



**Empower
Everyone.
Ignore
No One.**



GO2 FOUNDATION CORE VALUES in the time of COVID-19

As we went to work creating our 2019 Annual Report, a pandemic made its appearance in communities worldwide. Although we are living in a radically transformed time, the GO2 Foundation for Lung Cancer is fortunate that the six core values that have always informed our fight against lung cancer hold fast; now they also inform our fight against COVID-19.

Everything has changed and yet nothing has changed when it comes to GO2 Foundation being a **Patient First, Credible, Community Centric, Reliable, Trailblazing, and Authentic** organization committed to *Empower Everyone. Ignore No One*. This played out early in 2020 with:

- Weekly COVID-19 updates with expert guidance and resources for the lung cancer community.
- Weekly Rapid Response Lung Cancer Living Rooms: a patient-first, community-centric support/education speaker series addressing the most urgent topics for our community during the pandemic in addition to regular monthly sessions.
- Webinar series with leading experts to inform our network of Centers of Excellence — Screening & Care Continuum on latest guidance for providing screening and care and using effective telehealth during the pandemic.
- Lung Cancer Registry survey to monitor and assess the impact of COVID-19 on our community.
- Advocacy lead on health policy and regulatory issues around the COVID-19 response to ensure our community's needs are represented.

GO2 Foundation's timeless, universal values inspired HOPE in 2019 and will continue to inspire every facet of our work in the future. **Whatever it takes. Whatever the need. We get it done together.**

*Thank you for your generosity, support, and
commitment to our mission!*

MESSAGE FROM OUR FOUNDERS

As we reflect on 2019, the inaugural year of the GO2 Foundation for Lung Cancer, we know that the merger of Addario Lung Cancer Foundation and Lung Cancer Alliance was a game changer, already improving the future for lung cancer patients locally, nationally, and globally. With over 30 years of experience, knowledge, passion and a bigger megaphone to reach more patients, our merger brings us closer to our vision of doubling lung cancer survival by 2025.

Even with the big effort of integrating two organizations under one roof, we never skipped a beat in 2019 to connect our community. We are driven to “Empower Everyone, Ignore No One,” making sure that all voices—including at-risk, underserved, and vulnerable populations— are heard and represented. Key initiatives in 2019 included:

- Launching a pilot lung cancer screening initiative in rural, underserved counties of Alabama to bring life-saving screening to high-risk communities that can be replicated nationwide.
- Conducting the highest attended National Advocacy Summit that secured an additional \$14 million in federal research funding.
- Expanding our network of Centers of Excellence — Screening & Care Continuum in the community setting to more than 720 medical facilities across the country.
- Conducting and publishing community surveys on treatments, stigma, and other issues to understand gaps and build strategies to improve long-term survivorship.

*Bonnie J. Addario &
Laurie Fenton Ambrose*



The GO2 Foundation story is best told by the people we fight for and work with every day: patients, caregivers, healthcare professionals, and advocates. As you read our annual report, you will hear their voices and learn how our programs embody our core values: Patient First, Credible, Community Centric, Reliable, Trailblazing, and Authentic — and align with our goals: educating patients about early detection, testing and treatment, helping care teams develop best practices, empowering and coordinating community advocacy efforts to demand change, and working with researchers. We also work in close collaboration with our sister organization, Addario Lung Cancer Medical Institute (ALCMI), on innovative studies and clinical trials to advance discoveries.

Five words: “Don’t guess, screen and test”, hold the key to saving lives. Lung cancer screening can find early curable disease and comprehensive biomarker testing informs treatment decisions that profoundly improves outcomes. Increasing the rate at which we find and test early stage, rather than the historic 85% found late stage, will not only save lives but also advance patient-driven research to help us understand what triggers disease and identify other risk factors. In fact, lung cancer — as one-third of all cancers — is leading the way in personalized medicine, accelerating breakthroughs by creating therapies for the unique biomarkers found in patients.

