

we are **FREE TO BREATHE**

2013 ANNUAL REPORT



2013 Young Investigator Research Grant Winner, Lauren Averett Byers, MD. Dr. Byers is seeking new ways to overcome treatment resistance in small cell lung cancer.

FREE TO BREATHE - A NEW CHAPTER

LETTER FROM OUR PRESIDENT: JOAN H SCHILLER, MD

This year was a year of building for tremendous capacity for Free to Breathe, of changes undertaken to stimulate significant growth in our ability to make an impact for everyone affected by this disease.

In 2013, we announced our vision of doubling lung cancer survival by 2022, and our programmatic plan to help us achieve that goal. Throughout the year, we built infrastructure to enhance our regional networks and better support local events and advocacy initiatives across the country. And in early 2014, we changed our name from National Lung Cancer Partnership to Free to Breathe and united our entire networks of doctors, patients, health care professionals and advocates under one clear, concise name. *(Continued on next page.)*

**“WE ARE FREE TO BREATHE. WE WILL
DOUBLE LUNG CANCER SURVIVAL BY 2022
—BUT ONLY WITH YOUR HELP.”**

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a partnership for lung cancer survival



Joan Schiller, MD

(continued)

Free to Breathe conveys our passion, and dedication to empower and support advocates and help every person affected by the disease.

People across the country are familiar with the name Free to Breathe, the long-time moniker for our nationwide fundraising and awareness event series, including walks, runs, bike rides and yogathons. Since its inception in 2006, the event series has raised more than \$10 million with 100 percent of the net proceeds directly funding research and patient programs crucial to increasing survival.

Although we've changed our name, we haven't changed our focus. As Free to Breathe, our organization will continue its work towards the elimination of lung cancer, which claims more than 160,000 lives in the United States every year – more than any other cancer, and more than breast, colon and prostate cancers

combined. The five-year lung cancer survival rate has increased only slightly in a decade, from 15 percent to 17 percent – and that is unacceptable.

We are still fully committed to forever changing what it means when a family faces a lung cancer diagnosis. We believe that every lung cancer patient

“WE CANNOT WAIT FOR SOMEONE ELSE TO ACT. THE TIME IS NOW; YOU CAN HELP!”

deserves a cure, and we will not rest until the movement reaches the critical mass necessary to make this a reality.

Our programs, resources and events are poised to inspire and empower, propelling the movement like never before. We are Free to Breathe, and we are working to ensure that everyone is Free to Breathe. On the following pages, you'll see just a small snapshot of the incredible

progress we've made so far with your support.

The progress we've made together has been overwhelming; but it is not enough. There is still much work to be done. Please join us in our quest to double lung cancer survival. Find an event near by visiting freetobreathe.org/get-involved, or help distribute patient resources to your local clinics and hospitals.

The time is now. Lung cancer patients and their families can't wait. Please help us make sure they don't have to.

Joan H. Schiller, MD

Chief, Division of Hematology and Oncology
Deputy Director, Simmons Comprehensive Cancer Center
Andrea L. Simmons Distinguished Chair in Cancer Research
University of Texas Southwestern Medical Center

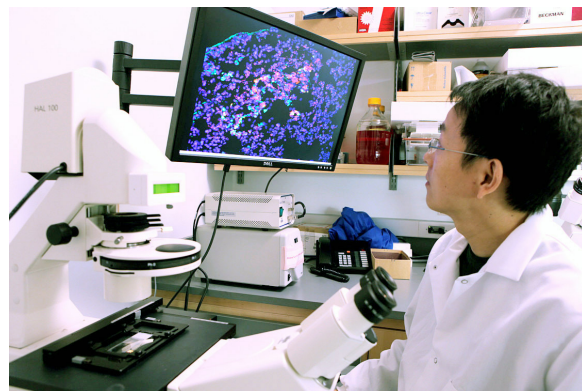
we are...

HELPING PATIENTS UNDERSTAND TREATMENT OPTIONS

- **Revised our patient resources web content** to optimize accessibility and understanding, helping more patients than ever before quickly access the information they need.
- Launched a webinar program **that helped more than 700 patients, loved ones and health care professionals** ask questions and get answers from experts in the areas of immunology, new treatment options and the importance of palliative and supportive care.
- Collaborated with Celgene to **produce and distribute the Personal Lung Cancer Profile tear pad**, a resource that helps doctors visually explain tumor type, location, staging and treatment options to their patients.
- **Provided over 17,000 print Living with a Diagnosis of Lung Cancer booklets** to patients and medical facilities across the country.
- **Helped more than 171,000 patients and loved ones** find hope in inspirational stories of strength and crucial information on our website.

