



IMPACT REPORT 2025



Thank You from our Co-Interim Chief Executive Officers

Dear Friends,

As we reflect on 2025, we are deeply grateful for the community that powers G02 for Lung Cancer's mission. This year was marked by progress, remembrance, and resilience made possible by your generosity and belief that no one should face lung cancer alone.

We continue to honor the life and legacy of our beloved co-founder Bonnie J. Addario, whose vision of hope, care, and connection remains our guiding light. We also celebrated the extraordinary 22-year leadership of Laurie Ambrose. Their tenure transformed G02 into a national leader in lung cancer advocacy, early detection, patient empowerment, and support.

Together, in 2025, we:

- **Advanced lifesaving advocacy**
Defended critical federal research funding and advanced policy initiatives to improve early detection, treatment access, and quality of care.
- **Expanded high-quality care close to home**
Grew our **Centers of Excellence** network to 47 states, linking hundreds of hospitals in a shared commitment to evidence-based lung cancer care.
- **Accelerated patient-centered research**
Partnered with the Addario Lung Cancer Medical Institute (ALCMI), to achieve breakthroughs for people diagnosed at younger ages and those with a family history of lung cancer bringing us closer to earlier detection and more effective treatments.
- **Brought hope, education, and connection to patients and caregivers**
Connected people across **45 states and 25 countries**, through the **Lung Cancer Living Room**® ensuring, patients and families were never alone.
- **Mobilized communities nationwide**
Illuminated communities across the U.S. and internationally, with **250+ Shine a Light on Lung Cancer**® events during Lung Cancer Awareness Month.
- **United thousands of patients, families, healthcare professionals and loved ones**
Provided hope, empowerment and partnered with healthcare facilities in communities across the country through G02 Events, creating new connections, strengthening existing friendships and empowering individuals across the country to be a part of creating change.

Confronting Lung Cancer Starts

HERE®

These accomplishments, and the impact detailed throughout this report, are possible because of you. Together, we are building momentum that reaches far beyond any single program or year.

In the year ahead, we will continue to:

- Support, educate, and empower people at risk and diagnosed with lung cancer
- Amplify our collective voice through advocacy
- Expand partnerships that advance early detection and equitable care
- Drive forward life-saving research

In moments of challenge and loss, our community reminds us of our strength.

Together, we are community strong and together, we will prevail.

With heartfelt gratitude,



Danielle Hicks
Co-Interim Chief Executive Officer
Chief Patient Officer



Steve Raich
Co-Interim Chief Executive Officer
Chief Financial & Administrative Officer



SUPPORT

Compassionate, Expert Guidance for People Affected by Lung Cancer

At G02 for Lung Cancer, our commitment to delivering personalized, high-quality support has never wavered. In 2025, we expanded both the reach and effectiveness of our support programs – connecting more people than ever with trusted information, expert guidance, and a compassionate community. Through education, navigation, and peer connection, we meet patients and families where they are, empowering them throughout diagnosis, treatment, and survivorship.

Impact by the Numbers

125,864
uses of our free support services across **43 states and 148 countries**, including the HelpLine, LungMATCH, Lung Cancer Living Room, and educational resources

62%
new individuals served

38%
returning individuals served

98%
satisfaction rate among those receiving personalized support

320
individuals navigated through treatment and trial decisions, with a **35% clinical trial enrollment rate – 5x the national average**

Voices from the Community

“The Living Room is a safe, warm, welcoming space...from the moment you arrive until you leave, you feel lifted by the depth of care for where you are in your lung cancer journey.”

– Ina, 12-year survivor

“The Living Room creates a place for hope, love, education, resources, comfort, and friendship.”

– Sally, 15-year survivor

“I felt like I was given a gift – it was HOPE.”

– Tina, 14-year survivor

Bringing Hope Home: The Lung Cancer Living Room

The Lung Cancer Living Room delivers free, monthly, expert-led education paired with meaningful community support. In 2025, participants gained real-time access to leading lung cancer specialists from institutions such as MD Anderson Cancer Center, Dana-Farber Cancer Institute, Stanford Medicine, NYU Langone Health, and Mount Sinai Health System—while fostering connection, confidence, and hope.

Participants consistently reported feeling more informed, more empowered, and less alone in their cancer journey.

