



DRIVING SCIENCE
EMPOWERING PATIENTS
IMPROVING OUTCOMES



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IT'S AN INCREDIBLY EXCITING TIME IN LUNG CANCER RESEARCH AND TREATMENT. WE SEE A BRIGHTER FUTURE FOR PEOPLE LIVING WITH LUNG CANCER.

LUNGevity's impact can be found in the tangible contributions being made to improve outcomes for patients:

- the insights and discoveries of the Foundation's translational research awardees into early detection and new treatments;
- the results of studies conducted by LUNGevity's Patient-Focused Research Center (Patient FoRCe) on the unmet needs, preferences, and barriers to best care of lung cancer patients, putting the patient front and center in shared healthcare decision-making;
- the inroads to change access to clinical trials and to affect the way lung cancer treatment is practiced in the clinic;
- and the patient support services that enable survivors and caregivers to be empowered and proactive in their interactions with their healthcare team.

At LUNGevity, we see a growing lung cancer community—more empowered patients, more long-term survivors, and more people living their lives with a disease that no longer has to be a death sentence.

We are proud of the impact we have been able to make as of 2018. We look forward to growing and making a larger impact in the years to come.

We invite you to join us to create a world where no one dies of lung cancer. >>

OUR VALUES

We believe it's important for our board, our staff, and our constituents to know the values that drive all our actions. We are:

FOCUSED ON SURVIVORSHIP

- 100% dedicated to increasing and improving lung cancer survivorship

RESULTS-ORIENTED

- Always challenging the status quo and seeking a more efficient and effective way
- Rigorously measuring our performance to ensure maximum impact

COMPASSIONATE AND RESPECTFUL

- Building and sustaining a community for all those affected by lung cancer
- Respectful of all people with lung cancer, caregivers, loved ones, medical professionals, donors, board members, and employees

COLLABORATIVE

- Committed to being good partners and strategic collaborators to enable us to reach our goal more quickly and efficiently, including through our scientific endeavors

TRANSPARENT

- Fiscally responsible and holding ourselves to the highest ethical standards



Dear Friends,

2018 marked the 10-year anniversary of my mother's death from lung cancer. It's also the 10-year anniversary of my becoming a patient advocate. I became involved with lung cancer patient advocacy to help ensure that others did not suffer the same fate that my mother and family did. This milestone in my personal advocacy story felt like the right time to examine the impact of the organization to which I have dedicated myself in order to drive change.

As you read this Impact Report, I hope you'll agree that LUNGEVITY's impact is strong and growing ever more significant each year. We've played a key role in the rise of impactful patient advocacy groups—a transformation in how patients are interacting with regulators, industry, and the healthcare system more broadly. Importantly, we have been part of the birth of patient-centricity in drug development and clinical trials. At LUNGEVITY, we strive to put patients front and center in all we do and work to ensure that we represent and magnify their voices.

As with other movements we are witnessing in our country, there is a groundswell of grassroots activity from people diagnosed with lung cancer—organizing into groups to drive research and demanding that our government agencies focus on issues that are important to them. Patient groups like ALK Positive and EGFR Resisters are raising funds to drive research that is relevant to their particular lung cancer. LUNGEVITY is proud to be the platform that brings many of these patients together, empowering them with the knowledge and networks to unite to demand change.

LUNGEVITY has again been awarded a 4-star rating from Charity Navigator. This highest achievable rating signifies that the organization exceeds industry standards and outperforms most related charities. Supporters can be assured that their donations are being carefully directed to have the greatest impact.

I'm proud of all the work that LUNGEVITY is doing to improve outcomes for people diagnosed with lung cancer, and I applaud all on our team, and all of our constituents, who are making change happen. We have the greatest impact when we join together to improve outcomes.

A handwritten signature in black ink that reads "Andrea Ferris".

Andrea Ferris
President and Chief Executive Officer

LUNGeVity's Scientific Advisory Board, lung cancer leaders with a broad range of expertise, is integral to the Foundation and guides the Foundation's strategic investments in lung cancer research.

Scott J. Antonia, MD, PhD

Moffitt Cancer Center

Chair, Department of Thoracic Surgery

Philip D. Bonomi, MD

Rush University Medical Center

Alice Pirie Wirtz Professor of Medicine
Division of Hematology, Oncology and
Cell Therapy

Julie R. Brahmer, MD, MSc, FASCO

Johns Hopkins Kimmel Cancer Center

Professor of Oncology

**Bloomberg-Kimmel Institute for Cancer
Immunotherapy**

Director, Thoracic Oncology Program

**Johns Hopkins Kimmel Cancer Center
at Bayview**

Director

David P. Carbone, MD, PhD

The Ohio State University

Wexner Medical Center

Comprehensive Cancer Center

Professor, Division of Medical Oncology
Barbara J. Bonner Chair in Lung Cancer
Research

Director of the Thoracic Oncology Center

**International Association for the Study
of Lung Cancer (IASLC)**

Past President

Suzanne E. Dahlberg, PhD

Dana-Farber Cancer Institute

Harvard T. H. Chan School of

Public Health

Senior Research Scientist

Jessica S. Donington, MD, MSCr

University of Chicago Medicine and

Biologic Sciences

Professor and Chief, Section of Thoracic
Surgery

Steven M. Dubinett, MD

David Geffen School of Medicine at UCLA

Chief, Division of Pulmonary and Critical
Care Medicine

Senior Associate Dean for Translational
Research

Associate Vice Chancellor for Research

Director, Clinical and Translational Science
Institute (CTSI)

Edward W. Gabrielson, MD

Johns Hopkins University School

of Medicine

Professor of Pathology and Oncology

Edward B. Garon, MD

David Geffen School of Medicine at UCLA

Associate Professor of Medicine, Division of
Hematology-Oncology

Jonsson Comprehensive Cancer Center

Director of Thoracic Oncology

John V. Heymach, MD, PhD

The University of Texas MD Anderson

Cancer Center

Professor and Chairman, Department
of Thoracic/Head and Neck Medical
Oncology, Division of Cancer Medicine