FUNDING RESEARCH

- **Partnered with Uniting Against Lung Cancer to award the first-ever Impact Award**, a two-year, \$200,000 scientific grant expected to bring significant improvements to patients in five years or less. A second award will be awarded in 2014.
- **Provided six \$100,000 research grants** to promising young investigators to jump-start their careers in lung cancer research.
- Lauren Averett Byers, MD, a Free to Breathe grant recipient from MD Anderson Cancer Center, **launched a clinical trial** testing a new small-cell lung cancer drug that her Free to Breathe funding helped her develop.
- Peter Hammerman, MD, PHD, a Free to Breathe grant recipient from Dana Farber Cancer Institute, **launched a clinical trial** testing a targeted therapy for squamous cell lung cancer that his Free to Breathe funding helped him develop.
- Prasad Adusumilli, MD, a Free to Breathe grant recipient from Memorial Sloan-Kettering Cancer Center, is **seeking funding for a clinical trial** testing an immunotherapy approach the Free to Breathe funding helped him develop.



2014 Young Investigator Research Grant Winner, Dingcheng Gao, PhD. Dr. Gao is investigating ways to block a particular protein that helps drive tumor growth, preventing tumors from growing and spreading.

“

Last year I participated in the Kansas City Free to Breathe event because my grandfather was diagnosed with stage 4 lung cancer. The odds were very much not in his favor. On Easter, we found out that he is officially in complete remission. I truly believe that Free to Breathe and all of its efforts are part of that.

Without the fundraising for research, I'm sure he and other survivors would not have made it as far as they have.

”

-Lindsey G. from Missouri

we are...

ENSURING PATIENTS BENEFIT FROM INNOVATIVE THERAPIES

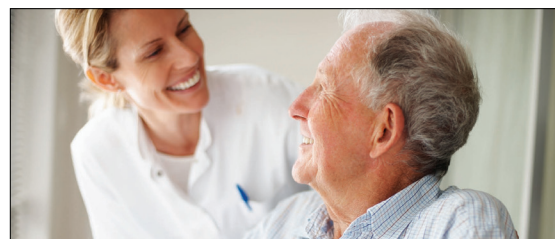
- Collaborated with 16 top cancer centers coast-to-coast to ensure the Lung Cancer Mutation Consortium (LCMC) could continue its groundbreaking efforts to promote molecular tumor testing for lung cancer patients.
- LCMC helped enroll patients to a pivotal clinical trial that **allowed a new drug to achieve “breakthrough designation” status from the FDA** for a selected group of non-small cell lung cancer patients. This status allows drugs to enter an accelerated pathway towards approval.

- Brought together 160 health care professionals, researchers and advocates in Chicago for the symposium **Lung Cancer Clinical Trials: Challenges and Opportunities in the Genomic Era** to discuss the best ways for advocacy organizations to increase clinical trials accrual.

“Because of this activity, I will be able to better educate patients, their families and the general public about clinical trials.”

-2013 Clinical Trials Symposium Attendee

Kathy Albain, MD, FACP, welcomes registrants to the 2013 Clinical Trials Symposium in Chicago, IL.



OPENING LUNG CANCER TREATMENT POSSIBILITIES

THROUGH MOLECULAR TUMOR TESTING

WHAT IS MOLECULAR TUMOR TESTING?

When your doctors suspected you had cancer, they had to take a small portion of your tumor (a biopsy) to have it examined. As part of that examination, a specialized doctor, called a pathologist, looked at your tumor cells under the microscope and found out you had lung cancer. The pathologist should also have been able to tell whether you have small cell lung cancer or non-small cell lung cancer (NSCLC).

Now, more detailed testing can be done on your tumor if your doctor requests it. These tests are sometimes referred to as molecular testing, and may involve:

- looking for changes (mutations) in the DNA make-up of the tumor.
- looking at levels of specific proteins present in the tumor.

These characteristics are called tumor biomarkers, and cannot generally be passed from one generation to the next.



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Free to Breathe provides patient resources to help patients understand innovative therapies, such as this brochure about molecular tumor testing.

- Helped more than 15,000 people understand the importance of molecular tumor testing through a free brochure in partnership with Pfizer.
- Referred more than 260 patients to our clinical trials matching service to create a personalized profile which allows them to be matched to specific trials appropriate for them.

we are...

BUILDING THE LUNG CANCER COMMUNITY

- **Trained dozens of new advocates at the Lung Cancer Advocacy Summit**, and continued working with advocates from the previous year's Summit, of whom:

60% distribute educational materials to help patients.

>50% participate in fundraising events.

20% perform other community outreach, such as staffing health fairs and representing Free to Breathe at community events.