For decades, we’ve served as the trusted hub for anyone impacted by the disease to find compassionate support. By coming together, we also become the only organization working across the entire continuum of care that will transform lung cancer survival. Our new name not only identifies us as an organization, but it tells the world where to go to find support, education, advocacy, research and hope! None of this would be possible without you, our supporters. Thank you for embracing our values, our mission, our work, and all that the GO2 Foundation for Lung Cancer name means to saving lives!



Bonnie J. Addario
Co-Founder & Board Chair



Laurie Fenton Ambrose
Co-Founder, President & CEO

***GO2 Foundation for Lung
Cancer is the result of a 2019
merger between two of the
most effective and influential
nonprofit organizations
serving the lung cancer
community, the Bonnie J.
Addario Lung Cancer
Foundation (ALCF) and Lung
Cancer Alliance (LCA).
Together we represent 30
years of experience.***

Value: Patient First

LISA BRIGGS



Lisa Briggs & Bonnie J. Addario

Australian Lisa Briggs is proof that living on a different continent is no impediment to connecting with the GO2 Foundation for Lung Cancer.

In 2014, after months of misdiagnosis, she learned she had stage IV lung cancer, ALK-positive. The 32-year-old healthcare professional, wife, and mother of a toddler and a newborn was stunned.

Her prognosis was grim. Lisa underwent emergency surgery to stop bleeding in her lungs and soon entered a clinical trial of a new targeted therapy. But Lisa longed to connect with others and to find resources.

A serendipitous Facebook connection with a patient group led Lisa to the GO2 Foundation and Bonnie Addario. “Lung cancer is such an isolating

disease, but when I reached out to Bonnie, she set up a call to talk,” said Lisa, adding that after that conversation she felt hope for the first time.

“No matter who or where you are, Bonnie and the Foundation care about the person, their family, and the care you receive. A patient-first attitude means really listening to what people are going through, what they need and what barriers need to be broken to improve outcomes,” says Lisa. “Being a patient herself, Bonnie knows the struggles we face.”

It turned out that Lisa fit the criteria to be in the Foundation’s Genomics of Young Lung Cancer (GoYLC) Study researching unique disease drivers, like ALK-positive and other mutations, in healthy young people. That one piece of information changed everything.

What began as a long-distance relationship resulted in Lisa and her family traveling from Australia to California. Lisa and husband Kirk had always wanted to take their children to Disneyland. Now they also wanted to meet Bonnie.

When Lisa’s blood work for the GoYLC Study didn’t get through customs, Bonnie arranged for a phlebotomist to draw Lisa’s blood in her hotel

room. “Nothing Bonnie and the Foundation do to support patients is ever any trouble; it’s straight from the heart,” says Lisa. “Bonnie doesn’t just fill gaps, she obliterates them!”

Fortunately, Lisa has rebounded from odds stacked against her. Targeted therapy led to her tumors being greatly reduced and eventually a scan showing no active cancer in her body.

PATIENT FIRST

Over 10 million at risk and 541,000 living with lung cancer in the U.S.

7,202 Patients/Caregivers/Providers served via Helpline

77,605 Living Room Viewers in 143 countries

“The hope, the love, the support I received from Bonnie and the Foundation were like nothing I’d ever experienced before. I am just so lucky to have Bonnie with me, in my corner, fighting every step of the way!”

Value: Credible

GEOFFREY R. OXNARD, MD

As the inaugural chair of GO2 Foundation's Scientific Leadership Board during 2019, a group of 19 lung cancer experts from leading U.S. medical institutions, Dr. Geoffrey Oxnard is on the front lines of advancing the foundation's goal of doubling lung cancer patient survival rates by 2025.

"GO2 Foundation doesn't just advocate for research but provides an engine to actually make patient-centered research happen," says Dr. Oxnard, a thoracic oncologist at Dana-Farber Cancer Institute, Boston, and associate professor of medicine, Harvard Medical School. "From a registry where lung cancer patients donate their data to protocols where cancer patients provide specimens for testing, GO2 Foundation believes in creating a platform to catalyze impactful research."

For close to a decade, Dr. Oxnard has worked with the foundation and its sister organization, Addario Lung Cancer Institute (ALCMI), contributing to the foundation's reputation as an avenue for high-level, high-impact, credible research.