Impact by the Numbers

- **49,457** Living Room views worldwide (**3% increase** over 2024)
- **Top 5 sessions included:**
 - **Lung Cancer 101** – Essential for newly diagnosed patients and caregivers
 - **Small Cell Lung Cancer Treatment Landscape** – Serving a community with limited reliable resources
 - **Highlights from the American Society of Clinical Oncology (ASCO)** – Our most current, forward-looking annual update
 - **Navigating Lung Health** – Emphasizing pulmonary care for all patients
 - **Lung Cancer in Young Adults** – Elevating the voices and needs of younger patients

Experience the 2025 Living Room Year in Review:



For one-on-one support, please call [GO2's HelpLine](https://www.goc2.org/help-line)

1-800-298-2436



LungMATCH Treatment and Trial Navigation Program

In 2025, LungMATCH provided personalized treatment and clinical trial navigation to **320 individuals**, including **184 HelpLine consultations** and **136 direct referrals**. Most participants were living with metastatic non-small cell lung cancer (NSCLC).

Through sustained, one-on-one navigator support, LungMATCH empowered patients to make informed care decisions and strengthened shared decision-making with their healthcare teams.

- Post-referral trial conversations rose from **34.6% to 86.7%**
- **35%** of participants ultimately enrolled in a clinical trial – **5x the national average**

LEARN MORE

Mind Over Matter & Gathering HOPE

In 2025, GO2's Mind Over Matter and Gathering HOPE programs delivered vital emotional support, education, and connection for patients, survivors, and caregivers nationwide. Participants –ranging in age from **37 to 91** – found a safe and welcoming space to share experiences, build resilience, and restore hope.

Virtual delivery expanded access for rural, underserved, and low-income communities, ensuring equitable support regardless of location or disease stage. Participant feedback highlighted meaningful reductions in isolation, increased emotional insight, and stronger community bonds. Together, these programs advanced GO2's commitment to free, accessible psychosocial care for the lung cancer community.

Voice from the Community

"I didn't expect to gain insight on the very first session. It was important to discover that I immediately went into fix-it mode... not giving myself time to acknowledge, accept, and work through my feelings."

– Mind Over Matter participant

Small Cell Lung Cancer (SCLC) Initiative

The SCLC Initiative empowers individuals with small cell lung cancer through education, navigation, and community – supporting active participation in care while improving quality of life.

Impact by the Numbers

- **174** individuals received one-on-one SCLC education and navigation
- SCLC-focused Living Room programs ranked among **the top 5 most viewed of the year**
- **13** new SCLC blog articles published
- **9,870** views of animated SCLC staging videos (nearly **50,000** impressions)
- All SCLC educational materials updated, including *Navigating Small Cell Lung Cancer: 360° of HOPE*
- **3,352** views of the March Living Room "Small Cell Lung Cancer Treatment Landscape" featuring Dr. Carl Gay (MD Anderson)
- Education disseminated to providers through **4,000 emails, 54 cancer centers,** and **5 issues** of Your Community Newsletter reaching **52,049 subscribers**

New Educational Publications

In 2025, GO2 partnered with **11 biomarker-specific lung cancer organizations** to create co-branded, patient-friendly educational materials. These and all GO2 publications are available free of charge through our [online store](#).



Learn more about all of GO2's free patient services — including Phone Buddy, National Support Groups, Mind Over Matter, and our Video Library.

LEARN MORE NOW



MOBILIZATION

Advancing High-Quality Lung Cancer Care

G02's Excellence in Healthcare Delivery program is the nation's leading hub for healthcare professionals serving people at risk for and living with lung cancer. Through education, professional community, and technical assistance, we strengthen clinical workforce capacity and improve care nationwide.

Centers of Excellence (COE) Program

In 2025, [GO2's Centers of Excellence \(COE\) Program](#) advanced the highest standards of early detection and lung cancer care across a growing national network of community hospitals, academic medical centers, and VA facilities. Hundreds of healthcare professionals participated in the annual COE Summit and Lung Cancer Navigator Workshops, deepening expertise and strengthening collaboration across disciplines.

A national survey of **92 COE facilities** established the first-ever baseline of biomarker testing practices, revealing wide variation and clear opportunities to improve consistency, turnaround time, and patient access. Through targeted education, benchmarking, and updated designation criteria, the COE Program positioned its network to improve care delivery for **lung cancer patients each year** and accelerate nationwide adoption of evidence-based standards.

Impact by the Numbers

- Launched **COE Program 2.0**, an enhanced quality framework
- Expanded to **500 Centers of Excellence**, a **525% increase** in participating facilities
- Established in **47 states**

Biomarker Testing & Specialty COE Designations

In 2025, GO2 launched its Biomarker Testing Designation under the revised COE framework, recognizing 26 Centers of Excellence for meeting rigorous [standards in guideline-concordant biomarker testing and precision medicine](#). This initial adoption year focused on infrastructure building and early uptake, preparing designated centers for performance benchmarking in 2026.

Survey findings confirmed persistent variation in testing practices – reinforcing the need for continued education, system-level improvement, and accountability. GO2 also created Early Detection and Precision Medicine designations to drive coordinated, system-wide change.

