



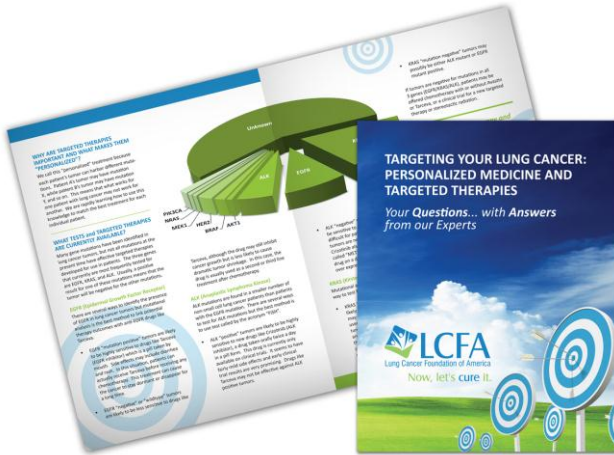
## Dear Friends,

Once again we are entering the year-end season of giving and we hope you will consider a donation to LCFA during this holiday season.

Thanks to your continued support, LCFA has had a very busy, growing and successful year! Here is a glimpse of what we have accomplished in just the past 12 months.

## LUNG CANCER FOUNDATION OF AMERICA AT THE FOREFRONT OF CANCER RESEARCH AND ADVOCACY!

- **HOPE IS SPRINGING UP IN THE LUNG CANCER COMMUNITY!** LCFA is one of the leading advocates of patients having their lung tumors tested for specific cell mutations and then “targeting” treatment to their cancer! This personalized care is for the first time allowing people to live longer and with a better quality of life.
- **LCFA has published a “TARGETING YOUR LUNG CANCER, PERSONALIZED MEDICINE AND TARGETED THERAPIES,”** a Q & A style brochure that guides patients to understanding this new approach to cancer therapies and offers referral options.



- **LCFA Founders and Board members continue to play a major role** in making a difference in the lung cancer research world:
  - Our own DAVID STURGES was the sole patient advocate on the Data Safety Monitoring Board for the landmark study **NATIONAL LUNG SCREENING TRIAL**.
  - LCFA was awarded one of five lung cancer advocacy awards to attend the **IASLC 14th World Conference on Lung Cancer in Amsterdam**
  - Lori Monroe has been an original member on the Department of Defense Lung Cancer Research Integration Panel that awarded \$35 million to promising lung cancer research over the last 2 years.

## FUNDRAISING FOR RESEARCH!

- **Since receiving our 501(c)3 designation in November 2007, LCFA has raised over \$700,000 nationwide, with 90% of our funding coming from individuals, trusts and foundations, a true grass roots organization.**
- **Starting in 2010, LCFA has awarded nearly \$300,000 in research grants in partnership with International Association for the Study of Lung Cancer. For 2012, LCFA's Board of Directors has authorized another \$100,000 in grant awards.**
- **ALL ACROSS OUR NATION, LCFA'S VOLUNTEERS ARE HOLDING EVENTS.** These range from golf and volleyball tournaments, walks and yoga (Namaste for Lung Cancer), to private dinner parties and school fundraisers. One of our favorites was the 4<sup>th</sup> grade class in Indiana where they were doing a report on charities.



One of the students sent us a \$1 bill and wrote... "I chose this charity because my Aunt died because she had lung cancer. If my report is good, people will donate dollars to your charity." It doesn't get much better than that!

- Increasing in popularity, LCFA can now provide you with your on-line, **personal fundraiser page (PFP)** that you can customize with your own photos and stories. Set a goal and then share your PFP with your family, friends and co-workers.
- **LCFA held its 2nd Annual LCFA "DAY AT THE RACES" CHARITY EVENT at the DEL MAR RACE TRACK, DEL MAR, CA.** Not only were we able to raise money, we raised the awareness of the 15,000 guests at the racetrack and we all had lots of fun in the process.



## MEDIA

- With the assistance of our awesome public relations consultant Rachel Schwartz, **LCFA has been featured on CNN, Fox, CBS** and many other local and national news sources.
- The daytime television program, **The Bold and the Beautiful**, had a special segment on lung cancer, featuring a few active LCFA volunteers and lung cancer survivors, and **featured LCFA in a public service announcement** at the end of the program!

## LCFA CONTINUES TO GROW WITH OUR EXPANDED TEAM!

To ensure our continued growth and success we now have an amazing team on board. We believe our team has extraordinary talents and creativity and has contributed hugely to the success of LCFA this past year and will continue to help in the success of LCFA in the future.

As you can see, it's been a busy year, thanks to the outpouring of kindness and generous support by so many of you. 2012 promises to be even bigger and better... but we can't do this alone, ESPECIALLY during this time of economic hardship we all face. **PLEASE MAKE A DONATION TO LCFA TODAY BY RETURNING A CHECK IN THE ENCLOSED ENVELOPE OR VISIT US ON LINE AT [WWW.LCFAMERICA.ORG](http://WWW.LCFAMERICA.ORG).**

**WISHING YOU AND YOURS A HEALTHY, PEACEFUL AND JOYFUL 2012!**

**Kim Norris, Lori Monroe, David Sturges, David Levinson, Dr. Susie Mandel and Dr. Robert Figlin**  
Board of Directors - Lung Cancer Foundation of America

