



# A TEAM COMPETING IN THE LEUKEMIA & LYMPHOMA SOCIETY'S MAN & WOMAN OF THE YEAR CONTEST

Spring 2020 – 10 Weeks – Raising Hundreds of Thousands of Dollars for LLS

## PROJECT LEMONADE

### CANDIDATE, WOMAN OF THE YEAR

Anna Jaeger

### TEAM MEMBERS

Catherine Babin  
Michele Best  
Jackie Day  
Caitlin Delaney  
Meg Doperak  
Deborah Ellsworth  
Katherine Ellsworth  
Kelley Ellsworth  
Jane Head  
Bob Jaeger  
George Jaeger  
Jonathan Jaeger  
Linda Jaeger  
Nick Jaeger  
Becky Kotuby  
Pat Lutz  
Mary Manilla Smith  
Sandy Marks  
Lucy McKinnon  
Brian Mora  
Bethany Mueller  
Jordan Mueller  
Jeff O'Brien  
Jami O'Hagan  
Sarah Shank  
Mary Sheldon  
Sarah Slaughter  
Brenna Thomas  
Jen Walker

March 26, 2020

Dear [NAME],

Just over eight years ago, I lost my brother David to Leukemia. It was the first time that I was actively involved in someone's illness and death and it was horrible. Horrible to watch the life of such a vibrant person slowly drain away. Horrible to watch him endure the pain. Horrible to think of life without him. I walked away from the experience *wanting to do something*. To make a difference. I went on a few bike ride fundraisers and raised thousands of dollars. Life got in the way and it didn't feel like it was enough.

In 2016, I was introduced to the Leukemia & Lymphoma Society's Man & Woman of the Year, National Capital Area competition (LLS MWOY). This is a 10-week competition between 20-30 people in the DC area to raise the most money for LLS. I participated from the sidelines when a friend competed (and won) in the 2016 campaign. Last year when she nominated me, I couldn't say no.

**I am competing to be the 2020 Woman of the Year for the Leukemia and Lymphoma Society's Man & Woman of the Year competition (LLS MWOY)! My goal is to raise *hundreds of thousands of dollars* for LLS between March 26 and June 6.**

## Project Lemonade Is Born.

Immediately I knew that I didn't want to focus simply on the fact that I'd lost my brother. That's a downer and Dave was anything but! Often the smallest guy around, but he was always the biggest personality in the room. He was dealt a tough medical hand, but he persevered through 2½ decades with humor and kindness. I want to have fun over this crazy 10-week competition! Project Lemonade springboarded off of the adage "*When life gives you lemons, make lemonade!*" Here's to 10 weeks of remembering Dave - his shenanigans, his kindness, his generosity and his humor during the 'lemon years' of his life.



## Lemons To Lemonade Is What LLS Represents.

In fall of 2011, I navigated Dave's diagnosis and illness like a boat without a compass. I was lost, hopeless, desperate, exhausted, and just barely keeping it together. Though I'd worked for 2 decades in nonprofits, I never occurred to me to contact LLS. Knowing what I know now, the *Leukemia & Lymphoma Society would have helped me through the bitter days*. Some of the amazing things they do:

- Fund today's *most promising research* (more below). The research is exciting and moving quickly. It gives me so much hope!
- Support an *oncology-staffed hotline* so that patients can connect with professional to discuss and interpret their care. This is so critical as you never have enough time to fully question your doctor. Patients and families need support.
- Manage *clinical a trial* support center. Finding the right clinical trial is crucial. Nationally, only 8% of patients are placed. Through this program with LLS, 60% are placed!
- Provide *financial assistance* to help patients with medical travel and co-pay expenses. While we were fortunate to be able to travel to Orlando to support Dave, many families are not. LLS provides a stipend to help patients pay for their expenses.

