



# Donor Impact Report

#SweatForBreath

2023

# Letter

**Dear #SweatForBreath community,**

Lisa and I are so humbled to be writing our first donor impact report for **#SweatForBreath!**

When I openly shared my ALK-positive (“ALK+”) lung cancer diagnosis, I did so to become more of an advocate than a patient. I became so keenly aware that the incredible treatment, from which I benefit and that has extended the lives of thousands of ALK+ lung cancer patients like me, was only possible because of those patients years ago who raised money and awareness and participated in research and clinical trials. In hearing the passion with which other ALKies speak about making ALK+ lung cancer a chronic or even curable condition, I wanted to be one of those advocates — one of those advocates providing a shoulder for the next person diagnosed.

But I can’t do it alone. I can’t do it without the incredible support of the generous community around me. For Lung Cancer Awareness Month, Lisa and I launched **#SweatForBreath** in an effort to raise research funds for my oncologist, Dr. Vincent Lam at Johns Hopkins.

We were positively overwhelmed by the response. Through the generous support of people like you and **~750** fellow donors, **~\$200,000** was raised for ALK+ lung cancer in just over 30 days! We had folks **#SweatForBreath** by selling art, donating on behalf of clients, posting their workouts across social media, submitting for company matches, running races, organizing group walks, participating in our live cycle event at CycleBar in Arlington, and much more.

**Your support provided the critical funding needed to launch Dr. Lam’s clinical trial, which will evaluate the safety of a cancer peptide vaccine to prevent or**



**delay acquired resistance in advanced ALK+ lung cancer patients currently on ALK targeted therapy (like me!).** Dr. Lam’s vaccine is the first ALK vaccine in the world to be tested in a clinical trial. Dr. Lam administered the vaccine to the first patient in clinic on May 13, 2024!

We are humbled by the generosity of the **#SweatForBreath** community and are forever grateful. **Your support has inspired us to officially establish The Sweat For Breath Foundation**, in fiscal sponsorship with Players Philanthropy Fund, a Texas nonprofit corporation recognized by IRS as a tax-exempt public charity under Section 501(c)(3) of the Internal Revenue Code to support the patients, caregivers, children and families impacted by ALK+ lung cancer. **We look forward to the next chapter of #SweatForBreath in 2024 and beyond.**

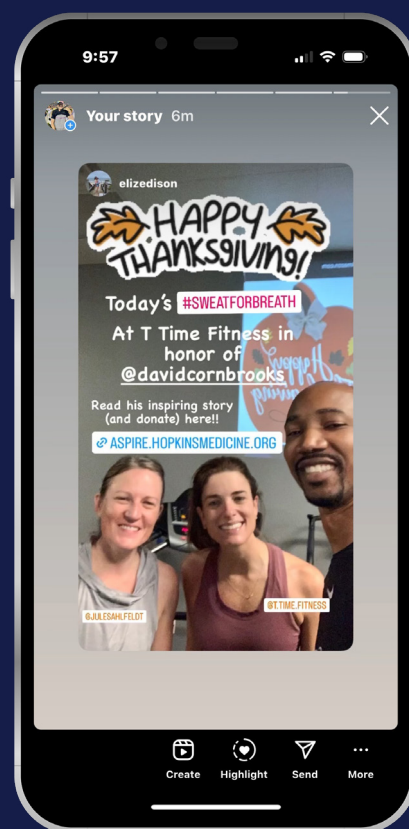
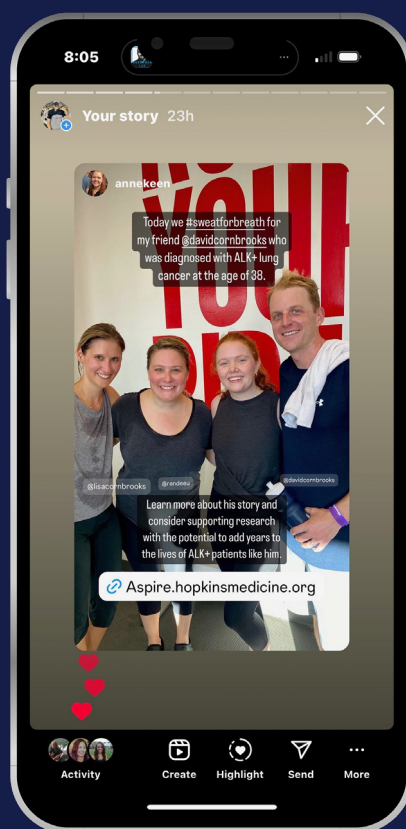
With gratitude,  
**David & Lisa Cornbrooks**

Your support has inspired us to officially establish



To extend and improve the lives of people with ALK+ lung cancer by raising funds for research and patient support programs and promote awareness.