- **Grew our nationwide grassroots network of advocates** through regional outreach programs and initiatives.

A family shows their Free to Breathe spirit at the 2013 Free to Breathe Kansas City Run/Walk



A family runs together at the 2013 Free to Breathe Austin Run/Walk in support of doubling lung cancer survival.

- **Made more than 60,000 people aware of common lung cancer symptoms** through distribution of our Symptoms Bookmark.
- **Led the development of a collaborative Lung Cancer Awareness Month social media campaign** through the Lung Cancer Action Network, working with other organizations around the country to raise awareness of the impact of this disease.
- **Touched more than 34,000 lives across the nation** with a message of hope through our Free to Breathe events series, raising over \$2 million in support of doubling lung cancer survival.
- **Welcomed more than 1250 teams into the Free to Breathe events community**, empowering them to fundraise for crucial lung cancer research and patient programs.

“Because of Free to Breathe, I am free to honor my daughter and share her love with others.”

-2013 Free to Breathe Event Participant



Volunteers embrace in celebration at the 2013 Free to Breathe Kansas City Run/Walk

2013 TOP FREE TO BREATHE EVENT SERIES FUNDRAISING TEAMS

An incredibly heartfelt thank-you – and congratulations – to the top 20 2013 Free to Breathe event series fundraising teams!

1. C is for Cassie – Dallas/Fort Worth, TX
2. Miles for Marc – Philadelphia, PA
3. Barbe High School Supports Candace Hebert
– Lake Charles, LA
4. Lisa's Team – Philadelphia, PA
5. Team Kennedy - Denver, CO
6. Barb's Breathers – Philadelphia, PA
7. Joli's Team – Dallas/Fort Worth, TX
8. Big Red's Posse – Dallas/Fort Worth, TX
9. Team Haney – Bloomsburg, PA (National Walk)
10. Team Thompson – Lake Charles, LA
11. TEAM LYNN – Tacoma, WA
12. MHAH-Team Tackett – Athens, GA
13. Team WillPOWER – Philadelphia, PA
14. Team Ben Mount – Lake Charles, LA
15. Team Ali Strong Delmarva – Delmarva
16. Team Margie Hamilton – San Diego, CA
17. Queen Bee Rentrop – Lake Charles, LA
18. Cindy's Spiritual Companions – Dallas/Fort
Worth, TX
19. Do It for Dan – Athens, GA
20. Ali Strong – Orlando, FL

RESPONSIBLE STEWARDS

2013 AUDITED FINANCIALS

UNRESTRICTED NET ASSETS	2013	2012
SUPPORT AND OTHER REVENUE		
Corporate, foundation, and chapter contributions	\$ 809,063	\$ 402,801
Memorials and other contributions	\$ 615,964	\$ 669,530
Events	\$ 1,485,991	\$ 1,369,180
Investment return	\$ 94,171	\$ 100,313
Other	\$ 28,134	\$ 10,055
Total unrestricted support and other revenue	\$ 3,033,323	\$ 2,551,879
EXPENSES		
Program service:		
Funding Research	\$ 1,133,521	\$ 1,114,828
Public awareness	\$ 1,310,318	\$ 1,338,424
Patient education	\$ 376,045	\$ 449,824
Scientific programs	\$ 75,269	\$ 85,161
Supporting activities:		
Management and general	\$ 371,750	\$ 305,511
Fundraising	\$ 676,153	\$ 531,952
Total Expenses	\$ 3,943,056	\$ 3,825,700
Net assets released from restrictions	\$ 1,425,509	\$ 1,004,726
Change in unrestricted net assets	\$ 515,776	\$ (269,095)
TEMPORARILY RESTRICTED NET ASSETS		
Contributions	\$ 1,654,872	\$ 1,727,776
Net assets released from restrictions	\$ (1,425,509)	\$ (1,004,726)
Loss on returned contributions	\$ -	\$ -
Change in temporarily restricted net assets	\$ 229,363	\$ 723,050
Change in net assets	\$ 745,139	\$ 453,955
Net Assets - Beginning of Year	\$ 3,260,693	\$ 2,806,738
Net Assets - End of Year	\$ 4,005,832	\$ 3,260,693

we are...

WORKING TOGETHER: PARTNERS IN THE MOVEMENT TO DOUBLE LUNG CANCER SURVIVAL

A very warm and sincere thank-you to everyone who has supported our crucial programs.