Robert L. Keith, MD

University of Colorado, Denver

Professor of Medicine and Cancer Biology
Denver VAMC

Associate Chief of Staff - Research

Pierre P. Massion, MD

Vanderbilt-Ingram Cancer Center

Co-Leader, Cancer Health Outcomes and
Control Research Program

Cornelius Vanderbilt Chair in Medicine

Ingram Professor of Cancer Research

Professor of Medicine (Allergy, Pulmonary,
and Critical Care) and Cancer Biology

Director, Cancer Early Detection and
Prevention Initiative

Drew Moghanaki, MD, MPH

Hunter Holmes McGuire VA Medical

Center

Director of Clinical Radiation Oncology
Research

Staff Physician

Virginia Commonwealth University

Associate Professor, Department of
Radiation Oncology

Paul K. Paik, MD

Memorial Sloan Kettering Cancer Center

Assistant Attending Physician

Clinical Director, Thoracic Oncology
Service

Charles M. Rudin, MD, PhD

Memorial Sloan Kettering Cancer Center

Professor and Chief, Thoracic Oncology
Service

Lawrence H. Schwartz, MD

Columbia University Medical Center

James Picker Professor and Chairman,
Department of Radiology

NewYork Presbyterian Hospital/

Columbia University Medical Center

Radiologist-in-Chief

Lecia V. Sequist, MD, MPH

Harvard Medical School

Associate Professor of Medicine

The Landry Family Endowed Chair in
Medical Oncology

Massachusetts General Hospital Cancer

Center - Center for Thoracic Cancer

Director, Center for Innovation in Early
Cancer Detection

Alice T. Shaw, MD, PhD

Massachusetts General Hospital

Director of the Center for Thoracic Cancers

Harvard Medical School

Professor of Medicine

Avrum E. Spira, MD, MSci

Boston University School of Medicine

Professor of Medicine, Pathology and
Bioinformatics

Chief, Division of Computational
Biomedicine

Director, J&J Innovation Cancer Center
at Boston University

Alexander Graham Bell Professor in

Healthcare Entrepreneurship

Anil Vachani, MD

**Perelman School of Medicine, University
of Pennsylvania**

Associate Professor of Medicine

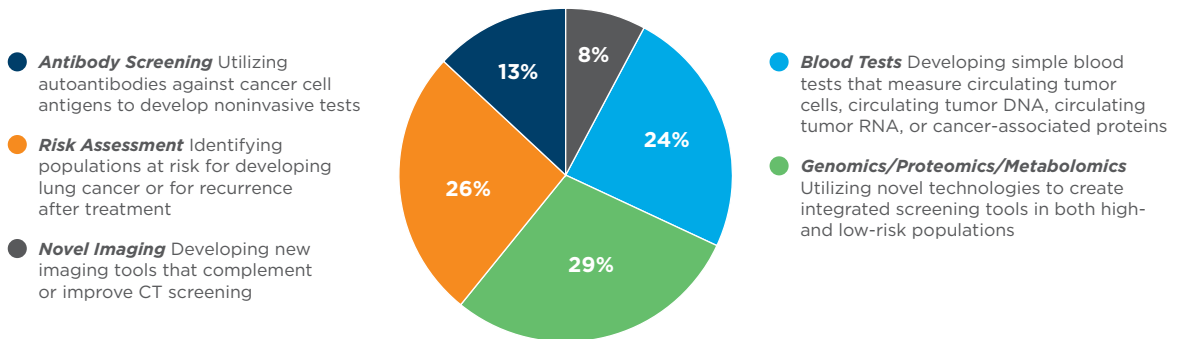
Pulmonary, Allergy and Critical Care
Division

LUNGEVITY'S SCIENTIFIC RESEARCH PROGRAMS ARE FUNDING STUDIES WITH THE POTENTIAL TO TRANSFORM HOW PEOPLE ARE DIAGNOSED AND LIVE WITH LUNG CANCER.

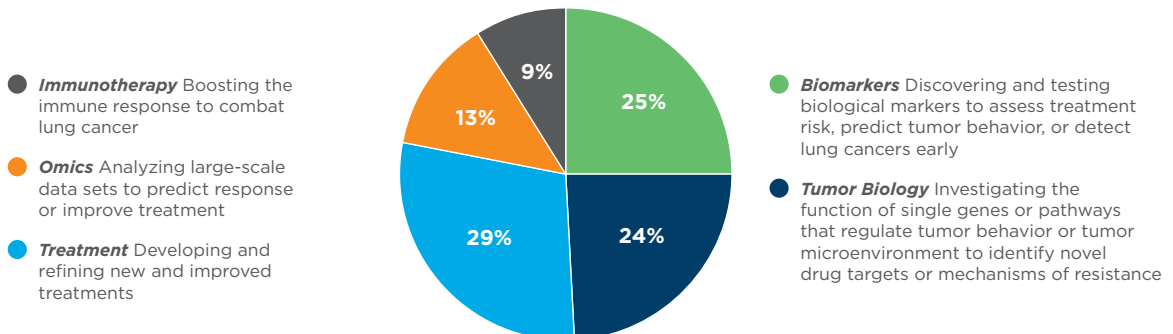
Strategic investment in lung cancer research will ensure patients the same promise that is now available for breast, prostate, colorectal, and other cancers—earlier detection, more effective treatment options, higher quality of life, and thousands of lives saved.

LUNGeVity-funded researchers are working on finding a better way to detect, diagnose, and treat lung cancers and prevent their recurrence. We fund translational research to move knowledge as quickly as possible from basic discovery (“bench”) to treating patients (“bedside”). Funding translational research means that discoveries in the laboratory can be translated into clinical practice—to change outcomes for lung cancer patients.

LUNGeVity Early Detection Investments



LUNGeVity Therapeutics Investments



LUNGEVITY'S TRANSLATIONAL RESEARCH PROGRAM IS DRIVING REAL CHANGE IN THE EARLY DETECTION AND TREATMENT OF LUNG CANCER. EVERY DOLLAR INVESTED IS AMPLIFIED FOR AN EVEN GREATER IMPACT.

PUBLICATIONS FROM LUNGEVITY-FUNDED STUDIES

(all awardees)

LUNGeVity-funded research studies are published in high-impact journals, ensuring that the research is widely disseminated and incorporated into future scientific thought.

278

TOTAL PUBLICATIONS SINCE 2002

2.2

THE AVERAGE NUMBER OF PUBLICATIONS PER PROJECT

\$11.86 ROI

For every dollar LUNGeVity invests in research, scientists are able to secure \$11.86 of additional funding to continue their research—giving the award an even greater impact.