ALCMI: Our sister organization, the Addario Lung Cancer Medical Institute (ALCMI, voiced as "Alchemy"), is an international consortium dedicated to catalyzing and accelerating the discovery, development and delivery of new and more effective treatment options for lung cancer patients. Learn more at www.alcmi.net.



Dr. Geoffrey Oxnard & Bonnie J. Addario

As principal investigator (PI) on the INHERIT EGFR study, Dr. Oxnard studied rare families carrying an inherited mutation which appears to lead to lung cancer development at a range of ages regardless of smoking history. "By looking at populations not previously studied, we hope to facilitate the identification of new genome-defined subtypes of lung cancer, accelerate delivery of targeted therapies, lay the groundwork for further studies of lung cancer risk and inheritance, and ultimately, save lives," says Dr. Oxnard.

As Co-PI with Dr. Barbara Gitlitz, Associate Professor of Clinical Medicine, University of Southern California Keck School of Medicine, on the Genomics of Young Lung Cancer Study

(GoYLC), this first-ever study researched rare patients diagnosed with lung cancer before the age of 40 to understand the biology of this unique phenomenon.

In 2016, GoYLC received global attention through presentations at national meetings and at the World Conference on Lung Cancer, Vienna. The

study identified a driver mutation in participants treatable with available targeted therapies and identified two new mutations not discovered via standard genomic testing. This research has made a strong impact on treatment because these

Continued on the next page

CREDIBLE

1,851 Lung Cancer Registry participants; 1,901 completed surveys

9 ALCMI research studies in progress

6 Scientific Papers Published:

- ***Survivor and Caregiver Expectations and Preferences Regarding Lung Cancer Treatment.*** Wieland J, Hoppe BS, Rausch-Osian SM, King JC, Sierra A, Hiemenz JW, Bradley J, Pham DC, Jones LM, Yeung AR, Hopper K, Mendenhall NP, Hitchcock KE. *Int J Part Ther.* 2019 Fall;6(2):42-49.
- ***Including the Patient Voice in the Development and Implementation of Patient-Reported Outcomes in Cancer Clinical Trials.*** Addario B, Geissler J, Horn MK, Krebs LU, Maskens D, Oliver K, Plate A, Schwartz E, Willmarth N. *Health Expect.* 2019 Nov 13.
- ***Improving Molecular Oncology by Making Results Available to Patients.*** Oxnard GR, West H, King JC. *JAMA Oncol.* Epub October 24, 2019.
- ***Effectiveness of Lung Cancer Screening Implementation in the Community Setting in the United States.*** Copeland A, Criswell A, Ciupek A, King JC. *J Oncol Pract.* 2019 Jul;15(7):e607-e615.
- ***Updates Regarding Biomarker Testing for Non-Small Cell Lung Cancer: Considerations from the National Lung Cancer Roundtable.*** Kim ES, Roy UB, Ersek JL, King J, Smith RA, Martin N, Martins R, Moore A, Silvestri GA, Jett J. *J Thorac Oncol.* 2019 Mar;14(3):338-342.
- ***Survivor Guilt: The Secret Burden of Lung Cancer Survivorship.*** Perloff T, King JC, Rigney M, Ostroff JS, Shen MJ. *J Psychosoc Oncol.* 2019 Sep-Oct;37(5):573-585.

8 Active Research Grants:

8 (Four Young Innovator Team Awards, two Young Investigator Awards, a joint fellowship with International Association for the Study of Lung Cancer and Momentum Award with American Lung Association)

patients would likely have only been offered cytotoxic, less effective chemotherapy instead of targeted drugs to which their tumors responded so well.

As PI on the SPACEWALK trial launched in 2019, Dr. Oxnard uses liquid biopsy blood analysis of ALK+ lung cancer patients to understand genetic changes causing treatment resistance. Understanding why cancer develops drug resistance will innovate future treatments and inform decisions made by oncologists and patients.

