



IMPACT REPORT 2022





Relentlessly
confronting lung
cancer on every
front, every day,
for everyone.



Confronting Lung Cancer Starts

HERE

Dear Friends,

As we reflect on this past year, we have much to be grateful for. With the worst of the COVID-19 pandemic behind us, GO2 reaffirmed our commitment to confronting lung cancer on every front, every day, for everyone to transform survival. Thank you for making our lifesaving work possible.

We reached thousands more patients, survivors, caregivers, and those at risk with supportive information to help them navigate lung cancer – wherever they were in their journey. Our HelpLine, Lung Cancer Living Room Expert Speaker Series, LungMATCH treatment and clinical trial navigation, Phone Buddy mentoring program, educational materials, and targeted outreach to our underserved communities offered one-on-one assistance and information tailored to each person's unique needs.

We connected with hundreds more doctors, nurses, navigators, and researchers who worked tirelessly with us to provide access to the highest quality screening and treatment in local hospitals – where most people get care. Our Centers of Excellence (COE) network defines what excellence means and applies these best practices across the entire care continuum. This includes improving incidental pulmonary nodules management and increasing access to comprehensive biomarker testing that directs people to the right treatment at the right time for better outcomes.

We expanded our community with record numbers of people joining us and taking action to confront stigma and demand change. Thousands participated in events, elevated their voices, and shared their stories. By coming together with one voice we increased national awareness and secured more federal research funding turning hope into reality – locally and globally.

We enlisted more patients and caregivers in our patient driven research initiatives. We recruited for our patient surveys, research studies, and other community engagement projects to advance better outcomes for ALL impacted by the disease.

Thanks to your generous donations in 2022 we set a high bar – but we are committed to raise it even higher. With your continued support over the next year, we will relentlessly pursue our vision of achieving a world where everyone with lung cancer survives and thrives. We look forward to advancing this vision together!

Sincerely,



Bonnie J. Addario
Co-Founder and Board Chair



Laurie Fenton Ambrose
Co-Founder, President and CEO

Juanita Segura is a ray of hope in the fight against lung cancer.



As a result, she has been awarded the 2022 Rays of Hope Award for her leadership and for inspiring hope as we work together as a community to conquer lung cancer.

Upon receiving the award on May 17, Segura said that “being diagnosed is very scary and your future is uncertain. But you can NOT let fear take control of your life and your hope. There is hope, it’s within you! You call the shots, not lung cancer. You take lung cancer by its horns and ride it, control it and manipulate it. You tell it not today, not tomorrow—you’re on my terms.”

Indeed, Segura is a force to be reckoned with. She was diagnosed with ALK-positive stage 3B non-small cell lung cancer on November 20, 2014, which has now moved to stage 4. Since being diagnosed, she has tirelessly dedicated her time toward advocating for the disease in her everyday life and via her social media channels—ultimately striving to improve the lives of others with lung cancer. She’s even opened a CrossFit training gym focused on lung cancer patients, inspiring and encouraging others as they too navigate their lung cancer journey.

Segura is a member of GO2 for Lung Cancer’s National Ambassador Council and a Phone Buddy in our peer-to-peer support program. She has shared her story at the Lung Cancer Voices Summit, the Centers of Excellence Summit and at the Lung Cancer Living Room. She’s also a fierce advocate.

“I love the fact that GO2 has a Voices Summit every year and we get a chance to talk to our state’s representatives to share our stories and goals for lung cancer research,” she said. “To me, it’s like a fight to bring awareness and to show them that we matter too.”

JUANITA SEGURA IS INSPIRING

HOPE IN THE LUNG CANCER COMMUNITY

Finding her hope and strength in family

Segura is a mother, grandmother, sister and wife—and her family is her biggest source of strength.

“When I was first diagnosed, it was my fabulous five children that gave me the strength to fight and because of them I held on to hope to make it to five years. I’m happy to say that I’m going on my eighth year living with lung cancer. Now my new inspiration is my granddaughter Leyana and my soon-to-be grandson.”

The Rays of Hope Award honors the late Richard Heimler, a past GO2 for Lung Cancer board member who was a powerful voice for hope in the lung cancer community. The annual award recognizes a member of the lung cancer community who has demonstrated leadership and who inspires hope in people with lung cancer and their families through their own experience with the disease.