Lung Cancer Navigator Program

The [Lung Cancer Navigator Program](#) equips navigators with specialized, lung cancer-specific training to guide patients and caregivers across the care continuum with confidence and expertise.

Impact by the Numbers

- **325** lung cancer navigators trained
- Published the **first-ever Lung Cancer Navigation and Care textbook** (December 2025) which received 42,000 downloads in 12 weeks, demonstrating urgent demand for this resource

Global Knowledge Center (GKC) for Lung Cancer

The [Global Knowledge Center](#) is a technology-powered education hub for lung cancer professionals, designed to improve outcomes for vulnerable and underserved populations through timely, evidence-based learning.

Impact by the Numbers

- **51%** increase in users
- **79** active courses
- **63.5%** increase in course enrollments
- National reach across **all 50 states and D.C.**
- Global reach in **35 countries**



Veterans Initiative

In 2025, G02 expanded its [Veterans initiative](#) to improve lung cancer early detection and care for Veterans nationwide. By growing the VA Centers of Excellence network, convening VA leaders, and supporting navigators and clinicians with specialized training and resources, G02 strengthened evidence-based screening and treatment—especially for rural and underserved Veterans.

Impact by the Numbers

- **2** new VA medical centers earned COE designation, bringing the total number of VA COEs to **10**
- **113** participants engaged in the G02–Veterans Integrated Service Network (VISN) 15 Collaborative Summit
- **26,000+** individuals reached through education, training, and outreach
- **24,000+** patients impacted through improved screening, referral, and care workflows
- **1** regional collaborative summit hosted (Kansas City)
- Expanded access in rural and high-need regions through targeted COE growth
- High participant satisfaction reported with VA-specific training and collaboration



Patient and Caregiver-Centered Research Priorities (PCORI Project)

G02 partnered directly with people affected by lung cancer to establish the nation's first patient and caregiver-driven lung cancer research priorities through a 2-year project supported by the Patient-Centered Outcomes Research Institute. Completed in 2025, this work identified:

- What research questions matter most to patients
- How to better communicate research findings
- Best practices for engaging patients in comparative effectiveness research

Findings were disseminated through multiple poster presentations at national and international conferences. A peer-reviewed manuscript is also currently in development.

VOICES FROM THE COMMUNITY

"The COE Summit was truly an exceptional conference. The high caliber of speakers, combined with their approachability and willingness to teach, made this an invaluable experience. Meeting other navigators and healthcare professionals across the spectrum of lung cancer care had a tremendous impact on my work."

– 2025 COE Summit Attendee

"The COE Summit helped me gain insight into new approaches and deepen my knowledge across multiple topics. It was inspiring to learn from experts and connect with colleagues who share the same passion for advancing lung cancer care."

– 2025 COE Summit Attendee



Read more about our work with providers and educational resources:

[Walking the Path Together: Susan's Story with Her Nurse Navigators](#)

[Lung Cancer Navigation and Care: A Comprehensive Guide for Navigators and Allied Health Professionals](#)



RESEARCH

Developing Evidence Through People-Centered Discovery

In 2025, GO2 for Lung Cancer significantly expanded its research portfolio, reaching more people, deepening strategic partnerships, and accelerating progress in early detection, precision medicine, community engagement, and quality of life. These advances reflect a core belief: **breakthroughs happen fastest when people – not just data – are at the heart of discovery.**

Impact by the Numbers

13

active clinical, observational, and community-based studies

22

peer-reviewed publications and scientific abstracts

1,165

individuals enrolled nationwide

3,500+

participants from 60+ countries in the Lung Cancer Registry

45

research partners

Origins Research Initiative

G02's Origins Research Initiative continues to uncover why lung cancer occurs by integrating clinical, genetic, environmental, and social data. In partnership with the Addario Lung Cancer Medical Institute (ALCMI) – which includes community and academic partners such as the Dana-Farber Cancer Institute and G02's Centers of Excellence – we are identifying new risk factors and advancing early intervention.

2025 Highlights:

- **INHERIT Study (Investigating Hereditary Risk in Thoracic Cancers):**

Over 310 participants enrolled (goal: 500 by the end of 2026). This groundbreaking study examines inherited genetic risk and the biology of lung cancers arising from hereditary predisposition.



- **SUCCEED Study (Small Cell Lung Cancer Community Engagement to Eliminate Research Discrepancies):**

In partnership with Dr. Christine Lovly, City of Hope and ALCMI, SUCCEED enables people with small cell lung cancer to donate blood from home – removing participation barriers and building a first-of-its-kind biobank.

10 participants enrolled (goal: 30 by 2026). The study also captures patient priorities around treatment and research participation.