Dr. Oxnard knows the critical importance of early detection for saving lives. GO2 Foundation demonstrated through the Centers of Excellence

network that responsible lung cancer screening can take place in a community setting and that lung cancers detected by low-dose computed tomography screening are often diagnosed at an early, more treatable stage.

“GO2 Foundation’s focus on implementing responsible screening and multidisciplinary care in communities and identifying genetic changes in lung cancer are leading the way for nationwide screening, more targeted treatments and better patient outcomes,” says Dr. Oxnard, a leader in advancing GO2 Foundation’s commitment to forever change the course of lung cancer.

2019 RESEARCH STUDIES

CASTLE – Collaborative Advanced Stage Tissue Lung Cancer Network – built a collection of matched blood and cancer tissue samples that are being used by researchers (at no cost) to study genetic mutations, test treatment options, and identify other risk factors.

Prospective Bio-specimen Collection Study from Patients with ROS1-Fusion Positive Tumors: Generating Patient-Derived Xenograft Mouse Models and Cell Line Models – create human cell lines of this mutation type from patient donated tumors in the biobank (2 studies under 1 project).

SPACEWALK – Study of Plasma Next Generation Sequencing for Remote Assessment, Characterization, Evaluation of Patients With ALK Drug Resistance – late stage blood study to understand drug resistance and navigate the next better treatment .

Epidemiology of Young Lung Cancer – Understanding lung cancer risk factors in those under the age of 40 (in development, launching in 2020).

INHERIT EGFR – Investigating Hereditary Risk From T790M: A Multi-Centered Study to Identify and Characterize Individuals Carrying Germline EGFR Mutations – study of families with the EGFR mutation to determine hereditary risk of the disease.

LIBERTI – Role of Circulating Tumor DNA (ctDNA) from Liquid Biopsy in Early Stage NSCLC Resected Lung Tumor Investigation – to monitor recurrence of lung cancer after surgery.



Value: Community Centric

TIFFINI JOSEPH & MIHAELA ROLDAN, RN, BSN, CCRP

Tiffini Joseph and Mihaela Roldan are at the intersection of where the community-centric GO2 Foundation engages people at the local level.

Tiffini's route to impacting her community in Broward County, Florida, where she lives, began in 2010 after losing her beloved mother to lung cancer. Although she still struggles with the loss, Tiffini says that she found incredible support through the foundation. "Given the opportunity to work with a community organization in my mom's honor gives me a lot of peace."

As an active participant in local event planning for lung cancer walks and community awareness campaigns—raising funds and securing healthcare and business sponsors—she has led her family's "Smiles for Nana" team at the foundation's annual 5K walk/run event. In the past decade, Tiffini and her family have hosted multiple Shine A Light events at healthcare centers during November, Lung Cancer Awareness Month. Community members come together with doctors, researchers, legislators, patients and caregivers to discuss critical topics related to lung cancer.

"It's important to expand reach into the community to make an impact on fighting lung cancer," says Tiffini, adding that the foundation is perfectly "aligned with her values and is always there and willing to help." As a four-time attendee at the National Advocacy Summit in Washington, D.C., Tiffini has been a Florida state co-leader organizing attendees to advocate for legislation and research funding.

For Mihaela, doing the foundation's community-centric work is a full-time job. To be a member of



Tiffini Joseph, left, with her sister-in-law Jessie Harris, right

GO2 Foundation's nationwide network of Centers of Excellence (COE) at community healthcare facilities, sites must provide every patient with a Nurse Navigator (NN), a critical member of a COE's multidisciplinary care team. Mihaela, an NN in a Memorial Healthcare System COE in Florida says, "I have found my calling working with patients, families, and the community."

She is at the center of patient care throughout the cancer journey—coordinating appointments,



Mihaela Roldan, RN, BSN, CCRP

communicating with the medical team, understanding family dynamics/cultural challenges, answering questions, and breaking down barriers.

“NNs are always available to advocate for patients. We understand what patients go through, refer them to other services, and are pro-active in calling patients.” By connecting patients with other foundation resources—Patient Registry, Patient Education Handbook, Support Groups—patient NNs help to improve quality of life, dispel stigma, and maximize COE community reach and impact to advance the best possible outcome for patients.