A CAREGIVER'S EVOLUTION:

FROM SHOCK TO ENGAGED ADVOCATE

By Kent Smith, lung cancer caregiver, advocate and G02 for Lung Cancer Phone Buddy

When my wife Debra was diagnosed with lung cancer in 2018, we were in shock. She had been having issues with her hip, which, after several weeks of physical therapy, didn't resolve. An MRI revealed a spot in her hip and after hip surgery, we were told it was lung cancer. It absolutely blew our minds that something that had manifested in her hip was stage 4 lung cancer.

Accepting a lung cancer diagnosis

It took a few weeks for the news to set in. Even now, I tell my "buddies" through G02 for Lung Cancer's Phone Buddy Program that accepting a lung cancer diagnosis like this is probably the most challenging part. Debra is an elementary school teacher and, to our knowledge, had never been exposed to any of the environmental factors typically associated with lung cancer. She's never done anything to put herself at risk. How does someone like that end up with stage 4 lung cancer?

She actually had a tough time telling people in the beginning because of the stigma associated with the disease. We both felt like people were going to blame her for her diagnosis. The stigma is so damaging for every patient and for their loved ones.

Scanxiety and the unknown

Debra started on targeted therapy (Tagrisso/osimertinib) around the time of its initial approval as a first-line treatment for lung cancer and has been doing very well since. Post-diagnosis, we promised each other that we would keep our lives the same for as long as possible and that has pretty much held true. However, now we live in three-month segments between scans—anxiously waiting for the next set of

results. We have started calling the emotional run-up to these scans "scanxiety." About six months ago, she had several spots pop up in a scan and received stereotactic radiation for those large enough to treat.

The reality for people living with lung cancer and their loved ones is that the situation is going to change again and again — but how you're addressing change and challenges can evolve. I'm an engineer by trade, so I'm comfortable with the technical information and research related to lung cancer. The emotional aspects can be challenging for me, though I think that I've developed great skills in that area over the past three plus years.

The caregiver experience

No one—whether patient or loved one—will ever be "ready" for a lung cancer diagnosis. My wife and I were always close, but her diagnosis and my ability to support her through it has really deepened our relationship as a couple, and with our kids and their spouses. Our whole family has grown much closer and that has been a great source of support for me.

As a lung cancer caregiver who has faced many challenges the past few years, I know that any information I can provide to others in a similar situation could be helpful. Through the Lung Cancer Registry's caregiver survey, I've shared my own experience and have actually found it very cathartic, knowing that any information I can provide as caregiver is going to help other caregivers. For example, if there was a scary scan or a tough day, I put it in the survey and it seems to take a weight off my shoulders. Plus, by participating in the survey, I'm contributing to research to help better understand and support caregivers.

I love that lung cancer caregivers are now being looked at in the same vein as people who have been diagnosed with lung cancer. If there's one thing I've learned in these past few years, it's that everyone needs help at times. I am very excited about the kind of support community that can be built for lung cancer caregivers using a survey like this as the foundation.





Our Mission

GO2 for Lung Cancer relentlessly confronts lung cancer on every front, every day, for everyone. Founded by patients and survivors, we are dedicated to increasing survival for those at risk, diagnosed, and living with lung cancer.



Our Goals

- Increase the rate of lung cancers diagnosed at an early stage.
- Increase the rate of comprehensive biomarker testing and precision medicine.
- Increase our reach and impact of community engagement to yield better outcomes.
- Improve survivors' quality of life as our community lives longer.

Our Comprehensive Approach

- Engage and support people living with and at risk of lung cancer from early detection and treatment to long-term survival.
- Mobilize patient-driven research innovation to find cures.
- Expand GO2's Centers of Excellence (COE) network of community hospitals so patients can receive care close to home.
- Increase federal research funding and improve accessible and affordable healthcare, especially for those vulnerable and underserved.
- Heighten awareness with campaigns to fight the stigma and promote the importance of early detection and precision medicine.



We are relentless in our vision to live in a world where everyone with lung cancer survives and thrives.



Learn more and get involved: go2.org

Supporting the Patient Journey

We put lung cancer patients at the center of everything we do. From the realization of risk to the moment of diagnosis, from finding care to staying informed and building your resources, we are your community. Through virtual communities, live gatherings, “ask us anything” support HelpLine, easy-to-understand educational materials, and connecting patients and caregivers who share similar experiences, we support all people impacted by lung cancer to confront this disease.