2013 CORPORATE AND FOUNDATION DONORS & SPONSORS (\$1,000+)

Alegent Creighton Health Cancer Center	Collette Construction, Inc	Johns Hopkins University - Interventional Pulmonology	QPharma, Inc.
AMERIGROUP Charitable Foundation	Community Health Charities of Wisconsin	The Joli Mallick Foundation	Rain CII
Amgen USA	Conquer Cancer Foundation	Kitten to Cat Hospital	Ranier Law Firm
Amica Companies Foundation	Cornerstone	Kohl's	Ready Fit Meals
Andrews Operating, Inc.	Corrigan-Goddard Foundation	Korum Automotive Group	Ronnie Johns
Ann and Charles Florsheim Family Foundation	Credit Union of Colorado	KPMG LLP	Route 66 Casino Hotel/Laguna Development Corp.
Archie & Grace Berry Foundation	CSG Systems, Inc.	Labaton Sucharow LLP	Saint Joseph Cancer Center
Arnold Bortman Family Foundation	Daiichi Sankyo, Inc.	Lake Charles Clean Energy, LLC	Scribbles Stationery
Assurance Financial	David R Rogers Construction LP	Lake Charles Memorial Health System	SettlePou Law Firm
Astellas	Dayton Physicians, LLC	Lake-Brook Realty Inc	Mr. & Mrs. Carl Shetler
Athens Pulmonary & Sleep Medicine, PC	The Dennis Kennedy Foundation	Lakeside Bank	The Shaw Group
AVEO Oncology	Denise Youngs Memorial Fund	Lankenau Medical Center - Main Line Health	SOS for Lung Health
Bank of America Charitable Foundation	DePuy Orthopaedics, Inc.	Levine Cancer Institute	Southern Home Health
Baptist Health Lexington	Dr. Norman Wu Foundation	Lex Innova Consulting	Southwestern Production Corp.
Barbe High School	Eli Lilly and Company	Lilly	St. Joseph Villa Homecare & Hospice
Beneficial Bank	Empire Columbia LP	Local Independent Charities of America	St. Joseph's Hospital and Medical Center
Best Buy Co., Inc.	Energy Transfer	Louisiana Dept. of Revenue	Stream Wetland Services, L.L.C.
The Boardwalk Mission Beach	Enterprise Holdings Foundation	Lung Specialists of the Merrimack Valley, P.C.	Tackett & Associates Inc.
Boehringer Ingelheim Pharmaceuticals Inc.	Eventbrite	Mercy Cancer Center	Thomas J. Paul, Inc.
Bon Secours Richmond Health System	Exelon Corp.	Microsoft Matching Gifts Program	Time Warner
Borsheims	Fagadau, Hawk & Swanson	Millennium Laboratories, Inc.	Turner Industries
A Breath of Hope Lung Foundation	The Family of Jean Tomlinson	Miller Coors, LLC	Ugiansky Family Fund
Bristol-Myers Squibb	Fantastic Savings Inc	Minimally Invasive Spine Care	Union Pacific Corporation
Bristol-Myers Squibb Foundation	Finley Resources, Inc.	Moffitt Cancer Center	University of Kentucky HealthCare
Bryn Mawr Communications, LLC	Foss	Morgan Stanley	UPMC CancerCenter
Cancer Treatment Centers of America	Genentech Inc.	Mortgage Guaranty Insurance Corporation	USA Mobility
Cancer Treatment Centers of America at Western Regional Medical Center	Goldman, Sachs & Co.	The Nome Arctic Pinkies Corporation	The Vargas Law Firm
Cantey Hanger LLP	Goodman-Klein-Pinckney Family Foundation	Novartis Pharmaceuticals	VCU Medical Center
Capitol Federal	Grand Canyon University	OncoGeneX Technologies Inc.	Virginia Cancer Institute
Carolinas Imaging Services	GTx, Inc.	Penn State Hershey Cancer Institute	Waggoner Hastings LLC
Cedar Bloomsburg, LLC	Half Fast Chicago	People's United Bank	Walker Information
Celgene Corporation	Helsinn Therapeutics, Inc.	Peregrine Pharmaceuticals, Inc.	Jack Waybright
Chase Bank	Thomas Henning	Petrolero, LLC	Wellmark Foundation
Chase Glass Company, Inc.	HJ Miracle Investment, LP	Pfizer Inc.	Wells Fargo Wealth Management - Loan Operations
Chest, Infectious Diseases & Critical Care Associates, P.C.	In Loving Memory of Deanna	PHI, Inc.	West Calcasieu Cameron Hospital
	In Memory of OPA	PinnacleHealth	Winegard Foundation
	Infinity Pharmaceuticals	ProTect Painters of Central Austin	Women & Children's Hospital
	Insurance Brokers & Agents Of San Diego	Pulmonary Associates of Richmond	Christine Wu
	Iowa Radiology		
	John Adams Middle School		
	John Stoddard Cancer Center at UnityPoint Health		