“The pace of progress for lung cancer patients has accelerated over the past few years. LUNGeVity is funding research that will have the greatest impact on patient outcomes. The scientists they fund are improving how we detect, diagnose, and treat lung cancer. Past awardees have identified new biomarkers, furthered our understanding of why lung cancer recurs, and enhanced our ability to accurately detect lung cancer early. Thanks to organizations like LUNGeVity that are driving change, there has never been a more promising time in lung cancer research or a more hopeful time for patients.”

CHARLES RUDIN, MD

Chair, LUNGeVity Scientific Advisory Board

CAREER DEVELOPMENT AWARDS

10

AWARDEES GRADUATED FROM THE PRORAM

60

PUBLICATIONS GENERATED

\$23.3

MILLION IN FOLLOW-ON FUNDING

7

AWARDEES RECEIVED INDEPENDENT NIH/NCI FUNDING

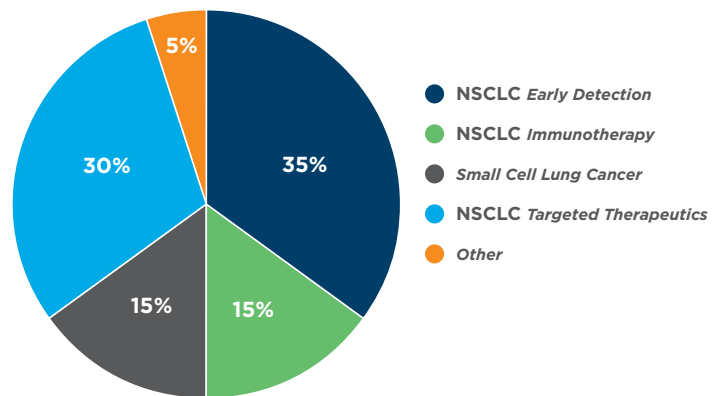
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PATENTS FOR FINDINGS FROM LUNGEVITY-FUNDED RESEARCH

In 2012, LUNgevity launched the Career Development Award (CDA) program to train and retain the next generation of lung cancer researchers. These awards recognize outstanding scientists early in their careers, encouraging their continued development toward leadership in the field by supporting their innovative research projects.

LUNgevity's Career Development Awardees are among the best and the brightest rising young stars in the field of lung cancer research. Their studies are already changing the field of lung cancer science.

LUNgevity Career Development Awards



The LUNgevity CDA has helped to promote my research career and allowed me to expand my own research laboratory. It has also allowed me to obtain additional institutional support, which is now coming to fruition in results and publications.

RAJAN KULKARNI, MD, PHD,
UCLA Medical Center



The CDA has driven my research forward and allowed my group to pursue more translational lung cancer research projects. It has helped me obtain other grants (including an NIH/NCI R01) and also allowed me to interact with luminaries and young rising stars in the field. Speaking at the Dallas HOPE Summit and meeting with patients has inspired my group to work harder and faster to make new discoveries.

KATHRYN O'DONNELL, PHD,
UT Southwestern Medical Center



The LUNgevity CDA has 1) expanded my network by introducing me to some of the best lung cancer researchers in the world, 2) provided critical training in how to communicate my work to a broad audience, and 3) propelled my studies in developing novel approaches for early detection of lung cancer.

JOSHUA CAMPBELL, PHD,
Boston University

LUNGEVITY STRONGLY BELIEVES IN BREAKING DOWN SILOS IN SCIENTIFIC RESEARCH AND FOSTERING COLLABORATION AMONG RESEARCHERS, CLINICIANS, SURVIVORS, AND INDUSTRY PARTNERS.

LUNGEvity is fostering collaboration by providing opportunities for researchers from different spaces (industry, clinical, academia) to communicate and collaborate with each other as well as with patients, caregivers, and others in the lung cancer community. Through this sharing of knowledge, we are able to accelerate scientific progress to patients.

In support of this effort, LUNGEvity hosted its inaugural Industry-Academia Researcher Reception in October 2017. This highly successful meeting brought both established and up-and-coming researchers in the lung cancer space and influential industry partners together for an evening of networking and discussion.

Since the initial meeting, LUNGEvity has hosted several similar receptions. These events further collaborations, resulting in more research advances for lung cancer patients.

LUNGEvity also hosts a full-day retreat that brings together our research awardees to present their findings to both academic and industry researchers.

The receptions and retreat provide a unique platform for researchers to discuss their work and find areas for collaboration. By breaking down barriers between these groups, LUNGEvity is ensuring innovative research can reach patients faster.



“From the perspective of a PhD scientist who works at the translational interface, it was a great opportunity to identify potential synergies with pharmaceutical drug pipelines. These types of interactions are less frequent for PhD scientists.”

J.T. POIRIER, PHD, LUNGEvity Career Development Awardee



“It was great to interact with patients and researchers in the same room. You could see how everything came full circle—from early discovery, to development of new tests and therapies, to the impact that can have on patients.”

JIM BAKER, industry attendee

5
NEW COLLABORATIONS
BETWEEN ACADEMIA
AND INDUSTRY

14
PHARMACEUTICAL/
DIAGNOSTIC COMPANIES
REPRESENTED

24
MAJOR HOSPITALS/
RESEARCH CENTERS
REPRESENTED

COLLABORATIONS & PARTNERSHIPS

We believe it is important to work with other organizations to ensure the best possible outcomes for patients.

We are proud to collaborate with these organizations:

- 4th Angel Patient and Caregiver Mentoring Program
- American Cancer Society Cancer Action Network (ACS CAN)
- American College of Chest Physicians (CHEST)
- American Lung Association
- Association of Community Cancer Centers (ACCC)
- CancerCare®
- Cancer Support Community
- CaringBridge
- Center to Advance Palliative Care (CAPC)
- Disability Rights Legal Center (DRLC)
- EmergingMed Clinical Trials Matching Service
- Friend for Life Cancer Support Network
- Friends of Cancer Research
- Imerman Angels
- International Association for the Study of Lung Cancer (IASLC)
- Lung Cancer Research Foundation
- Melanoma Research Alliance
- National Minority Quality Forum (NMQF)
- Patient Power
- Savor Health
- Stand Up To Cancer (SU2C)
- Thomas G. Labrecque Foundation
- Upstage Lung Cancer

ADVISORY BOARDS

As thought leaders, we are asked to participate on a variety of advisory boards to represent the interests and perspectives of lung cancer patients.

