



LEUKEMIA &  
LYMPHOMA  
SOCIETY®

# GREATER BAY AREA CHAPTER IMPACT REPORT 2019

We fund  
**RESEARCH**  
to advance lifesaving  
treatments

We compassionately  
provide patients and families with  
hope, guidance, education and  
**SUPPORT**

We drive  
**ADVOCACY**  
for policies that protect patient  
access to lifesaving treatments

**THE MISSION OF THE LEUKEMIA & LYMPHOMA SOCIETY (LLS) IS:**

Cure leukemia, lymphoma, Hodgkin's disease and myeloma,  
and improve the quality of life of patients and their families.

# YOUR DONATION HELPS SUPPORT:

## THE CHILDREN'S INITIATIVE

Our goal is a wholesale shift in the standard of care for pediatric patients, moving from toxic chemotherapies that leave survivors with lifelong health challenges, to effective, safe treatments that precisely target cancer without harm to the rest of the child's body.

### What is The LLS Children's Initiative?

The Leukemia & Lymphoma Society is taking on children's cancer from every direction, disrupting the status quo with our bold vision for young patients: to not only survive their cancer, but thrive in their lives after treatment.

The LLS Children's Initiative is a comprehensive \$50 million multi-year endeavor to help children with cancer through every facet of our mission:

- More than doubling our investment in pediatric cancer research grants
- Expanding education and support services for children and families
- Advocating for and driving policies to accelerate the development of new treatments and break down barriers to care
- Launching LLS PedAL (Pediatric Acute Leukemia), a groundbreaking global precision medicine clinical trial in acute pediatric leukemia



**LLS is committing \$25 MILLION to new grants to support childhood cancer research over the next five years.**

**The need is urgent. Children are not mini-adults and we need to do better.**

Blood cancers account for more than 40 percent of all childhood cancers, and most children are treated with the same toxic combinations of chemotherapies developed decades ago. Too many children succumb to their cancer, and many who survive are left with lifelong complications. Though there has been significant progress in advancing new therapies for adults with cancer, only four oncology drugs have been approved for first-use in children over the past four decades.

## OUR FUNDRAISING CAMPAIGNS



- The Greater Bay Area Regatta continued its legacy as being the top fundraising event across the country for the 13th year in a row.
- Over 67 boats participated by sailing the San Francisco Bay before returning to Corinthian Yacht Club for a post-race award celebration.



### East Bay:

- Raised over \$575,000; 15% over the goal for 2019.
- Team PIVOT Agency raised over \$58,000 and Team Astex Pharmaceuticals raised over \$50,000.

### San Francisco:

- Team Ultimate Winkler raised an astonishing \$45,000 as a first-year team.
- Team Salesforce continues to be a top fundraiser year over year coming in at \$105,000.



- Raised \$1.1 million, the first time the Greater Bay Area Chapter has crossed the \$1 million mark.
- Trent Jackson, 2019 Man of the Year, raised \$406,000. This was a record for the Greater Bay Area Chapter and he placed in the Top 25 Nationally.

## EDUCATION AND HEALTH SERVICES

Patient Support services and educational resources are offered free of charge. In 2019, **LLS' Greater Bay Area Chapter** impacted hundreds of local patients and their families:

- 🔥 Reached **312 new households**.
- 🔥 Completed **34 Patti Robinson Kaufmann First Connection matches**.
- 🔥 Hosted **8 monthly Family Support Groups**.
- 🔥 Facilitated community education programs for over **740** patients, caregivers, and healthcare professionals.

To help ease the financial burden of cancer treatment, LLS provided more than:

- 🔥 **\$500,000** in **Co-Pay Assistance** to 204 patients.
- 🔥 **\$9,400** in **Patient Aid** to 94 patients.
- 🔥 **\$7000** in **Urgent Need** to 14 patients.
- 🔥 **\$26,000** in **Travel Assistance** to 52 patients.

## ADVOCACY

LLS brought California-dedicated advocates to their state and federal capitals to lobby for the Cancer Drug Parity Act (H.R. 1409), which would promote fairness and innovation by **preventing commercial insurance plans from requiring patients to pay significantly more out-of-pocket for anti-cancer drugs based simply on how they are administered**.

