune memory.

As of the writing of this report and since its inception, A Breath of Hope Lung Foundation is honored to have committed \$2,000,000 to its U.S. Research Program.



RIP Katherine Bensen, 1974-2020

"They just aren't looking for lung cancer in young, healthy people, yet we are the growing demographic of lung cancer. There shouldn't be restrictions on screening," Katherine said. "Early detection increases a person's ability to beat lung cancer. More than 70% of lung cancer patients are diagnosed in stages 3 or 4. Why aren't we screening more?"

COMMITTED STAKEHOLDERS



Women's Wellness Tea



2019 Summit



Driving Program



Lung Run/Walk Twin Cities



Golf Classic



Women's Survivor Group



Shining Bright Gala



Golf Classic



Lung Run/Walk Twin Cities
2664



Women's Wellness Tea

PASSIONATE SURVIVORS



TOM KURVERS

Tom's battle with lung cancer started in January 2019. As the assistant general manager of the Minnesota Wild, Kurvers had been doing a lot of traveling around that time and remembers not feeling well and developing a persistent cough that he just couldn't shake. After a few weeks of discomfort and just feeling "off," he asked the Wild team physician to help him figure it out.

The team physician ordered tests, including a CT scan, which disclosed a nodule in the upper right lobe of Kurvers' right lung which led to a biopsy. A few days later, Kurvers received the surprising news that he had Stage 3 adenocarcinoma, non-small cell lung cancer. The cancer had spread into the lymph nodes in his sternum. After digesting the information with his family and receiving two more biopsies, Tom finally got some good news.

"I had been looking ahead to chemotherapy and/or radiation. When my doctor called and said that I was eligible for a

targeted therapy called Tagrisso, it was like a weight had been lifted off my shoulders." Since the initial diagnosis, Kurvers has had a few ups and downs with his treatment but was able to return to work and participate in the A Breath of Hope Lung Run/Walk Twin Cities with his family in August 2019. In addition to successfully completing a 10K run, Team Kurvers also managed to break the organization's team fundraising record by raising a whopping \$36,000 for research and education. Tom hasn't let cancer slow him down. He is an active husband and father and continues his work with the Minnesota Wild hockey team. With his new passion for beating his own lung cancer and changing outcomes for all who must cope with a diagnosis, he tirelessly raises funds for research and uses his visibility and network to help A Breath of Hope spread awareness for earlier detection and improved survivorship.

My treatment has been successful; the love and support of family and friends have been incredible. I am a survivor; I will live with and defeat this disease.

SMART SPENDING

Income

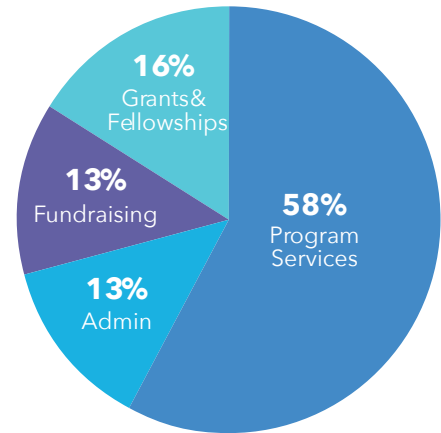
Contributions	520,098
Grant Revenue	141,488.
Circle of Light Donations	78,177
Memorial & Honorarium Donations	61,203
In-Kind Donations	35,769
Special Event Revenue (Net of Expense)	80,607
Event Registration Fees	92,934
Merchandise Sales (Net of Expense)	300
Interest Income	283
Total Income	1,020,799

Expenses

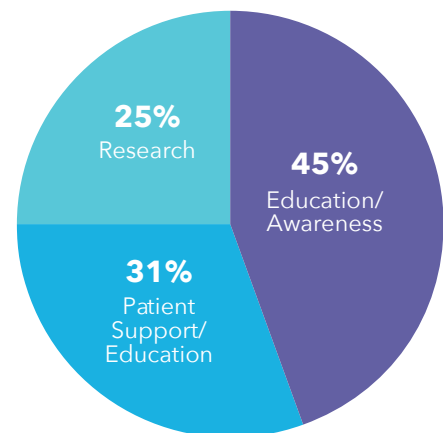
Patient Support Expenses	101,766
Research Fellowships	158,716
WRAP Program (100% Awareness)*	174,615
Operating Expenses (75% Program)	108,821
Payroll Expenses (75% Program)	333,559
Total Expenses	877,477

Total Assets	601,045
Total Liabilities	28,618
Total Net Assets or Fund Balance	572,427

2019 Expenses



2019 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 (ABOH), 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 2019 financial activities, view our 990 on our website: abreathofhope.org or visit smartgivers.org.





A Breath of

Hope

Circle of Light

ONGOING COMMITMENT

To achieve our mission, A Breath of Hope depends on the generous support of consistent and committed donors. The Circle of Light giving program has been very helpful to us for funding research fellowships, raising awareness in the public domain, and supporting patients and their families. The pledge nature of this annual giving program allows us to plan ahead and project growth each year. Both aspects are important to save lives and create more impact in the world's fight against lung cancer. We are grateful for the generosity of these individuals (in alphabetical order).

Curt Anderson
Mark and Anne Bacigalupo
Justin and Shanna Ballsrud
Abbie Begnaud Muckler
Mary Jane and David Benjamin
Michelle Blanchette
Rosey and Gary Brausen
Peter and Katie Bucka
Raymond Byrne
Myrna Camp
Steve Dale
Jim and Sarah Diebel
Ed Egan
Kiara Ellis
Emily and Jason Elswick
Kristi Flann
Matt and Katherine Graczyk
Mark and Georgia Helvick

Randy Hertog
Ritz Hooper
Sue Huff
Mark and Janet Huss
Bobby and Phyllis Jensen
Jennifer Jones
David and Elizabeth Keen
Jeffrey Kendall
Shirley Kern
Marsha LeFevre
Abby and Dan LeFevre
Steven and Kelly Link
Bruce Machmeier
Joan Maclin
Katie Mann
Joane McAfee
Sally McCabe
Amy and Josh Meinen

Jeff Nybeck
Julie and John Opheim
Manish and Sheetal Patel
Josie and Ed Phelps
Lynn and Mitch Prust
Craig and Sharon Rothgeb
Carroll Shipman
Lori Shipman
Paul Thurmes
Wil Thurmes
Jill and Steve Tigner
Jerry and Nancy Torrison
Margaret Ungerman
Audrienne and Ed Vidmar
Chris White
Patrice and Gregory Wolff
Andrea Zibble
Mary and Bill Zimmer

PASSIONATE BOARD AND STAFF

2019 Board Roster

Julie Opheim
Chair

Jeffrey Kendall, PsyD, L.P.
Vice Chair

Curt Anderson
Treasurer

Gary Brausen
Secretary

Mark Bacigalupo

Justin Ballsrud

Abbie Begnaud-Muckler, MD

Peter Bucka

Kiara Ellis

Emily Elswick

Dan LeFevre

Joané McAfee

Manish Patel, DO

Lori Shipman

Paul J. Thurmes, MD

Nancy Torrison
Ex-Officio

2019 Staff

Nancy Torrison
Executive Director

Jennifer Prock
Director of Finance

Anna Hall
Events & Awareness Program Manager

Mary Norbeck
Patient Support & Outreach Manager

Brooke Miller
Marketing & Communications Manager

Bonnie Mueller
Office Manager

Follow us on Social Media!

 ABreathofHopeLungFoundation

 abreathofhope.lung

 @ABOHLF_MN

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