We are honored to serve as members on:

- ACCC Advisory Committee—Optimal Care Coordination Model for Medicaid Patients with Lung Cancer (2016-present)
- ACCC Advisory Committee for Molecular Testing NSCLC Initiative (2016-present)
- American Association for Cancer Research (AACR), *Cancer Today* Editorial Advisory Board (2016-2018)
- American Cancer Society Cancer Action Network Clinical Trials Enrollment Project Steering Committee (2017-present)
- American Thoracic Society Public Advisory Roundtable (2017-2018)
- Academy of Oncology Nurse and Patient Navigators (AONN)
- Cancer Innovation Council Pathways Working Group (2015-present)
- Diverse Cancer Communities Working Group for Sustainable Healthy Communities, LLC, founded by the National Minority Quality Forum (2018-present)
- FasterCures' Benefit-Risk Advisory Council (2015-present)
- FasterCures' Patients Count Leadership Council (2018-present)
- Friends of Cancer Research Immuno-oncology Policy Working Group (2015-present)
- LungMAP's Patient Advisory Committee (2014-present)
- National Cancer Institute's Council of Research Advocates (2012-2015)
- National Cancer Institute's Partnership for Accelerating Cancer Therapies (PACT) Joint Steering Committee (2018-present)
- National Cancer Institute's Patient Advocate Steering Committee (2016-present)
- National Cancer Institute's Thoracic Malignancy Steering Committee (2016-present)
- Personalized Medicine Coalition Patient Advocacy Organization Working Group (2018-present)
- SITC's Cancer Immunotherapy Guidelines—Lung Cancer (CIG-LC) Task Force (2016-present)
- Team member of Stand Up To Cancer (SU2C) Lung Cancer KRAS Dream Team (2015-2018)

PATIENT FoRCe STUDIES THE LIVED EXPERIENCE OF PEOPLE DIAGNOSED WITH LUNG CANCER TO DRIVE CHANGE.

Launched in April 2017, Patient FoRCe (Patient-Focused Research Center) serves as the bridge to connect the patient voice with healthcare professionals, regulators, policymakers, and developers of drugs to ensure that patient voices are heard, understood, and incorporated into decisions that affect their healthcare.

Patient FoRCe is LUNGeVity’s in-house research institute focusing on both quantitative and qualitative research to fully understand the lived experience of people diagnosed with lung cancer. Data generated from Patient FoRCe studies can be aggregated to longitudinally study trends, and also underlie many of the Foundation’s policy initiatives and programs.

Through these studies, Patient FoRCe moves from “anecdotal” to “systematic” data collection.



Dr. Upal Basu Roy, LUNGeVity Senior Director of Research

5

PATIENT EXTERNAL ADVISORY BOARD MEMBERS



Jeff Ehlers



Anne Gallagher



Linnea Olson



Frank Sierawski



Dann Wonser

Through research conducted by Patient FoRCe, we aim to:

- 1) understand unmet patient needs and what patients value;
- 2) align healthcare practice with patient values for people diagnosed with lung cancer;
- 3) ensure that the patient voice is incorporated into regulatory, policy, and development decisions; and
- 4) contribute to delivering better and more effective clinical trials and new therapies to lung cancer patients.

Patient FoRCe brings evidence-based research and scientific rigor to understanding patient wants and needs in their treatment journey as well as barriers to high-quality care. Through these research projects, LUNGeVity is able to collect data that can be queried for future scientific and healthcare delivery studies. Patient FoRCe seeks to have an ongoing, measurable impact for lung cancer patients, ultimately improving overall quality of care.

1,938

PATIENTS AND CAREGIVERS SURVEYED

249

HEALTHCARE PROVIDERS SURVEYED

8

COMPLETED PROJECTS

5

MANUSCRIPTS PUBLISHED

9

ABSTRACTS PRESENTED AT INTERNATIONAL CONFERENCES

LUNGEVITY IS ACTIVELY DRIVING CHANGE FOR LUNG CANCER PATIENTS ON REGULATORY AND PUBLIC POLICY ISSUES.

LUNGeVity Foundation engages on many public policy issues. Our areas of focus are centered on how patients access high-quality care and include:

- **Removing barriers** to the advancement of innovation
- **Ensuring access** to care for all patients, including those from underserved populations
- **Streamlining the clinical trial process** and making it more accessible to patients
- **Ensuring high-quality biomarker testing** is available to all patients diagnosed with advanced-stage non-small cell lung cancer

In addition, LUNGeVity is a member of multiple National Cancer Institute (NCI) Steering and Advisory Committees.

2017-2018 ACCOMPLISHMENTS

- In 2017, in conjunction with the Take Aim Initiative, LUNGeVity, as part of a multi-stakeholder coalition, helped reform the Date of Service (aka 14-Day Rule), which slowed patients' access to precision medicine. Now patients have more timely access to testing without regulatory hindrance.
- The Oregon Health Evidence Review Commission (HERC) issued a proposal to deny coverage for FDA-approved next generation sequencing (NGS) testing for cancer patients in the state with Medicaid. This is an important issue for cancer patients as it would not only be denying coverage for Medicaid patients, causing undue harm, but oftentimes other states and private payers take up policies such as these to replicate in their states.

LUNGeVity played a key role by organizing patients and physicians to testify during the public hearing and to submit written testimony to the committee. Additionally, we partnered with many stakeholders to ensure that this policy was not finalized. On September 27, 2018, during the public meeting, the commission decided to table the proposal in order to gather more evidence. This was a win for Medicaid patients in the state of Oregon who are seeking NGS testing.

LUNGeVity Foundation is 100% committed to changing outcomes for lung cancer patients. LUNGeVity engages with policymakers, regulators, and legislators to ensure that innovation and access to care are prioritized.

10

MULTI-STAKEHOLDER MEETINGS TO ADDRESS PATIENTS' ACCESS TO THERAPEUTICS

HOSTED AND PARTICIPATED IN

15

BRIEFINGS ON CAPITOL HILL

SERVED ON

19

COMMITTEES AS A THOUGHT LEADER REPRESENTING THE PATIENT PERSPECTIVE

8

COMMENT LETTERS ON PROPOSED POLICY AND LEGISLATION

41

SIGNED LETTERS ON ISSUES PERTAINING TO THE ADVANCEMENT OF INNOVATION AND ACCESS TO CARE

LUNGEVITY IS A THOUGHT LEADER AND CONVENER OF MULTI-STAKEHOLDER INITIATIVES WHICH ADDRESS MANY COMPLICATED AREAS IN HIGH-QUALITY CARE FOR LUNG CANCER PATIENTS.