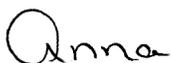
## Beating Cancer Is In Our Blood. Research That Is Changing Lives

LLS has invested over \$1.2 BILLION and helped advance nearly every therapy used to treat blood cancer today. The most promising advances are in immunotherapy, genomics and precision medicine. What has struck me is that the *drugs and treatments that have been developed for blood cancers have helped people affected by many different types of cancers and diseases* – breast, pancreatic, prostate, liver, kidney, brain, lung, skin and ovarian cancer as well as diabetes, lupus and rheumatoid arthritis. To me, this is HUGE! So many people in my life have faced these diseases. I love that so many will benefit from this leukemia-related campaign! *Beating cancer, all cancers, is truly in our blood!*

## Project Lemonade - this is my “do something” for Dave (1974 - 2012).

I'm asking for your support. **Will you donate to my campaign?**  
Your dollars will directly impact the LLS programs, research and mission.  
Donate online at [www.project-lemonade.com](http://www.project-lemonade.com) or  
Mail check to “Project Lemonade HQ, 11 Forrest Street, Alexandria, VA 22305”  
Make check out to “LLS” and write “MWOY-Anna Jaeger” in the memo line.

Thank you!



The Man & Woman of the Year campaign consists of a select group of individuals who come together for a greater purpose: to raise money to support the mission of the Leukemia & Lymphoma Society.

*"Our mission is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. - Leukemia & Lymphoma Society"*

# FACTS TO ADD TO YOUR LETTER/EMAILS

## CANCER BY THE NUMBERS

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

5-year survival rates for blood cancers have increased since the 1960s by 2x, 3x even 4x.

By 2020 an estimated \$173 billion will be spent on the cost of cancer care

Experts project a 39% jump in the annual cost of cancer care from 2010 to 2020

600,000 Americans die from cancer annually

More than 1.3 million Americans are living with or in remission from a blood cancer

Cancer patients must have affordable access to the healthcare they need. Their lives literally depend on it. LLS will continue to work to ensure policymakers put patients first, by preserving existing patient protections and enacting new reforms to help make affordable care a reality.

## INFORMATION RESOURCE CENTER

Information Specialists are available by phone at (800) 955-4572, and live chat or email via [LLS.org](http://LLS.org)—Monday to Friday, 9 a.m. to 9 p.m. ET.

- LLS Information Specialists are master's level oncology social workers, nurses and health educators who work with compassion to provide blood cancer patients and caregivers free personalized information and support tailored to their specific diagnosis and needs.
- They speak in-depth with caregivers and patients—many of them newly diagnosed—about their disease, clinical trials, how to talk to their physician, and so much more.
- Services include financial and emotional support, and up-to-date disease and treatment information.
- Information Specialists refer patients to the Clinical Trial Support Center as appropriate, which helps patients find and enroll in clinical trials.

## RESEARCH

This INNOVATIVE research also benefits the broader cancer community

- Many of the innovative approaches to cancer treatment, including advances in immunotherapy, genomics and precision medicine, were first discovered in blood cancers.
- The drugs and treatments we developed for blood cancers have helped people affected by many different types of cancers and other diseases.

Beat AML®: On the Offensive against Acute Myeloid Leukemia (AML)

In 2016, we launched the Beat AML® Master Clinical Trial. AML is deadly, and there has been little change in treatment for AML patients for more than 40 years. Beat AML® is:

- A groundbreaking collaboration convening researchers, cancer centers, pharmaceutical companies, and the U.S. Food and Drug Administration (FDA) to simultaneously test several new therapies for AML
- A precision medicine approach to treatment in which patients are assigned to a targeted therapy based on their genetic profile

The trial enrolls newly diagnosed patients who are 60+ years of age since these patients are unable to tolerate standard chemotherapy and have few other options.