In California, advocates had the chance to weigh in on the STAR Act (H.R. 820/S. 292), the most comprehensive childhood cancer bill before Congress. This legislation would **support childhood cancer research** by boosting pediatric cancer efforts at the National Cancer Institute, unlock new insights into childhood cancer by improving tracking and reporting, and improve the quality of life for childhood cancer survivors by actively tracking late effects of their disease and treatments – including assessments of how the healthcare system meets the ongoing needs survivors may face.

## BLOOD CANCERS

are the second leading cause of cancer deaths in the U.S.

Approximately every **3 MINUTES** someone is diagnosed with a blood cancer in the U.S.

Nearly **1.4 MILLION** people are living with or in remission from leukemia, lymphoma or myeloma.

More than **ONE THIRD** of blood cancer patients do not survive five years after diagnosis.

**40%** of all pediatric cancers are blood cancers.



- 🔥 337 schools participated in Pennies for Patients.
- 🔥 Stratford School – Osgood came in as the number one fundraising school, raising over \$31,000.



- 🔥 Expanded our local footprint with 19 Teams comprised of 25 candidates.
- 🔥 Raised over \$307,000, with the winner Nura Sinan leading the way at over \$67,000.



- 🔥 Raised over \$976,000 through marathons, cycle rides, triathlons and climbs all over the world.
- 🔥 Over 50 teammates participated in the Lavaman Waikoloa Triathlon in Waikoloa Village, Hawaii. Team Heart Roots, a friends and family team, raised over \$125,000 and qualified to link their team name to our aggressive non-Hodgkin's lymphoma research portfolio.

\*Revenue figures are from Fiscal Year 2019, with the exception of Light the Night reflecting its Fiscal Year 2020 revenue for its event in Fall 2019.

# GROUND-BREAKING RESEARCH IN THE BAY AREA

LLS has invested **\$16.7 million** in lifesaving research at California institutions, including **\$7.1 million** to University of California San Francisco (UCSF) and Stanford University in support of **16 local researchers**. These projects span the full spectrum of research, from investigating the molecular underpinnings that cause cancer to form, to translational research and clinical trials seeking to advance novel targeted treatments and immunotherapies. Dr. Karin Gaensler's research at UCSF focuses on developing a vaccination for Acute Myeloid Leukemia (AML), using a patient's own immune system; just one example of LLS's ground-breaking work.

LLS has funded more than \$1 billion globally to advance treatments and find cures.



**\$16.7M**

**44%**



**16 Local Researchers**

## MISSION MOMENT



Meet Ethan Ostrow: Ethan, a Bay Area native, first learned about LLS after his Lymphoma diagnosis in 2016 at the age of 18. Now 3 years in remission, Ethan has been a champion for LLS! His fundraiser, Concert for a Cure, raised \$45,000, he interned at the San Francisco office during summer break, and now volunteers as a Peer-to-Peer mentor for newly diagnosed patients and their families. When asked about the impact LLS has had on him, Ethan said "I didn't know much about LLS when I was in treatment but what I know

*now is that LLS funded the research that saved my life. That's the impact it has had. What I find most meaningful is the access to comprehensive care for patients. They are not just funding research, they are giving out grants for living expenses and are offering programs to connect others. LLS is helping patients build a community. As I've gotten deeper in the organization, that's what has stood out to me the most."*



*"I've been a supporter of LLS since 2005, the year I lost my husband and my children lost their father to AML. My greatest hope is that others will never have to experience the loss we have as a result of this aggressive cancer. Beat AML is absolutely critical to push the boundaries of research, care and treatment for those facing this diagnosis, in addition to other rare blood cancers, and ultimately save more lives. My support for LLS is to both honor my husband and my children's father, and to also*

*stand proudly with LLS to create change and improve the lives of those with AML as we strive for the ultimate dream – a cure. Please join us in this fight to Beat AML"*

- Andrea Reid, LLS Supporter

**BEATING  
CANCER  
IS IN  
OUR BLOOD.**

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