In 2022 we accomplished the following:

128,000

people diagnosed with lung cancer received tailored education, navigation and supportive services from G02’s specially trained team.

Distributed
82,837

lung cancer educational publications.

Generated
42,544

views of our monthly **Lung Cancer Living Room Expert Speaker Series**.

Launched **6** targeted programs to date addressing health inequities, including increasing diversity in clinical trials and educating high-risk communities of color, low-income, Latino/Hispanic and Asian American about screening, treatment and survivorship.

Surviving the Disease

G02’s research programs help find lifesaving treatment and cures. Our studies are designed to explore all phases of lung cancer including early detection, treatment and survivorship. The research team designs and fields studies, gathers data and presents the findings to impact change. Our specially trained treatment and clinical trial navigators partner with patients throughout their lung cancer journey to clarify options, provide direction to appropriate clinical trials and explain the results of comprehensive biomarker testing.



For our research team, 2022 can be summarized in one word:

GROWTH

This included clinical research, community engaged research, patient education and navigation, and the Lung Cancer Registry.



GO2 Science & Research team – pictured from left to right: Andrew Ciupek, PhD, Associate Director of Clinical Research; Shanada Monestime, PharmD, BCOP, Director of Community Engaged Research; Daniel A. Saez, MSc, Manager of LungMATCH Navigation Program; Brittney Nichols, MPH, BSN-RN Specialist, Science & Research; Heather Law, MA, Associate Director of Lung Cancer Registry; Jennifer C. King, PhD, Chief Scientific Officer

Clinical Research

In 2022, we worked closely with our Centers of Excellence to bring new lung cancer research studies directly to patients across the country in the community setting where most patients receive their treatment. Over 27 centers partnered with GO2 last year, including:

- SeroNet - Study focusing on how lung cancer patients' immune systems respond to COVID-19 and vaccines for COVID-19.
- CASTL- Study focusing on understanding the most effective way to offer smoking cessation help to those receiving lung cancer screening.

We also worked with our medical research consortium, the Addario Lung Cancer Medical Institute (ALCMI), to increase patient participation in research locally and even in their own home. These included:

- Epidemiology of Young Cancer Study - active study allowing people diagnosed with lung cancer under 50 to provide information and blood samples to better understand the factors that contribute to younger people developing the cancer.
- SPARK Study - active study where people with KRAS-positive non-small cell lung cancer provide blood samples to understand why certain KRAS-targeted treatments may stop working for some patients.

In addition, GO2 drove research that addressed health disparities more than ever before by increasing the number of patients who can participate in a clinical trial or research study, including:

- Partnering with INOVA Schar Cancer Institute, Vanderbilt University Medical Center and the University of Alabama at Birmingham on the STRIDES Study to better understand why Black people with lung cancer are underrepresented in lung cancer research studies and what support or initiatives can be started to help close this disparity.
- Through our LungMATCH treatment and trial navigation program and GO2/ALCMI clinical trials, we used data to better understand the barriers patients experienced when joining trials and barriers to opening clinical trials closer to patients.
- We shared some of these findings at the World Conference on Lung Cancer 2022.

Community Engaged Research

Community engaged research at GO2 builds partnerships with community-based organizations and healthcare institutions to address gaps in lung cancer health inequities through research interventions. These include:

- Partnered with the University of Miami, on health fairs in underserved communities to further understand and spread lung cancer awareness in the Black/African American and Hispanic populations.
- Analyzed county-level data across the U.S. to understand differences in lung cancer incidence and mortality rates by race/ethnicity. This is informing a strategic plan within states exhibiting high disparity rates to develop partnerships that improve outcomes. For example, to address disparities in lung cancer screening and biomarker testing in the African American community, we're working with the Iowa Cancer Coalition's Black Hawk Committee.
- Initiated an innovative education campaign for Latinx and Hispanic patients with lung cancer consisting of culturally sensitive education materials created with the help and oversight of thoracic oncologists of Hispanic or Latin descent.
- Secured funding for the READY-Lung Project in partnership with the YMCA in South Florida. This study aims to increase lung cancer awareness, treatment and supportive care of economically disadvantaged African Americans.



LungMATCH

Did you know?

GO2's trained and compassionate LungMATCH team offers specialized treatment and trial navigation to guide patients and caregivers along the treatment journey. 2022 saw a 7% increase in the number of patients assisted and maintained a 40% match rate for patients and caregivers seeking clinical trials.