SCIENTIFIC AND CLINICAL ROUNDTABLES

Scientific and Clinical Roundtables convene clinical leads, industry sponsors, global regulatory policymakers, patient advocacy groups, and survivors to identify and prioritize opportunities to streamline clinical trials and make them more accessible to patients. Working with key stakeholders in the drug development process, LUNGeVity is driving change to rethink the current clinical trial paradigm—stripping out redundant or outdated requirements and streamlining processes to adjust to new technologies and regulatory environments.

MAJOR ACCOMPLISHMENTS

In Spring 2018, LUNGeVity published a manuscript in conjunction with clinicians and regulators with recommendations on expanding eligibility criteria in clinical trials for lung cancer patients. The Foundation’s recommendations, which include expanding criteria around brain metastases, history of previous malignancies, and reduced performance status, are intended to enable more lung cancer patients to have access to innovative therapies.

THREE ROUNDTABLE SERIES

1) Streamlining Clinical Trials The goal of this Roundtable series is to catalyze a multi-stakeholder discussion of key issues within the lung cancer clinical trial landscape, prioritizing efforts to streamline the design and execution of the clinical studies needed to advance progress for the field.

2) Patient-Reported Outcomes The aim of this Roundtable series is to catalyze a multi-stakeholder discussion of key issues with respect to patient-reported outcomes.

3) Veteran Enrollment in Clinical Trials The goal of this Roundtable series is to identify barriers and opportunities to ensure that veterans have access to clinical trials.

17 CORPORATE PARTNERS	14 KEY OPINION LEADERS	9 COMMUNITY PARTNERS
9 GOVERNMENT AGENCY DIVISIONS (domestic and international)	6 IN-PERSON ROUNDTABLES	3 WEBINARS
5 MEETING REPORTS	2 MANUSCRIPTS	5 WORKING GROUPS

LUNGEVITY'S ROLE IN PRECISION MEDICINE

Precision Medicine is one of the driving factors improving outcomes for people diagnosed with lung cancer. LUNGeVity strongly believes in ensuring that patients have access to the right treatment at the right time in their disease. LUNGeVity accelerates precision medicine through research, programs, and policy initiatives to provide patients with the best care to achieve optimal outcomes.

10
CORPORATE
PARTNERS

6
AUDITS/
REPORTS

5
MULTI-
STAKEHOLDER
MEETINGS

MAJOR ACCOMPLISHMENTS

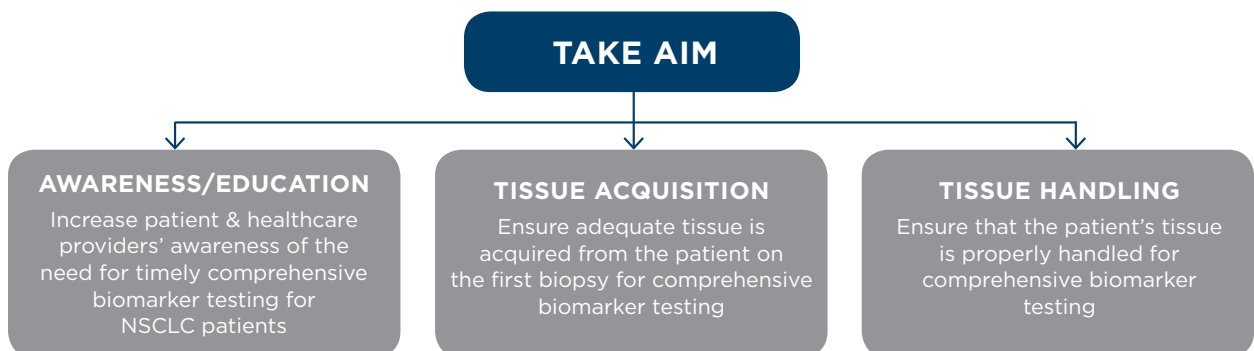
In 2017/2018, the results of LUNGeVity's Take Aim audits were adopted by other organizations in the cancer community. The messaging audit, which determined which information was most important when educating on biomarker testing, was presented at the CancerCare® Roundtable attended by leaders in oncology advocacy.

TAKE AIM GOALS

- 1) Ensure patients have timely access to comprehensive biomarker testing and that it is reimbursed
- 2) Ensure patients and healthcare providers are aware of the importance of biomarker testing and have resources to make informed decisions
- 3) Ensure adequate tissue for comprehensive biomarker testing during initial biopsy
- 4) Establish standards for tissue integrity for optimal testing

THREE MAJOR INITIATIVES

- 1) **Take Aim** Founded in 2015, Take Aim is a multi-year, multi-stakeholder initiative to ensure that all people diagnosed with advanced-stage non-small cell lung cancer have access to high-quality, comprehensive biomarker testing—a key component of precision medicine.
- 2) **Right Track** Created as part of the Harvard Business School Kraft Precision Medicine Accelerator, the Right Track campaign drives precision medicine to patients by increasing patient engagement and closing knowledge gaps. LUNGeVity is one of five leading cancer organizations that are part of the Kraft Precision Medicine Accelerator Direct to Patients working group. Others include: PanCan, Metastatic Breast Cancer Alliance, Multiple Myeloma Research Foundation, and Prostate Cancer Foundation.
- 3) **Inhale for Life—Biomarker PSA:** Launched in 2018, the social media and PSA campaign encourages people diagnosed with non-small cell lung cancer (NSCLC) to ask their doctor about biomarker testing at the time of diagnosis or recurrence. Stories of survivors who have benefited from this testing are featured and shared to encourage others to engage in this important conversation.



By bringing together many key thought leaders to discuss issues of importance to the lung cancer community, we help to increase communication, break down barriers, and make a tangible impact on how patients live with lung cancer.

LUNGEVITY'S EVER-EXPANDING REACH BRINGS INFORMATION, TOOLS, AND SERVICES TO EDUCATE, ASSIST, AND EMPOWER THE LUNG CANCER COMMUNITY TO BETTER LIVE WITH AND TREAT THE DISEASE.