Please visit us at [www.sweatforbreath.org](http://www.sweatforbreath.org)



# 2023 Year in Review

## NUMBERS

~\$200,000\*  
raised

758  
donations

90  
anonymous donors

\$257  
average gift

Top 3 gifts  
(\$20k, \$10k, \$5k)

100%  
to Johns Hopkins

## REACH

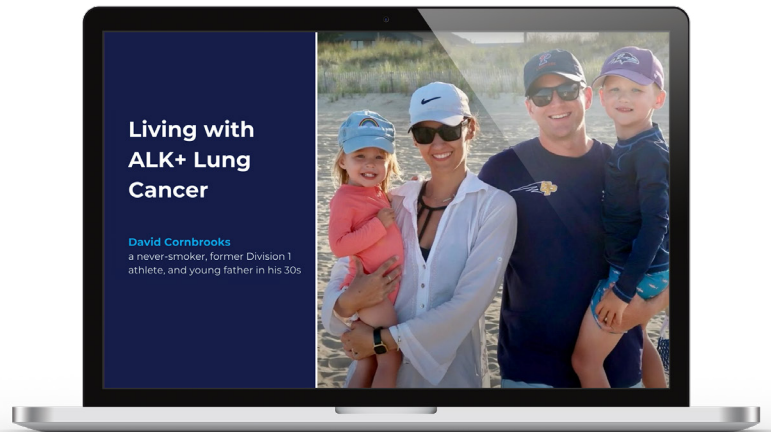
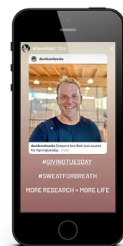
Video  
1600+ Views

Bike Event  
43 participants

Social Media  
Over 66,000 LinkedIn  
Impressions (just David)

GOT MY #SWEATFORBREATH  
ON TO RAISE AWARENESS  
FOR ALK+ LUNG CANCER  
AND SUPPORT MY FRIEND  
@DAVIDCORNBOOKS -  
CHECK OUT DAVID'S STORY  
AND THE INSPIRING WORK  
HE'S DOING TO RAISE  
MONEY AND AWARENESS  
FOR LUNG CANCER VACCINE  
RESEARCH AT JOHNS  
HOPKINS! LET'S GO DAVID!!

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## CREATIVE

#ArtForBreath

Giving Stipeneds

Company Matches

Client Holiday Gifts

Savills Walk

Turkey Trot



# #SweatForBreath 2023











# David's Story



Click on Laptop  
to Play Video

After experiencing a sharp pain in his chest and undergoing countless appointments, blood draws, scans, and two biopsies, David was diagnosed with advanced ALK+ lung cancer at 38 years old. He is an otherwise healthy, former Division 1 athlete and has never smoked a cigarette in his entire life.

The diagnosis completely turned his world on its head. At the time, his son, Ethan, was 5 and his daughter, Liv, was only 2. After a lot of reflection, he decided to share his diagnosis openly so he could become more of an advocate than a patient.

David has chosen to advocate because he's been inspired by the ALK+ lung cancer patients before him who have spoken out and have pushed for more research. Research that has made a meaningful impact. Research that has literally added years to people's lives. And research from which he is keenly aware that he is benefiting.

In fact, David currently benefits from a drug approved as a first-line treatment for ALK+ cancer only in 2021 and there are clinical trials in development and underway that have the potential to add years to the lives of ALK+ patients like him.

His vision is to turn ALK+ lung cancer into a chronic condition or even curable condition by advocating for more research.

Also, as a "never-smoker", he wants to eliminate the stigma associated with lung cancer and envisions a world in which he doesn't have to add "and I've never smoked a cigarette" to his lung cancer diagnosis. **More research = more life.**



# About ALK+ Lung Cancer

## It Can't Be Prevented

ALK (Anaplastic Lymphoma Kinase) is a mutation in the DNA of the lung cells that happens when two genes (EML-4 and ALK) become fused, or stuck together, creating a fusion oncogene. With this mutation, the lung cells divide, making too many copies of themselves and resulting in uncontrolled cell growth.

While ALK+ lung cancer is caused by a mutation in the DNA, there is no known cause of that mutation. There is no known correlation of ALK+ lung cancer with any environmental toxins, including smoking, second-hand smoke, asbestos, and air pollution.

Anyone can get lung cancer. No one deserves to get lung cancer.

## Young Lives Are Cut Short

ALK+ lung cancer tends to impact young people, mostly women, who are otherwise healthy with no smoking history.