Lung Cancer Registry

In January 2022, we launched an improved and expanded global Lung Cancer Registry. The Registry empowers people living with lung cancer to share their individual experiences through confidential online survey questions about their medical history and diagnosis, treatment, outcomes and quality of life. The data is used to advance our understanding of the disease and speed the search for new and better treatments, and perhaps help find a cure.

In March 2022, The International Caregiver Survey was released to better understand the experiences of people who help care for those living with lung cancer. The information collected will improve lung cancer care overall and directly guide caregiver support programs and resource development at GO2. The survey is also available in Spanish, French, German, and simplified Chinese.

Additional registry studies included:

- Increasing Biomarker Testing Education and Rates through the Lung Cancer Registry and LungMATCH – utilize the Registry to identify people who have not received comprehensive biomarker testing to educate and inform them about testing to ensure proper care pathways via LungMATCH.
- Co-creation of a Small Cell Lung Cancer Survey (SCLC) Module in the Lung Cancer Registry – we will soon launch a new SCLC survey module to learn more about the understudied SCLC patient population and perform outreach to specifically recruit more SCLC patients to join the registry.
- Shared the results from the Sexual Health Assessment of Women with Lung Cancer that broke the silence on women's sexual health and received notable attention when presented at the World Conference on Lung Cancer.



CONFRONT LUNG CANCER

Excellence in Healthcare Delivery

The Centers of Excellence (COE) program fosters and promotes the highest-quality early detection and treatment standards in lung cancer across a national network of local community hospitals. Our Global Knowledge Center (GKC) for Lung Cancer is an online portal for healthcare providers, delivering unprecedented access to the latest treatments, research and other learning opportunities to improve screening, care, survivorship and patient outcomes.

884

Healthcare Facilities

in our COE network representing 45 states, plus Washington, DC, are addressing health inequities by providing outstanding care in community hospitals – where 80% of Americans receive their care.



>50%

Early Detection Rate

within our COE screening programs compared to the 26% national average in US medical facilities.

Shifting the Culture

GO2's advocacy team works tirelessly to take on any and every aspect of this disease and fight it with all our might. We are the voice of the lung cancer community educating lawmakers on health disparities, changing policies to improve access to high quality, affordable care and increasing federal research funding to accelerate breakthroughs and cure this disease. Our public awareness campaigns fight stigma and promote the importance of screening, testing and personalized treatment. We stand up for you and your rights. GO2 and our dedicated advocates are the voice of the lung cancer community to educate lawmakers on health disparities, help change policies that provide access to high-quality and affordable care and increase federal research funding to improve outcomes and cure this disease. We accomplished the following this past year:

250 advocates representing 43 states (and five countries), including 155 Patients /Survivors, participated at our annual Lung Cancer Voices Summit. Summit highlights include:

- 209 virtual meetings with Members of Congress advocating for the needs of the lung cancer community from better health policies to expansion of federal lung cancer research funding.
- 4,396 messages sent to Congress with 730 social media engagements and 18,319 social media impressions.
- \$200 million secured to date for the Lung Cancer Research Program within the Department of Defense administered Congressional Directed Medical Research Program.
- Ongoing advocacy for co-sponsorship of the Women and Lung Cancer Research and Preventive Services Act to answer how and why lung cancer advances in younger women and never smokers.

Secured presidential proclamation designating November as National Lung Cancer Awareness Month.

Helped secure passage of the PACT Act, the most comprehensive legislation ever passed to deliver vital care and benefits to all exposed present and future veterans, including funding to educate veterans and active-duty service members on the importance of lung cancer screening to detect cancer at its earliest, most curable stages.

- This builds upon GO2's existing formal partnership with the Department of Veterans Affairs to ensure the implementation of this act and the swift delivery of its benefits to our veterans in need.



Public awareness efforts included the following milestones:

- Reached 495 million people through our website, social media channels, earned media and digital education campaigns.
- 215,000 database subscribers receive breaking news, information and calls to action.
- 40 partners in the Global Lung Cancer Awareness Month Coalition stewarded by GO2 to raise global awareness and support for the disease.



2022 Awards at the Voices Summit

We came together to celebrate our own, honoring five individuals for their outstanding contributions to the lung cancer community.