- **Epidemiology of Young Lung Cancer (EoYLC) Study:**

Closed enrollment with 198 participants under age 50, examining environmental and early-life risk factors driving rising diagnoses among younger adults. Initial study findings will be presented in April 2026.

- **SPARK Study (KRAS Drug Resistance):**

Completed enrollment with 91 participants, evaluating mutations that emerge after targeted therapy to better understand treatment resistance.

G02's Centers of Excellence network supported recruitment, partnership development, and broad dissemination of these studies nationwide.

Two Studies, One Goal

We want to understand more about how our genetics influence lung cancer so that we can work to improve **detection, risk reduction, and care.**

The 23andMe Lung Cancer Genetics Study

You are eligible to participate if:

- You are 18 years or older
- You live within the United States
- You have ever been diagnosed with lung cancer

Learn more at 23andme.com/lung-cancer or scan the QR code.

INHERIT
Investigating Hereditary Risk in Thoracic Cancers

You may be eligible to participate if any one of the following apply:

- You have a family history of lung cancer
- You have been diagnosed with lung cancer and another cancer
- You or a family member have a change (called a mutation) in the EGFR or HER2 gene, or in other genes such as TP53, BRCA1 or BRCA2, CHEK2, ATM, etc.

Learn more at inheritstudy.org or scan the QR code.

SUCCEED

Small Cell Lung Cancer Community Engagement to Eliminate Research Discrepancies

Do you have a small cell lung cancer (SCLC) diagnosis? Join a study to help learn more about how to best help people with SCLC take part in cancer research.

THE SUCCEED STUDY HAS TWO GOALS:

- Learn if "Direct-to-patient" designs, which let people take part in cancer research while being closer to home, make it easier for people with SCLC to be part of research studies.
- Learn more about the specific needs of people with SCLC.

WHO CAN JOIN?

You may be able to participate in the study if you have any diagnosis of SCLC, including SCLC transformed from another lung cancer type.

HOW DO I JOIN?

Learn more at www.alcml.org/succeed_study or scan the QR code:

go2.org

Real-World Insights: Lung Cancer Registry

G02's Lung Cancer Registry is a global, patient-powered database with more than **3,500 participants in 60+ countries**, generating real-world evidence to improve care.

Priority Registry Studies in 2025:

- **Risk Survey:**
Identifies individuals at elevated risk due to environmental and occupational exposures, informing prevention and screening strategies (**76 participants**).
- **Biomarker Project:**
Engaged patients who had not received or were unsure about biomarker testing, providing education and connecting them to LungMATCH for follow-up care (**11 participants**).
- **Patient Advisor Engagement:**
Ensured all study materials were patient-centered and inclusive of all literacy levels, building trust and improving participation.



Community-Engaged Research

G02 is redefining how lung cancer research is done by embedding community voices at every stage. This approach ensures that studies are culturally relevant, trusted, and directly applicable to real-world care.

READY Lung

READY Lung evaluates readiness in Black communities to address lung cancer disparities and co-creates strategies to improve awareness, engagement, and treatment preparedness.

Impact by the Numbers

- **1,400+** community members engaged in Broward County, FL.
- **4** community-designed educational initiatives delivered
- **294** high-risk individuals reached
- **Statistically significant gains** in biomarker knowledge, confidence, and communication with providers ($p < 0.01$)
- Study results to be published in **2026**



Voice from the Community

“Participants described READY Lung sessions as eye-opening and shared that they had never received clear explanations of biomarker testing or clinical trials reinforcing the importance of community-based education.”

– Fatima Mohamed, Manager, Community Research Implementation, G02 for Lung Cancer

Program CONNECT

Program CONNECT strengthens local capacity in high-disparity regions by training community-embedded professionals to identify risk and support screenings.

Impact by the Numbers

- **100** healthcare professionals trained in Baton Rouge, LA, L.A. and Washington, D.C.
- **8** Community Lung Health Facilitators advanced to implementation
- **449** individuals screened for eligibility
- **84** identified as eligible
- **21** completed lung cancer screenings demonstrating real-world impact

GO2 FOR LUNG CANCER RESEARCH

Community Engaged Research

Sign up to learn more about our research initiatives

Program CONNECT

What we're doing:
Launching an initiative to improve lung cancer screening and treatment navigation in African American/Black, rural, and Hispanic communities.

Who we're looking for:

- Individuals with experience in lung cancer screening or treatment, either personally or as a caregiver
- Healthcare professionals including oncologists, researchers, nurses, and community health workers, pharmacists, etc.
- Community members at risk for or newly diagnosed with lung cancer

Why your participation matters:
Insights and experiences are crucial in helping us understand the unique challenges and opportunities for enhancing lung cancer care in your community.