Because ALK+ lung cancer tends to grow uncontrollably with little to no symptoms, approximately 90% of people are diagnosed in the late stages after the cancer cells have spread to other parts of the body like the liver or brain (i.e., Stage IV). Once the cancer has spread, it becomes more difficult to treat.

## Current Treatments Stop Working

Typically, traditional therapies such as chemotherapy, radiation, and immunotherapy are not effective in treating ALK+ lung cancer.

More recently, researchers have been able to develop treatments that target ALK+ cancer growth. Tyrosine kinase inhibitors (TKIs), medications taken by pills once or twice daily, inhibit the growth of cancer by blocking the activity of the abnormal ALK protein that tells the cell to divide. By controlling the cancer's "on-off" switch, TKIs can slow or even stop cancer progression, often with minimal adverse side effects compared to traditional treatments.

Even though patients tend to respond well to the TKIs, **these drugs stop working because the cancer eventually develops a resistance.** This resistance allows the cancer to grow uncontrollably again, often with untargetable gene mutations.

## Breakthroughs Are Happening

As the understanding of ALK+ lung cancer has progressed and more professionals have dedicated themselves to finding a cure for lung cancer, the **last decade of treatment approvals has been monumental** for extending and improving the lives of people diagnosed with ALK+ lung cancer. These treatments — the TKIs — have increased life expectancy more than sixfold and improved quality of life dramatically.

While a positive interim step, patients with ALK+ lung cancer need longer-lasting treatment options. Researchers are now dedicating efforts to better understand why TKIs stop working, how to address resistance to these treatments, and develop alternative therapies such as vaccines that train the immune system to identify and attack cancerous cells.

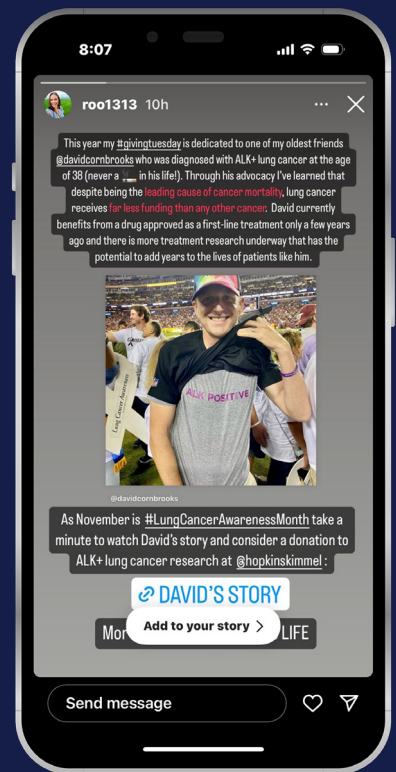
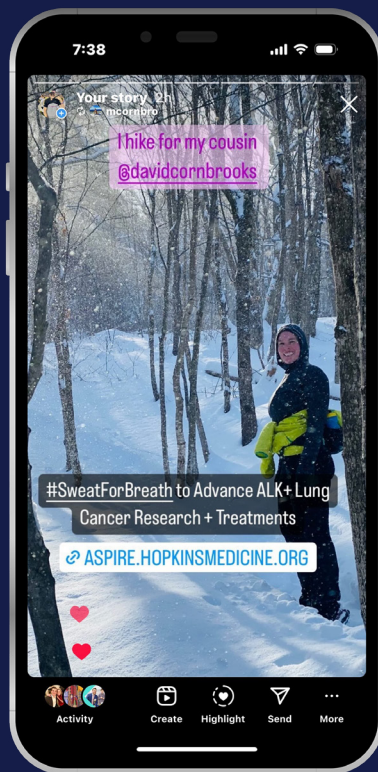
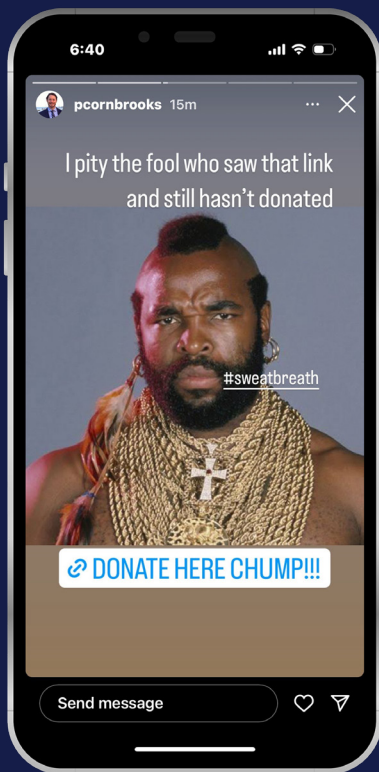
## It Is Underfunded

The unfortunate stigma around lung cancer and smoking means all lung cancer research is severely underfunded.