A central tenet of LUNGeVity is that empowered patients have better outcomes. LUNGeVity strives to equip patients and caregivers with the information and tools they need to be proactive in their healthcare decision-making. This includes access to the materials they need when they need it—at diagnosis, during treatment, or at recurrence. We make sure that, as the trusted resource for people affected by a lung cancer diagnosis, we continually expand our reach.



LUNGeVity uses all of the marketing tools available to disseminate free, medically vetted, trustworthy information through our unique Lung Cancer 101 website, social media outreach, instructive videos, and biannual print and monthly electronic newsletters.

LUNGEVITY HAS A DISTRIBUTION OF 30,000 PRINT NEWSLETTERS BIANNUALLY.

67,709

FACEBOOK FOLLOWERS

LUNGEVITY HAS THE LARGEST SOCIAL MEDIA REACH OF ANY LUNG CANCER NONPROFIT.

47,859

TWITTER FOLLOWERS

Our followers are highly engaged and responsive, sharing LUNGeVity news and creating communities of support. In 2014, LUNGeVity created a Social Media Ambassador group of survivors, caregivers, and others who help disseminate our messaging and broaden our reach.

MEASURABLE
IMPACT OF THE 2017
“INHALE FOR LIFE”
CAMPAIGN:

222,000

CAMPAIGN VIDEO
VIEWS

5,400

SHOWINGS ON TIMES
SQUARE BILLBOARD

2,313

FACEBOOK LIKES

444,450

TWITTER IMPRESSIONS

1,147

NEWSLETTER SIGN-UPS

1.2 MILLION

**PEOPLE WERE REACHED BY LUNGEVITY’S
“INHALE FOR LIFE” PUBLIC SERVICE
CAMPAIGN EXPOSURE ON THE
NASCAR JUMBOTRON AT DAYTONA 500**

During Lung Cancer Awareness Month in November 2017, LUNGeVity kicked off a new Public Service Campaign to alter the view of a lung cancer diagnosis. “Inhale for Life,” a three-month campaign, utilized video, social media, and a digital billboard in Times Square, NYC, to reach those living with lung cancer with the message that, thanks to new treatment options—particularly biomarker-driven therapeutics and immunotherapy—people today are living longer and better with the disease. The creative campaign offered optimism to the newly diagnosed by presenting survivors of all ages. The campaign was successful at broadening our reach. We continued to target new audiences in 2018 and added a second campaign on the importance of biomarker testing.



23,370

**WEBSITE USERS
ON AVERAGE
PER MONTH**

WEBSITE TRAFFIC IN 2018 IS UP 37.8% OVER 2017.

In the last two years, LUNGeVity has invested in tools to increase traffic to the website. The results have been impressive, showing a significant increase in the number of people we’re reaching who are looking for information on living with lung cancer.

The LUNGeVity website is constantly updated to provide access to a wide range of vital information, from the robust Lung Cancer 101 section to

expert blogs and videos from leading clinicians and investigators across the country. There are also engaging educational materials that can be ordered by advocates to raise awareness and by clinicians to distribute to patients. Website content is developed and vetted for accuracy by the medical editorial board and members of LUNGeVity’s prestigious Scientific Advisory Board, and is evaluated by members of the LUNGeVity Survivor Advisory Council.

52,982

WEB PAGEVIEWS

29,105

WEBSITE SESSIONS

29,298

CLICKS ON
LUNG CANCER 101

A LUNG CANCER DIAGNOSIS CAN BE OVERWHELMING. LUNGEVITY PROVIDES TOOLS TO EMPOWER PATIENTS TO MAKE BETTER HEALTHCARE DECISIONS— WITH BETTER UNDERSTANDING AND LESS FEAR.

LUNGEvity has long been a vital resource and source of support for all affected by lung cancer. Through our active online communities, peer-to-peer mentorship programs, and in-person survivorship conferences and meetings, we are committed to meeting the many needs of survivors and caregivers who are navigating a lung cancer diagnosis.

IN 2016, LUNGEVITY LAUNCHED THE LUNGEVITY LUNG CANCER NAVIGATOR®, A MOBILE APP TO HELP UNDERSTAND AND MANAGE LIFE WITH LUNG CANCER.

The **LUNGEvity Lung Cancer Navigator®** is a customizable mobile app that puts your entire support network in the palm of your hand. The free downloadable app, created for lung cancer patients, family caregivers, and support team members, helps you understand your diagnosis and provides tools and forums for asking questions, detailing symptoms, and managing medications.



835
APPLE IPHONE
DOWNLOADS

1,038 TOTAL INSTALLATIONS
OF THE NAVIGATOR
APPLICATION

203
GOOGLE/ANDROID
DOWNLOADS

**IN PARTNERSHIP WITH
CANCERCARE®, LUNGEVITY
LAUNCHED THE LUNG
CANCER HELPLINE IN 2017.**

The **Lung Cancer HELPLine** gives patients and caregivers the opportunity to speak to trained professionals about their lung cancer journey. The free, personalized phone service is staffed with a team of professional oncology social workers who can address the emotional, financial, and support challenges of people diagnosed with lung cancer.

32 TRAINED ONCOLOGY
WORKERS ARE
AVAILABLE BY PHONE
TO PROVIDE SUPPORT

12,333
LCSC MEMBERS

413,773
POSTS

21
MODERATED
MESSAGE BOARDS

42,924
UNIQUE
LUNG CANCER
THREADS

Lung Cancer Support Community (LCSC) online message boards provide support and information on a wide variety of topics to address all people affected by lung cancer. LCSC activity has grown steadily since its inception in 2002. In 2018, the number of sessions increased 152%, and the number of users increased 168%. Recently, 12 individual blogs were added as a new feature.

**OUR SUCCESSFUL LIFELINE PHONE BUDDY PROGRAM CONTINUES TO
MATCH PATIENTS AND CAREGIVERS TO MENTORS WHO HAVE HAD
SIMILAR EXPERIENCES FOR PERSONALIZED ONE-ON-ONE SUPPORT.**

32,296
EDUCATIONAL
MATERIAL REQUESTS

Patients and their caregivers can order or download free **educational materials**, including booklets on topics from Biomarker Testing, Targeted Therapy, and Immunotherapy to Squamous Cell Lung Cancer and Clinical Trials. Videos featuring experts on these topics are also available throughout the Lung Cancer 101 website.