How you can get involved:
Participate in interviews, focus groups, or surveys to share your perspectives on lung cancer navigation in your area.

Interested in participating?
Scan the QR code to sign up.

For more information, please contact:
Shanada Monestime at 650.226.5492 or smonestime@go2.org

go2.org

Scientific & Policy Credibility

GO2's community-engaged and real-world research translated into peer-reviewed evidence shaping care and policy:

- **5 peer-reviewed publications**
- Expanded understanding of lung cancer disparities, biomarker access, environmental risk, and navigation strategies
- Positioned findings to inform clinical guidelines, influence policy, and scale nationally

INVESTMENTS

Securing Lifesaving Resources Through Advocacy and Federal Action

In 2025, GO2 for Lung Cancer intensified its government advocacy and health policy efforts to ensure the lung cancer community remained a national priority. Powered by hundreds of trained volunteer advocates across the country, our work drove meaningful progress in federal research funding and patient-centered policy.

Impact by the Numbers

- **Federal Research Funding Advocacy:** Initially secured **\$25 million** in federal lung cancer research funding; however, the allocation was eliminated after Congress enacted a **57% cut** to the Congressionally Directed Medical Research Program (CDMRP) for FY2025.
- **FY2026 Funding Push:** Issued formal statements to congressional appropriations leaders urging increased CDMRP funding and a dedicated **\$60 million** investment in the Lung Cancer Research Program (LCRP) for FY2026.
- **Access to Precision Medicine:** **22 states** now offer coverage for comprehensive biomarker testing, expanding access to personalized treatment options.
- **Grassroots Engagement:** **176 advocates** conducted **138 meetings** with federal lawmakers to elevate lung cancer priorities.
- **Women and Lung Cancer Research and Preventive Services Act (H.R. 2329 / S. 1157):** Reintroduced and favorably reported out of the House Energy & Commerce Committee for floor consideration.
- **Multi-Cancer Early Detection (MCED) and Screening Coverage Act (H.R. 842 / S. 339):** Advanced through all House committees of jurisdiction with **400 bipartisan co-sponsors**, making it one of the most widely supported bills in Congress.



Voices Summit: Advocacy in Action

G02's annual **Voices Summit** is the largest national gathering of people affected by lung cancer, bringing together patients, caregivers, clinicians, and advocates for education, leadership training, and direct engagement with Congress—the largest funder of cancer research.

Our advocates share lived experiences that help policymakers understand how research funding and health policy decisions directly affect access to care and survival.

Impact by the Numbers

- **176 advocates** from **31 states** trained in Washington, D.C.
- **138 meetings** with Members of Congress and staff
- **100 first-time participants**
- **66 scholarships** awarded to ensure broad participation
- **3,559 digital messages** sent to Congress
- **5,200 advocacy emails** from supporters in **49 states** – the most ever generated
- **90,000 social media impressions** and **2,220 engagements** amplifying legislative priorities
- **Secured a Congressional resolution designating November as National Lung Cancer Awareness Month**
- Led **national advocacy** on the Reconciliation Tax Bill ("One Big Beautiful Bill Act," H.R. 1), highlighting its implications for lung cancer services and care

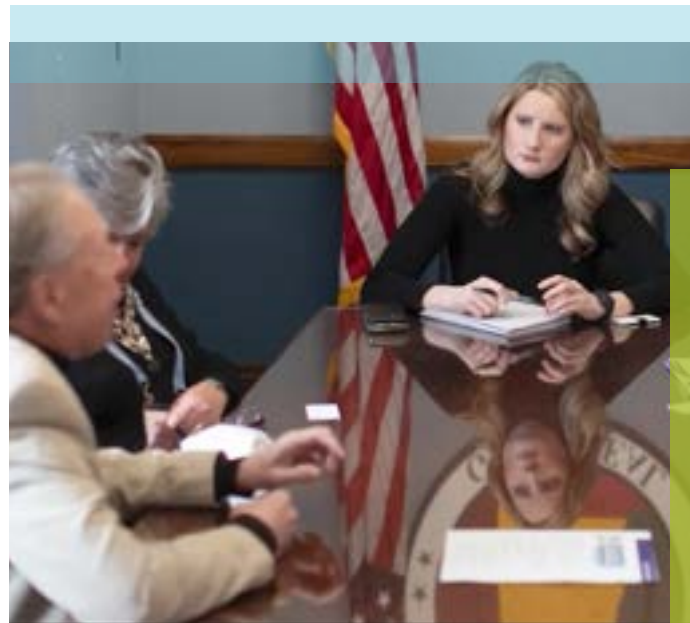
Our advocacy is shaped and strengthened by community leadership. The **Voices Summit Planning Advisory Committee**, made up of patients and caregivers, ensures that lived experience remains at the heart of our policy agenda.