Mihaela also participates in community outreach events to increase cancer awareness and promote early detection. In May 2019, Mihaela joined with her COE colleagues as a panel member at a GO2 Foundation regional Lung Cancer Living Room education/support program in Miami. When talking to community members about being an NN, she always says, “I feel privileged to do this work.”

COMMUNITY CENTRIC

14,592 walk/run event attendees

\$2,456,017 raised for vital programs and services through community run/walks, grassroots events, and signature events such as the golf tournament and Simply the Best Gala.

3,420 Individual Fundraisers

139 Shine a Light events; 139 healthcare facilities participating; 36 states represented; 6,754 SAL attendees; reach of 10M people; 720 Centers of Excellence – Screening & Care Continuum in communities nationwide.

Value: Reliable

RON SIMMONS

If seeking a “super-user” of GO2 Foundation services, Ron Simmons is our go-to guy. After his 2018 diagnosis with Stage III NSCLC, he immediately engaged with the foundation and other patients. Ron was no stranger to the world of cancer, having already beaten colorectal cancer in 2013.

“Since my affiliation with GO2 Foundation, any concern or question that I have raised has been met as if I was the only individual they were working with,” says Ron. “I feel the passion they have for their job and for us, not just as patients but as humans.”

Ron looks to the GO2 Foundation as a truly reliable resource. As a natural in connecting with others, Ron could be called an “extroverted user”!

“GO2 Foundation offers a Phone Buddy program that not only meets the needs of patients during their journey but offers those of us who have been on the journey a chance to give back to help others,” says Ron. “The peer-to-peer program is top quality in providing training and vetting each participant to connect them with the best matched buddy.”

Ron also sees the foundation’s partnership with

Belong.Life, the world’s largest social network for caregivers, family, friends, and professionals, as invaluable, describing the app as “the best social media platform” for people with cancer. “The ability to join a community of like-minded people

going through the same daily struggle and share experiences is so valuable in our effort to stay motivated and uplifted!”

He has referred countless patients to the foundation’s Helpline, watches the Lung Cancer Living Room, and considers the Patient Education Handbook a bible for surviving lung cancer. Because he has it electronically on his desktop, Ron is the equivalent of “speed dial” with emailing it to others.

As an attendee at the foundation’s annual

National Advocacy Summit in Washington, D.C., Ron makes his voice heard where funding and public policy are decided. Describing the event as “an information rich resource,” it is a critical platform to advancing the foundation’s mission. “The Summit is a tremendous opportunity to rub shoulders with other patients and leaders in cancer research,” says Ron. “I come away re-energized and infused with new stamina to fight my fight and to help others win their battles.”



Ron Simmons

RELIABLE

Guided 843 patients through their journey with LungMATCH calls, emails, and clinical trial searches

11,000+ advocate letters and messages sent to members of Congress

\$14M additional funds for the Department of Defense Lung Cancer Research Program bringing overall total to date of \$155.5M

2019 Advocacy Wins:

- **Addition of critical language in FY20 Appropriations Bill for education and awareness of lung cancer screening**
- **Gained key co-sponsors for the Women and Lung Cancer Research and Preventive Services Act of 2019**
- **Increased Lung Cancer Research total funding at the Department of Defense by 10% from \$141.5M to \$155.5M**
- **Advocated for the Palliative Care and Hospice Education and Training Act that passed the House of Rep in late October and waiting approval this year in the Senate**

170 National Advocacy Summit attendees; 29 states represented; 130 meetings with congressional offices

Ron's email address— hopeforcancer.nomatterwhat— says much about Ron's personal attitude and knowing that he can rely on the GO2 Foundation to be with him no matter what.

Value: Trailblazing

ALABAMA LUNG CANCER AWARENESS, SCREENING & EDUCATION (ALCASE) PROJECT

As GO2 Foundation's ALCASE project manager, Kathy Levy leads a trailblazing program dedicated to changing health outcomes in seven largely rural, primarily underserved, predominately African American counties in Alabama. ALCASE, a joint project between the GO2 Foundation and the University of Alabama (UAB) O'Neal Comprehensive Cancer Center, reaches an at-risk, vulnerable population with higher smoking rates and greater than average lung cancer mortality.