141
INSTITUTIONS OR
PRACTICES REQUESTED
MATERIALS

Educated patients are more equipped to be actively involved in their healthcare decisions. To help patients and their caregivers better communicate with their healthcare team, LUNgevity provides “Questions to Ask Your Doctor” for every step of a lung cancer diagnosis and treatment. These can be found on Lung Cancer 101 as well as on the LUNgevity Patient Journey Tearsheet that LUNgevity provides to clinicians, oncology nurses, and patient navigators.

8,742
EDUCATIONAL
MATERIAL
DOWNLOADS

**LUNGEVITY DEVELOPS UP-TO-DATE, ACCURATE
AND MEDICALLY VETTED EDUCATIONAL
MATERIALS FOR PEOPLE WITH LUNG CANCER.**

LUNGEVITY'S LUNG CANCER SURVIVORSHIP CONFERENCES ARE THE ONLY EVENTS OF THEIR KIND, SPECIFICALLY DESIGNED TO GIVE PATIENTS THE INFORMATION AND COMMUNITY THEY NEED TO LIVE WELL WITH LUNG CANCER.

The first HOPE Summit survivor conference was held in 2011 with 17 participants; since then, the conference has grown exponentially, with over 370 participants welcomed to the 2018 Summit. Over the past seven years, much has changed for people living with lung cancer. Progress in treatments has led to people living longer and better with the disease, and the conference format has evolved to best serve the changing needs of our audiences. LUNgevity has brought in the top experts in the government, pharmaceutical, academic, clinical, and wellness fields with information relevant to those diagnosed with lung cancer. Top executives from the FDA, the NIH, IASLC, and others, as well as luminaries in lung cancer clinical practice, research, and advocacy, have addressed the HOPE Summit.

Throughout, we have provided a platform for patients and caregivers to network and share their personal stories; each year, we learn that the information and empowerment they gain from the HOPE Summit is passed to others to help save lives. 2017 was the first year of the COPE Summit, offering a means for people to meet and discuss the special challenges of being a caregiver for a loved one with lung cancer.

2018 INTERNATIONAL LUNG CANCER SURVIVORSHIP CONFERENCE

The conference has been reimaged based on patient needs and to reflect the international nature of the meeting, including both attendees and speakers from across the globe. Renamed the LUNgevity International Lung Cancer Survivorship Conference, the survivor conference will continue to adapt to address the needs of people affected by lung cancer.

The conference is composed of three simultaneous summits:

- **The HOPE Summit** for patients who are first-time attendees or want to learn the basics
- **The COPE Summit** for caregivers
- **The Survivorship Summit** for people interested in more advanced topics

These transformative conferences draw hundreds of participants who get updates on medical research from leading oncologists and on new treatments from the experts, along with the chance to meet others affected by the disease. The atmosphere is highly supportive, and participants leave with the tools to live better with lung cancer, as well as with a new support network.

Attendees leave with a new community network and continue to provide support to one another throughout the year. They can join self-selected, private Facebook groups and engage in their community by working with the Foundation as lung cancer spokespeople and advocates, as well as LifeLine and Clinical Trial Ambassador mentors.

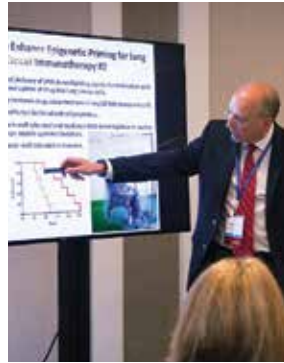
375

**ATTENDEES, INCLUDING
109 CAREGIVERS,
AT THE 2018
HOPE SUMMIT**
*(There were 17 attendees
at the first
HOPE Summit in 2011)*

Attendance at LUNGevity's HOPE Summits has grown tremendously since the first conference in 2011. These unique conferences have been described as transformational and life-changing by attendees. The success and popularity of the HOPE Summits led to expansion of the program into the International Lung Cancer Survivorship Conference, which includes three simultaneous summits.

109

**CAREGIVERS
ATTENDED THE
2018 COPE SUMMIT**



After attending LUNGevity's DC HOPE Summit, Melissa was inspired to become a LUNGevity LifeLine mentor. She submits blogs, has been featured in the media, and even won an Emmy for a project for which LUNGevity recommended her. She sits on LUNGevity's Survivor Advisory Council, and started Breathe Deep Fort Myers in 2017.

MELISSA KROUSE
HOPE Summit Participant
Lung Cancer Survivor
LifeLine Mentor and Blogger



Don has served as an advocate for lung cancer to the pharmaceutical industry. He is a consumer reviewer for the Department of Defense Congressionally Directed Medical Research Programs, sits on the Patient Action Committee of Project Transform at Johns Hopkins University, and is a LUNGevity Survivor Advisory Council member.

DON STRANATHAN
HOPE Summit Participant
Lung Cancer Survivor



While in hospice, Denise's one goal was to live long enough to make it to the 2017 HOPE Summit. After attending the Summit, she had a new view of her life. Feeling empowered to leave hospice care, she is now actively treating her cancer.

DENISE MARSHALL
HOPE Summit Participant
Lung Cancer Survivor



Bud's observations on the lack of pulmonary rehab for lung cancer patients in 2011 at the first HOPE Summit led to LUNGevity identifying this as an unmet need. Working with cancer centers, this service is now available in many areas.

BUD BAKER
HOPE Summit Participant
Lung Cancer Survivor

LUNGEVITY HAS HELPED BUILD AND STRENGTHEN THE LUNG CANCER COMMUNITY THROUGH BREATHE DEEP®, THE NATION'S LARGEST NETWORK OF GRASSROOTS EVENTS

Breathe Deep® events take place in communities across the US each year, as people living with lung cancer are joined by thousands of family, friends, and advocates who walk, run, and volunteer.

These events raise critical dollars for lung cancer research as well as education and support programs for patients, survivors, and caregivers. Most of these funds are raised by individuals and teams who utilize LUNgevity's online peer-to-peer fundraising tools to spread awareness and support through their personal networks.

Breathe Deep® grassroots events bring hope and motivation to towns and cities across the country. The impressive attendance numbers and donations

reflect the growing strength of the lung cancer community. The Breathe Deep® program creates a meaningful and positive platform for supporters to gather to show solidarity with those who are living with lung cancer, express gratitude for the caregivers and medical professionals who are making an impact, and honor those we have lost.