Health Policy & Regulatory Affairs

G02 advanced critical federal and state policy initiatives to improve early detection, treatment access, and quality of care for people at risk for, and living with lung cancer.

Key Achievements

- **Expanded state-level policy engagement** by launching a national digital resource to help states strengthen lung cancer screening, biomarker testing, and evidence-based care within formal cancer control plans.
- **Embedded G02 expertise** in priority state cancer planning efforts, particularly in high-burden states, to expand screening access and provider education.
- **Led evidence-based advocacy** to modernize federal lung cancer screening criteria and coverage, coordinating with leading medical societies to align policy with updated guidelines from the American Cancer Society and the National Comprehensive Cancer Network.
- Focused advocacy on the **upcoming review cycle** of the U.S. Preventive Services Task Force (USPSTF), anticipated in 2026, to ensure evolving scientific evidence is reflected in national lung cancer screening guidelines.
- Strengthened **federal-state coordination** by engaging the Centers for Disease Control and Prevention (CDC) and national partners including the National Lung Cancer Roundtable and the American Lung Association (ALA).
- Improved transparency and accountability through continued enhancements to G02's **state policy mapping and tracking tools**.



Your support makes this impact possible.

Together, we are transforming personal stories into national policy – driving investments in research, improving access to early detection, and ensuring that people affected by lung cancer have a voice at every level of government.

ENGAGEMENT

Maximizing Communication and Engagement Opportunities

In 2025, G02 continued efforts to strengthen and galvanize community connection and purpose. From our public awareness campaign featuring actor and director Tony Goldwyn sharing lifesaving information about lung cancer screening, to our Excellence Awards honoring outstanding contributors, to grassroots events and global and national awareness campaigns, we empowered millions to engage with us driving greater awareness, hope, and action across our community.

Impact by the Numbers

43 million+
saw or heard our **public service ad** featuring Tony Goldwyn

114
significant **media** mentions/
articles about GO2 programs

6.9 million
impressions of GO2 messages
across social media platforms

107K
social media followers with
94K engagements

3,468
new newsletter subscribers

830K
website page views with
67% engagement rate

12%
increase in overall **event**
participation

Community Strong

In 2025, our community showed up again in record numbers – from Walk/Run events to endurance teams, community-driven fundraisers to our annual Simply the Best Gala – raising vital funds to advance breakthrough lung cancer research, education, support and healthcare delivery programs, and government advocacy. We are grateful to every participant, donor, and volunteer that helped advance our mission to transform lung cancer survival.

Impact by the Numbers

- **9,818** engaged individuals across all events
- **\$1.5 million** raised
- **6 5K** Walk/Runs across the U.S. with **155 teams**
- **1** nationwide step challenge
- **25** community events
- **643** community fundraisers



[Read more](#) about our national 5K Walk/Runs, endurance events, Summer Raise step challenge, community fundraisers, and sponsors. [Sign up](#) for an event today.



Shine a Light on Lung Cancer®

In November 2025, **Shine a Light on Lung Cancer** had record-breaking participation as the largest lung cancer awareness program in the world. Hosted by healthcare facilities and community partners during Lung Cancer Awareness Month each November, Shine a Light educates, connects, and celebrates the lung cancer community while raising global awareness about the disease.

Impact by the Numbers

- Connected **20,267** people impacted by the disease
- **279** hosted events in all **50 states**, Washington, D.C., and **3 countries** (Australia, Ireland, Canada)
- **71% retention rate** of return facilities from 2024



Global Lung Cancer Awareness Movement Coalition

In 2025, the Global LCAM Coalition delivered its most impactful global lung cancer awareness campaign to date, reaching millions of people worldwide with education, connection, and hope. Through coordinated digital campaigns and international partnerships, the Coalition expanded visibility for lung cancer during key moments, including the World Conference on Lung Cancer and Lung Cancer Awareness Month.

These efforts strengthened global collaboration, increased engagement with educational resources, and advanced awareness of early detection and equitable care. The Coalition also expanded the Shine a Light on Lung Cancer program internationally, supporting community-based awareness events in Australia, Ireland, and Canada and laying the groundwork for broader global participation in 2026.

Impact by the Numbers

World Conference on Lung Cancer Campaign

- **8.6 million** impressions
- **71,700** clicks
- **473,000+** social media engagements

Global Lung Cancer Awareness Campaign (Oct-Dec 2025)

- **51.3 million+** global impressions
- **6.18 million** engagements
- **142,400** clicks
- **81,300** users
- **89,100** website sessions
- **42.5%** engagement rate



Voice from the Community

“Thank you for your continued support and for contributing to our efforts in raising awareness for lung cancer screening and providing valuable resources. I know these additional resources will make this event a success!”