CAR T-Cell Immunotherapies: A Historic Victory for Patients

In 2017, the FDA approved two revolutionary therapies called CAR (chimeric antigen receptor) T-cell immunotherapies. This treatment uses cutting-edge genetic engineering technology to harness a patient's T-cells, the soldiers of the immune system, to be genetically reprogrammed to find and kill cancer cells. These therapies are now helping certain leukemia and lymphoma patients who relapsed or did not respond to existing treatments. Our investments helped make this possible:

- \$21 million over two decades in the work of CAR-T pioneer Carl June, M.D., of the University of Pennsylvania led to tisagenlecleucel (Kymriah™) for acute lymphoblastic leukemia (ALL)
- \$2.5 million in the Kite, a Gilead Company, clinical trial led to xicabtagene ciloleucel (Yescarta™) for certain types of large B-cell lymphoma.

Therapy Acceleration Program® (TAP)

As part of a strategic initiative, LLS partners with biotechnology companies and academic institutions to help accelerate the development of promising therapies. FDA approved two of these therapies in 2017:

- CPX-351 (Vyxeos™), an innovative reformulation of two chemotherapies, for high-risk AML patients
- Axicabtagene ciloleucel (Yescarta™), a CAR T-cell immunotherapy for adults with certain types of non-Hodgkin lymphoma who are not responding to other treatment

In 2017, a groundbreaking treatment called "CAR T-cell immunotherapy" was FDA approved for blood cancer, and it is now being tested in more than 500 clinical trials for other cancers

"Cancer cells in the blood are more accessible than those in solid tumors, making it easier to study cancer-causing molecules, measure the effects of new therapies and make pivotal biologic discoveries applicable to other diseases." Gwen Nichols, MD, Chief Medical Officer, LLS

## **CHILDREN'S INITIATIVE**

The Leukemia & Lymphoma Society (LLS) is increasing its investment in pediatric research and patient access. Our goal is for children to not only survive cancer—we want them to thrive after treatment.

While thirty-five percent of pediatric cancers are blood cancers, only 5,000 children and young adults under the age of 20 are diagnosed with leukemia or lymphoma in the U.S. each year. This isn't a large market for big pharmaceutical companies. LLS has pledged \$100 million to finding therapies that work for children. Therapies that are not just watered-down adult therapies. Therapies that will reduce the long-term complications of current therapies.

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. Children are not mini-adults and we need to do better.

Approximately 80% of childhood cancer survivors develop one or more chronic health conditions as a result of their treatment.

Only 4 oncology drugs have been approved for first use in children in 40 years.

LLS is leading a global precision medicine clinical trial to test multiple targeted therapies for children and young adults with acute leukemia. LLS PedAL will align scientific, medical, corporate and regulatory partners to test multiple targeted therapies simultaneously at up to 200 clinical sites in the United State and around the world.

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.

## **CANCER MEDICATIONS/THERAPIES**

LLS Helped Advance 10 of the 11 Blood Cancer Treatment Options Approved in 2019 To Date. Our long-term research investment is paying off. Since we started in 1949, The Leukemia & Lymphoma Society (LLS) has invested nearly \$1.3 billion in cutting edge cancer research, leading to breakthroughs in immunotherapy, genomics and personalized medicine that are saving and improving the lives of patients. This year, we are seeing significant advancements for patients – from new chemotherapy-free combination treatment options to progress for myeloma and

pediatric patients. LLS helped advance 44 of the 50 blood cancer treatment options approved by the U.S. Food and Drug Administration since 2017 to date.

### **NATIONAL CAPITAL AREA CHAPTER**

LLS provides direct financial assistance to blood cancer patients who need help affording their insurance premiums, healthcare cost-sharing, or treatment-related travel expenses. Last fiscal year, LLS provided approximately 18 Patients and \$45,596 In total assistance

### **GLOBAL PATIENT SUPPORT**

- Over 625,000 free education booklets and fact sheets distributed
- Over 130,000 patients, caregivers and health care providers educated
- 19,000 calls to the Information Resource Center
- Clinical Trial Support Center enrolled 60% of medically qualified patients in a clinical trial.
- Over 1275 First Connections matches
- Over 100 Family Support Groups conducted.