Kathy Levy

Growing up in rural AL, Kathy knows first-hand the need to reduce health disparities in economically depressed areas with limited access to critical support, including medical and educational resources. The trailblazing ALCASE program literally puts Kathy and 200 volunteer Community Health Advisors (CHAs) "on the trail" by having them go directly into counties to connect with families.

"I work closely with UAB staff to oversee ALCASE and travel to counties to aid County Coordinators (CCs) who help clients navigate lung cancer screening," says Kathy, a resident of Choctaw, one the counties served. "To work in these areas, you must show love and concern to the people because they tend to shy away from strangers. I attend awareness events, distribute lung cancer materials, and speak about the project."

Kathy says, "As a coordinator, you may have to visit areas you might not be accustomed to, including churches, barber shops, and other community gathering places. A coordinator must be open minded and able to change their literacy level to whomever you are speaking with so clients understand what you are relaying to them." Working within communities also opens the door for continual assistance to families.

To expand access to quality screening, Kathy encourages medical facilities to join GO2 Foundation's Centers of Excellence (COE) network of 720+ sites nationwide, and she refers clients to Alabama's Smoking Cessation program. ALCASE also does outreach to educate and engage the region's primary care doctors, offers transportation assistance to those being screened, and conducts follow-up surveys to learn more about and improve the screening experience.

Not only is it gratifying to know that ALCASE is reaching high-risk people who are willing to be screened, but Kathy also knows that the program is having a measurable impact. "What's also amazing? Clients are referring family members so we are serving people beyond our targeted area."

As GO2 Foundation's director of support initiatives, Maureen Rigney, LICSW oversees the state-based initiative blazing the trail to increase screening awareness and access to care. "The innovative

ALCASE program is the most extensive use of the community health advisor model in lung cancer screening,” says Maureen. “It was born of an earlier pilot project that provided the opportunity to engage key constituents and allowed us to understand their community priorities. The dedication to changing health outcomes in underserved areas by Kathy and the UAB O’Neal Comprehensive Cancer Center team inspires me every day.” GO2 Foundation aims to leverage the lessons learned from this pilot project to model similar programs in other high-risk, underserved communities across the country.

TRAILBLAZING

720+ Centers of Excellence in Screening and Multidisciplinary Care

25.9M impressions through our Kentucky/Florida/Georgia pilot screening awareness program

200 Community Health Advisors as part of our ALCASE project



Value: Authentic

All GO2 Foundation programs, services, and initiatives emanate from identification of an AUTHENTIC and real need. If we see a critical gap in patient access, standard of care, availability of information, resources or research funding, GO2 Foundation steps in to educate, empower, advocate, and provide hope. We reach at-risk, underserved populations, engage communities, and make the voices of lung cancer patients heard and their needs known at the highest levels.

AUTHENTIC

338,625 website visitors

People from 183 countries access our resources

100,000+ followers on all social media channels

697,503 online engagements (The number of times someone took an action on a social media post by liking, commenting, sharing, or clicking)

71,344 subscribers to e-newsletter

EDUCATION & EMPOWERMENT

- **Online Resources:** Our comprehensive website hosts information and support resources, with over 250,000 unique visitors annually.
- **Patient Education Publication Series:** We help people get a better understanding of lung cancer through 30+ up-to-date educational materials, including the patient handbook *Navigating Lung Cancer, 360° of Hope* in English, Spanish, and Chinese versions.

SUPPORT & CONNECTION

- **HelpLine:** Our caring professionals talk one-on-one with patients and caregivers, offering support, answering questions, and helping them to understand lung cancer.
- **LungMATCH:** We have experts helping people understand treatment options, the importance of biomarker testing, and assisting patients in identifying clinical trials.