So while lung and bronchus cancer is the third most common cancer diagnosis, it is by far the leading cause of cancer-related deaths (20% of all cancer-related deaths).

As of 2023, lung cancer received the least amount of funding per death as compared to the other top 5 cancers. As a result, research for lung cancer as a whole and ALK+ lung cancer specifically has had to rely on the private sector to fill the gap between federal funding and the funding required to advance innovative treatments.

# More Research = More Life





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Deborah	Simpson	Gayle	Sullivan
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Sharon	Slevin	Debbie	Swiss
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Jay	Smith	Ron	Tanner
Maureen & Jim	Smith	Charlotte	Tansill
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Ben	Smith	Ryan	Taylor
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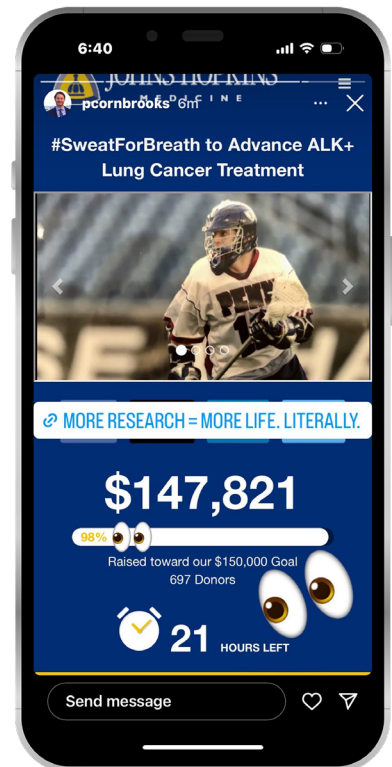
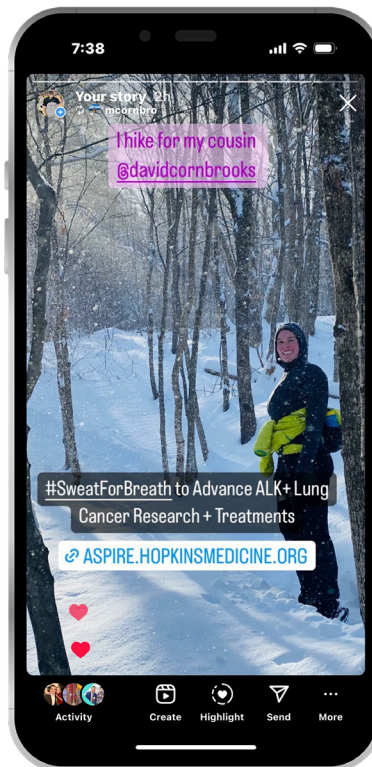
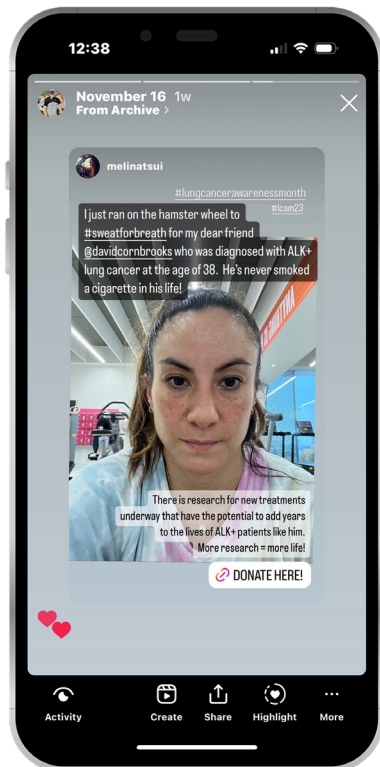


Liz  
Phoebe  
Katie  
Jessee  
Lin & Bert  
Alison  
Lea & Kevin  
Erik  
Hannah  
Gail-Anne  
Johnny  
Tim  
Margaret  
Bailey

Waiker Edison  
Walling  
Wareheim  
Wasson  
Waters  
Waters Hoffberg  
Weeks  
Weiss  
Weiss  
Whigham  
White  
Whitebread  
Whitman  
Williams

Karen  
John  
Mac  
Meriel & Garrett  
Wista  
Brad  
Janet  
Corey  
Chachu  
Jerome  
Beverley  
Michael  
William  
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# Thank You

Please visit us at [www.sweatforbreath.org](http://www.sweatforbreath.org)