– Sharon, Washington, D.C. VA Medical Center



GO2 Excellence Awards

In November 2025, GO2 hosted its **20th Anniversary Simply the Best Gala** in San Francisco. This gathering carried extra special meaning this year as we remembered and honored our beloved co-founder and leader Bonnie Addario who passed away in August 2025. Her life, her vision, and her unwavering commitment to ensuring that no one faces a diagnosis alone was her north star and continues to guide us each and every day. We celebrated her legacy and recognized those leaders that embody this essence and work tirelessly to advance bold efforts to transform lung cancer survival.



SIMPLY
THE
BEST
Gala
20TH ANNIVERSARY



We gratefully recognize the following 2025 awardees:

GO2 EXCELLENCE AWARD IN ADVANCING INNOVATIVE PRECISION MEDICINE presented to Boehringer Ingelheim.

Boehringer Ingelheim was recognized for its pioneering work in precision oncology, advancing targeted therapies that redefine how lung cancer is understood and treated. Through groundbreaking research and patient-centered innovation, the company continues to improve outcomes and quality of life for people worldwide.



GO2 BONNIE J. ADDARIO LEGACY AWARD presented to co-founders Bianca Bye and Leah Phillips, the Young Lung Cancer Initiative (YLCI)

The Young Lung Cancer Initiative was honored for empowering and connecting young adults affected by lung cancer. Co-founders Bianca Bye and Leah Phillips turned personal loss and lived experience into purpose, creating a community that challenges misconceptions, builds awareness, and ensures that no young person faces lung cancer alone.



GO2 RAYS OF HOPE AWARD FOR EXCELLENCE IN COMMUNITY ENGAGEMENT AND AWARENESS

presented to Bryant Lin, MD, Meng, Primary Care Physician, Educator, and Researcher, Stanford University

Dr. Bryant Lin was celebrated for his leadership in raising awareness of lung cancer and advancing health equity. As co-founder of Stanford's Center for Asian Health Research and Education (CARE), he has worked tirelessly to improve outcomes among Asian populations and shine a light on lung cancer in people with no smoking history, driven in part by his own experience with the disease.



GO2 EXCELLENCE AWARD IN ADVANCING EARLY DETECTION

presented to Mary M. Pasquinelli, DNP, APRN, FNP-BC, CTTS, Director, Lung Screening Program at UI Health; Co-Director, Lung Screening & Prevention, University of Illinois (UI), Chicago

Dr. Mary Pasquinelli was honored for her national leadership in advancing early detection and equitable access to lung cancer screening. Under her guidance, UI Health's program has become a model for inclusive, community-based care, saving lives by ensuring more cancers are found at earlier, treatable stages.



GO2 CAREGIVER AWARD FOR EXCELLENCE IN IMPROVING QUALITY OF LIFE presented to Darren Ogilvie

Darren Ogilvie was recognized for his extraordinary compassion and devotion as a caregiver to his wife during her lung cancer journey. His quiet strength, love, and grace reflect the heart of caregiving—showing up every day with tenderness and courage, and reminding us of the power of human connection.



In addition, we recognized excellence for our community at **GO2's annual Voices Summit**. Congratulations to these dedicated award winners:

GO2 ADVOCACY LEADERSHIP AWARD FOR EXCELLENCE IN COMMUNITY ENGAGEMENT & AWARENESS presented to Sydney Barned, MD

Barned is a lung cancer survivor, physician, and fierce advocate. Her dedication to raising awareness and pushing for progress has made a lasting impact. Her story is a testament to the power of advocacy.

GO2 MICHAEL G. OXLEY CONGRESSIONAL LEADERSHIP AWARD FOR EXCELLENCE IN COMMUNITY ENGAGEMENT AND AWARENESS presented to Senator Tina Smith

As a tireless advocate and sponsor of the Women and Lung Cancer Research & Preventive Services Act, Senator Smith has played a pivotal role in raising awareness, expanding access to preventive care, and advancing early detection efforts that save lives. Her leadership designating November as National Lung Cancer Awareness Month continues to bring critical attention to this disease.

GO2 MICHAEL G. OXLEY CONGRESSIONAL LEADERSHIP ADVOCACY AWARD presented to Representative Brian Fitzpatrick

Representative Fitzpatrick's unwavering commitment to the lung cancer community, especially his work on the Women and Lung Cancer Research & Preventive Services Act, has been instrumental in advancing bipartisan solutions.