- **Living Room:** Our monthly live presentations from lung cancer physicians, researchers, key experts every month via Facebook Live, YouTube, or in person. This monthly series is archived on our website.
- **Phone Buddy:** Patients with lung cancer connect with someone like them. Our Phone Buddy volunteers provide practical information, hope and support.
- **Online Support Communities:** People connect and learn from each other on our patient-centric sites. Through the BELONG mobile app, patients can speak to others and store medical records. HealthUnlocked provides a safe space to find resources that equip patients to better manage their health.
- **Lung Cancer Support Group Network:** Our list of nationwide lung cancer support groups is available to help patients navigate their journey.

EXCELLENCE & COLLABORATION

- **Centers of Excellence (COE):** A national network of healthcare facilities serves thousands and provides access to high-quality screening and care close to home, which includes:
 - **Screening COEs:** 700+ sites provide responsible screening to save lives with early detection.
 - **Care Continuum COEs:** Nearly 40 community hospitals provide patient-centric, multidisciplinary care.
- **Screening and Care Conference:** This annual conference brings together healthcare professionals to share best practices and lessons learned in implementing lung cancer screening within a continuum of care.

- **COE Summit:** The annual COE Summit is designed to bring together multidisciplinary team stakeholders for the purposes of identifying opportunities to improve patient care, enhance connection and collaboration and share success stories.

RESEARCH & DISCOVERY

- **Lung Cancer Registry:** The online Registry enables patients and caregivers to power lung cancer research and have a direct impact on the future of treatments by sharing their health data with the researcher community.
- **Research:** We conduct world-class academic and community-based research through first-ever studies with potential to bring big rewards to patients. In partnership with ALCMI, Genomics of Young Lung Cancer discovered critical info about special disease drivers in patients <age 40; INHERIT studied hereditary risk in familial lung cancer; SPACEWALK seeks to understand ALK drug resistance.

ADVOCACY & POLICY

- **Policy Action:** We advocate for improvements in health care delivery systems to ensure access to high-quality care and improved patient outcomes, provide adequate coverage and reimbursement for services/care, and accelerate drug approvals.
- **National Advocacy Summit:** Patients, survivors, caregivers, and healthcare professionals from across the U.S. participate in this annual conference by sharing stories, engaging directly with their legislators, advocating for historic increases in research funding, and getting ready for advocacy action in their states and communities.
- **National Ambassador Council:** An assembly of respected volunteer advocates from across the country recognized for their outstanding leadership and commitment to our mission, our community, and our vision of doubling survival by 2025.

ENGAGEMENT & AWARENESS

- **Events:** Our national walk/run 5K series and awareness events bring together 15,000 patients, survivors, caregivers, advocates, and providers annually to have fun while raising funds and public awareness about lung cancer.
- **Signature Events:**
 - **Simply the Best Gala:** Our annual elegant evening of food, wine, auction items, and dancing. This event is a celebration of survivors, hope, and determination.
 - **Golf tournament:** A day of fun golf to bring together survivors, caregivers, and friends over 18 holes.
- **Grassroots Events:** Survivors and advocates can host an event or promotion to raise money to benefit GO2 Foundation for Lung Cancer.
- **Shine A Light:** Healthcare facilities organize awareness/education events nationwide in November, Lung Cancer Awareness Month.
- **News and Social Media:** We connect the over 100,000 strong lung cancer community on Facebook, Twitter, LinkedIn, and Instagram.
- **Awareness:** Our innovative awareness campaigns resonate with millions of individuals at risk or impacted by lung cancer.



RAYS OF HOPE AWARD—JEFF JULIAN

Established in honor of the late Richard Heimler, inspiring foundation board member and lung cancer patient who passed away in 2017, the Rays of Hope Award embodies all that he represented in his journey with lung cancer. A leader in research advocacy and generating awareness and understanding of the disease, Richard shared compassion that helped patients and families throughout their journey. He was a voice of hope for millions.



Jeff Julian

The award, established by his family, is named after the celebration of the 10th anniversary of Richard's diagnosis when copies of his diagnostic X-rays were painted over by family members with colorful and hopeful images—turning a negative into a positive. Richard was a 13-year lung cancer survivor.