Rays of Hope Award –

Juanita Segura, Lung Cancer Survivor and Advocate

Support Group Facilitator Award –

Susan Cleveland, Patient Navigator and Advocate, Health Support Services, LLC, and Support Group Leader, Florida Precision Oncology and **Raja Mudad, MD, FACP**, Founding Partner and Support Group Leader, Florida Precision Oncology

Voices Summit Leadership & Advocacy Award –

Bob Nicklas, Lung Cancer Survivor and Advocate and **Elizabeth de Jong**, Lung Cancer Survivor and Advocate

Community Engagement and Events

Our community-building events raise awareness and much-needed resources to confront lung cancer. From stepping out at 5K walk/run events and marathons to designing your own fundraising campaign or attending one of our other signature events, together we activate powerful programs that support the global lung cancer community and our relentless quest for a cure.

14,585

people effected by the disease

participated in 226 Shine a Light on Lung Cancer events in healthcare facilities representing all 50 states, including Washington, DC, as well as international participation in Ireland and Italy.

5,148

individuals engaged in 27 community events nationwide.



GO2

FOR LUNG
CANCER

EVENTS

2022 EVENTS WRAP-UP

Thank you to the more than

5000 people

who participated in GO2 events this past year.

We were thrilled to return to local communities and collectively raised nearly \$2 million from individual fundraising and local sponsorships. GO2 events took many forms in 2022 including walks, a golf tournament, karaoke and our annual gala.

5K Walk/Run Series

8th Annual Hollywood Walk/Run & Kite Fly
March 12, 2022

7th Annual Sacramento Walk/Run
April 2, 2022

12th Annual Jog for Jill
April 3, 2023

12th Annual Dallas Walk/Run
May 7, 2022

3rd Annual Summer Jam Virtual 5K Your Way
June 18, 2022

14th Annual San Francisco Walk/Run
September 18, 2022

12th Annual Philadelphia Walk/Run
October 2, 2022

11th Annual Southern California Walk/Run
October 14, 2022



2022 GO2 Endurance Team

United Airlines NYC Half
March 20, 2022

TCS New York City Marathon
November 6, 2022



Annual Golf Tournament
May 9, 2022

17th Annual Simply the Best Gala
November 12, 2022

2022 Shine a Light on Lung Cancer
November 2022

226 healthcare facilities from ALL 50 states (51 including DC) hosted a Shine A-Light events in local communities.

2022 “Inspired by You” Community Fundraisers

Rodney Wellman Memorial Cornhole Tournament
Newcastle, PA // January 8, 2022

Tamalpais Aquatic Master’s 2023 Miracle Mile Postal Swim
Nationwide // January-February 2022

2nd Annual Joe Andreano Memorial Golf Tournament
Danville, CA // May 17, 2022

Pure Imagination: Music Meets Science – A Virtual Production by Upstage Lung Cancer
June 2, 2022

2nd Annual Leonard Cabeceiras Memorial Golf Tournament
Boxford, MA // September 30, 2022

2022 Walk for Michelle
Magnolia, TX // October 28, 2022

Beta Theta Pi and SSSC’s Karaoke for a Cure
Louisville, KY // November 18, 2022

Team Bob Neary Lung Cancer Walk
Houston, TX // November 12, 2022

Gratitude Walks in Memory of Julian Fletcher
DC Area // November 12 & 19, 2022

Plus many more fundraising campaigns across the U.S.

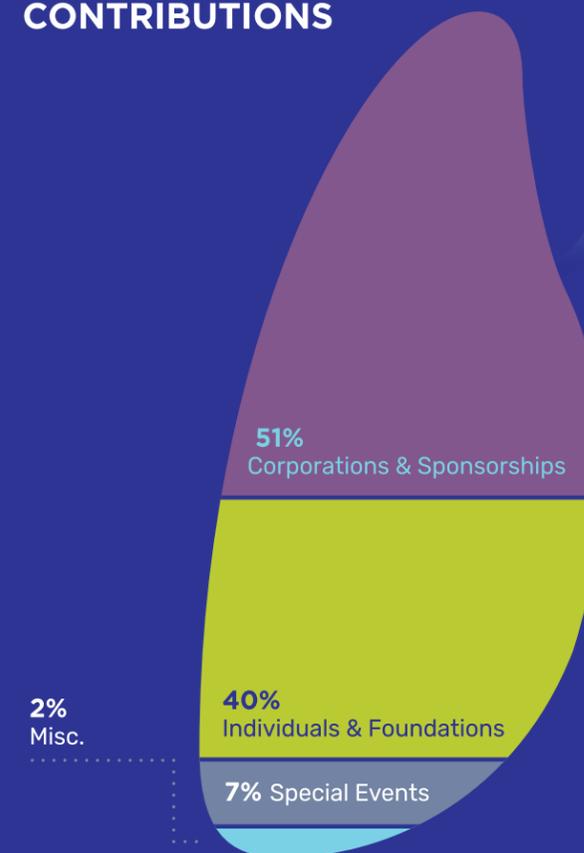
Congratulations to the 2022 top individual fundraisers, top teams and the community events that raised the most revenue.