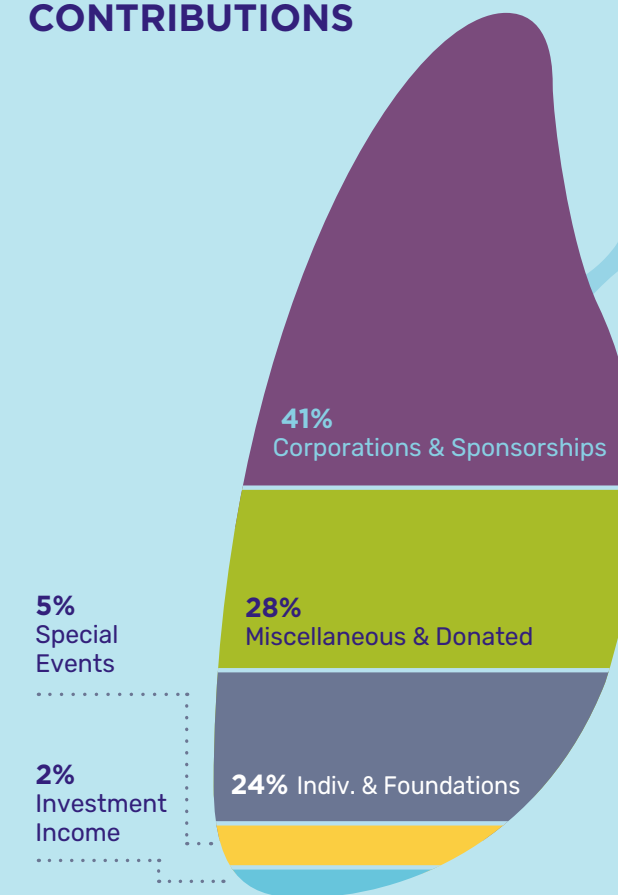


FINANCIALS

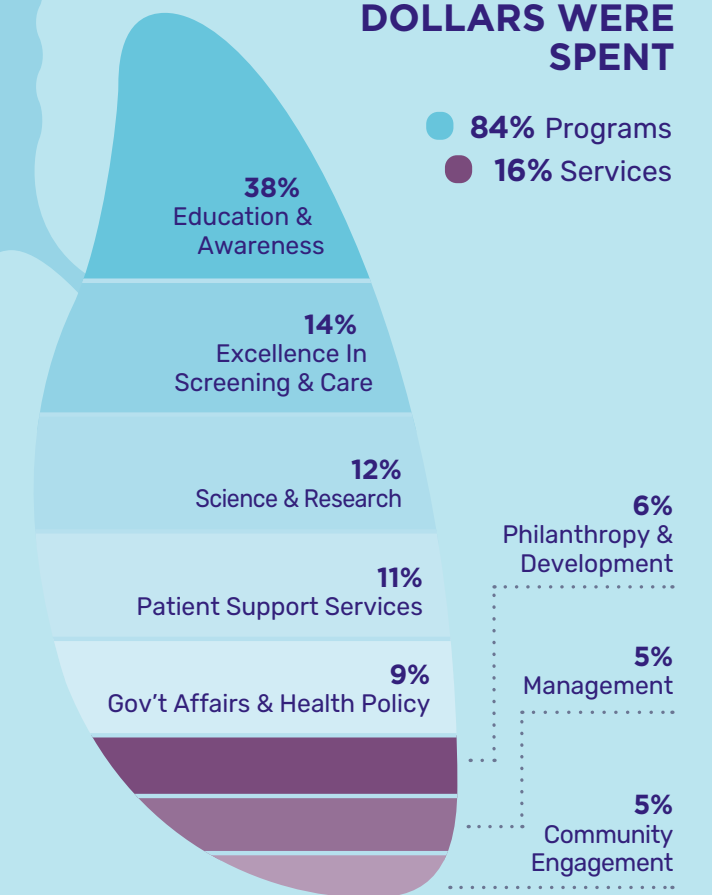
Your Contributions at Work

Eighty-four percent of every dollar donated advanced our work in Patient Support, Research, Excellence in Healthcare Delivery, Advocacy & Policy, Education & Awareness, and Community Engagement. Your support fuels progress, powers community, and provides hope. Thanks to you, we confront lung cancer on every front, every day, for everyone to increase survival.

YOUR CONTRIBUTIONS



HOW YOUR DOLLARS WERE SPENT



\$17,082,446 Total Revenue

\$16,906,642 Total Expenses

\$11,690,944 Net Assets



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G02's team is comprised of diverse and passionate board members, advocates, advisors and staff. Click a button below to meet them:

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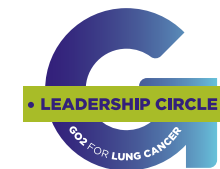
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We are grateful to our Legacy Club members who have named GO2 in their will or estate plans to sustain our lifesaving work for years to come.

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

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