As the 2019 recipient of the inaugural Rays of Hope Award, lung cancer survivor and advocate Jeff Julian personifies courage, perseverance, and resilience. The Rose Bowl Aquatics head coach was only age 39 when diagnosed with stage IV lung cancer in 2015. The same positive, can-do qualities that made the former USC Trojan a champion swimmer, U.S. national team member, NCAA silver medalist, eight-time All-American and Olympic trials finalist, continue to propel him on his lung cancer journey. As a student athlete, later a team coach, and now a cancer fighter, spokesperson, and patient advocate, Jeff says, "I believe. I'm strong. I'm ready. I will win."

In accepting the award at the foundation's 2019 National Advocacy Summit, Jeff said that when

first diagnosed, the disease had already metastasized to 27 places in his body. He kept hearing daunting statistics and grim news from multiple doctors who spoke to him as if his outcome was a "foregone conclusion." Jeff refused to accept that conclusion.

Dr. Barbara Gitlitz of GO2 Foundation's Genomics of Young Lung Cancer Study was the first physician who spoke to him in an encouraging, positive way. "She gave me back my hope," says Jeff. Outcome is not just

about statistics. Jeff's perseverance led him to an immunotherapy clinical trial, which within weeks led to tumor shrinkage and significant improvement.

"Hope is mine and no person or situation can take it away from you," says Jeff. "You can't give up when given bad news. Hope isn't a guarantee, but it is a belief that tomorrow can be better than today." Jeff believes advocacy is part of hope, saying that, "The patient's voice has to be there in every discussion about healthcare."

Jeff credits team support from the GO2 Foundation as inspirational. "The individual, whether athlete or patient, doesn't accomplish anything without the team," adding that the foundation "took me in like family." Like Richard, Jeff believes that it's critical as a team to reach out to everyone to dispel stigma.

Jeff is an advocate, who like Richard, uses his voice to inspire others. Although they never met, they are connected by something that can't be measured in numbers or seen under a microscope. They are connected by Rays of HOPE.

Breaking down barriers to save lives.

Whatever it takes. Whatever the need. We get it done.

FINANCIALS

EXPENSES	LCA* JAN. 1- APR. 30, 2019	ALCF* JAN. 1- APR. 30, 2019	GO2 MAY 1- DEC. 31, 2019	TOTAL	PERCENT
Government Affairs & Health Policy	\$ 294,074	\$ 499	\$ 635,689	\$ 930,937	8%
Science & Research	\$ 220,368	\$ 495,920	\$ 1,943,860	\$ 2,660,148	21%
Community Engagement & Awareness	\$ 305,801	\$ 277,534	\$ 2,353,828	\$ 2,937,163	23%
Patient Services & Medical Outreach	\$ 722,677	\$ 594,449	\$ 2,748,201	\$ 4,065,327	32%
Administration (Including fundraising costs)	\$ 387,475	\$ 406,946	\$ 1,155,537	\$ 1,949,958	16%
TOTAL	\$ 1,931,070	\$ 1,775,348	\$ 8,837,115	\$ 12,543,533	100%

INCOME	LCA* JAN. 1- APR. 30, 2019	ALCF* JAN. 1- APR. 30, 2019	GO2 MAY 1- DEC. 31, 2019	TOTAL	PERCENT
Corporate	\$ 238,800	\$ 240,000	\$ 2,771,846	\$ 3,250,646	25%
Individual/Foundation	\$ 3,369,828	\$ 209,270	\$ 2,192,535	\$ 5,771,633	45%
Events (Including sponsorships)	\$ 1,000	\$ 791,370	\$ 2,484,968	\$ 3,277,338	26%
Miscellaneous	\$ 58,121	\$ 22,043	\$ 373,643	\$ 453,807	4%
TOTAL	\$ 3,667,749	\$ 1,262,683	\$ 7,822,992	\$ 12,753,424	100%

*LCA is Lung Cancer Alliance &
ALCF is Addario Lung Cancer
Foundation



THANK YOU TO OUR DONORS!

We recognize and greatly appreciate every donor that contributes to GO2 Foundation's mission.

A very special thank you to those donors listed below who gave more than \$2,500 in 2019.

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