FINANCIALS

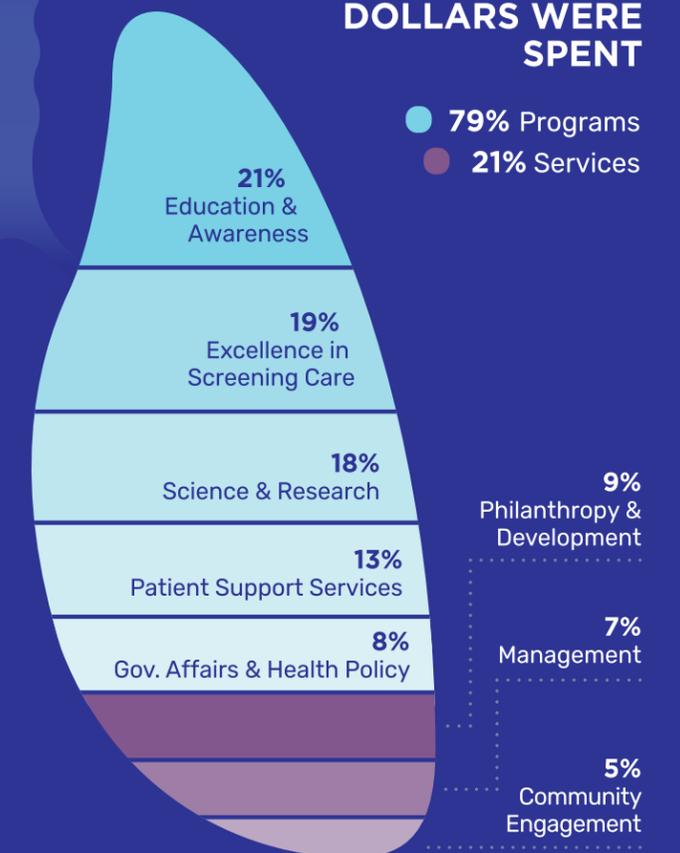
Your Contributions at Work

Nearly 80% of every dollar donated advanced our Patient & Support Services, Science & Research, Excellence in Screening & Care, Government Affairs & Health Policy, Education & Awareness, and Community Engagement programs. See how your dollars were put to work in fiscal year 2022 (Jan 1 – Dec 31).

YOUR CONTRIBUTIONS



HOW YOUR DOLLARS WERE SPENT



2022 Top Individual Fundraisers

- Evy Schiffman** // San Francisco 5K
- Ronnie Fong** // San Francisco 5K
- Curt Groebner** // Summer Jam 5K Your Way
- Tina McCarter** // San Francisco 5K
- Jane Millman** // San Francisco 5K

2022 Top Fundraising Teams

- MCI Warriors** // Hollywood Walk/Run & Kite
- Team Joan** // San Francisco 5K
- Team Neil SoloZip PLUS** // San Francisco 5K
- Immaculate Conception/Padre Abdias** // Southern California 5K
- Beast Mode** // San Francisco 5K

2022 Top Community Fundraising Events

- 2nd Annual Joe Andreano Memorial Golf Tournament** // Danville, CA
- 2nd Annual Leonard Cabeceiras Memorial Golf Tournament** // Boxwood, MA
- Rodney Wellman Memorial Corn Hole Tournament** // Newcastle, PA
- Team Bob Neary Lung Cancer Walk** // Houston, TX
- Tamalpais Aquatic Master's 2023 Miracle Mile Postal Swim** // Nationwide

\$15,472,761 Total Revenue
- \$12,726,849 Total Expenses
\$2,745,912 Change In Net Assets



Give with confidence - 7 consecutive years receiving highest rating and best among lung cancer charities in the nation (as rated by Charity Navigator).



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