The impact of Breathe Deep® lasts beyond the event day itself, by successfully building communities of advocates and supporters that can be mobilized to spread our message of progress and hope. LUNgevity actively engages our event participants throughout the year with a strategic social media effort to broaden our reach.

\$20.1 MILLION

TOTAL RAISED THROUGH BREATHE DEEP® EVENTS SINCE 2007

My mother-in-law was recently diagnosed with lung cancer. This is all new to my family. Believe me, the love we felt yesterday was incredible. From the people running the event, volunteers, and participants, it was overwhelmingly positive. In our darkest hour, your group provided light for my family. I want to thank you very much. Like I told my mother-in-law: "We got this!"

PARTICIPANT, *Breathe Deep South Jersey*

356

EVENTS IN
27 STATES
SINCE 2007

10,000+

VOLUNTEERS
SINCE 2007

4

EVENTS HAVE REACHED
OVER \$1 MILLION EACH
IN FUNDRAISING
(CUMULATIVE)

109

EVENTS
REACHED
\$50,000



WHEN OUR SUPPORTERS FUNDRAISE FOR AN EVENT, THEY HELP SPREAD AWARENESS ABOUT LUNG CANCER AND GIVE THOUSANDS OF LUNG CANCER PATIENTS AND FAMILIES HOPE.

Do-it-yourself (DIY) events are created by individuals or organizations to benefit LUNGevity. These fun events range from sports and fitness to music, dining, and even a neighborhood lemonade stand (below) that raised over \$4,400 in its first year! LUNGevity provides extensive online tools to help plan and manage a successful fundraiser.

The Nerstad Family

Knoxville, TN

Amanda was diagnosed at age 39 with stage IV lung cancer. Her two young daughters' idea to raise \$100 for lung cancer with a lemonade stand turned into a community event that raised awareness and \$4,469!



Team LUNGevity is the Foundation's fundraising program for participants in endurance events. Team members walk, ride, swim, or compete in a race on their own, all while raising funds to help support lung cancer research and support.

LUNGevity procures spots in prestigious races such as the Bank of America Chicago Marathon, the Marine Corps Marathon in Washington, DC, and TCS New York City Marathon and offers them to athletes who are willing to support the organization using LUNGevity's online peer-to-peer fundraising tools.



425

PARTICIPANTS SINCE THE PROGRAM BEGAN

79

TEAM LUNGEVITY PARTICIPANTS IN 2018

6

KEY ENDURANCE EVENTS IN 2018

\$7.6

MILLION RAISED

4550

ATTENDEES

455

SURVIVOR
ATTENDEES

2

MAJOR CITIES

13

GALAS

The Galas bring together leaders in business, philanthropy, policy making, and scientific research, as well as survivors and others affected by the disease. These evenings raise funds for life-saving research as well as LUNGeVity's services—such as our comprehensive education resources and online and in-person support and survivorship programs.

The Foundation's Galas help to identify and foster lung cancer advocates and supporters of the Foundation. The attendees learn facts about lung cancer, hear personal stories of survivors and caregivers, and learn about the impact that LUNGeVity has on progress in the lung cancer community.

Each year, LUNGeVity honors both a corporation and an individual who have demonstrated a meaningful commitment to people affected by lung cancer. Face of Hope awardees include Representatives Lois Capps, the late John Dingell, and Diana DeGette; fashion designer Donna Karan; FDA regulatory agent Richard Pazdur, MD; survivors Amanda Kouri and Linnea Olson; and clinicians Philip Bonomi, MD, and Charles Rudin, MD, PhD. Hope Award Corporate Leadership recipients include the Dow Chemical Company, CEB, NBC4, and leading pharmaceutical and diagnostics companies.



**THE CELEBRATION OF HOPE GALAS
ARE DEDICATED TO SHARING
PROGRESS AND INSPIRATION WHILE
RAISING FUNDS FOR THE BEST
SCIENTIFIC RESEARCH.**

RAISE MONEY FOR LUNG CANCER RESEARCH AND SUPPORT

You can fundraise through a LUNgevity event or create a DIY event in your community. We can help you succeed.

Participating in an endurance event? Team LUNgevity provides the tools to fundraise from friends and family.

An online tribute fund is a meaningful way to honor someone impacted by lung cancer.

Leave a legacy gift. LUNgevity is dedicated to working with donors who are considering or have made plans to leave a gift in their will, trust or by beneficiary designation.

PARTICIPATE IN A LUNGEVITY EVENT

Attend or host a Breathe Deep® event near you and join thousands of lung cancer advocates, survivors, and family members to help drive change for people diagnosed with lung cancer. You can volunteer, start a team, or create your own unique event!

RAISE AWARENESS FOR LUNG CANCER

LUNgevity has a wide variety of materials to help you be an active and effective advocate for those living with lung cancer. Download the Lung Cancer Advocacy Toolkit, read our online blogs, and sign up for our newsletter to keep up with the latest news.

Do you have connections to a local hospital? You can distribute LUNgevity materials and even help LUNgevity set up a Lunch & Learn on issues relevant to local lung cancer patients and their families.

For more information on any of these opportunities or to discuss any ideas you have about how LUNgevity can be more connected to your community, contact:

Becky Bull, Chief Development Officer,
at bbull@LUNgevity.org.

CONNECT TO OUR SUPPORT COMMUNITY AND RESOURCES

If you or a loved one is a lung cancer patient, LUNgevity offers many resources. The Lung Cancer Support Community online network and LifeLine Support Partner program will connect you with others at any stage of a lung cancer diagnosis.

Considering a clinical trial? LUNgevity can match you with a Clinical Trial Ambassador who can share their experience.

Our website has dedicated Survivor and Caregiver Resource Centers offering practical support for your physical and emotional well-being. Survivors and caregivers can also attend the International Lung Cancer Survivorship Conference, a conference designed especially for you.

Call the free LUNgevity Lung Cancer HELPLine (844-360-LUNG) to speak with professional oncology social workers about your emotional, practical, and information needs.

For more information on LUNgevity support programs, or to volunteer as a LifeLine mentor or Clinical Trial Ambassador, contact:

Katie Brown, VP Support and Survivorship Programs, at kbrown@LUNgevity.org.

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Find it. Treat it. Live.

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